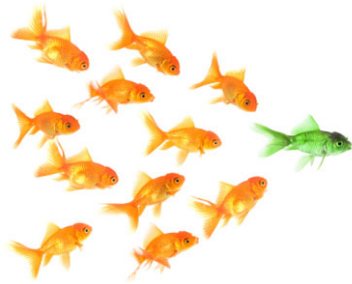


Communications and Advocacy

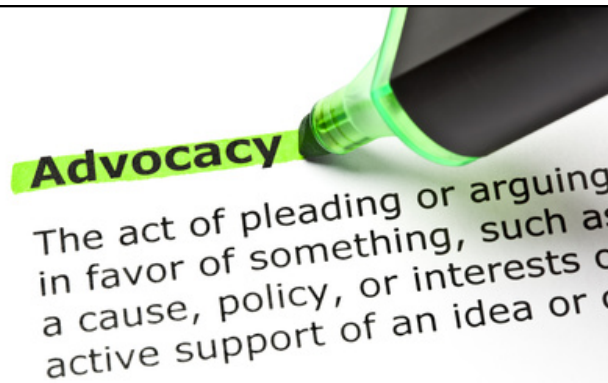
Strategies for School District Leaders

Chris Horan

MASC/MASS Conference
November 3, 2016



Tweet about this session:
#MASCconf16
@chrishorancomm

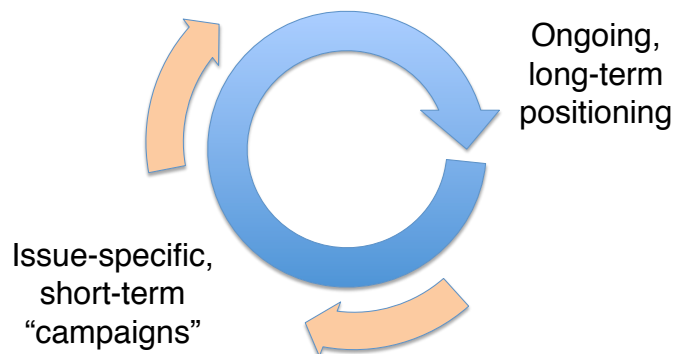


exSEL

EXCELLENCE THROUGH
SOCIAL EMOTIONAL LEARNING



Two essential components of effective advocacy:





