



A Union of Professionals

QuEST 2007

Quality Educational Standards in Teaching

Strategic Communications: Inside and Out

July 11-12, 2007

At a time when it seems our teachers and public schools are under constant attack; when membership is changing with an increase in young members and retirees; when everyday some new type of technology is introduced; and when there are always limited resources for communications -- being strategic is not an option. Learn how to develop an effective message that connects with your members, your perspective members, the press *and* the general public. Discover how you can be proactive and get out your message without a multi-million dollar advertising campaign. More importantly, develop ways to use your communication efforts to engage members and build membership involvement. Leave this workshop with a guide on how to develop a comprehensive communications plan, centered around extensive AFT member research and highlighting readily-available communications tools.

Wednesday, July 11, 2007:

Introductions (1:00-1:15 p.m.)

Building a Communications Plan (1:15 – 2:45 p.m.)

Participants will:

- ◇ Learn key components of a comprehensive communications plan;
- ◇ Discover how to analyze internal and external environments; and
- ◇ Utilize strategies to develop an effective message.

Break

Profile of the AFT Member (3:00 – 4:00 p.m.)

Participants will review findings from AFT's membership communications research and learn about our members expectations, how best to reach them and build activism.

Internal Communications Strategy (4:00 – 5:00 p.m.)

Participants will:

- ◇ Explore effective communication tactics and vehicles;
- ◇ Identify opportunities for membership and potential membership involvement; and
- ◇ Learn about free, existing tools to improve internal communications.

Thursday, July 13, 2007:

External Communications Strategy (9:00 – 11:30 a.m)

Participants will:

- ◇ Examine the various approaches to being heard;
- ◇ Discover how to build relationships with reporters;
- ◇ Develop a media campaign; and
- ◇ Practice how to create and deliver your message.