**Question to Consider: What is effective communication?**

Communication between two or more people wherein the intended message is successfully **delivered**, **received** and **understood**.

| **8 Steps for an Effective Communication Plan** |
| --- |
| 1. Start with the purpose/goal | **What are you trying to accomplish with your communication strategy?** * + Educate the public about the issue your organization addresses.
	+ Rally supporters or the general public to action for your cause.
	+ Announce an event.
 |
| 2. Identify your audience. | **Questions to ask:*** + Who are you trying to reach?
	+ What are their needs?
	+ Who needs to know what, first?
 |
| 3. Create the message.  | **Tailor to the intended audience.*** + What do you want to convey?
	+ Why should the audience care about the subject matter?
	+ What do you want your audience to do with this information?
	+ Does your language match your audience?
	+ Where does your audience get its news?
 |
| 4. Identify available resources. | * Who can help create and manage the communication plan?
* How much staff time is available to devote to this activity?
* What communication vehicles are available to your school/district?
 |
| 5. Anticipate obstacles | **What could possibly go wrong?*** Identify potential issues.
* Create a plan to deal with each.
	+ Who takes responsibility for what?
	+ What will be the protocol followed?
		- Isolate the issue.
		- Talking points for staff
		- Media outreach.
 |
| 6. Engage the media and others. | * Identify all media outlets in your area.
	+ Traditional media: newspapers, radio, TV
* Identify influential organizations
	+ Local chambers of commerce
	+ Civic organizations
	+ Faith communities
	+ Special Education Cooperative
* How can they be a partner?
	+ Invite to learn and tour.
	+ Send regular updates.
	+ Provide materials to distribute to their stakeholders
 |
| 7. Create an action plan. |  |
| 8. Measure your effectiveness. | * How well did you carry out your plan?
* How well did your efforts work?
	+ Did you achieve your intended purpose/goal?
* What adjustments need to be made?
 |
|  |