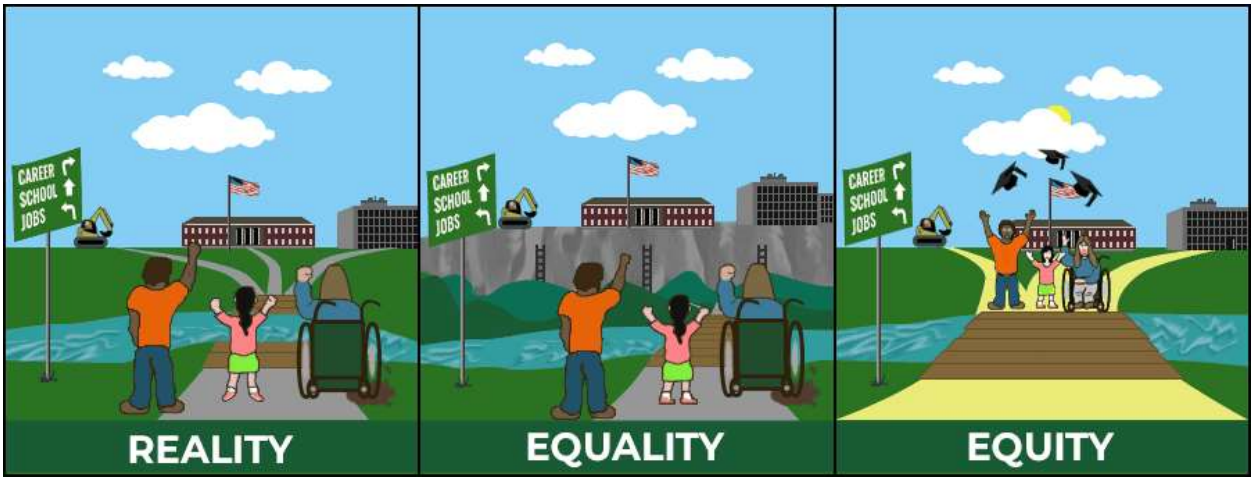
Why Inclusive Leadership Matters?

Communications Plan 2020



Georgia Department of Education

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Key Messages from the Georgia Department of Education

Top-Line Message: The Georgia Department of Education is focused on ensuring every student has an equitable opportunity to be successful in life. Inclusive principal leadership promotes equity and is essential to keeping students first. Inclusive principals create strong school cultures and distribute leadership across staff to serve all learners and ensure all students feel safe, supported, and valued in school.

Georgia has committed to a participate in a multi-state collaborative with the Council of Chief State School Officers (CCSSO) Advancing Inclusive Principal Leadership.

What is Inclusive Leadership?
Inclusive education is a schoolwide culture and practice of valuing **each** student as a learner across general education classrooms, rather than a particular program or place. Inclusion provides students with disabilities equitable access and opportunity in the general education curriculum and ensures that each student receives the educational resources and rigor they need at the right moment in their education. In inclusive schools, educators' roles are restructured for shared accountability and responsibility. Learners who need differentiated support and additional intervention receive it. And school leaders use schedules, teacher teams, and data to ensure the academic progress and success of each student.

Who shares the message: District and school leaders set the vision and goals of the district and are the primary public messengers of this work. The Superintendent's voice and viewpoint should always be considered when crafting communications on behalf of the district.

Georgia's local education agencies (LEAs) are staffed by principals, administrators, teachers, support staff, students and families, and efforts should be made to lift those voices to shape the inclusive leadership conversation in Georgia and promote the district's student-centered priorities and best practices.

MISSION: ***Create an inclusive learning environment for each student through advancing inclusive leadership.***

Ensure each student excels and feels safe, supported, and valued in school. High expectations have been established and provide appropriate supports for all students. These expectations play an essential role in improving instruction, promoting collaboration between general and special education teachers and retaining effective teachers.

GOALS:

- Improve equitable access and opportunity for students to increase graduation rates and post-secondary outcomes.
- Ensure all students have access to high quality instruction, effective teachers, and rigorous coursework.
- Retain and recruit new teachers and encourage more people to choose education as a top choice.
- Raise expectations and strengthen supports for students with disabilities
- Create welcoming and culturally and linguistically environments for all students

STRATEGIES:

- Implement an integrated communications strategy that includes media relations, social media, internal communications, print publications, and digital communications to engage internal and external audiences
- Leverage the history and benefits of implementing Inclusive Leadership principles
- Form a cross-district communications collaborative that includes, GaDOE programs, district and school staff, regional support, higher education institutions, Collaboration for Effective Educator Development, Accountability and Reform (CEEDAR), community partners, and other education influencers
- Partner with families and communicate the benefits of Inclusive leadership; distribute informational materials and clearly define what the family's role will be in implementing these principals.
- Leverage and align Inclusive Leadership with your school improvement plan
- Engage and inform stakeholders on multi platforms, regularly.

TARGET AUDIENCE: GaDOE staff, administrators, students, teachers, families, community leaders, and supporters including, higher education institutions, peer institutions, education influencers, and media in the region, nationally and internationally.

TACTICS: (*if available*)

External Communications

- Provide media training and training update and equip all staff with key messaging and talking points
- Work with district communications staff to distribute local media kits including media pitches, press releases, talking points, and fact sheets announcing the launch of district plan and mission and its benefits on local school and students.
- Post related news, events and updates on website, online calendars, and share information on appropriate websites and social platforms
- Capture interview and create video that tells the mission and story and WHY Inclusive Leadership Matters

Social Media

- Promote Inclusive Leadership principles through professional development and training events
- Highlight research and successes on social platforms
- Share links to media coverage, updates, and resources available to implement Inclusive Leadership
- Share cleared images and videos from local schools highlighting the district plan and principles of Inclusive Leadership
- Ask partners and other stakeholder to share content on their social platforms

Internal Communications

- Include announcements about Inclusive Leadership implementation and resources in district and school newsletters
- Post information on flat screens (seen by faculty, staff, students, and visitors on school campuses)
- Create flyers for school and community events.
- Create and distribute messaging via email blasts or apps and any other district approved communication platforms

Website

- Create or update website with fresh content and simple description, links to resources, and team contacts
- Create or distribute information through internal communication portals accessible to staff to give feedback and information that can be used to improve implementation

- Create communication feedback loops for stakeholders to ask questions and provide feedback
- Unveil/announce on the website's homepage banner

Family and Community Engagement

- Create family guide to communicate Inclusive Leadership to families
- Include Family Engagement staff and organizations to create to help communicate and answer family questions
- Include student voice in content and messaging

COMMUNICATIONS To-Do List

- Create timeline
- Create and maintain Listserv
- Create Communication Feedback Loops
- Create and Distribute Informational Materials
- Establish District/School Point of Contact
- Leverage current resources and access effective communication tools to inform and influence all demographic within the LEA
- Develop next steps (i.e. Initial roll out, phase two, phase three