



Speak Up 2012 Promotion Timeline Schools and Districts

Contact Info

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November 2012

- By Nov 5th:** Promote Speak Up during your principal's meeting, use this flyer to help describe what Speak Up is about: http://www.tomorrow.org/speakup/promo_about_flyer.html
 - **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 2013 just in time for spring planning and budgeting. Try using this Speak Up PowerPoint:
http://www.tomorrow.org/speakup/promo_participation_guide.html

- Nov 5th, 12th, 19th and 26th:** 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**
 - Post flyers around your school(s) with the url and password.
Download the Speak Up flyer (English):
http://www.tomorrow.org/speakup/promo_promotional_flyer.html

 - 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/promo.html>.

 - Send daily tweets through your District twitter page. Utilize our Speak Up tweets list located at http://www.tomorrow.org/speakup/promo_tweet_list.html or retweet our @speakuped tweets!

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

December 2012

- 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 21st. <http://www.speakup4schools.org/speakup2012>.
- Dec 3rd, 10th, 17th** Final promotional push for weekly emails to site tech coordinators and teachers to encourage participation.
- Not satisfied with your district survey totals?** Try targeting one survey group, such as parents. All it takes is a quick email blast to get those numbers up!
- Dec 21st** Survey closes at midnight.

January 2013

- During January**, Project Tomorrow summarizes and prepares the Speak Up data for release to participating schools and districts Feb 2013.

February 2013

- Early in the month** we will release the Speak Up 2012 data to participating schools and districts Feb 2013. Please check your email for instructions on how to access your data.

Spring - Summer 2013

- Date to be determined:** The Speak Up 2012 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 2013!**

Project Tomorrow