Your Learning Initiative with Apple
Communication Guide

January 2018

About this guide

Community support is an essential characteristic of successful, innovative schools. An effective communication plan provides a structure for sharing your vision for learning with technology. It also allows you to show what's going on in your classrooms and in your school. Regular, well-crafted communications can inform key stakeholders and inspire a community.

This guide includes ideas and strategies you can use to engage your school community. We hope you'll use it as you tell a compelling story about the work you're doing and its impact.

Building a communication plan

As you build your communication plan, you'll want to identify your key stakeholders and determine what each of them will care about. The plan should include a timeline that outlines which stories to share and how you'll share them. You can provide updates over a range of channels like meetings, events, email, newsletters, your web page, or social media. To get you started, we've created templates for a Keynote presentation and a flyer that you can use in a variety of settings to highlight the great work your teachers, administration, and students are doing.

Following are some tips to help you communicate effectively:

Be intentional. The vision for your initiative needs to be at the heart of every communication. Thinking about what you want your community to understand or what action you want them to take will help you create communications that are more targeted. For example, do you want parents to share what they've learned with other parents or ask their student about a certain project? Maybe you want them to come to an event to celebrate success. Whatever your goal, be sure your vision is embedded in the message and that your purpose is clear.

Consider all stakeholders. Think about the kind of information that's useful for each stakeholder group and build a communication plan that includes them. For instance, your board will want a progress report on the initiative's financial viability and sustainability. Parents will be more concerned about their own student's experience and progress at a particular grade level.

Keep the conversations going. Your community will want to hear about how the initiative is progressing, and the changes you're seeing. Regular communications will answer stakeholder questions, keep them up to date, and build positive momentum and support.

Share great stories. Clear information and inspiring stories empower your community members to share what you're doing with others. Your parents, board, teachers, and local organizations can be your biggest advocates when they're excited about what's happening at your school and with your students.

Create opportunities for feedback. In addition to sharing a steady stream of news about your initiative, it's important to build channels that allow your community to contribute ideas, ask questions, and voice concerns. You could build a suggestion form into a website, provide your tech coordinator's contact information—even form a committee that's responsible for soliciting or collecting feedback.

Why Apple. Tell them what's possible and what you're achieving with Apple products. Your community will want to know why you chose Apple, what aspects of Apple products support your vision, and how they translate to their students' learning experiences. See the speaker notes in slide 18 of the Keynote template for more ideas on how you can communicate the value of Apple products in learning.

Keynote presentation template

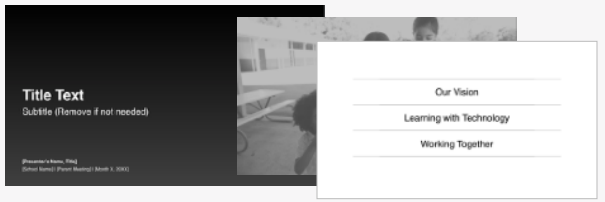
This presentation was created with a parent or board meeting in mind, but it's also great for capturing ideas and documenting your story.

The template is organized in sections. The beginning few slides provide guidance and recommendations on customizing the template for your school. Approved iOS and Mac app logos are included for use in slides where you want to discuss apps your students or teachers use in specific workflows or projects (you can delete or hide these slides when you present). Speaker notes for each slide include ideas, prompts, and topics you can talk about.

Guidance

The customizable portion of the template begins with the opening of the presentation. In this section, let your audience know why they're at the meeting, and why their participation in this journey is important. Use the agenda to let them know what you're covering so they understand the bigger story before you get into the details.

Opening



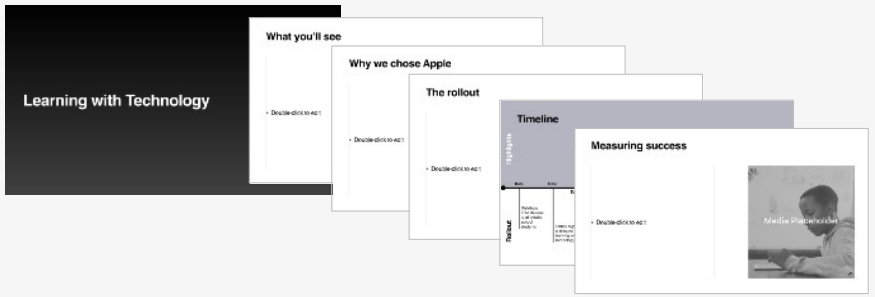
You'll use the next three sections to tell your story. The first one is titled "Our Vision." Here's where you can talk about the ideas and aspirations that drive what you're trying to do.

Our Vision

Keynote presentation template (continued)

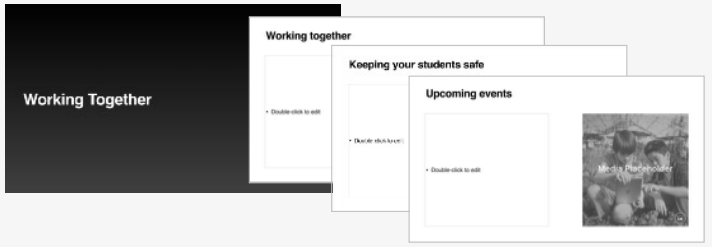
The second section, “Learning with Technology,” allows you to help your audience understand what learning with Apple technology actually looks like at your school or in your district.

