

**COMMUNICATIONS PLAN FOR THE AUSTIN INDEPENDENT SCHOOL DISTRICT'S AISD REACH INITIATIVE
JULY 2008 – AUGUST 2009**

PROJECT MANAGER: JALIMA (HOLLY) SUBERVI

TARGET AUDIENCES:

- Teachers and principals
- Business and Opinion Leaders
Chambers of Commerce
- Political Decision Makers,
Board of Trustees, other Stakeholders
- General Community

COMMUNICATIONS OBJECTIVES:

- To inform and persuade this audience to trust and support AISD REACH and to assure them that their professionalism and expertise are acknowledged and reinforced through strategic compensation
- To build understanding about the dynamic capacity of this pilot to test ideas and make continuous improvements
- To educate this audience about how the professional roles of teachers and principals can be strengthened and focused on student achievement
- To inform and persuade this audience to support AISD REACH through investment of their tax dollars

#	TIMELINE/ CONTENT(S)	TARGET AUDIENCES	COMMUNICATION METHODS/ACTIVITIES	PERSONS RESPONSIBLE	DEADLINE/ TIMEFRAME	STATUS/ NOTES
1.	End of June – early Aug. 2008 First Payout for Student Learning Objectives (SLO's)	Teachers Principals Political Decision Makers Business and Opinion Leaders General Community	<ul style="list-style-type: none"> • Refine brand name/tagline and develop a logo to give the strategic compensation initiative a strong brand identity • Work with Human Resources Department to finalize all payout data • Develop and mail letters to teachers who participated in the pilot (one letter from the Superintendent recognizing and thanking them for their work this year, and one letter confirming their stipend amounts) • Launch a hotline for questions about payouts process, award dates • Email all pilot school principals: <ul style="list-style-type: none"> • To inform them of their campus results with student learning objectives and mentoring, and to remind them of the July payouts and media activities to come • Update and re-launch the Strategic Compensation Website –with new AISD REACH logo, thank you letter from David Lussier to pilot participants, payout announcement, and feature the site on the main AISD webpage • Organize timeline and action plans for media activities, materials for briefings, and develop talking points for additional communications to stakeholder groups 	Janis Guerrero Holly Subervi David Lussier Sheila Anderson Holly Subervi David Lussier Sheila Anderson Amy Campbell All team members will assist with logistics	Week of June 24 End of June, mail letters 2-3 weeks before payout	Done Done
				Sheila Anderson	End of June, send reminder July 29	Done
				Holly Subervi	Week of June 30	Done
				Holly Subervi	Week of July 7	Done

					David Lussier	Week of July 21 and possibly week of July 28	Done
				<ul style="list-style-type: none"> Provide briefing/update to AISD Board Liaisons Provide briefing/update to Cabinet Prepare Board of Trustees Memo 	David Lussier	Week of July 21	Done
				<ul style="list-style-type: none"> Prepare materials and give update on plans for media activities at principal meetings <ul style="list-style-type: none"> Items will include talking points Summary of communication strategy Media interview tip sheet Pre-briefing meetings to Education Austin, major teacher associations, ATPE, etc. 	David Lussier Holly Subervi	Week of July 21	Done
				<ul style="list-style-type: none"> Pre-briefing meeting to Austin Chamber of Commerce that will include: <ul style="list-style-type: none"> Rollout strategy, branding, payouts, etc. Hold an Editorial Board meeting with the Austin American Statesman to present the Student Learning Objective results proactively, and give them a recap of year 1 successes <ul style="list-style-type: none"> Develop talking points for all participants Prepare packets with SLO results, program overview, and sample REACH scorecard, etc. 	Holly Subervi David Lussier	July 24 th from 7:30-8:30 am	Done
				<ul style="list-style-type: none"> Finalize and disseminate news release and press conference announcement (request that news release be linked to campus webpages and staff portal) Send e-notices with press conference announcement/invitation and press release to key internal and external stakeholder groups 	David Lussier Louis Malfaro Andy Welch Holly Subervi	July 28 th from 3-4 pm	
				<ul style="list-style-type: none"> Prepare and disseminate announcements to include on AISD website and Channel 22 	Holly Subervi	Week of July 28	Done
				<ul style="list-style-type: none"> Hold press event with steering cmte.reps, Superintendent, principals and teacher recipients on payday <ul style="list-style-type: none"> Develop talking points, speech for Superintendent and SLO data info Gather teacher and principal reps for media inquiries Update website with news media coverage 	Holly Subervi	July 30 th at noon	Done
				<ul style="list-style-type: none"> Send a thank you email to all teachers and principals who attended and who were spokespeople at the press conference Include congrats letter to pilot participants in back to school edition of AISD employee E-Newsletter 	Holly Subervi	Aug. 4	Done –will be in Sept 1 st edition
				<ul style="list-style-type: none"> Superintendent’s Update cablecast on AISD -TV Channel 22 	Holly Subervi	Aug. 6	Done

