



DIVISION OF ELEMENTARY
& SECONDARY EDUCATION



TEACH Arkansas

Inspire Today. Impact Tomorrow.

Program Messaging Toolkit

The purpose of this toolkit is to help education leaders craft written language that conveys their work clearly, effectively, and in a way that resonates with their intended audiences—otherwise known as messaging.

Written messaging is the most critical approach for achieving coherence, consistency, and resonance. It ensures our audiences are hearing the same thing across all our staff, materials, and touchpoints.

It is especially critical that the language we use to communicate about our programs and key initiatives is clear, accessible, and consistent. Inconsistency and misunderstanding limit our audience’s ability to engage with us successfully, which ultimately dilutes the reach and impact of our work.

Across all forms of communication, audience is everything, especially when it comes to messaging. As you develop program messaging, always keep your audience in mind above all other considerations.

This Program Messaging Toolkit was developed to complement the Communications Strategy Rapid Planning Process and the Elevator Pitch Framework.

Developed in collaboration with the Region 14 Comprehensive Center

Effective messaging is:

- » **Accessible:** Use audience accessible language free of jargon and acronyms.
- » **Active:** Write in active voice as much as possible.
- » **Clear:** Avoid long, complex sentences and write for ease of recall and repetition.
- » **Compelling:** Convey value, substance, and impact to your audience.
- » **Concise:** Value brevity over precision and exhaustiveness.
- » **Relatable:** Connect with people by using approachable, human language.
- » **Relevant:** Balance what you want to communicate with what your audience needs to know.

I. Goals and Challenges

<p>Program or Key Initiative <i>Select one area of work to develop messaging for.</i></p>		<p>Notes:</p>
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<p>Messaging Goals</p> <p><i>What is it most critical for people to understand about this area of work?</i></p> <p><i>As a result of understanding this work, what should they be able—or even compelled—to do?</i></p> <p><i>Use this section to clarify what effective messaging means to you.</i></p>		<p>Notes:</p>
<p>Messaging Challenges</p> <p><i>What do people not understand about your work that they should?</i></p> <p><i>Are there any internal or external barriers to developing or using effective messaging?</i></p>		<p>Notes:</p>

II. Audiences

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

III. Messaging Worksheet

Program Messaging Considerations

Think through the following considerations to assemble all the ingredients you may need when crafting a description of your work.

Not everything you surface needs to be part of your program description.

<p>What <i>The result of this work</i></p>	
<p>How <i>The process of this work</i></p>	
<p>Why <i>The purpose of this work</i></p>	

Program Messaging Considerations

Think through the following considerations to assemble all the ingredients you may need when crafting a description of your work.

Not everything you surface needs to be part of your program description.

Impact

What tangible impact should you communicate to your audience?

Values

Are there any key values you need to highlight? ex. Equity

Related Work

Are there related programs, initiatives, activities, or partners that factor into your messaging?



Program Messaging Considerations

Think through the following considerations to assemble all the ingredients you may need when crafting a description of your work.

Not everything you surface needs to be part of your program description.

<p>Organizational Considerations <i>Are there strategic priorities or other factors that need to inform your messaging?</i></p>	
<p>Tone of Voice <i>What tone of voice is appropriate for your audience?</i></p>	
<p>Anything Else?</p>	

Program Messaging Considerations

Think through the following considerations to assemble all the ingredients you may need when crafting a description of your work.

Not everything you surface needs to be part of your program description.

Program Description - In 100 words or fewer, describe your program or key initiative

This language can be incorporated into websites, resources, and direct communication with stakeholders.



Program Messaging Considerations

Think through the following considerations to assemble all the ingredients you may need when crafting a description of your work.

Not everything you surface needs to be part of your program description.

Program Description - In 25 words or fewer, describe your program or key initiative



Program Messaging Considerations

Think through the following considerations to assemble all the ingredients you may need when crafting a description of your work.

Not everything you surface needs to be part of your program description.

Program Description - In 10 words or fewer, describe your program or key initiative



IV. Next Steps

To ensure that your messaging is clear and effective, it's critical to connect with your audience, colleagues, and leadership to seek review and input. List out your audience and internal reviewers:

✓	Stakeholder/Reviewer	By When	Owner(s)	Notes
MESSAGING INPUT AND REVIEW PLAN				

Description Word Length Examples

10 Word Description Example

MindWorks, an SAP® Services Partner, provides SAP consulting, training, software and support.

25 Word Description Example

MindWorks, Inc., an SAP® Services Partner, provides SAP solutions to many of the world's best-known companies, focusing exclusively on SAP consulting, training, software and support.

50 Word Description Example

MindWorks, Inc., an SAP® Services Partner, provides SAP solutions to the world's best-known companies, focusing exclusively on SAP consulting, training, software and support. Due to MindWorks' depth of SAP experience, clients look to us as a trusted advisor and partner that can maximize ROI and reduce TCO from their SAP systems.

100 Word Description Example

MindWorks, Inc., an SAP® Services Partner, provides SAP solutions to the world's best-known companies, focusing exclusively on SAP consulting, training, software and support. Due to MindWorks' depth of SAP experience, clients look to us as a trusted advisor and partner that can maximize ROI and reduce TCO from their SAP systems.

MindWorks is the only SAP consultancy twice named to the Inc. 500 list of fastest growing private companies. As the only SAP-focused midsize consulting firm in the U.S. that offers SAP project team training and remote SAP development support, MindWorks is the perfect partner for enterprise and midsize SAP-installed customers.



Notes:

The contents of this toolkit 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.

