**School survey communications plan - Sample**



This is a survey communications plan Ingenuity developed in partnership with Chicago Public Schools to drive response rates on the school survey. This communications plan is therefore primarily focused on messaging and communications to schools. You may also want to think about creative ways that other stakeholders (school district leadership, arts partners, organizational advisory panels, funders, teacher and principal associations, etc.) may also be able to help you drive school survey engagement.

Feel free to use this document as inspiration when thinking about survey engagement strategies for your community!

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| **Week of:** | **Ingenuity Communications** | **School District Communications** | **Things to prep for the following week (both ING and District)** |
| 4/1 | * Finalize “What’s new on the survey this year?” FAQ sheet * Develop Social Media Images * Disseminate FAQ sheet at ING/District Arts Education Conference | * Review & approve FAQ Sheet | * Create survey informational handout for District professional development events |
| 4/8 | * Create ING/District shared folder on Google Drive with survey comms * Finalize Social Media Images (Survey Changes) | * Review & provide feedback on email templates (ING to finalize by following week) | * No communications to go out this week |
| 4/15 | * Confirm all communications materials are finalized and in shared drive. | * Confirm all materials are finalized and in shared drive. Address any other feedback at joint meeting. | * No communications to go out this week |
| 4/22 | * Send “Survey will open next week” email to all Arts Liaisons (i.e., the individuals who will be completing the survey for each school) | * While Ingenuity reaches out to Arts Liaisons, the District also sends a “Survey will open next week” message out through District Principals & Chiefs memos | * Prep Principal Memo (DAE) * Prep Network Chief Memo (DAE) * Prep Direct Email to Liaisons (Ingenuity) * Advertise survey launch in CPS Department of Arts Education Newsletter * Add survey FAQ sheet to DAE/ING Websites |
| 4/29  **Survey**  **Opens!** | * Send survey launch emails and login information to Arts Liaisons via artlook * Post “Survey is Open!” messages (as well as accompanying Canva images) via all Ingenuity social media outlets * Include content about survey in ING newsletter | * Post “Survey is Open!” messages (as well as accompanying Canva images) via District social media outlets * Will have shared content for Principals/Chiefs memos on week of 4/22 | * Prep survey reminder emails to Arts Liaisons |
| 5/6 | * Send survey reminder email to all Arts Liaisons via Outlook mail merge | * No comms from DAE |  |
| 5/13 | * Identify schools that have not started their surveys and send to the District * ING send direct emails to Arts Liaisons using messaging already in shared Survey Comms google folder | * The District will send direct emails to principals of schools who have not yet started the survey using messaging already in shared Survey Comms google folder | * The District will create a “Two Weeks Away” social media image and post in shared drive by Friday |
| 5/20 | * Identify schools that have not started their surveys and send to the District * ING send direct emails to Arts Liaisons using messaging already in shared Survey Comms google folder * Share “Two Weeks Away” social media post on ING channels * Chiefs memo content sent to the District by Thursday | * The District to email Incomplete principals * The District to share “Two Weeks Away” social media post via all social media outlets | * The District will create a “One Week Away” social media image in shared drive by Friday * Plan for making phone calls to Arts Liaisons for schools with incomplete surveys |
| 5/27  **1st Survey Closure Announced** | * Identify schools that have not started their surveys and send to the District * ING send direct emails to Arts Liaisons using messaging already in shared Survey Comms google folder * Share “One Week Away” social media post on ING channels | * Post survey close announcement (Official 1st close on 6/3) via social media * Create updated Canva images to announce survey extension | * The District to create “Survey Deadline Extended” social media image and share on Google Drive by Friday |
| 6/3  **Survey Extension Announced** | * Post “Survey Deadline Extended” messaging via social on Tuesday 6/4 * ING send direct emails about survey extension to Arts Liaisons who haven’t completed the survey * Sent copy to the District for Principal/Chiefs memos * Begin making phone calls to Arts Liaisons who have not completed the survey | * Post “Survey Deadline Extended” messaging via social media outlets * Begin making phone calls to Arts Liaisons who have not completed the survey (divide between DAE and Ingenuity) | * Submit Principal & Chiefs memo copy by Thursday. |
| 6/10 | * ING send direct emails about survey extension to Arts Liaisons who haven’t completed the survey * Submit blurb/image to the District of final survey closure announcement for inclusion in Principals/Chiefs memo | * Targeted comms to schools that have not completed surveys * Submit blurb/image of final survey closure announcement to internal District comms for inclusion in Principals/Chiefs memo * Targeted comms to incomplete schools | * Ingenuity to email incompleteALs * CPS to email incomplete principals & chiefs * Calls to incomplete schools |
| 6/21  **Survey Officially Closes** | * Survey closure announcement (last day of school) | * Survey closure announcement (last day of school) | * Ingenuity to email Arts Liaisons at schools with incomplete surveys * CPS to email principals at schools with incomplete surveys * Calls to incomplete schools * Social Media |