**Vermont Guiding Principles for the Full Participation of Each and Every Young Child and Their Family**

**Communication Plan**

***Updated March 2018***

For the past two years, an interdisciplinary, interagency, and cross-sector work group has been drafting a set of Guiding Principles to explicitly and intentionally articulate Vermont’s commitment to achieving the full potential of each child. In the spring of 2017, a statewide validation effort yielded strong endorsement of the form and content of the document, along with thoughtful suggestions for enhancement. With the emdorsement of the final draft by the work group in September, 2017, the Vermont Guiding Principles for the Full Participation of Each and Every Young Child and Their Family will be available for dissemination.

This plan delineates the next phase in fully implementing the Guiding Principles by describing an intentional and thoughtful sequence of activities through which the they will be shared widely and used consistently as a foundation for early childhood quality.

**Objectives and Audiences**

**Objective One**

Agency and organization leaders understand the vision of the Guiding Principles and how the Guiding Principles can be used to support quality and equity and use the Guiding Principles to advance existing priorities.

**Audiences**

* Leaders of the Vermont Agency of Education, Vermont Department of Children and Families, and Vermont Department of Health
* Leaders of Building Bright Futures, Vermont Birth to Five, and the Permanent Fund for Vermont’s Children
* Governor
* Governor’s Early Learning and Education Policy Advisors

**Objective Two**

Early childhood stakeholders understand the vision of the Guiding Principles, understand how the Guiding Principles advance outcomes for Vermont’s children, and contribute to the successful use of the Guiding Principles to build quality and equity across settings

**Audiences**

Families

Legislators

Organizations and associations (e.g., Vermont Division for Early Childhood, Vermont Association for the Education of Young Children, Boys and Girls Clubs, Vermont Council of Special Education Administrators)

Foundations

Advocacy groups

Early childhood, early childhood special education, and early intervention professionals and administrators

Professional development providers (faculty, instructors, coaches, mentors, trainers)

Schools and other educational, health, recreational, and faith programs serving young children and their families

**Communication Tools and Strategies**

**Strategy 1**

Provide tools for **announcing** the Guiding Principles in ways that carry a unified message and share information about where to learn more

**Develop a press release template**

*Making clear, formatted language about the Guiding Principles available will increase the likelihood that agencies and entities will announce the availability of the Guiding Principles. This could also be a way to highlight individual Work Group members and their role (e.g., mention Beth Truzansky’s participation as a member of the Work Group in the press release going out from Building Bright Futures)*

**Create short announcements (1-2 paragraphs) about the Guiding Principles, suitable for newsletters, email updates, and other communication vehicles**

*Providing a short, accurate message will make it easy for internal and external stakeholders to share information about the Guiding Principles through their existing communication mechanisms*

**Develop language for op eds**

*Providing concise information, meaningful quotes from stakeholders, and examples (e.g., how the Guiding Principles support children who are vulnerable) will make it easier to share information about the Guiding Principles through print media. This information could also be used to engage and brief other media partners (e.g., Vermont Public Radio).*

**Strategy 2**

Provide tools for stakeholders to use to **carry** a unified message, positioning the Guiding Principles as resource for advancing Vermont’s commitment to each child’s potential

**Create and disseminate evidence for the Guiding Principles**

*A brief document that shows the evidence/research underlying the Guiding Principles will promote understanding of the importance and usefulness of the Guiding Principles.*

**Create and disseminate audience-specific documents (Guiding Principles in Action)**

*Brief summaries of how the Guiding Principles can be used by specific audiences to support full implementation will make them more relevant and useful. These one-page resource sheets should be developed for families, teachers/practitioners, professional development providers, administrators, policymakers, funders, etc.*

* Guiding Principles in Action for Families
* Guiding Principles in Action for Teachers and Practitioners
* Guiding Principles in Action for Professional Development Providers
* Guiding Principles in Action for Administrators
* Guiding Principles in Action for Legislators and Policymakers
* Guiding Principles in Action for Funders

**Develop a core Guiding Principles presentation**

*Sharing information about, and promoting the use of the Guiding Principles by diverse audiences, will be more likely to succeed if quality tools for doing this are readily available.*