4.	Oct. 2008	Presentation at Council of Great City Schools Conference Oct. 22-26	Board of Trustees Major urban school district superintendents Executive Administrators	<ul style="list-style-type: none"> • Presentation on assessment of Year 1 of the REACH Pilot (provide program summary for conference handbook and distribute brochures to attendees) • AISD website update with materials and information shared at conference 	David Lussier Holly Subervi (will assist with preparing materials)	Oct. 22-26	Done
5.	Oct. 2008	Highlighting Teacher Successes	Teachers Principals Parents General Community	<ul style="list-style-type: none"> • Develop letter informing parents from pilot schools about AISD REACH (ask principals to include letter in their next school newsletter) • Employee newsletter article (mento story) - due Oct 15 <ul style="list-style-type: none"> • Send article to pilot principals for inclusion in school and PTA newsletters • Send article to Education Austin and other teacher association leaders for inclusion in newsletters on their websites • Develop rollout plan to inform key audiences prior campaign launch <ul style="list-style-type: none"> • Distribute marketing brochure, poster, and program summary sheet to targeted stakeholder groups (Austin Chamber of Commerce, Education Austin, other teacher associations) • Distribute poster and internal brochure to all schools • Distribute external brochure and posters to central office departments, post them in building elevators, in the Board office, Assoc Superintendents area, Planning Office, and Human Resources area • Post marketing materials on key areas of AISD website • Send e-notice to all principals following marketing rollout to ensure their support 	Holly Subervi Holly Subervi Laura Baker	Mid Oct. Mid Oct.	Done - sent to Sheila on Oct. 8 Done
6.	End of Oct. - early Nov. 2008	Small Payout for New-to-School & Retention	Teachers Principals Political Decision Makers Business and Opinion Leaders General Community	<ul style="list-style-type: none"> • Email blast to highest-needs pilot school principals and teachers (2 wks before payouts) • Provide briefing to Board Liaisons • Prepare Board of Trustees Memo • Provide briefings to Education Austin, Chamber Task Force, Teacher Association Leaders, and Steering Cmte. members • Presentation/Update to Cabinet • Prepare and disseminate news release • Prepare and disseminate payout announcement on REACH webpage • Email blast to key internal and external stakeholder groups • Update REACH website with news release and media articles 	Holly Subervi Sheila Anderson David Lussier Holly Subervi Holly Subervi David Lussier David Lussier Holly Subervi Holly Subervi	Wk of Oct. 13 Wk of Oct. 27 Wk of Oct. 27 Oct. 27 or Nov. 3 Oct. 31	Done Done Done Done Done Done Done Done Done

7.				<ul style="list-style-type: none"> Submit article to Austin Business Journal about innovative school practices (co-authored by Rick Burciaga, Marcia Silverberg) Provide AISD REACH materials for Pre-Legislative Session luncheon Austin Insider Article (about Mentoring Program) Launch new teacher video on website <ul style="list-style-type: none"> Provide copies of teacher video to key stakeholders (Education Austin, ATPE, Chamber of Commerce, etc.) Organize briefings with potential pilot school principals Meet with potential pilot school leadership teams Email blast to pilot school principals to confirm recipient list (a month before payouts) Email blast to teachers and eligible staff (2-3 weeks before payouts) Mail payout notification letters to retired teachers and those with special cases (2-3 weeks before payouts) Launch hotline for questions and concerns Identify a subgroup of teachers and principals to be spokespeople for media inquiries about the payouts and develop a media contact list for reporters Provide pre-briefing about TAKS payouts and communications plans to Chamber Task Force Provide briefing to Board Liaisons Prepare Board of Trustees Memo Provide briefings to Education Austin, teacher association leaders, and Steering Cmte. members Send information packet about TAKS payout results, plans for press event, media contact list, and the REACH first year Scorecard to the Austin American Statesman Editorial Board 	Holly Subervi David Lussier	Nov. 7	Done, sent for submission on Nov 5
8.	Mid Nov. 2008	Highlighting Teacher Successes	Teachers Principals Parents General Community		Holly Subervi David Lussier	Nov. 7	Done
9.	Mid – to end of Nov. 2008	Pre-pitching Activities for Next Round of Pilot Schools	Teachers Principals		Holly Subervi	Mid Nov.	Done, sent on Nov. 4
10.	Dec. 2008	Payout for TAKS Growth & Launch of Year 1 Scorecard	Teachers Principals Parents Board of Trustees Political Decision Makers Business and Opinion Leaders General Community		Holly Subervi	Mid Nov.	Timeframe extended to Dec
					David Lussier Sheila Anderson	Ongoing, mid to end of Nov.	Done
					David Lussier Sheila Anderson	Ongoing, mid to end of Nov.	Done
					Sheila Anderson Laura Baker	Wk of Nov. 10	Done
					Holly Subervi	Nov. 19	Done
					Holly Subervi	Nov. 19-21	Done
					Holly Subervi Team members will provide names	Wk of Nov. 17	Done
					Holly Subervi David Lussier	Nov. 24	Done
					David Lussier Holly Subervi	Wk of Dec. 8	Done
					Holly Subervi	Wk of Dec. 8	Done
					Holly Subervi David Lussier	Wk of Dec. 15	Done
					Holly Subervi	Dec. 15 or 16	Done

