**Date & Time**: April 29, 2022, 2:00 ET  
**Purpose**: Develop a shared understanding of the purpose, goals, and planned activities.  
**Learning Targets**: Participants will have a basic idea of their audience, how they want to reach them, and the messaging that will resonate with each audience.

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| Homework Check-In | Share your plan for a specific audience: Any aha’s? Any guidance you are hoping for? |
| State Example | Jennifer shares NY’s comms plan for their Culturally Responsive teaching initiative: Raising Awareness of the New York State Culturally Responsive-Sustaining Education Framework | Comprehensive Center Network <https://compcenternetwork.org/news-events/news/7450/raising-awareness-new-york-state-culturally-responsive-sustaining-education>   * What do you like about this plan? * What could you use? * What is missing and why? |
| Jamboard | **Choose a new message or a new audience:**  Audience  Who are they? How can you best reach them? Are there specific segments of your audience that you’d like to reach? What’s preventing you from reaching them?  Strategy  For each of these audiences, what is your strategy for reaching them?  Messaging  Write ONE sentence that answers the question, What do we do? |
| Breakouts | Start to fill in a marketing campaign Excel spreadsheet |
| Whole Group Discussion | Reflection on the breakout group discussions:  What aspects of communication were you able to nail down? What was more challenging?  What would you like to work on more? |
| Next Steps | Resources: How to Improve Remote Communication – Asynchronously: [How To Improve Remote Communication | Asynchronously - YouTube](https://www.youtube.com/watch?mc_cid=23a93d9dc0&mc_eid=486b6d4262&v=SUBKgKjRjeE&feature=youtu.be) |