* PowerPoint presentation
* Narrated vimeo presentation

**Establish a unique URL at which to access Guiding Principles information and resources**

*Creating a single URL for the Guiding Principles will have two primary purposes: 1) making it easy for anyone to find the Guiding Principles and related resources; and 2) making it easy for other websites to create a link to that URL.*

* Establish a URL on a universally accessible website
* Create a Landing Pad to promote knowledge of, and access to, the Guiding Principles and related resources

**Strategy 3**

**Support** agency and organization leaders to understand how the Guiding Principles support their existing priorities and promote the use of the Guiding Principles to advance those priorities.

**Brief the Governor and Department Secretaries.**

*Outreach to key leaders about the Guiding Principles will put them in a position to be well-informed and to inform others. Include information, for example, in the AOE Secretary’s weekly report.*

**Hold a statewide webinar to promote understanding and use of the Guiding Principles**

*A webinar could be a low-cost, accessible way to share information about the Guiding Principles and the tools mentioned under Strategy 2.*

**Ask Work Group members to present information about the Guiding Principles to their own organization(s)**

*An email to Work Group members with information about where to access the PowerPoints, vimeo, and handouts will encourage these internal stakeholders to act as champions for using the Guiding Principles*

**Strategy 4**

**Support** individual early childhood, early childhood special education, and early intervention stake-holders to understand how to use the Guiding Principles in daily interactions with colleagues, families, and leaders such as principals and school boards

**Use social media to share information about the Guiding Principles and examples of how they are being used**

**Strategy 5**

**Provide** **tools** for stakeholders to use in professional development to prepare early childhood personnel to draw upon and reflect the Guiding Principles in interactions with children, families, administrators, and community partners

**Incorporate emphasis on the guiding principles in the monthly listserv The Right Stuff in 2018**

* January - supporting play as a vehicle for learning and development for each and every child
* February – using children’s books to support each and every child
* March – resources to address suspension and expulsion

**Develop annotated collections of free resources (evidence, print, audiovisual, online) on key topics related to the Guiding Principles**

*By providing readily accessible resources on essential topics, any one will be able to learn, share, or use content related to the Guiding Principles.*

* Culture, Diversity, and Equity Resources (updated March 2018)
* Resources to Support the Full Participation of Young Children Who Are Dual Language Learners (DLL) And Their Families (October 2017)
* Family Engagement Resources (updated February 2018)
* Supporting Inclusive Practices for Young Children with Diverse Abilities (updated February 2018)
* Vermont Early Childhood Suspension-Expulsion Resources (February 2018)

**Develop a set of personas (short stories of young children with diverse cultures, languages, family configurations, and learning needs) for use in professional development**

*Ready examples of children and families will make it easier for faculty and instructors to insert new content and examples related to the Guiding Principles in their coursework and presentations*

* 9 personas completed and formatted (August 2017)

**Hold Master Classes for faculty and instructors to share information about the Guiding Principles and how to emphasize them in teaching/training**

*Free, one-day presentations will support faculty and instructors to learn new content and use new tools and strategies related to the Guiding Principles*

2017 – 3 Master Classes held

Master Class 1 Diverse Young Children and Families (September 2017)

Master Class 2 Young Children who are Dual Language Learners (October 2017)

Master Class 3 Supporting Young Children Who Learn Differently in Inclusive Settings (Nov 2017)

2018 – 5 Master Classes planned

**Strategy 6**

**Provide mechanisms** **for recognizing and celebrating** individuals and programs that endorse and reflect the Guiding Principles

**Develop a process through which programs, entities, and organizations may publicly endorse the Guiding Principles and commit to using them**

**Develop a process through which programs serving young children and families may apply for recognition for the ways in which they have implemented the Guiding Principles**

**Strategy 7**

**Develop mechanisms** to track the full implementation and sustainability of the Guiding Principles

**Track the ongoing use of the Guiding Principles across sectors and settings**

**Update the Landing Pad to feature additional examples of how the Guiding Principles are being used**

**Develop a process through which programs may apply for recognition of the way in which they are implementing the Guiding Principles**