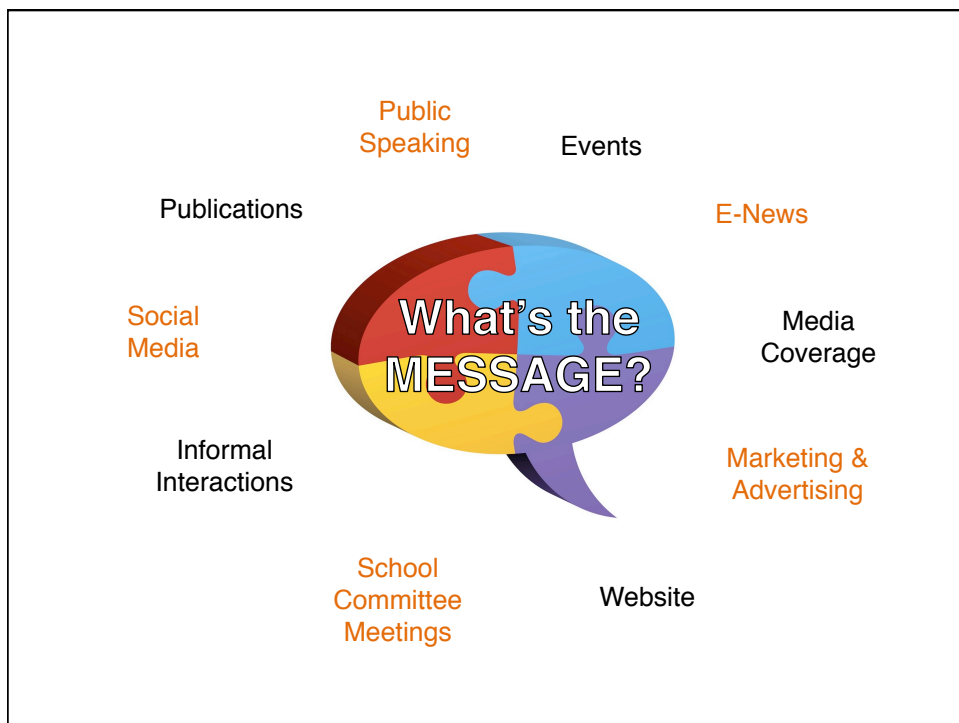
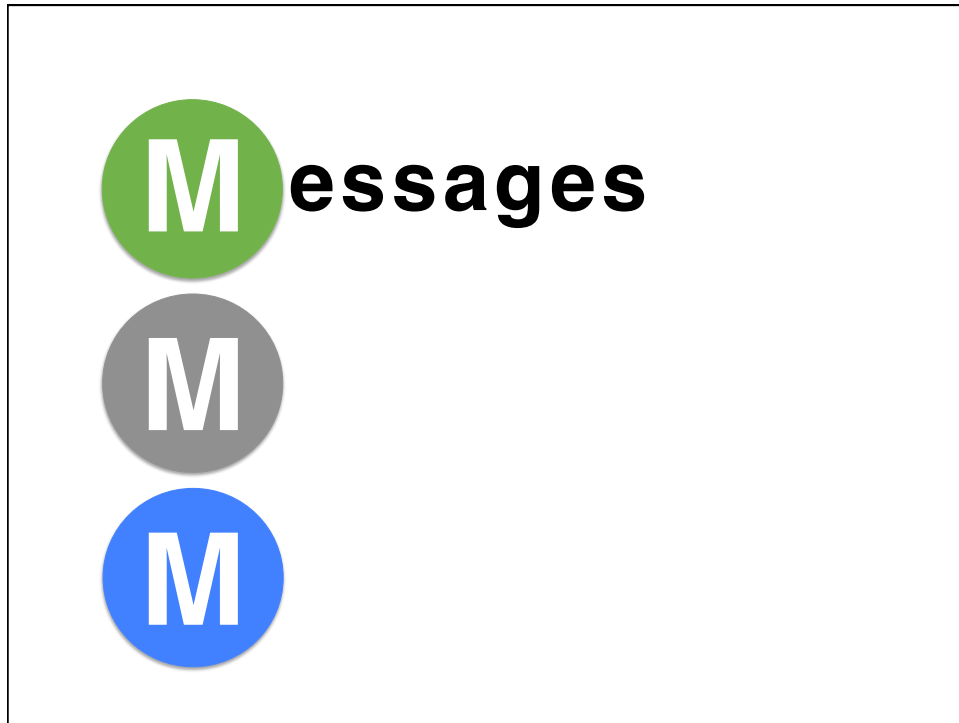
Issue advocacy:

Operate like a
POLITICAL CAMPAIGN.