Learning with Technology



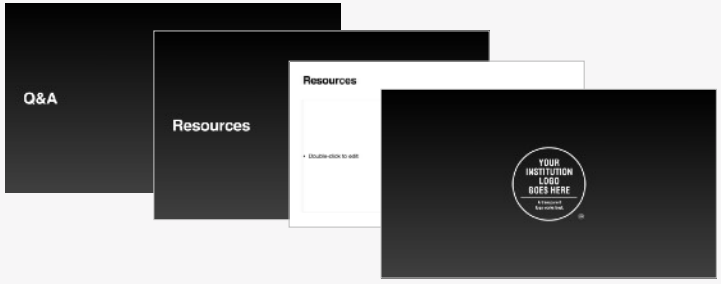
In the third section, “Working Together,” you can let your community know you’re committed to keeping them in the loop and want them to be part of the initiative’s success.

Working Together



The last few slides in the template give you a chance to take questions, provide a list of resources, and then bring the presentation to a close with your institution’s logo or a compelling image or message.

Close



Flyer template

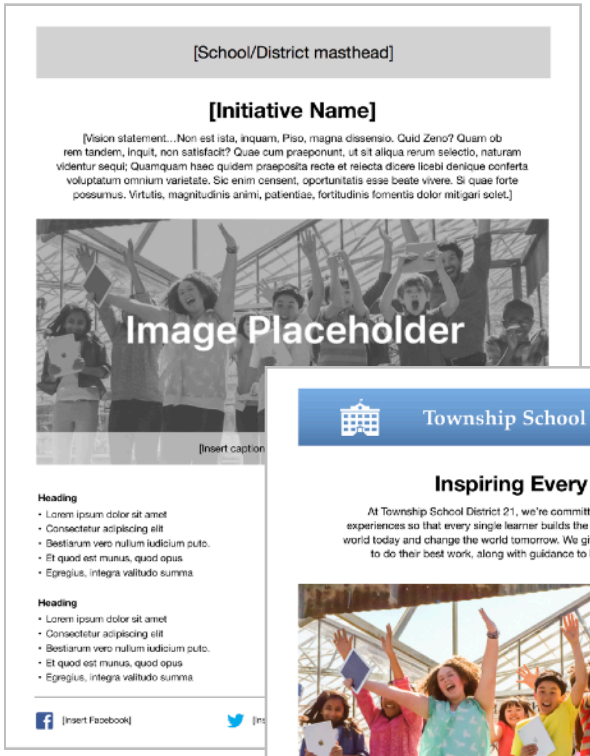
The Pages template will help you create a professional document that supports the story of your work. You can use this flyer as a handout at a meeting, an invitation to an informational event, or a downloadable resource on your website. The goal is to gather all the key information about your initiative in an easy-to-read, accessible format that can be a reference for further conversations.

How to customize

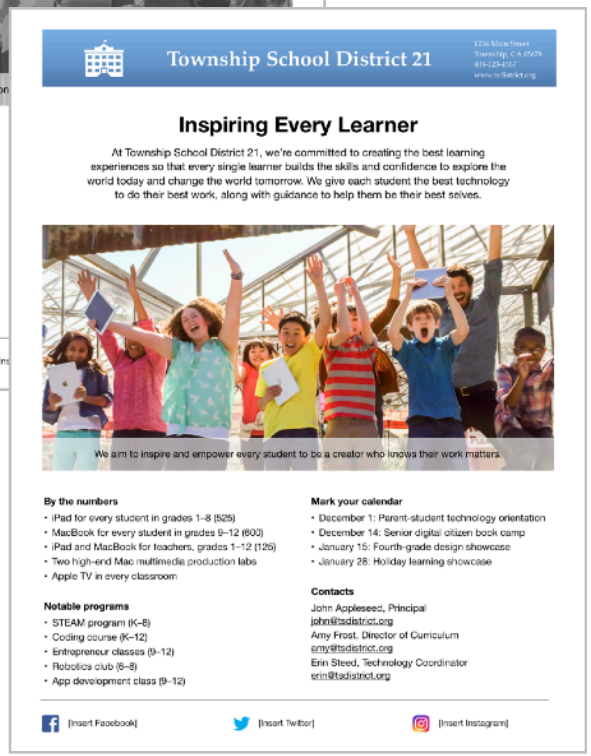
We've included a sample version of a completed flyer for inspiration. In the blank template, simply add your school color and font to the masthead region. Update the placeholder text appropriately.

To add visual interest to your flyer, you can drag an image onto the media placeholder. You can just delete the placeholder if you don't want to use an image.

Include links to your social media sites at the bottom of the flyer.



Template



Sample

Additional resources

We're committed to helping educators and parents get the most from Apple technology. Here's a list of resources you can include in your communications to help your community learn more.

Planning and programs

Innovation in Schools: Design Learning, Teaching, and Your School Environment with Apple

Elements of Leadership: Lead Whole-School Innovation with Apple

IT and Deployment

Overview of Managed Apple ID

Apple Teacher—Apple's Free Online Professional Learning Program

Apple Professional Learning

Teaching Code with Apple

Privacy resources and disclosures

Data and Privacy Overview for Schools

Apple Privacy Policy

iOS Security Guide

Specific Questions About Privacy

Parental support

About Parental Controls on iPad

Setting Restriction in iTunes

About In-App Purchases

Parent Guide to Privacy

Family Time with Apps Book

Learning opportunities and collections

Today at Apple Hands-on Sessions at the Apple Store

Education Collections on iTunes

Digital Literacy & Citizenship Collection

Learning at Every Grade App Collections

Everyone Can Code Collections

Accessories for Education

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