



DIVISION OF ELEMENTARY
& SECONDARY EDUCATION



TEACH Arkansas

Inspire Today. Impact Tomorrow.

Communications Strategy Rapid Planning Template

Project Title:

I. Need, Goals, and Challenges

Need: <i>Why are you communicating?</i>		Notes:
Goals: <i>What do you want to happen?</i>		Notes:

Developed in collaboration with the Region 14 Comprehensive Center

Challenges: <i>What challenges impede your goal?</i>		Notes:
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II. Audiences

Target Audiences <i>Who are we trying to reach?</i>		Audience Outcome(s) <i>What do we want them to learn or do?</i>
Audience I:		
Audience II:		
Audience III:		



Audience Characteristics: Primary I

[Insert Audience. Complete this table for each identified primary and secondary audience].

What do we know about the audience?

What is their understanding of the work?	
What is their attitude toward the work?	
Do they have misconceptions about the work?	
To whom do they communicate about the work?	
What are their barriers to understanding and disseminating the work?	
What do they need from you to understand and disseminate the work?	
What presentation of information works best for them? <i>Format, depth, frequency, design, tone, etc.</i>	



What do we know about the audience?

How are they different than other audience segments?	
Are there key individuals in this audience who merit special consideration?	
What other questions do we need to answer?	

III. Key Considerations

Channels <i>The available means of communication, e.g., email, social media, etc.</i> <i>Include each channel's audiences</i>	
Partners/ Stakeholders	



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Opportunities	
Assets/deliverables to share	
Branding	
Key Considerations	



IV. Plan

✓	Action Item	Audience	By When	Owner(s)	Notes
COMMUNICATIONS PLAN ACTION ITEMS: Activities and Deliverables					
PARKING LOT: Prospective and Uncertain Activities and Deliverables					

Notes:

The contents of this template were developed under a grant from the Department of Education. However, the contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal government.