***artlook®* Implementation Timeline Worksheet**



This worksheet is designed to help you effectively plan your community’s artlook implementation and launch. Listed below are the major activities and deliverables (as well as associated deadlines) you will be responsible for.

To get started, write the desired launch dates for your partner portal and school survey in the cells below.

**Partner Portal Launch Date**: \_\_\_\_\_\_\_\_\_\_ **School Survey Launch Date**: \_\_\_\_\_\_\_\_\_\_

Next, use your desired launch dates and the “Deadline” column below to fill in the “Your Due Date” column for each row in the table. For example, if your desired launch date for the partner portal is August 5 and the deadline for sending your branding guidelines to Ingenuity is 6 weeks out from that, then you would write June 24 in the “Your Due Date” column.

**Data and Platform Configuration Activities**

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| **Your Due Date** | **Deadline** | **Activity** |
| **Setup of your community’s artlook instance, Year 1**  Tasks listed below should be completed before the launch of your community’s first artlook portal, whether that is the partner or school portal | | |
|  | 6 weeks out | **Send branding guidelines to Ingenuity**  Send your branding guidelines (colors and logo usage) to Ingenuity, along with any accompanying pictures and image files. Ingenuity will then incorporate your branding into artlook and will produce mockups for your approval. |
|  | 4 weeks out | **Provide school/partner portal admin contact emails**  What email address would you like schools and arts partners to contact when they have questions? In most cases, this email address should be connected to an individual at the backbone organization in your community. You can provide separate contact emails for the school portal and the partner portal if you’d like. |
|  | 2 weeks out | **Schedule an artlook admin training**  Ingenuity will provide a training session for all the individuals who will serve as artlook “admins” in your community. The goals of this session are to (1) provide a brief overview of artlook and (2) walk through how to accomplish the most important admin tasks (e.g., how to create new profiles or help a user reset their password). Please identify the individuals who will serve as admins in your community and help coordinate schedules for this two-hour meeting. |
| **Preparing for partner portal launch, Year 1**  Tasks listed below should be completed before the launch of your partner portal | | |
|  | 6 weeks out | **Finalize initial partner upload data and send to Ingenuity**  Create a list of arts partner organizations to seed your artlook database. These are the organizations that will receive a welcome/onboarding email when your partner portal is first launched. As an artlook admin, you will always be able to add/delete organizations and update organizational details--including organization name, address, contact information, etc.--later. This list will simply serve as a starting point. |
|  | 4 weeks out | **Finalize supporting text**  You will need to provide text for a few places within the partner portal. For example, after partners log in, they will see a “Welcome to artlook!” text box where you can provide information (including links to resources) that is important for partners in your community to know. Ingenuity will provide additional information about this soon. |
|  | 2 weeks out | **Soft launch and test partner portal**  This soft launch will take the form of a virtual conference call between Ingenuity, your organization, and two to three arts partners in your community. The goal is to ensure that partners are able to establish profile passwords, login to their accounts, etc.. The arts partners that participate in the soft launch can also serve as “early adopters” and, through social media or 1:1 outreach, can help you spread the word about artlook to your broader arts partner community. Ingenuity will lead this conference call, but we need your help identifying arts partners to participate and coordinating schedules for this 30-minute meeting. |
| **Preparing for school survey launch, Year 1**  Tasks listed below should be completed before the launch of your school survey | | |
|  | As soon as possible | **Submit school administrative data requests to your state and/or local education agency**  Compiling admin data from state and/or local education agencies can be a long and complicated process. (We are here to help you navigate this process but will rely on you to make the necessary connections and keep the process moving forward.) It is therefore recommended that you submit your administrative data requests as soon as possible. |
|  | 8 weeks out | **Target for obtaining school administrative data**  When corresponding with the education agencies fulfilling your admin data request, we recommend that you set a deadline of *at least* eight weeks before your school survey launch for obtaining admin data. This should provide enough time for back-and-forth conversations and a review of the data by Ingenuity. |
|  | 6 weeks out | **Deadline for sending administrative data to Ingenuity**  Admin data should be sent to Ingenuity no later than six weeks before the launch of your school survey. Delays could affect your launch date. |
|  | 6 weeks out | **Finalize your community’s school survey questions**  If needed, your community has the option to add up to five additional questions to the school survey. It is recommended that you consult relevant community stakeholders in defining any additional questions. Once finalized, send your survey questions to Ingenuity. Any delays or changes to your survey questions after this point could affect your launch date. |
|  | 4 weeks out | **Finalize supporting text**  You will need to provide text for a few places within the school portal. For example, after school log in, they will see a “Welcome to artlook!” text box where you can provide information (including links to resources) that is important for schools in your community to know. Ingenuity will provide additional information about this soon. |
|  | 4 weeks out | **Finalize text for user onboarding (i.e., survey launch) emails**  Develop text that will be incorporated into your community’s survey launch emails, and send that text to Ingenuity. |
|  | 4 weeks out | **Schedule a phone call between Ingenuity and school district IT department(s)**  The purpose of this brief phone call is to ensure the artlook sites are whitelisted and accessible by schools. Ingenuity will lead this call but will need your assistance connecting with the right people. |
|  | 2 weeks out | **Soft launch and test school survey**  This soft launch will take the form of a virtual conference call between Ingenuity, your organization, and two to three schools in your community. The goal of this soft launch is to ensure that schools are able to establish profile passwords, login to their accounts, and access the survey. Ingenuity will run this call, but we need your help identifying schools to participate and coordinating schedules for this 30-minute meeting. |



