

2021 Updated ESF

MARKETING KIT



Contents

Welcome to the 2021 ESF Marketing Kit! We have created and compiled these resources to help you announce the updated Effective Schools Framework in your region. Our goal is to help you more efficiently promote ESF Overview trainings and the new ESF launch.

These messages have been approved by the Center for Effective Schools and were written to maintain the fidelity of the language of the ESF. They also provide you the flexibility to share via the platforms you use at your organization.

In this Kit, you will find:

Sample Email Messages for the Updated ESF

Prewritten messaging customized for campus and district leaders.

- Announcement Email
- Highlight Changes Email

Sample Social Media Messages for the Updated ESF

Copy and assets for use on Facebook, Twitter, or other social media platforms.

- Image Post
- Gif Post

Sample Content Calendar

A suggested timeline for the release of messaging.

Sample Email Messages for the Updated ESF

1. Announcement Email
 2. Highlight Changes Email
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Announcement Email- Campus and District Leaders

Goal: to announce the new changes to the ESF and encourage campus and district leaders to attend an ESF Overview session at their local ESC.

Subject Line

Get to know the latest 2021 ESF Updates!

Preview Text

Check out the Effective Schools Framework updates for the new school year.

Sender

Use a personal email address.

Audience

Send to campus and district leaders in your region.

Content

It's a new school year, and TEA is rolling out their recent updates to the Effective Schools Framework (ESF)!

The ESF is an evolving framework that was modified this year in response to feedback from campus leaders, DCSIs, and ESC staff to better capture and diagnose teaching practices inside the classroom and align with the latest research. The framework's foundation is the same, but you'll notice that some of the language and structure of the levers have changed.

To understand the changes within the revised framework, join us at one of our upcoming ESF Overview sessions. We'll dive into each lever, discuss the modifications, and share how you can use the framework to impact student outcomes in your campus or district.

To learn more and register, visit ([hyperlink to registration page](#)).

Highlight Changes Email- Campus and District Leaders

Goal: to highlight a few of the changes to the ESF and encourage campus and district leaders to attend an ESF Overview session at their local ESC to learn more.

Subject Line

New school year. New ESF updates.

Preview Text

Take a look at the revised Effective Schools Framework at one of our overview sessions!

Sender

Use a personal email address.

Audience

Send to campus and district leaders in your region.

Content

The 2021 Effective Schools Framework updates are now live, and we're here to walk you through the changes!

Here are a few of the highlights:

You'll notice that some of the lever names and descriptions have been adjusted, such as Lever 2: Strategic Staffing. In addition, several of the Essential Actions and Key Practices have been modified or moved to reflect the latest research. The District Commitments in Lever 4 and 5 were reworked as well.

To get a complete understanding of the changes and how this will impact your work towards continuous improvement, please join us at one of our ESF Overview sessions. Register online at [hyperlink to registration page](#).

Sample Social Media Messages for the Updated ESF

You can use these posts on Facebook, Twitter, or other social media platforms.

Post 1:

New updates. Same opportunity for impact. Learn about the latest revisions to the Effective Schools Framework at one of our upcoming overview sessions. Visit _____ to register!

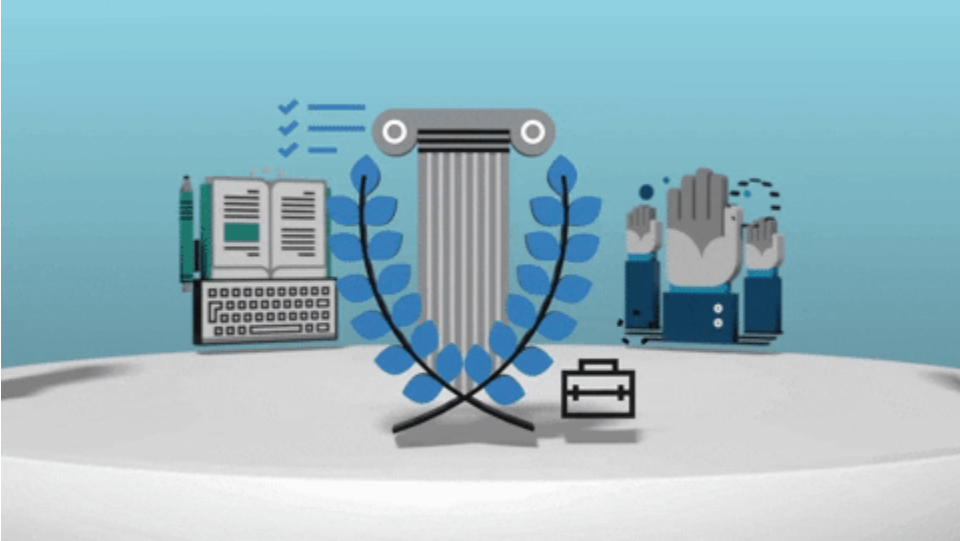
Attach this image to the post:



Post 2:

Stay up-to-date on the Effective Schools Framework at one of our ESF Overview sessions! We'll dive into each lever, discuss the 2021 revisions, and share how you can use the framework to impact student outcomes in your campus or district. Visit _____ to register!

Use the GIF located in the social media assets section.



Sample Content Calendar- Month 1

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2 Updated ESF Announce- ment Email	3	4	5	6
7	8	9	10	11	12 Social Media Post	13
14	15	16	17	18	19	20
21	22	23	24 Updated ESF Changes Email	25	26	27
28	29 Social Media Post	30	31			

HELPFUL HINT:

Engage with your audience to craft additional messages that answer popular questions or further address a specific topic. This will continue the conversation with your audience.