## **6-8 ELA Adoption Communication Plan**



Date	Message	Audience	Channels	Procedures/Notes		
May 2023	RFI submitted	CAI and Procurement	Purchasing and Procurement	Messaging through Procurement		
May 23, 2023	ELA 6-8 Adoption web page went live	Families, community members, staff	Direct emails, homepage post, social media, School Leader	The 6-8 ELA website was created. To request committee participation, emails were sent to families, teachers through School Messenger and also to media, requests were posted on the district newsletter, homepage, and social media, LLD-principals were asked to reach out to		
June 23, 2023	Deadline to join materials adoption committee	Families, community members, staff	Communicator newsletter	school communities, and program specialists did some community outreach.		
June 5-30, 2023	Input gathered on instructional materials priorities	Families, community members, staff	Survey/email/webpage	Survey on materials priorities linked on ELA Adoption webpage, sent out to families and staff via social media and communications. Family/community surveys translated into top 5 languages.		
June 30, 2023	Adoption Committee members announced	Community members, families/community	Email to applicants Adoption webpage	ELA dept. will send confirmation notices to applicants and update the webpage (after IMC approval)		
July and August	Curriculum Adoption Summer Hiatus					
September 2023	Committee begins adoption process and develops criteria	Committee, families, community, staff, and board	Adoption webpage, C&I Policy Committee monthly updates, board bulletin	Documents are posted to the adoption webpage on an ongoing basis: meeting minutes, survey data, application forms, etc.		
October 23, 2023	Request for Proposal (RFP) released	CAI and Procurement	Purchasing and Procurement	Messaging through Procurement		
November 30, - December 9, 2023	Committee reviews materials	Families, community members, staff, school board	Homepage, social media, School Beat newsletter, Communicator, Friday Memo	Meeting minutes, survey results, and final scoring will be posted to webpage.		
December, 2023	Submitting vendors made public and materials made available for examination, review, and feedback	Families, community members, staff, school board	Homepage, social media, School Beat newsletter, Communicator, Friday Memo	When materials are ready, announcement posted to homepage, in School Beat and on social media. Principals will be provided with an invitation to share with school communities. Feedback forms will be available (and translated) online through the review time period		

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December 9, 2023	Committee selects finalists for field test	Families, community members, staff, school board	Homepage, social media, School Beat newsletter, Communicator, Friday Memo	Committee complies evidence and rating scores of reviewed materials and narrows list of instructional materials for round two (including field test)
December 12, 2023	2 <sup>nd</sup> Request for Proposal (RFP) released	CAI and Procurement	Purchasing and Procurement	Messaging through Procurement
January, 2024	Field Test Teacher Training	Field test teachers	Direct email	Direct email to teachers and building leaders
February 1- March 8, 2024	Field Test conducted with materials from the narrowed list of vendors	Staff, families, and community members	Homepage, social media, newsletter	Families and community will be informed and provided links to view the materials online and provide additional feedback on the narrowed list of materials.
March 6, 2024	Panel Discussion with Field Test Teacher Participants	Committee members and field test teachers	Direct email	Audiences will be invited to panel discussion.
March 9, 2024	Committee makes final recommendation	Families, community members, staff, school board	Homepage, press release, social media, newsletter, Principals, Friday Memo	Documents will be provided directly to the school board. An announcement will be posted to the homepage, in the family newsletter and on social media. A press release will be shared.

