



Building State Capacity
and Productivity Center



Strategic Communications Toolbox Webinar Series

What It Is, Why It's Important, and How It Can Help Your SEA

A three-part series designed to show how SEAs can use the new Strategic Communications Toolbox to develop and enhance strategic communications plans.

To register for the upcoming webinars, visit <http://bit.ly/2wJB4m7>.

August 30 2017 2:00 pm EST	It's all about the plan, goals, and getting the message right!	Melissa McGrath: Director of Communications for the Council of Chief State School Officers Create a planning team, translate goals into action, and craft key messages.
September 6 2017 2:00 pm EST	Talk, Talk, Talk! Effective Communications	Kimberly Friedman: Arkansas Department of Education Communications Director. Create internal and external communication processes.
September 19 2017 2:00 pm EST	Making it Work. Implementing your strategic communications plan	Commissioner Randy Watson: Kansas Department of Education Denise Kahler: Kansas Department of Education Director of Communications and Recognition Programs Implement and refine the plan through stakeholder engagement, partnerships, and a continuous process.



Strategic Communications Toolbox

The Toolbox is based on the BSCP Strategic Communications Framework to help SEAs increase their capacity to support statewide education reform through coherent communication processes. The modules in the toolbox are designed to provide guidance, examples from the field, and tools for SEAs to use no matter where they are in their communication planning process. Visit www.bscpcenter.org to see how the Toolbox can help you create new a strategic communications plan.

The six modules include:

- 1** It's All About the Plan: Centralizing and Planning Strategic Communication
- 2** It's All About Goals: Translating Goals into Key Messages
- 3** Getting Your Messages Right
- 4** Talking to Ourselves: Creating Effective Internal Communications
- 5** Talking to Others: Creating Effective External Communications
- 6** Making It Work: Implementing Your Strategic Communications Plan

Key Concepts about Strategic Communications

- Centralized, systemic, proactive, approach driven by processes
- Translates agency goals into clear actions
- Designed to gain stakeholder understanding, input, and support
- Disseminates information from “the inside out”
- Connects policy to implementation

What Will Regional Centers and State Education Agencies Gain from the webinar series?

- Learn how to use the Toolbox to develop new or enhance existing strategic communications plans and processes.
- Hear and ask questions about strategic communication approaches from experienced SEA leaders and communications experts.
- Gain additional support from Regional Comprehensive Centers and the Building state Capacity and Productivity Center