

# Communications 101

Regular communication with students, parents, staff and the community about the importance of college and career readiness and the necessary skills and steps to get there is critical to create a college-going culture.

There are five key steps to creating a strong communications plan.

1) **Determine audience(s).**

- Students, parents, educators and community members such as your school board, business leaders and other organizations.
- You may want to segment these broad categories even further such as “Freshmen”, “Sophomores”, “College Students” etc.

2) **Determine key messages and information to convey.**

Key Message	Information
College (education after high school) is important.	Benefits of college, career information.
College is possible, affordable– and expected at the school.	Net costs of college, financial aid information, expectations and requirements for students.
College preparation starts now.	Classes to take, activities to be involved in, what matters for college.
Parental, community and staff support make a difference.	How they can help.

3) **Determine methods of communication.**

- Where are your audiences already going?
- What does your school already utilize?

In Person	Print	Electronic	Phone
<ul style="list-style-type: none"><li>• Classes</li><li>• Workshops</li><li>• Conferences</li><li>• Advisory</li><li>• School announcements</li><li>• Assemblies</li><li>• Home visits</li><li>• Business visits</li><li>• Tabling at sporting or school events</li></ul>	<ul style="list-style-type: none"><li>• Posters</li><li>• Newsletters</li><li>• Handouts</li><li>• Bulletin boards</li><li>• Locker and door signs</li><li>• Newspaper articles or ads</li><li>• Magazine</li></ul>	<ul style="list-style-type: none"><li>• Website</li><li>• Social Media (Facebook page or group, LinkedIn, Twitter, Instagram, Pinterest, YouTube)</li><li>• E-newsletter</li><li>• E-mail</li><li>• Reader boards</li><li>• Press releases</li></ul>	<ul style="list-style-type: none"><li>• Text messages</li><li>• Automated phone calls</li><li>• Personal phone calls</li></ul>

4) **Determine frequency of communication.**

5) **Decide who is responsible for each method of communication.**

Communications Plan

Audience	Key Messages/Information	Methods	Frequency	Who's Responsible