				<ul style="list-style-type: none"> Hold press event with David Lussier, steering cmte.reps, Chamber rep, superintendent, principal, and teacher recipients <ul style="list-style-type: none"> Develop talking points and data summary Gather teacher and principal reps Order REACH display boards, and organize logistics with media productions department Prepare and disseminate news release and link to campus webpages Prepare and disseminate payout announcement on webpage Email blast to key internal and external stakeholder groups Update REACH website with news release and media articles Launch new teacher video on website Provide copies of teacher video to pilot school principals, Human Resources, and key stakeholders (Education Austin, ATPE, Chamber Task Force, etc.) 	Holly Subervi	Dec. 17 at 1:30 pm at Lanier HS	Done
				<ul style="list-style-type: none"> Begin pitching to 7 potential pilot schools (use teacher video and redesigned PowerPoint as part of pitch) <ul style="list-style-type: none"> Engage principals Engage campus leadership teams Engage CAC's Provide briefing to parent groups through principal coffees, booster clubs, and/or PTA sessions Organize a breakfast with the SLO team and teachers Identify campus leaders to serve as AISD REACH communication ambassadors Provide monthly communication updates to Steering Cmte.members, Board Liaisons, and Associate Superintendents, throughout the pitching process 	David Lussier Sheila Anderson Team members Gloria Franco (will assist with logistics)	Mid – end of Jan.	Done
11	Early Jan. 2009	Highlighting Teacher Successes & Community Engagement Activities	Teachers Principals Parents Business and Opinion Leaders General Community	<ul style="list-style-type: none"> Launch new teacher video on website Provide copies of teacher video to pilot school principals, Human Resources, and key stakeholders (Education Austin, ATPE, Chamber Task Force, etc.) 	Holly Subervi David Lussier Gloria Franco (will assist with logistics)	Jan. 1 Early Jan.	Done Done
12.	Mid Jan. 2009	Pitching to Next Round of Pilot Schools	Teachers Principals Parents	<ul style="list-style-type: none"> Begin pitching to 7 potential pilot schools (use teacher video and redesigned PowerPoint as part of pitch) <ul style="list-style-type: none"> Engage principals Engage campus leadership teams Engage CAC's Provide briefing to parent groups through principal coffees, booster clubs, and/or PTA sessions Organize a breakfast with the SLO team and teachers Identify campus leaders to serve as AISD REACH communication ambassadors Provide monthly communication updates to Steering Cmte.members, Board Liaisons, and Associate Superintendents, throughout the pitching process 	David Lussier Sheila Anderson Team members Gloria Franco (will assist with logistics)	Mid – end of Jan.	Done

13	End of Jan. - Mar. - 2009	Launch of Year 1 Program Evaluation Report	Political Decision Makers Business and Opinion Leaders Teachers Principals Parents General Community	<ul style="list-style-type: none"> • Provide briefing to pilot school principals and teachers • Provide briefing to Associate Superintendents • Prepare Board of Trustees Memo • Presentation/Update to Cabinet • News Release (to be submitted by Program Evaluation Dept.) • AISD website and REACH webpage update • Email blast to key internal and external stakeholder groups • Provide briefing to Supt'd Teacher Advisory Forum – Feb. 26 at 4:30 pm • Provide briefing to – Mar. 3 (Exec cmte), Mar. 24 at 4pm (full meeting) 	Holly Subervi David Lussier Gloria Franco (will assist with logistics)	End of Jan. – Mar., specific dates TBD	Done
14.	Apr. - May 2009	Finalization of Year 2 Pilot Schools	Political Decision Makers Business and Opinion Leaders Teachers Principals Parents General Community	<ul style="list-style-type: none"> • Provide briefing to Associate Superintendents • Presentation to - May 19 (needs to be confirmed) • Presentation to ACPTA – May 15 • Presentation to AISD UpClose Class-May 22 • End of Year appreciation cookies event for pilot schools – week of May 4 • Mentor Appreciation Banquet – May 13 • Superintendent letter to key internal and external stakeholder groups, researchers, etc. • Employee newsletter article • Austin American Statesman editorial and/or feature article with some teacher success stories 	Holly Subervi David Lussier Sheila Anderson Gloria Franco (will assist with logistics)	Apr. - May, specific dates TBD	In process
15	June 2009	General Update and Chamber “Education Roundtable” Event	Political Decision Makers Business and Opinion Leaders General Community	<ul style="list-style-type: none"> • Special briefing lunch with Associate Superintendents • Board of Trustees Memo • Invite Board Liaisons to June Steering Cmte.meeting • Presentation on results of Year 2 and changes for Year 3 • Chamber electronic newsletter article • AISD website update with information and materials shared at roundtable 	David Lussier Holly Subervi	June, specific dates TBD	