Messages

Messengers

Methods

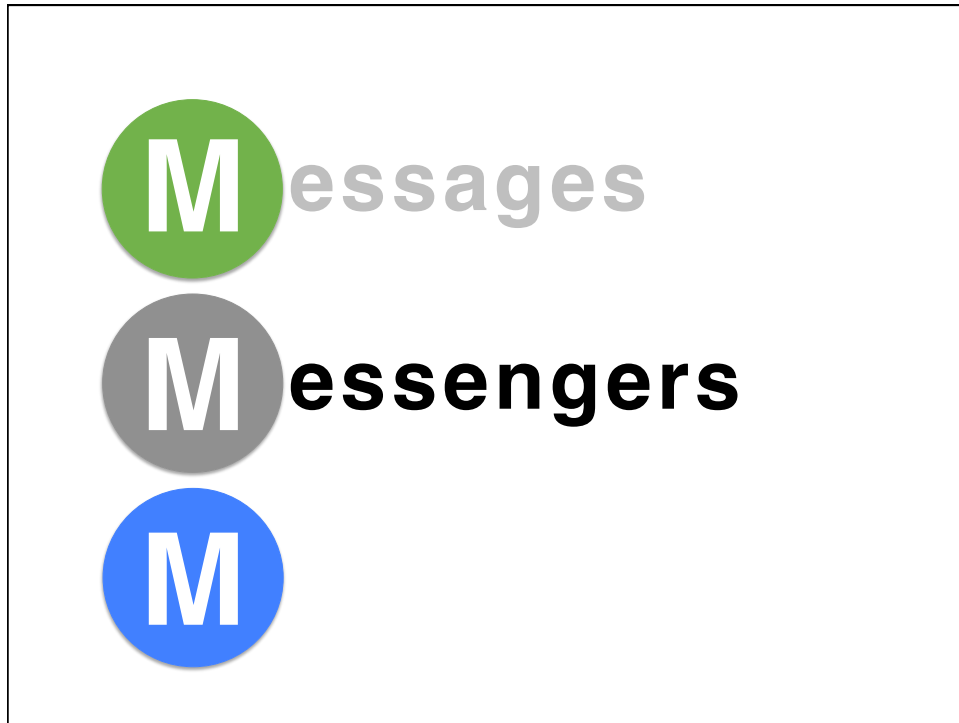


Messaging steps

- 1** Compile the **facts and figures**, including achievement data.
- 2** Craft a CONCISE set of **core messages**.
 - Define the problem and the scope of its impact.
 - Acknowledge the context (e.g., fiscal constraints).
 - Propose solutions.
- 3** **Tailor the message** to various audiences.
Avoid jargon, especially for non-educators.
- 4** Anticipate and counter the **opposition message**.
- 5** Develop a **messaging toolkit**:
Talking points, fact sheets, FAQ, point/counterpoint, etc.

Messaging on exSELMass.org:

- The Need
- Why SEL?
- Recommendations



Demonstrate widespread community support.

