

**Seattle Public Schools**  
**K-5 ELA Adoption Communications Plan**  
**April 2025-February 2026**

Date	Message	Audience	Channels	Procedures/Notes
<b>April 2025</b>	RFI submitted	CAI and Procurement	Purchasing and Procurement	Messaging through Procurement
<b>April 25, 2025</b>	ELA 6-8 Adoption web page launched	Families, community members, staff	Direct emails, Adoption Webpage post, social media, School Leader Communicator newsletter	To request committee participation, district-wide emails were sent to families and teachers through Communications. Principals were asked to reach out to school communities at School Leader Engagement sessions and through the School Leader Communicator.
<b>May 2, 2025</b>	Deadline to join materials adoption committee	Families, community members, staff		
<b>May 9, 2025- May 23, 2025</b>	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.
<b>May 19, 2025</b>	Adoption Committee members announced	Committee members, families/community	Email to applicants Adoption webpage	After IMC approval, ELA dept. will send confirmation notices to applicants and update the webpage
<b>May 31-June 14, 2025</b>	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.
<b>July 21, 2025</b>	Request for Proposal (RFP) released	CAI and Procurement	Purchasing and Procurement	Messaging through Procurement
<b>July and August</b>	Curriculum Adoption Summer Hiatus		<b>July and August</b>	Curriculum Adoption Summer Hiatus
<b>September 13-27, 2025</b>	Committee reviews materials	Families, community members, staff, school board	Adoption webpage, social media, School Beat newsletter, School Leader Communicator	Meeting minutes, survey results, and final scoring will be posted to the webpage.
<b>September 8-24, 2025</b>	Submitted materials made available for online community review	Families, community members, staff, school board	Adoption webpage, social media, School Leader Communicator, CBO email, K-5 ELA teacher email	When materials are ready, announcements are 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

<b>September 27, 2025</b>	Committee selects finalists for field test	Families, community members, staff, school board	Adoption webpage, social media, School Beat newsletter, School Leader Communicator	Committee compiles evidence and rating scores of reviewed materials and narrows list of instructional materials for round two (including field test)
<b>October 6, 2025</b>	2 <sup>nd</sup> Request for Proposal (RFP) released	CAI and Procurement	Purchasing and Procurement	Messaging through Procurement
<b>September 22, 2025</b> (Closes Oct. 10th)	Field test teacher application released	K-5 ELA teachers and school leaders	Schoology, School Leader Communicator, direct email to all K-5 ELA teachers	Information regarding the field test, an invitation, and application will be sent to all Elementary School Leaders and K-5 ELA teachers
<b>November 12-15, 2025</b>	Field Test Teacher Training	Field test teachers	Direct email	Direct email to teachers and building leaders
<b>December 1-January 30<sup>th</sup>, 2026</b> (including two-week winter break)	Field Test conducted with materials from the narrowed list of vendors	Families, community members, staff, school board, students	Adoption webpage, social media, newsletter, principals	Community will be informed of strategy for field test after those details are determined.
<b>December 2025-January 2026</b>	Family and Community 2 <sup>nd</sup> round of review of and feedback on materials provided by vendor finalists	Staff, families, and community members	Adoption webpage, social media, newsletter	Families and community members will be informed and provided links to view the materials online and provide additional feedback on the narrowed list of materials.
<b>February 4, 2026</b>	Panel Discussion with Field Test Teacher Participants	Committee members and field test teachers	Direct email	Audiences will be invited to panel discussion.
<b>February 7, 2026</b>	Committee meets to begin final recommendation conversation	Families, community members, staff, school board	Adoption webpage, press release, social media, newsletter, Principals	Documents will be provided directly to the school board. An announcement will be posted to the adoption webpage, in the family newsletter and on social media. A press release will be shared.
<b>February 11, 2026</b>	Committee meets to identify and vote on final recommendation.	Families, community members, staff, school board	Adoption webpage, press release, social media, newsletter, Principals	Documents will be provided directly to the school board. An announcement will be posted to the adoption webpage, in the family newsletter and on social media. A press release will be shared.