DEVELOPING YOUR AI + EDU COMMUNICATIONS PLAN

1. Start with a Clear Statement

Develop a one-sentence rationale that answers this: Why is our school/district talking about AI in education at all?

- Keep it parent-friendly
- Avoid buzzwords
- Make it about students

Example: "We are exploring how AI can support teaching and learning while protecting student privacy and keeping strong relationships at the center of our schools."

2. Identify Your Stakeholders

Group	What They Want to Know	What You Want Them to Understand
Parents	Will AI replace teachers? Is my child safe?	AI supports teachers, not replaces them. Human connection stays central.
Teachers	Will I be forced to use AI?	You'll get support and choice. This is not about surveillance or shortcuts.
Students	Can I use ChatGPT for homework?	AI is a tool, not a cheat code. Let's use it ethically and creatively.
School Board	Is this a risk legally or politically?	We're using vetted tools and aligning with state guidance.
Community Partners	How does this affect workforce prep?	We're helping students build future-ready skills.

3. Choose Your Core Messages

Build 2–4 repeatable messages that guide all outreach. These should be simple, consistent, and adaptable for different audiences.

Example Messages:
- "AI is here. Our job is to teach students to use it wisely."
- "We are preparing students for a future we can't fully predict."
- "Human judgment matters more than ever in an AI world."
- "This is about better teaching, not replacing teachers."

4. Pick Your Channels

Choose the ways you'll reach each group. Use a mix of formats:
- **For Parents:** town hall, principal letter, short video explainer, PTA meeting Q&A
- **For Teachers:** staff meeting updates, micro-PD, shared FAQ doc
- **For Students:** advisory discussion, AI usage norms, classroom scenarios
- **For Community:** website blurb, superintendent update, local news op-ed

5. Stay Human

Above all: keep it conversational, honest, and human. AI may feel abstract or intimidating. Your job is to make it real, relevant, and relational.

Your tone should say: "We've got this. We're learning together. And we'll keep you in the loop."