| **Affton School District**  **Communications Plan** |
| --- |

**Overview:**<Insert problem statement here>

**Research:**

**Primary/Secondary (define method):**

* <Describe research and key findings>

**Situation Analysis (SWOT):**

|  | ***Positive*** | ***Negative*** |
| --- | --- | --- |
| ***Internal*** | **Strengths:** | **Weaknesses:** |
| ***External*** | **Opportunities:** | **Threats:** |

**Planning:**

**Goals:**Define longer-term, broad, future statements of “being”

**Key Public:** Define target audience

**Objectives:**

Shorter-term, measurable with specific desired results - SMART

1. Define WHAT opinion, attitude, or behavior you want to achieve from specific publics
2. Specify how much change you want to achieve from each public
3. Tell by when you want to achieve that change

| **Strategy** | **Messages** | **Tactics** | **Person Responsible** | **Timeline** |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |

**Evaluation:**