
Program Communications

School Name: C2 Committee

School Year: 2015-2016

Communications Objective: To update staff in Lakeland Catholic of the progress made in addressing teacher workload concerns.

Strategic Considerations: What are the strengths, weaknesses, opportunities, and challenges to your school?

Strengths:

- LCD monitors in all schools to share updates (in all staff rooms).
- Committee members' commitment to exploring and addressing concerns.
- Transparent communication at Joint C2 Committee meetings.

Weaknesses:

- Expectations of how quickly systemwide change can be made.
- Clarify communications protocols within the District around teacher workload and efficacy issues.
- Limited time left in contract to address the issues.

Opportunities:

- Time/ dollars (sub costs) given to create an effective communication plan.

Challenges:

- Create awareness among all staff members of the concrete changes that have taken place with respect to the work accomplished by the Committee.

Key Messages: What do you want to say about your schools - your focus

- Get the word out that changes are imminent with respect to reducing teacher workload and increasing teacher efficacy.

Audience: Who are you aiming to target with your promotion?

- ATA members employed in our District.

Approach: Communication strategies you will implement to achieve your objective. Include the approximate cost for each of these activities, and when they will occur.

- Create a *Did You Know?* document (to be posted on District website)
- Keynote slides updated and posted on LCD panels and District website
- Featured Article on District website with link to C2 Progress Updates