United School Committee & Superintendent

Parents

Students

Teachers and Principals

Union Leaders

Clergy

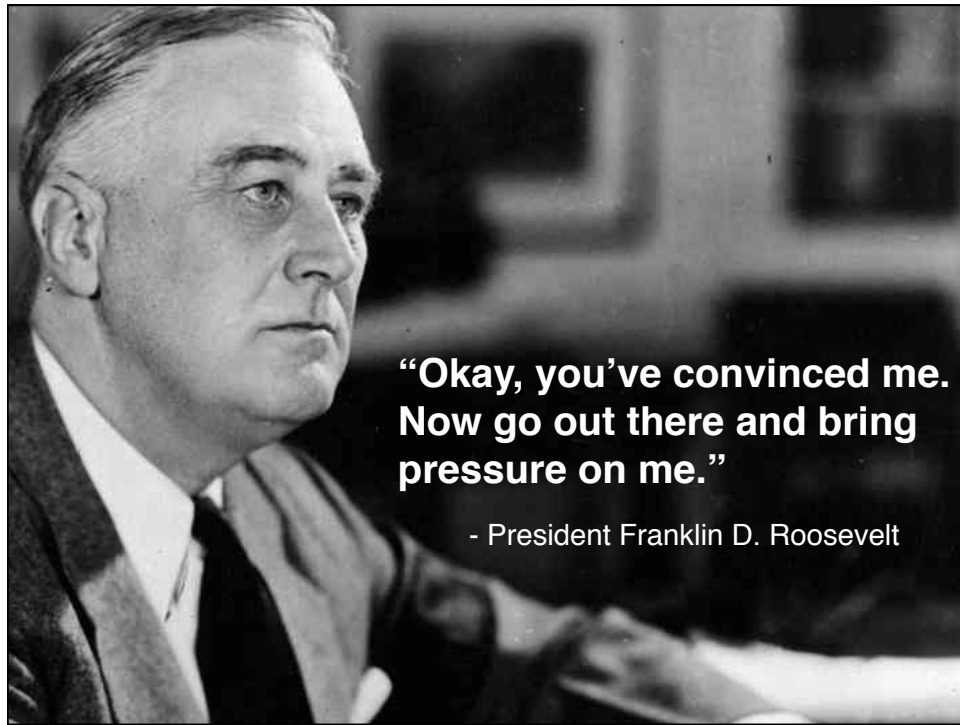
Business Community

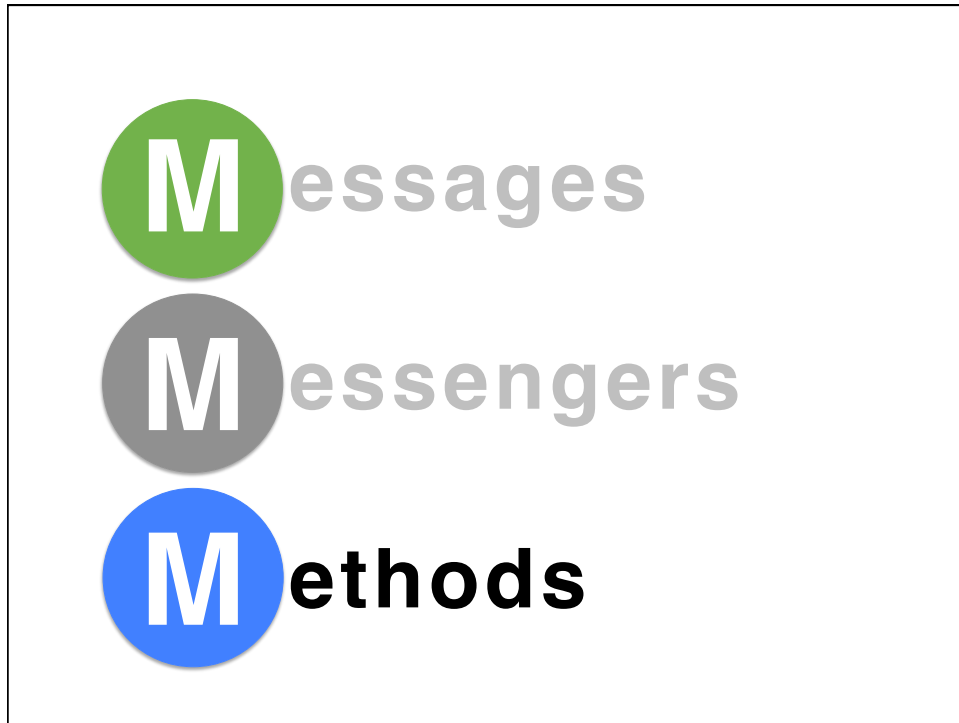
Elected Officials

Higher Education

Non-Profit Leaders

COMMUNICATE WITH THESE STAKEHOLDERS REGULARLY, AND
ENCOURAGE THEM TO ENGAGE THEIR CONSTITUENCIES.





exSELmass.org

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EXCELLENCE THROUGH
SOCIAL-EMOTIONAL LEARNING

Home About News Resources Connect

Social-Emotional Learning for Massachusetts students.

At all levels of the preK-12 public education system in Massachusetts – state, district, school, and classroom – we are committed to integrating social-emotional learning (SEL) and supports for overcoming barriers to learning. Across the Commonwealth, our policies, programs, schedules, and investments must reflect our commitment to developing graduates with the full range of skills needed to succeed.

The statewide associations representing [superintendents](#), [School Committees](#), [elementary and secondary principals](#), and [educational collaboratives](#) all have identified this issue as a top priority. We have come together to raise public awareness and promote reforms designed to address all of our students' needs, including their mental health and wellness.

We believe in **exSEL: Excellence through Social-Emotional Learning**

THE NEED WHY SEL? RESOURCES

 @exSELMass



exSEL Coalition
@exSELMass

exSEL: Excellence through Social-Emotional Learning is a coalition of Mass. Superintendents, Principals, School Committees, and Educational Collaborators. #SEL

