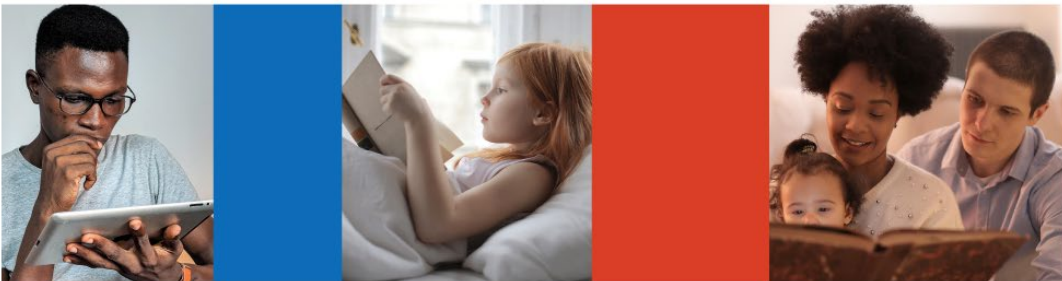


Instructional Continuity Planning Guide

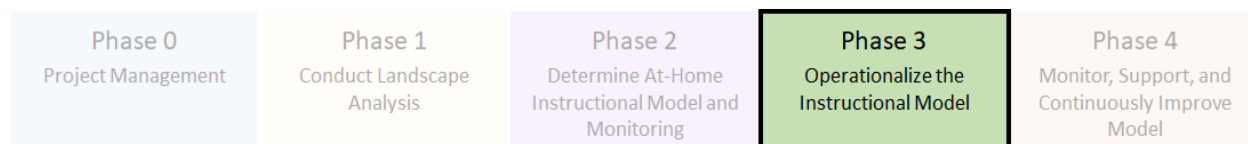
3.3 Communicate Plan to Stakeholders



The information included in this guidance is provided as a resource only.
This information is intended to assist in the delivery of educational resources in this time of public crisis.

Phase 3: Operationalize the At-Home Model

Planning Category 3.3: Communicate Plan to Stakeholders



Planning Category Activities

1. **Create communications plan** and timeline of key messaging for all stakeholders.
2. **Communicate with teachers** about at-home curriculum and instructional model.
3. **Communicate with students and families** about at-home curriculum and instructional model.
4. **Provide ongoing communications** as decisions are made and as new information becomes available.

Planning Guidance

Communications should be connected to all phases of the Instructional Continuity Framework to bring the components together and communicate them effectively to the different stakeholders.

1. **Create a communications plan** and timeline of key messaging for all stakeholders.
 - Read about the [six essential guidelines for effective communication](#).
 - Identify key messages for each phase of the Instructional Continuity Framework.
 - Establish the timeline for communicating key messages.
 - Identify stakeholders who need to be informed.
 - Create key messages to be delivered.
2. **Communicate with teachers** about at-home curriculum and instructional model.
 - Establish expectations from teachers as they implement the at-home curriculum and instructional model.
 - Provide information about where to find resources for teacher professional development.
 - Provide information about where to find resources for students.
 - Check in frequently and provide communication channels for teachers to give feedback and let you know how instruction is progressing.
3. **Communicate with students and families** about at-home curriculum and instructional model.
 - Provide an overview of information that students and families need to know.
 - Communicate answers to frequently asked questions about COVID-19, STAAR testing, graduation requirements, where to access resources, etc.
 - Provide an overview of the at-home curriculum and instruction model and what is expected of students and families.
 - Check in frequently and provide communication channels for students and families to give feedback and let you know how instruction is progressing.

4. **Provide ongoing communications** as decisions are made and as new information becomes available.
 - Follow up to ensure stakeholders are receiving the information.
 - Refine messages as needed based on stakeholder feedback.
 - Provide access to additional information and resources as they become available.

Suggested Staff Support

- **Lead district supports:** superintendent, communications, chief academic officer, and C&I team
- **Additional district supports:** operations, HR, IT, Child Nutrition, family liaisons, multilingual education departments
- **School:** principal(s), lead counselor, department leads, parent liaison, student representatives, special education director

TEA Resources

District Crisis Communications Plan: resources for district leaders communicating to various stakeholders in times of a crisis

District-Created Examples

- Elgin ISD “Weekly Focus” Communication: demonstrates simple communication and illustrates that effective communication does not need to be high tech
- Humble ISD Strategic Communications Plan: robust strategic plan that identifies vision, objectives, responsible parties, and timelines
- San Marcos CISD Remote Learning Plan: demonstrates the communication of the remote learning plan to teachers and administrators
- Spring Branch ISD Stakeholder Communication: sample demonstrates utilizing the website as the main form of communication
- Spring Branch ISD Parent Communication: provides easy-to-digest, manageable content related to the audience

Find links to all [Phase 3 resources](#) on the TEA Instructional Continuity Framework website.