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# Communicating Your TIF Program to Stakeholders

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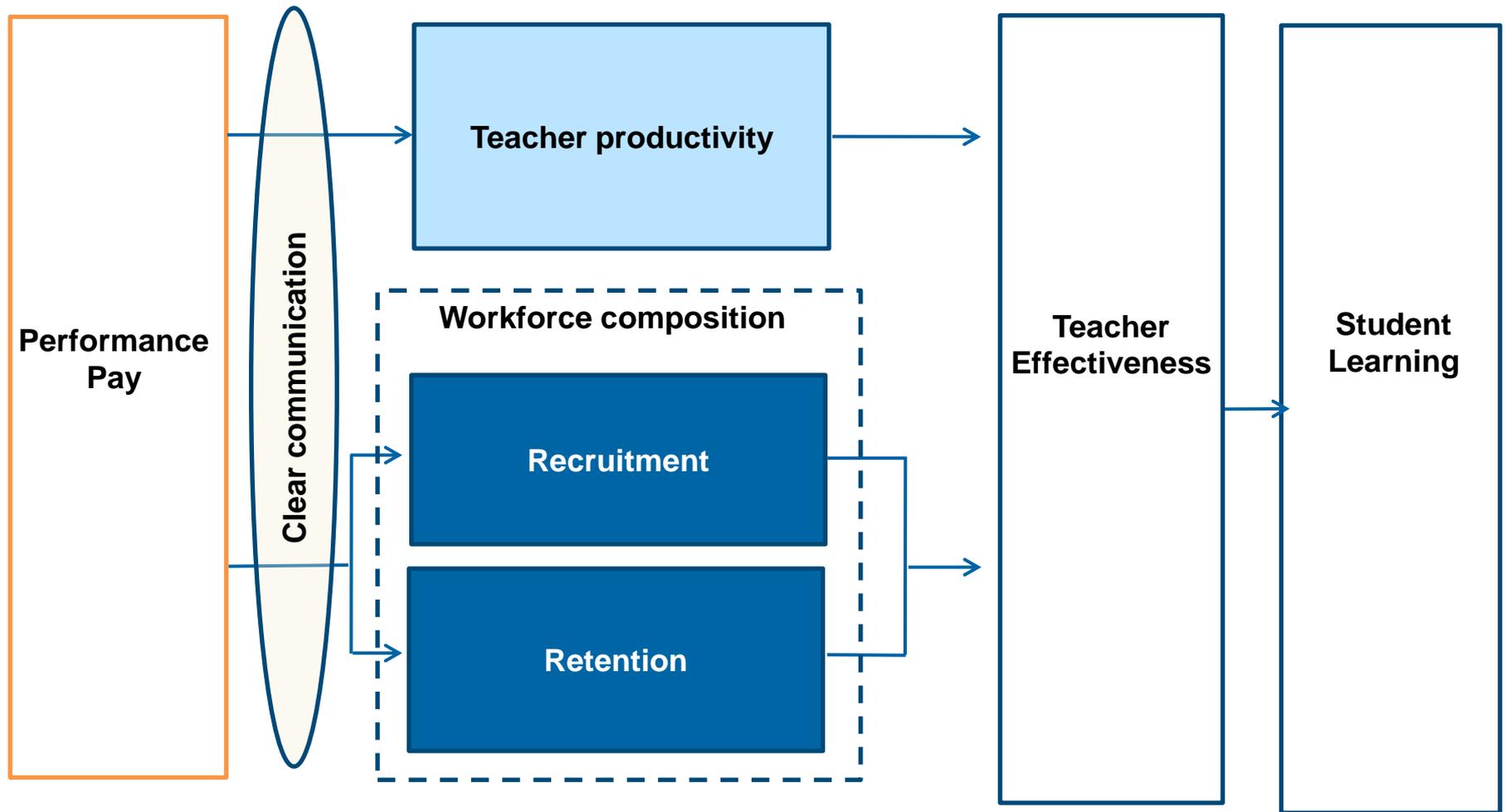
Presentation at the TIF All Grantee Meeting  
Jill Constantine • Amy Holcombe • Maureen Yoder

**MATHEMATICA**  
Policy Research

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# Mathematica Overview

# Theory of Change



Note: Model applies to principals as well as teachers.

# Types of Communication

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- **Initial communication activities to achieve stakeholder buy-in**
- **Initial communication of program to educators**
- **On-going communication activities**

# Key Aspects of a Communication Plan

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The communication plan should:

- **Include input of key stakeholders**
- **Identify goals of the communication plan**
- **Identify communication activities to reach goals**
- **Include a timeline of communication activities**
- **Include a plan to evaluate communication activities**

# Opportunities for Communication

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- **Program design**
- **Compensation structure**
- **Around time of performance payouts**
- **Evaluating program**
- **Sustainability**