



CALIFORNIANS DEDICATED  
TO EDUCATION

# California CCSS Communications and Capacity Building Campaign **(CCSS Campaign)**

presented to  
CA State Board of Education  
9/3/14



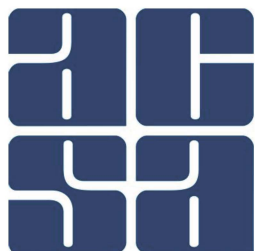
CALIFORNIANS DEDICATED  
TO EDUCATION

# CCSS Campaign: **Primary Purpose**

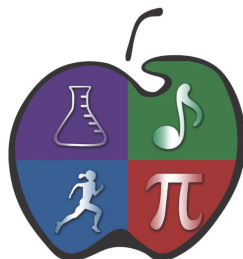
*To create **awareness** about how the CCSS will positively impact teaching and learning, and to provide the education community, families, and the public with **access** to high-quality resources that have been developed in California and across the country.*



LOS ANGELES AREA  
CHAMBER OF COMMERCE



**California State**  
**PTA<sup>®</sup>**  
*everychild. onevoice.*



CALIFORNIANS DEDICATED TO  
E D U C A T I O N



California County Superintendents  
Educational Services Association



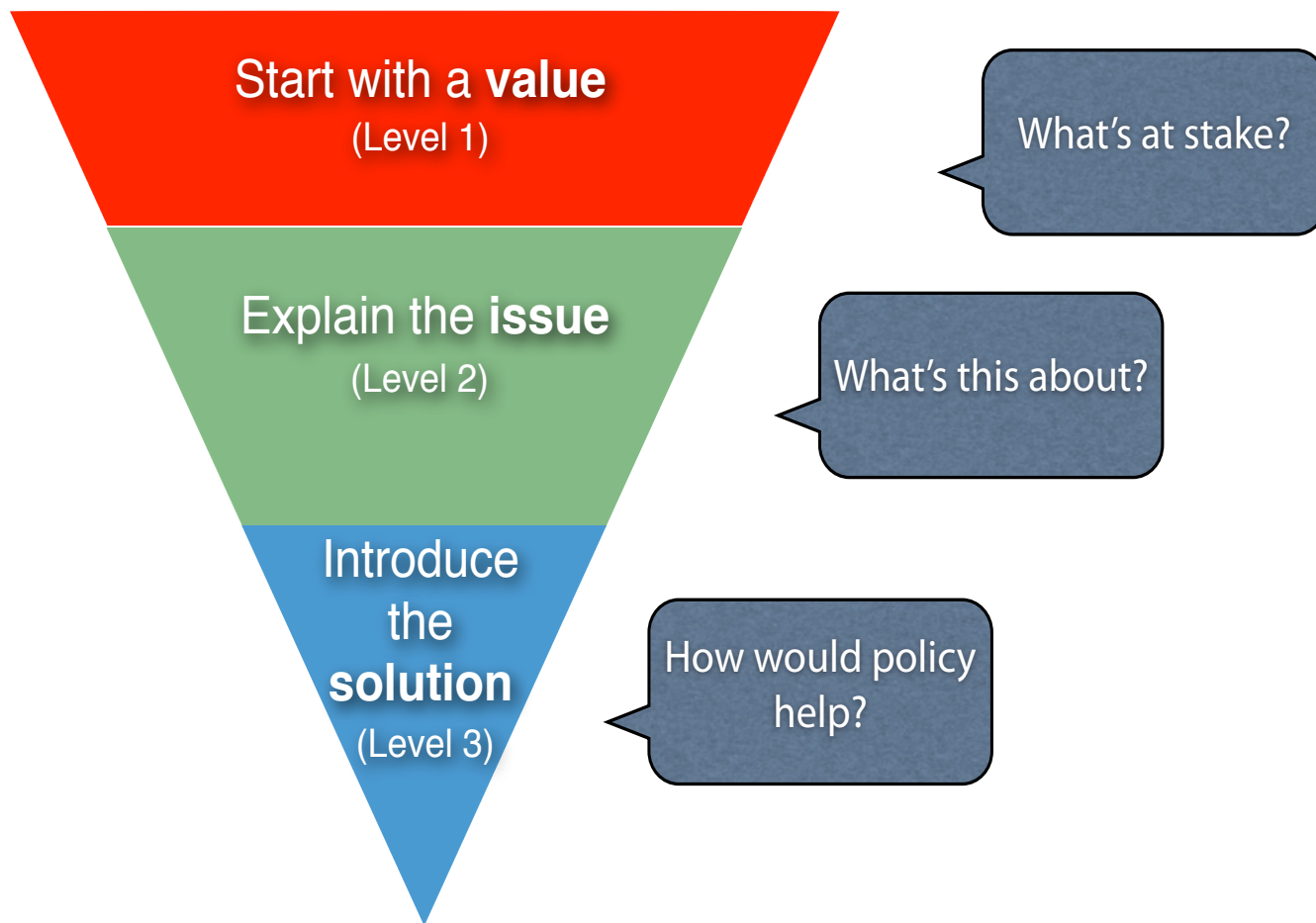
## Key Activities to Date

- Intensive **research** and **planning**
- Communications **workshops** with campaign partners
- Communications **toolkit**
- Explanatory **video**
- Two-phase **resource exchange** plan



CALIFORNIANS DEDICATED  
TO EDUCATION

# Basic Message Template





CALIFORNIANS DEDICATED  
TO EDUCATION

# Use a Tested Value to Establish What's at Stake in the Common Core Implementation



Progress



Future Preparation



Pragmatism



Human Potential



Workforce Preparation



Ingenuity



## The toolkit is designed to help us tell the most effective story about CCSS goals and implementation.

- Apply evidence-based framing elements to communication
- Coordinate messages among the Common Core campaign partners
- Answer tough questions from constituents and reporters
- Identify and avoid unproductive communication frames

### Key Framing Guides

Useful guides to keep communicators on frame.



#### Message Cards

Download printable cards summarizing tested framing elements.



#### Talking Points

Review the key messages that are the campaign's major themes.



#### FAQs

Stay on message in the face of tough questions.



#### The Swamp!

Visual summary of relevant findings from cultural models research.

<http://cdefoundation.org/ccss-campaign>



# Upcoming Activities & Future Plans

- Bi-weekly calls with partners to discuss current and upcoming communications efforts and provide training on messaging and framing.
- Aggregated compendium of partner communications materials & individualized and general communications materials and resources.
- Tailored inter-partner **Webinars** to provide an overview of the communications toolkit: 8/27 and 8/28
- Development of additional partnerships as necessary.