

# COMMUNICATIONS WORKSHOP

## Behaviorally-Informed Strategies for Student Engagement

This course is designed to help school administrators develop behaviorally-informed communications campaigns (using emails, text messages, etc.) to drive student engagement and follow-through on key tasks. Participants will walk away with a campaign to send to students (reviewed and edited by ideas42), as well as knowledge of how to build additional campaigns in the future. The Communications Workshop is held over two Zoom-based sessions:

### **Drafting Your Communications Campaign** Tuesday July 12, 1–4pm ET

In this interactive workshop, we will introduce the behavioral approach to problem solving; discuss how to select student behaviors that are well-suited for communications interventions; and begin drafting a communications campaign following behavioral best practices. We will guide you as you proactively design to capture attention, build intention to engage, and facilitate follow-through.

*We encourage you to finish developing your communications campaign after our workshop, coordinating with colleagues as necessary. Submit drafts by July 31 to receive feedback from ideas42 on how to further improve your campaign from a behavioral perspective.*

### **Implementing and Evaluating Your Campaign** Tuesday August 9, 3–4pm ET

By this point, you should have a complete communications campaign ready to launch to your students in Fall 2022! We will reconvene as a group to discuss how you can prepare and plan for implementation, as well as how to measure the impact of your campaign.

### **Who should participate?**

This workshop will be most valuable for your organization if you already intend to develop and deliver communications to students in Fall 2022. You can attend this workshop on your own, or with a team of up to 5 people from your organization who are collaborating on this campaign.

### **How much does it cost?**

Thanks to generous funding from the Michael and Susan Dell Foundation, we are able to offer the Communications Workshop this summer to eligible participants at no cost to you.

### **How can I apply?**

[Submit one application](#) per organization before the deadline on June 30, 2022. Accepted participants will be notified on July 5, 2022.

### **Questions?**

Email [education@ideas42.org](mailto:education@ideas42.org) with questions about the Summer 2022 Communications Workshop, or any of our other capacity-building programs.

### **APPLY NOW:**

[form.jotform.com/ideas42/comms-workshop-apply](https://form.jotform.com/ideas42/comms-workshop-apply)