



Speak Up 2011 Promotion Timeline Schools and Districts

Contact Info

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September 2011

- ❑ **Register your school/district:** To register for Speak Up please go to our website at <http://www.speakup4schools.org/speakup2011/>. Registration is quick and easy – just click on the green registration button and follow the instructions on the following pages!

Forgot your password? Have a question? No need to worry, send an email to Jenny Hostert at jhostert@tomorrow.org.

- ❑ **Anytime during September:** Update your Speak Up contact information and password on our website at <http://www.speakup4schools.org/speakup2011/>.
- ❑ **By Sept 15th:** Start promoting the survey to students, teachers & parents.
 - Post flyers around your school(s) with the url and password.
Download the Speak Up flyer (English):
http://www.tomorrow.org/speakup/downloads/PromoMaterial_SpeakUpFlyer.doc

Spanish Flyer
http://www.tomorrow.org/speakup/downloads/PromoMaterial_SpeakUpFlyerSpanish.doc
 - Announce the Speak Up survey on your school's daily broadcast announcements, on your school's portal or Blackboard system.
 - Publicize Speak Up on your school(s) calendar.
 - Encourage your school(s) to include Speak Up in their Back-to-School activities and PTA meetings.
 - Encourage teachers to promote the Speak Up website with the secret word on their classroom whiteboard.
 - Think about incentives you might want to provide to teachers or Site Tech Coordinators to promote participation in the survey. For example in 2008, one of our participating districts offered an iPod Nano to the winner!



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- Use social media outlets like facebook or twitter to get the word out about Speak Up to your stakeholders.

October 2011

- Anytime during October:** Update your Speak Up contact information and password on our website at <http://www.speakup4schools.org/speakup2011/>.
- Oct 1st:** Continue promoting the survey to students, teachers & parents.
- By Oct 7th:** Add the **Speak Up logo** to your school and district website with a link to the survey at <http://www.speakup4schools.org/speakup2011/>.
 - Download the Speak Up banner graphic from ---
http://www.tomorrow.org/speakup/speak_up_banner.html.
 - Put a shortcut to the Speak Up website on the desktops in your student computer labs
<http://www.speakup4schools.org/speakup2011/>.
- Oct 10th:** Project Tomorrow will issue a national press release about Speak Up. Actions you can take:
 - Post Project Tomorrow's press release on your school or district website news page.
 - Send a press release to your local paper about your school's participation in this national event.
 - Community Events
 - Pick a day and designate it as your school or town's Speak Up Day.
- Oct 14th, 21st:** Project Tomorrow will begin sending a weekly email message with your school or district's participation numbers.
- Oct 18th, 25th:** Send a weekly update to your teachers, site tech coordinators or principals to encourage participation in the survey. You can share the information provided by Project Tomorrow the previous week. We are happy to work with you to customize these outreach messages, please contact Jenny Hostert jhostert@tomorrow.org for further information.



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November 2011

- By Nov 4th:** Promote Speak Up during your principal's meeting, use this flyer to help describe what Speak Up is about:
http://www.tomorrow.org/speakup/downloads/PromoMaterial_AboutSpeakUp.pdf
 - **Special note** – it is helpful if you share with your principals the value of the Speak Up data to your school district. Remember you and your principals will be able to view the survey results in Feb 2012 just in time for spring planning and budgeting.
- Nov 4th, 11th, 18th and 25th:** Send a weekly email message to your teachers and staff to promote and encourage Speak Up participation. Use participation information provided by Project Tomorrow's to encourage your stakeholders to take the survey.
- Anytime during the month**
 - Designate a day in November as Speak Up day and encourage as many people as possible to take the survey.
 - Encourage participation in the survey using the tips, techniques and tools on the Project Tomorrow website http://www.tomorrow.org/speakup/speak_up_faq.html.
 - Host a "Speak Up" school assembly to get more students involved.
 - Announce weekly Speak Up reminders to take the survey during your school's daily broadcast announcements or on your school's portal or learning management system.

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December 2011

- Happy Holidays!** Winter break is right around the corner along with the closing of the Speak Up survey. Announce frequent friendly holiday reminders to complete the survey before the close date on Dec. 23rd. <http://www.speakup4schools.org/speakup2011>.
- Dec 5th, 12th and 19th:** Final promotional push for weekly emails to site tech coordinators and teachers to encourage participation.



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- Dec 23rd** Survey closes at midnight.

January 2012

- During January**, Project Tomorrow summarizes and prepares the Speak Up data for release to participating schools and districts Feb 2012.

February 2012

- Early in the month** we will release the Speak Up 2011 data to participating schools and districts Feb 2012. Please check your email for instructions on how to access your data.

Spring - Summer 2012

- Date to be determined:** The Speak Up 2011 National Findings will be released at our annual Congressional Briefing in Washington, DC.
- Anytime during this period**, share the Speak Up national findings with your district and school(s) by posting data on your website.
- During spring and summer**, additional Speak Up data findings and reports will be released through conference presentations, webinars and special events. If you are interested in learning more about an event during this time frame, please contact Jenny Hostert at jhostert@tomorrow.org.
- Get ready for Speak up 2012!**