# Sample Communications Toolkit

School/district leadership will need to communicate information to families at multiple points throughout the Community Engagement Council (CEC) creation process. In this communications toolkit, the Mississippi Department of Education provides sample letters and social media messages for reference only. Schools and districts are not required to use these materials and should modify the sample messages or create their own to match their context.

In the samples on the following pages, we use highlighting to show places where you should add information based on your context.



## Letter to Families Regarding Creating a CEC

The letter below can be modified and shared with families. This letter shares information about the district and school grades. It also shares ways families can engage in the CEC set-up process.

Dear Families,

The Mississippi Department of Education recently released its annual district and school grades. District name received an overall grade of grade. The following schools had a grade of D or F:

* School Name, Grade
* School Name, Grade
* School Name, Grade

Insert a paragraph with details about why the district and/or school(s) received scores of D or F if desired.

Based on these grades, our district must take specific actions. One requirement is that we create a Community Engagement Council, or CEC.

We know that our school community has important knowledge, understanding, and expertise that can support schools. We are currently seeking engaged community members to serve on our CEC. The CEC is a community-led group that meets six times a year. The CEC works towards achieving a group-identified improvement goal.

How can you help?

1. Attend our upcoming CEC info session on date at time at location or join virtually at link.
2. Share information about the CEC with your network!
3. Submit an interest form if you are interested in serving on a CEC.
4. Participate in the CEC election on date(s) to select CEC members! The election will be held at location.

## Sample Social Media Posts Regarding Information Sessions

District and school leaders can share information about upcoming CEC information sessions using social media. We provide sample language below that can be used.

Consider including a graphic or photo with each post to make the post more interesting. If you include a graphic or photo, remember to include alt text to make it more accessible. If your district or school uses a hashtag, include it in your posts. Finally, if you have extra space, tag relevant organizations like the PTA, PTO, or local business council to increase visibility.

### For schools/districts establishing new CECs:

#### Sample 1

Learn more about our school/district’s new Community Engagement Council (CEC)! The CEC is a community-led group that meets monthly to work towards improving the school/district. Learn more at our info session on MM/DD at 0:00 am/pm at location or join virtually at link.

#### Sample 2

Want to get more involved in the school community? Join our Community Engagement Council! Learn more at our info session on MM/DD at 0:00 am/pm at location or join virtually at link.

#### Sample 3

Want to make a difference in the school community? Join the Community Engagement Council (CEC), a community-led group focused on supporting school improvement. Learn more at our info session on MM/DD at 0:00 am/pm at location or join virtually at link.

### For schools/districts with existing P-16 Councils:

#### Sample 1

Our P-16 Council is now a Community Engagement Council (CEC)! The CEC is a community-led body focused on supporting school improvement. We are seeking new members! Join our info session on MM/DD at 0:00 am/pm at location or join virtually at link to learn more.

#### Sample 2

Want to get more involved in the school community? Join our Community Engagement Council (formerly known as P-16 Council)! Learn more at our info session on MM/DD at 0:00 am/pm at location or join virtually at link.

## Sample Social Media Posts Regarding Elections

#### Sample 1

Vote for members of our new Community Engagement Council (CEC)! The CEC is a community-led body focused on supporting school improvement. Elect CEC members on date(s) and time(s) at location.

#### Sample 2

Who do you want to represent you on our new Community Engagement Council? The CEC is a community-led body focused on supporting school improvement. Elect CEC members on date(s) and time(s) at location.

## Sample Flyers

The following pages include customizable flyers. The first flyer notifies readers of upcoming information sessions. The second flyer notifies readers of the upcoming CEC election. After modifying the flyers to meet your needs, you can print them out and share them with community groups or send them home with students.



**Want to Support The Improvement of Our Schools?**

Join us for an upcoming Community Engagement Council information session!

**Date | Time | Location/Link if virtual**

**Date | Time | Location/Link if virtual**

**Date | Time | Location/Link if virtual**

The School Name/District Name Community Engagement Council (CEC) is a community-led group. The group includes community members, business leaders, educators, and students.

At the information sessions, we will share more about the role of the CEC. We will also share how you can get involved.

**Learn more about Community Engagement Councils**

INESRT DISTRICT LOGO HERE

Join us for an upcoming information session!

**Date | Time | Location/Link if virtual**

**Date | Time | Location/Link if virtual**

**Date | Time | Location/Link if virtual**

The School Name/District Name Community Engagement Council (CEC) is a community-led group. The group includes community members, business leaders, educators, and students.

We are currently looking for community members who:

* Are connected to the school community
* Focus on the needs of all students
* Listen actively to the ideas of others
* Seek to understand different perspectives
* Work with others to solve problems
* Attend meetings regularly
* Seek to come to consensus
* Navigate difficult conversations respectfully
* Advocate for underserved students



**Community engagement council election**

Select your representatives!

**Date(s) | Time(s) | Location(s)**

The Community Engagement Council (CEC) is a community-led group. Members of the CEC attend six meetings per year. The CEC identifies and works towards a goal focused on supporting the improvement of our district and school(s).

We need you to help select CEC members! Cast your vote in the upcoming election. All community members except employees of the District Name are welcome to vote.

If you need assistance voting or have questions, please contact Name at phone number or email address.