**Kennedy Center/AGC artlook® Launch Communication Guidelines**

Congratulations on bringing the power of artlook® into your community! This communications toolkit is a set of suggested action steps for you to best reach local audiences about artlook® and ultimately to better tell your community’s arts education story. **The most successful** **artlook® is data rich, and up-to-date**. This data comes of course from school liaisons and community arts partners, so communication to schools and agencies to obtain their support and buy-in (in order to get their data) is paramount.

Also, **the best artlook® is used often** by local stakeholders. High traffic usage relies heavily on funders, public officials, school leadership, and others to *know about and understand* what artlook® contains and why it’s important. The more strategic and thought-out your communications plan is to these groups, the more likely it is that artlook® will be a success in your community.

As you begin, consider all possible audiences for communication to inform your message. See the Talking Points document on this website for benefits to each of the audiences, which may include:

* Local media
* City Leadership (Mayor’s Offices and Cultural Affairs Departments)
* District Leadership (Superintendents, Principal Supervisors)
* Philanthropic Leadership (Foundations and Corporations)
* School Leadership (Principals)
* Arts instructors
* Arts Partners large & small who work in schools (Museums, cultural institutions, nonprofits etc)
* Parents and the larger community

For each of these audiences, you will also want to think through the specific value that artlook ® will provide to them, and how it will support their individual, specific goals and initiatives. It is also a good idea to consider how much they know about *Any Given Child* as well. If a stakeholder is not familiar with what is already in place, you may need to do some background explaining as well. Among the many materials and resources we include in this Toolkit, you will find sample language and points to articulate the value of artlook® broadly and universally. The most vivid and public form of value that artlook® will produce will be the searchable map that displays all of the data that has been collected; this map will likely be “live” in February 2020. In addition to this map -- and in complement to it -- consider crafting messages that incorporate community-specific ways that the artlook® data and platform will benefit your community’s stakeholders. For instance, think about whether there’s an education/arts education plan, a city cultural plan, funder-specific initiatives, and so forth.

Please note that there is a specific section within this toolkit tailored to media relations for you and your team to use. The Kennedy Center and Ingenuity will support you in developing your local PR strategy and public relations effort.

**Targeted stakeholder engagement**

* Compile a list of local stakeholders and stakeholder groups and request in-person meetings to introduce them to artlook and showcase how the platform aligns with your community’s arts education goals
	+ Use Ingenuity-provided decks and materials and adapt as appropriate
* Identify specific requests that you can make with respect to activating their networks to spread the word about this important initiative.
* Developing a specific “ask” -- and providing template materials for them wherever possible -- will maximize the likelihood that these stakeholders will take action. For instance:
	+ Pre-write a blurb for local arts groups to include in a newsletter or blog
	+ Ask district heads for 15 minutes on the agenda during a teacher development training
	+ Identify influencers in school and partner communities that can get the word out for you. Work with them to develop specific plans and ask them to do outreach, provide quotes, speak at events, etc. In addition, if the individual(s) are open to engaging with media, let the appropriate media relations individual know on your team (that knowledge can be useful to them)

**Maximizing survey participation/response rates**

DRIVING SCHOOL SURVEY RESPONSES AND PROFILE UPDATING

* Get out early: Communicate and build relationships with schools as early as possible. Ideally, all teachers and principals will know about artlook and the survey before it arrives in their inbox.
* Highlight value: Emphasize direct benefits to schools for completing their profile, e.g., visibility to potential (new) arts partners, parents looking for high-quality schools, funders seeking to provide grant support, etc
* Enlist help: Engage district superintendent(s) and/or principals to directly ask schools to complete the survey
* Incentivize: Secure prizes from arts partners (e.g., theater tickets, museum admission passes, etc.) to give at random to schools who complete their school survey.
* Brand & repeat: Use a custom name (e.g. #CreativeSchoolsSurvey) to brand your artlook survey efforts, across all channels (e.g., email and social).
	+ Plan on sending multiple waves of communication repeatedly to all groups
* Be creative: Take advantage of existing communications channels and events, such as teacher PDs, weekly email bulletins, etc.
* Be strategic: Designate internal project leaders who are responsible for monitoring survey engagement and developing strategies for driving engagement. Be clear about how is responsible for what.

DRIVING PARTNER PROFILE UPDATING

* Stay engaged: Meet with key partners individually and/or convene groups of partners to support them as they populate their profiles. Then use regular meetings with partners to encourage them to keep their profiles as updated as possible.
* Highlight value: Emphasize direct benefits to arts partners for completing their profile, e.g., visibility to potential (new) school partners, funders seeking to fund school programs, streamlined grant reporting capabilities, etc.
* Team Up: Identify 5-10 prominent, respected partners who will include survey messaging in their email blasts and social media posts promoting survey completion
	+ Provide them with pre-drafted language to use in their email newsletters as well as sample social posts
	+ Among this group there could potentially be the same partners who participate in your “soft launch” feedback session. In return for being given the opportunity to get a sneak peek at the site before it goes live, you could consider asking these soft launch participants to post several social media messages during the week of launch.
* Funders: Ask all prominent arts education funders to message to their grantees asking for survey completion.
	+ Foundations and corporations who fund arts education will, for the first time, be able to see with certainty what neighborhoods and schools their grantees are working in in one place. Funders are a tremendous partner in encouraging their grantee agencies to complete their profile consistently.