16.	July 2009	Second Payout for Student Learning Objectives (SLO's)	Board of Trustees Political Decision Makers Business and Opinion Leaders Teachers Principals General Community	<ul style="list-style-type: none"> Develop plan for informing principals and teachers about payout process Present campus award results to principals, then send email to re-confirm recipient list (a month before payouts) Develop a FAQ for teachers and principals about the payout process (e.g. eligibility reminders, expected award date, media activities/opportunities to participate, and public info requests to follow, etc). Mail payout notification letters to teachers - one letter from the Superintendent recognizing and thanking them for their work this year, and one letter confirming their stipend amounts (2-3 weeks before payouts) Launch hotline for questions and concerns Identify a subgroup of teachers and principals to be spokesperson for media inquiries about the payouts and develop a media contact list for reporters Provide pre-briefing about payouts and communications plans to Chamber Task Force and other targeted groups Provide briefing/update to Cabinet, Board of Trustees and Board Liaisons Provide briefing to Associate Superintendents Provide briefings to Education Austin, teacher association leaders, and Steering Cmte.members Prepare and disseminate news release and link to campus webpages Email blast to key internal and external stakeholder groups Prepare and disseminate payout announcement on webpage Organize editorial board meeting with the Statesman Organize press event with David Lussier, steering cmte.reps, Chamber rep, superintendent, principal, and teacher recipients Update website with news release and media articles 	Holly Subervi David Lussier Team members will also assist	July, specific dates TBD
17	July – Aug. 2009	General Update	Political Decision Makers Business and Opinion Leaders Teachers Principals Parents General Community	<ul style="list-style-type: none"> Get on board agendas for AARO, Small Business Council, Austin Realtors Association, AAPSA, etc. Face-to-face meetings with Austin delegation, Chamber Task Force and other targeted groups <i>Superintendent's Update</i> (Ch. 22 program) Employee newsletter article – to be submitted for Sept. 1st edition Education Austin and Chamber of Commerce newsletter articles Board of Trustees Update E-notice to various external stakeholder groups 	Holly Subervi David Lussier Gloria Franco (will assist with logistics)	July – Aug., specific dates TBD

18	Aug. 2009	Back-to-School "Kick Off"		<ul style="list-style-type: none"> • Back to school "kickoff celebration" • Welcome back engagement events • Congrats letter in Principal, pilot school, and PTA newsletters • Launch District and Teacher E-Newsletter, introduce REACH section on Staff Portal, Develop campus bulletin board for REACH info • Engage CAC's, ACPTA, AISD UpClose, etc. • Parent letter to announce start of pilot (sent by principals) • Education Austin newsletter article w/logo link • Radio Public Service Announcements – ongoing, with two messages published per month about teacher quality, supporting student's work • Update AISD Website with new pilot schools, training dates, handouts, SLO calendar, and resource materials • Update REACH calendar with training dates, engagement activities, etc. to share with Associate Superintendents • Organize luncheon to recognize our steering cmte. members and Board Liaisons for their service • Organize first in a series of 13 executive briefing breakfasts with new AISD Superintendent and key business leaders (Rick Burciage will spearhead effort, Chamber will sponsor) • Provide insert for AISD Annual Report – due in Sept. 		All of Aug, specific dates TBD
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Special note: Finalization of the Year # 2 Scorecard has been pushed back to Dec. 2009

Additional plans for external communication:

- Submit Op-ed article to Education Week, Texas Teach magazine, and establish monthly column in Education Austin Newsletter
- Briefing breakfasts with key legislators, participate in the annual AISD Legislative Luncheon (should also include Chair of Chamber Task Force and head of AISD legal Dept)
- Get on agenda for the next State of the District address – likely to occur Jan 2010
- Get on agenda for "Eggs & Issues" events to engage legislators prior to tax vote

Prior to District-wide launch of AISD REACH:

- Hold educational information sessions for non-pilot schools
- Organize community forums for gathering input prior to District-wide launch: costs can range from \$2,500 – 6,000 depending on advertising in the statesman, location, equipment needs, and food

For information about AISD REACH Communications and Marketing, please contact: Jalima (Holly) Subervi, Public Relations Specialist at 512.414.9626 or jsubervi@austinisd.org