



Common Core Changes Communication Plan

Updated July 16, 2012



Common Core Changes Communication Plan

I. Goals

- To communicate with students, parents, community and staff about the state's adoption of the Common Core curriculum
- To explain what Common Core is and why it will be beneficial to GCS students.
- To ensure that students and parents are prepared for the changes that will result from implementing a more rigorous curriculum.
- To emphasize the district's commitment to college and career readiness and development of 21st-century skills.

II. Key Messages

- North Carolina adopted Common Core State Standards on June 2, 2010. The curriculum, which replaces the North Carolina Standard Course of Study, will begin in the 2012-13 school year.
- The Common Core curriculum is more rigorous than NCSCOS and will focus more on real-world applications.
- The adoption of Common Core will ensure that GCS students are achieving educational excellence on a level that is comparable to students nationwide.
- Common Core will make it easier for students to transfer in and out of state because the curriculum will be standardized across state lines.
- Common Core State Standards have been adopted by more than 40 states and three territories.
- Our staff is trained and prepared for the academic changes that will result from this new curriculum.

III. Timeframe

- January to August 2012

IV. Target Audiences

- Students
- Parents
- Principals
- Media
- Teachers
- Counselors
- Community

RUN OF SHOW**CONFIDENTIAL****Common Core Changes**

TIME	TASKS	OWNER	STATUS
1/10/12	Participate in webinar regarding math curriculum	Nora S.	COMPLETE
Feb 2012	Create page on GCS site to explain Common Core, with links to DPI and PTA websites, and add to school web pages and registration page.	Nora S./Cindi G.	COMPLETE
Feb 2012	Draft document with summary of major changes in new curriculum and include on website (use PTA website for reference).	Nora S.	COMPLETE
2/28/12	Participate in DPI conference regarding Common Core	Nora S./Lillian	COMPLETE
March 2012	Share information through PTA council newsletter	Nora S.	COMPLETE
Spring 2012	Include link to website on Facebook, Twitter	Lillian	COMPLETE
Spring 2012	Include as agenda item at Internal and/or External Key Communicators meeting	Lillian	COMPLETE
Spring 2012	Include story about Common Core resources/assistance in GCS Insider	Laurie	COMPLETE
March 14, 2012	Create principal toolkit with talking points, sample letter to parents, newsletter copy, Connect Ed, etc.	Nora S.	COMPLETE
March 2012	Share grade-specific information from PTA website with parents and students during report card distribution.	Principals	COMPLETE
March 2012	Add contact form to website to invite parent/teacher feedback and questions.	Nora S.	COMPLETE
April 19, 2012	Share updates regarding	Nora S.	COMPLETE

	communication at district principals' meeting and invite requests for additional assistance		
April 2012	Create one-minute Common Core video	Laurie/Sheri	COMPLETE
Spring 2012	Share toolkit resources and grade-specific curriculum information from PTA during parent-teacher conferences or other scheduled activities.	Principals/ Teachers	COMPLETE
Spring 2012	Include information during parent nights with school counselors and/or include during counseling meetings.	Counseling office	COMPLETE
June-August	Common Core lesson planning	Professional Development	COMPLETE
July 2012	Post Common Core video on Common Core website	Nora S.	COMPLETE
July 2012	Share Common Core video with GCS Parent Academy list	Lisa G.	COMPLETE
July 2012	Post video on social media	Nora S.	COMPLETE
July 2012	Include video on GCSTV2	GCSTV2	COMPLETE
July 2012	Offer media opportunity regarding Common Core to position GCS as committed to college and career readiness.	Nora S.	COMPLETE
July 2012	Include in GCS Insider and add links to relevant professional development.	Laurie	COMPLETE
July 2012	Create and send press release about Common Core implementation and relevant professional development.	Nora S.	COMPLETE
July/August 2012	Include in news briefs	Nora S.	COMPLETE/ Ongoing
July/August 2012	Make reference to Common Core during communication regarding 2011-12 student performance.	District Relations	COMPLETE
August 2012	Update toolkit for use during back-to-school communications	Nora S.	COMPLETE

August 2012	Include summary/link for more info on GCS Back-to-School website	Nora S.	COMPLETE
August 2012	Include Common Core in superintendent's Back to School communications	Jennifer L.	COMPLETE
August 2012	Include in back-to-school parent communications, open houses, parent nights, etc.	Principals	COMPLETE
August 2012	Include as part of back-to-school media briefing.	Nora S.	COMPLETE
August 2012	Share grade-specific information from PTA.org and Council of Great City Schools at open house nights, parent-teacher conferences, through counseling office, etc.	Principals	COMPLETE
Sept. 2012	Share video and information with PTA through back-to-school newsletter	Nora S.	COMPLETE
Fall 2012	Include as subject in fall Key Communicators meetings to get feedback on resulting changes	Lisa	COMPLETE
Fall 2012	Include as subject in Internal Key Communicators meetings to get feedback on resulting changes	Jennifer L.	COMPLETE
Fall 2012	Offer Parent Academy session "Common Core 101: What you Need to Know" for parents and offer homework help tips.	Lisa Gardner	COMPLETE
Fall/Winter 2012	Develop surveys for parents through K12 Insight and/or Blackboard Connect to evaluate Common Core communication and use to guide future efforts	Nora S./Academic Services	
Fall/Winter 2012	Include poll about communication on Common Core website	Nora S./Cindi G.	
2012-13 school year	Work with Academic Services to release results and offer perspective on GCS performance	District Relations	