**School survey communications plan - Sample**



This is a sample survey communications plan that you can use as a guide as you plan to introduce and encourage responses to the school survey in your local community. This sample plan is based on the strategies that we (Ingenuity) developed in collaboration with our partners at Chicago Public Schools. While this communications plan is 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 #:** | **Lead Backbone Agency Communications** | **School District(s) Communications** |
| Week 1 *(appx 5 weeks prior to launch)* | * Look for upcoming school district meetings, conferences, and/or e-blasts that could be opportunities to share information about artlook before the survey launch
* Customize FAQs and/or email templates for your local community
 | * Look for upcoming school district meetings, conferences, and/or e-blasts that could be opportunities to share information about artlook before the survey launch
* Review & approve FAQ Sheets and/or materials to include in district e-blasts (if applicable)
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| Week 2  | * Gather images for social media
* Create shared folder on Google Drive to hold community-specific survey communication materials
 | * Begin sharing emails, FAQs, etc. via district channels
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| Week 4  | * Send “Survey will open next week” email to all School Arts Liaisons (i.e., the individuals who will be completing the survey for each school)
 | * Send “Survey will open next week” message out through District Principals & Chiefs memos (or other vehicles as appropriate)
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| Week 5LAUNCH | * Send survey launch emails and login information to Arts Liaisons
* Post “Survey is Open!” messages via all Agency social media outlets
* Include content about survey in Agency newsletter
 | * Post “Survey is Open!” messages via District social media outlets
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| Week 6 | * Send survey reminder email to all Arts Liaisons (respondents) via mail merge
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| Week 7 | * Identify schools that have not started their surveys and send list to the District
* Agency to send emails to Arts Liaisons (respondents) from that list
 | * District to send direct emails to principals of schools who have not yet started the survey
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| Week 8  | * Identify schools that have not started their surveys and send list to the District (updated list)
* Agency to send emails to Arts Liaisons (respondents) from that list
 | * District to send direct emails to principals of schools who have not yet started the survey (updated list)
* Plan for making phone calls to Arts Liaisons for schools with incomplete surveys
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| Week 9**1st Survey Closure Announced**  | * Identify schools that have not started their surveys and send list to the District (updated list)
* Agency to send emails to Arts Liaisons (respondents) from that list
* Share “One Week Away!” social media posts on Agency channels
 | * Post survey close announcement via social media
* Begin making phone calls to Arts Liaisons for schools with incomplete surveys
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| Week 10**Survey Extension Announced**  | * Post “Survey Deadline Extended” messaging via social media
* Agency sends direct emails about survey extension to Arts Liaisons who haven’t completed the survey
* Begin making phone calls to Arts Liaisons who have not completed the survey (divide between Districts and Agency)
 | * Post “Survey Deadline Extended” messaging via social media outlets
* Begin making phone calls to Arts Liaisons who have not completed the survey (divide between Districts and Agency)
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| Week 11 | * Agency sends direct emails about survey extension to Arts Liaisons who haven’t completed the survey
 | * Targeted communications to schools that have not completed surveys
* Submit notice of final survey closure announcement to include in District communications (newsletters), where possible
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| Week 12**Survey Officially Closes** | * Survey closure announcement
 | * Survey closure announcement
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