



Sample Blended Learning Communications Timeline

Reference to Blended Learning Implementation Plan	Action	Audience	Method	Year													
				Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec		
<b>PLANNING &amp; SUPPORT</b>																	
General	Superintendent informs Board of Directors, monthly	Internal	Presentation deck	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Develop and refine internal/external communications strategy and timeline	Internal		■	■	■	■	■									
	Announce beginning of blended learning initiative	All	Staff newsletter, press release, social media, op-ed, letter to parents			■											
	Conduct school-by-school listening tour	Teachers/Staff	Face-to-face meetings, teacher survey				■	■									
	Update website on Blended Learning initiative, begin social media stream	All	Website, social media			■	■	■	■	■	■	■	■	■	■	■	■
	Conduct community outreach (Foundation, Rotary, Chamber)	Community/Media /Parents	Face-to-face meetings, guest articles in newsletters, parent ed, survey							■	■	■					
	Begin parent updates, tie in with back to school communications/events	Parents/Students	E-news blasts, letters home, social media, website, Back-To-School night presentations, Meet-The Teacher night									■	■				
	"New Year" message, update on rollout, thank yous, looking forward	All	Website, social media, e-news blast, letter home														■
<b>TECHNOLOGY</b>																	
Broadband	Report on Internet speed tests and fiber?	All						■									
Software	Communicate about learning management system and content selection process?	Teachers/Staff								■	■						
Devices	Report on EdTech device selection & procurement?	All								■	■						
<b>TEACHING</b>																	
Human Capital	Share teacher professional development opportunities	Teachers					■	■	■	■	■						
	Update website and other materials for teacher recruitment	Teachers/staff								■	■	■					
<b>LEARNING</b>																	
General	Work with school Principals/leaders to communicate about blended learning programs at their schools, create mini-communications plan?	All								■	■	■					
General	Announce additional classrooms/ schools across the district for blended learning implementation	All								■	■	■					