

Workshop #4: EXPANDING VISIBILITY

Breakout Exercises



GROUP 1

EXERCISE 1: Prioritizing Objectives for Key Stakeholders

The following structure guides objective development for key stakeholders around the “Feel, Think, Do” components. Fill in the components under each header to develop objectives for up to three target stakeholders.

MESSAGES:	STAKEHOLDER 1:	STAKEHOLDER 2:	STAKEHOLDER 3:
	Superintendents/Admin	Funders	Teachers
FEEL – Emotional (Why?)			
THINK – Rational/ Benefit (Why?)			
DO – Action oriented (What?)			

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EXERCISE 2: Dissemination Plan

This form can be used to create a broad or narrow plan for dissemination and will enable you to capture what you have and what you need to develop prior to building out launch tactics. Fill in the components under each header to outline your plan.

OBJECTIVE

STAKEHOLDERS: Multiple stakeholders may require message and channel adjustments

KEY MESSAGES: Compelling messages you need to convey (e.g. findings, outcomes)	
Things I Will Need to Resolve:	
Collaboration Partners:	

METHODS: How, and through what type of channel	
Things I Will Need to Resolve:	
Collaboration Partners:	

MEASUREMENTS: Indicators of performance
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Things I Will Need to Resolve:	