

Strategize Your Communication

Goal: Identify strategies for effective communication with your community.

Instructions: Use the guiding questions below to start to build out your communication plan. When you are done, you may want to see how your strategies align with the Virginia PDG B-5 Strategic Plan principles (i.e., equitable, family focused, high quality, strategic, innovative).

Component	Guiding Questions for Effective Communication	Response
Goal	What is the purpose of the communication and engagement?	
Stakeholders	Who are the stakeholders?	
Level of Engagement	What level of engagement is required?	
Proposed Method of Engagement	What methods of engagement will you use (e.g., workshops, forums, webinars, or social media)?	
Timing	What are the timing issues or requirements?	

Resources	What resources will you need to conduct the engagement process?	
Responsibility	Who is responsible for designing and carrying out the plan?	
Key Messages to Communicate	What are the key messages?	
Managing Risk	What are the associated risks with the engagement?	

Implement Your Communications Plan

Goal: Implement and evaluate strategies for communication with your community.

Instructions: Once you've considered the strategic components of your communications, use the table below to organize your communication plan.

Audience & Goals	Key Messages & Materials	Action Plan/Strategies	Measurement/Evaluation	Who is responsible?
<p>Ex. Providers will be aware and informed about Virginia's Quality-rating process, how it works and the benefits.</p>	<p>Awareness & recruitment messages from the following state-provided materials -</p> <ul style="list-style-type: none"> ● Info sheet for Providers Postcard ● Standards & Frameworks VA Quality Banner ● 'Quick Overview' PPT 	<ul style="list-style-type: none"> ● Info flyer (PDF) will be posted on website & sent out via email at least twice a year ● Host information table at local ECE conference ● Social media post about the benefits of participation – 6 times a year 	<ul style="list-style-type: none"> ● # of new providers enrolled by region & by type of provider ● # of social media interactions ● Google analytics for local & regional VA Quality websites 	<p>Communications Associate will post and send out communications as planned; analytics will be shared with the leadership team on quarterly basis for review and strategic updates</p>