

## California School Dashboard Internal and External Communications Planner

**Key Shifts:**

- More than a single number
- Equity
- Supporting local decision making

	Guiding Questions	Methods of Communication	Communication Skills
District Office Staff	<ul style="list-style-type: none"> <li>• What assistance does each district team need to craft their unique response?</li> <li>• How do dashboard results align with current district strategic plans/goals/LCAP?</li> <li>• How do we assist districts in narrowing their focus amidst significant number of new data/reports?</li> <li>• How do we support districts in becoming more proactive with 3rd party equity groups given dashboard results?</li> </ul>	<ul style="list-style-type: none"> <li>• Job alike Network and Superintendents Council meetings</li> <li>• Incorporate LCAP trainings</li> <li>• Face to face key message brainstorm sessions</li> <li>• Print media advisories/press releases</li> </ul>	<ul style="list-style-type: none"> <li>• Key messages for district newsletters</li> <li>• Shared google folder of PowerPoint presentations</li> <li>• Fact sheets for each indicator</li> <li>• Sample script/slides for board presentations</li> </ul>
	Guiding Questions	Methods of Communication	Communication Skills
School Site Level Leadership	<ul style="list-style-type: none"> <li>• How does this system provide information principals can use at the school site?</li> <li>• How can principals use the information provided to support growth of all students at the school site?</li> <li>• What key elements of the systems do principals need to understand so that they can communicate to parents and teachers?</li> </ul>	<ul style="list-style-type: none"> <li>• Admin team and staff meetings</li> <li>• Principals Network meeting (COE)</li> <li>• School Newsletter</li> <li>• Informal conversations between parents and teachers</li> <li>• Brief video with visual explaining the Dashboard at the site level</li> </ul>	<ul style="list-style-type: none"> <li>• Talking points for principals</li> <li>• District Newsletter template related to the Dashboard</li> <li>• PowerPoint presentation</li> <li>• Video overview explaining the Dashboard</li> </ul>