In addition to the data platform and configuration activities listed above, you will be responsible for continually driving engagement with artlook among local stakeholders. In Year 1 of artlook implementation, this should include strategic marketing and communications campaigns regarding artlook and its value proposition for your community. Listed below are suggested communications and socialization activities that you may find helpful.

Consider engaging your Community Action Team to support these efforts.

**Communications and Socialization Activities**

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| **Your Due Date** | **Activity** |
|  | **Meet with school district leadership** (including the superintendent, chief academic officer, and arts leadership) to garner their support for this initiative, ask for their assistance in driving school participation, and tell them how artlook will lead to positive change for the schools in your community. Consider your school district’s priorities and get leadership personnel excited by talking with them about how artlook is supportive of these priorities. |
|  | **Meet with city leadership** (including the mayor and other key policymakers) to introduce this initiative and share how artlook can help illuminate and address key issues in your community, such as inequitable access to arts education. Also talk about how artlook is aligned to any citywide cultural plans and priorities. |
|  | **Meet with important funders and philanthropists** to share how artlook can inform their understanding of the arts education landscape in your community and, eventually, allow them to make more impactful funding decisions. |
|  | **Meet with charter school leadership** (if relevant) to talk with them about the value proposition artlook presents for their schools. |
|  | **Meet with peer organizations in your community** (if relevant) to discuss this initiative and the value it will bring to your community. Are your organization’s efforts supportive of and aligned with (or at least not duplicative of) other projects taking place in your community? |
|  | **Introduce artlook to schools**. Before the school survey goes live, make sure principals and arts teachers (at a minimum) know you will be administering a survey and asking them to populate their school profile on artlook Map. Help them understand how artlook is part of a larger vision of improving and expanding arts education in your community. |
|  | **Introduce artlook to arts partners**. Before launching the partner portal, make sure arts partners--especially large, influential cultural institutions--know you will be asking them to create a partner profile for artlook Map. Be sure to communicate why you’re asking them to do this and how they will benefit. |
|  | **Create a communications plan...**   * **to drive school survey response rates**. How often will you send survey reminder emails to schools? Who will send these emails? Do you plan to call schools that haven’t completed their survey? Are there district meetings and communications streams (e.g., weekly principal bulletins) that you can take advantage of? * **to drive partner profile completions.** How and when will you communicate with partners about keeping their profile up-to-date? * **to drive community engagement with artlook Map.** How and when will schools, partners, funders, community members, and district and community leaders be able to benefit from artlook Map? How can you ensure they have artlook Map in mind when those moments arise? |
|  | **Create and distribute a marketing toolkit** (including key messages, sample Twitter and Facebook posts, etc.) that key stakeholders can use to drive engagement with the artlook platform, both to help encourage schools and partners to populate their profiles and to use artlook Map to improve student access to arts education opportunities. |
|  | **Monitor engagement and adjust your plans accordingly.** Always keep an eye on school and partner engagement with artlook (Ingenuity will talk with you about how to do this) and think about how to continually drive engagement. Get creative with your strategies! |