

PROCESS FOR PROMOTING DIGITAL LEARNING IN YOUR PROGRAM CHECKLIST

ESTABLISH YOUR PURPOSE AND GOALS.

ASK YOURSELF:

- Why do we want to promote digital learning in our program?
- What kind of support do we need and from whom?

IDENTIFY YOUR AUDIENCE.

Think about who you want to reach and why. Some possible audiences may include: school-day partners, funders, families, community-based organizations, local businesses, youth, and program staff.

AUDIENCE	GOAL
<i>Example: School-day partners (principal and teachers)</i>	<i>To request access to computer labs and/or technology devices.</i>

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□ GATHER RESEARCH, DATA, AND INFORMATION.

What information do you need to gather for your audience?

AUDIENCE	INFORMATION NEEDED
<i>Example: Funders</i>	<i>Relevant data highlighting access to technology in your community, studies that discuss the benefits of students gaining digital learning and technology skills, etc.</i>

□ CREATE YOUR MESSAGES.

Key talking points:

- 1.
- 2.
- 3.
- 4.
- 5.

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DETERMINE HOW YOU WILL DELIVER YOUR MESSAGES.

ONE-ON-ONE MEETINGS:

GROUP MEETINGS:

SOCIAL MEDIA:

FLYERS:

OTHER:

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□ ASSESS HOW YOUR MESSAGE IS GOING TO BE RECEIVED.

GUIDING QUESTIONS TO EVALUATE HOW YOUR MESSAGE IS BEING RECEIVED

- Have we secured more funding or devices?
- Have any new opportunities surfaced for the program since launching our new communication efforts?
- Has student recruitment increased as a result of our new messaging around digital learning and technology?
- Have we developed new partnerships as a result of our new messaging about technology and digital learning?
- Have we obtained more or better access to technology and digital learning from our school-day, community, or business partners as a result of our messaging about digital learning and technology?