

# **Common Core State Standards – Communication Tools for Local Districts**

In local communities, district and school leaders are the resident experts in education. You have the knowledge to answer questions and the best opportunities to provide resources and information.

Florida has a great story to tell about the promise and transformational nature of the Common Core State Standards. By providing faculty and staff with the information they need, districts will play the most important role for full implementation of the Common Core State Standards.

## **Be Proactive**

- Host “Parent Information Workshops.”
- Engage with local media through opinion pieces and letters to the editor.
- Request time on local radio and TV news outlets to educate parents and community members about the CCSS.

## **Stay on Message**

- Identify a strong, unifying message for your district that is reinforced through factual information and research.
- Supply material including talking points to administrators, educators and staff.
- Utilize school websites, social media tools, press releases and newsletters to disseminate information pertaining to the CCSS that emphasizes your message.
- Monitor hot topics in the community and develop responses for each myth. Engage when appropriate.

## **Utilize Resources**

- Utilize the Florida Department of Education for up-to-date information for your district.
- Develop partnerships with other pro-CCSS community advocates, including local business and nonprofit entities who will share your message.
- Work with local and state leaders to host town halls pertaining to the CCSS.
- Communicate positive information and news articles regarding the CCSS. Include them in parent newsletters, at Back to School Nights, on school websites, and other public resources.