Massachusetts, USA
exSELMass.org
Joined May 2016

Tweets Tweets & replies Me

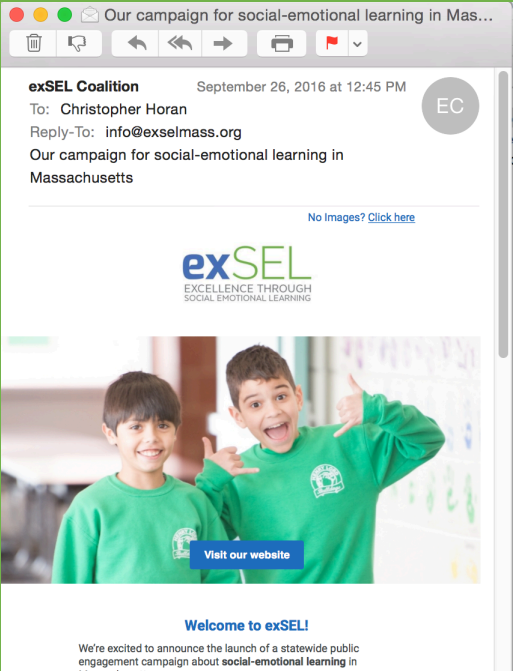
You Retweeted
Tara Bennett @WooliaJrSHS - 20h
#exSEL @exSELMass recording week -- worth the listen! #mss

John Norlin @johnnorlin
Advice starting out: Start with he
It's all about relationships! @fres

#exSEL
Twitter Chat

Wednesday, October 5, 8-9 pm ET
With John D'Auria
President, Teachers21

E-news



Our campaign for social-emotional learning in Mas...

exSEL Coalition September 26, 2016 at 12:45 PM
To: Christopher Horan
Reply-To: info@exselmass.org
Our campaign for social-emotional learning in Massachusetts

No Images? [Click here](#)

exSEL
EXCELLENCE THROUGH SOCIAL EMOTIONAL LEARNING

[Visit our website](#)

Welcome to exSEL!

We're excited to announce the launch of a statewide public engagement campaign about social-emotional learning in Massachusetts.

Media Strategy

- Press releases
- Event coverage (esp. for TV)
- Editorial Board meetings
- Letters to the editor
- Guest op-eds
- Bloggers



News Release

NOTE TO EDITORS: We are happy to put you in touch with school and district leaders from your coverage area to provide a local angle on these issues.

FOR IMMEDIATE RELEASE
Tuesday, September 27, 2016

CONTACT:
Christopher Horan, 617-852-1340
chris@horancommunications.com

Massachusetts school and district leaders launch statewide campaign to promote social-emotional learning

Superintendents, School Committees, principals, and educational collaboratives push for greater emphasis on students' mental health

Quick links:

- [The need for social-emotional learning in Massachusetts](#)
- [Why SEL?](#)
- [exSEL coalition recommendations](#)

TELEGRAM & GAZETTE
telegram.com

As I See It: Mental health issues in classrooms

Friday Posted Sep 23, 2016 at 6:00 AM

By Andre Ravenelle and Tara Bennett

Too often in Massachusetts, we find ourselves in reactive mode when it comes to the health and safety of our children. A pattern has begun to emerge in our collective response to statewide crises: Bullying. Suicide. Opioid addiction. Our approach largely has been to confront each of these epidemics in isolation, after the damage is done, rather than addressing the root causes underlying the harmful behaviors.

As a new school year begins, educators across the Commonwealth are continuing to cope with significant increases in mental health issues among students, from preschool through high school, in cities and towns from Nantucket to North Adams, and including Central Massachusetts

exSELmass.org



Howdy, admin 

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SEL In The News

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Events

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Discussion Forum



“
 Helping our students address social-emotional issues today will empower them for personal and professional success tomorrow.
 ”

Advocacy Toolkit

These pages contain tools and tips for school and district leaders to adapt for their own use. Consider the following advocacy tools for engaging your community and influencing policy-makers about SEL:

- [Guest Commentary / Op-Ed](#)
- [Letters to the Editor](#)
- [Letters to Public Officials](#)
- [Messages to Families and Staff](#)
- [School Committee Meetings](#)
- [Social Media](#)
- [Website](#)

“What about the messaging?” For talking points to consider for communication with policy-makers and the public, visit the following pages of this website:

- [The Need](#): to describe the challenges SEL is designed to overcome.
- [Why SEL](#): to define SEL and outline its benefits for students.

Questions & Discussion

Chris Horan

617-852-1340

chris@horancommunications.com

 Horan Communications



 Follow me on Twitter @chrishorancomm

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