

ESF DIAGNOSTIC

MARKETING KIT



Contents

Welcome to the ESF Diagnostic Marketing Kit! We have created and compiled these resources to help you promote the ESF Diagnostic Process in your region. Our goal is to help you more efficiently promote the Diagnostic to the campuses and districts you support, increase opt-ins, and maximize your time spent.

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

You'll note we list your email recipients as "prospective customer list of campus leaders". This is a recommendation to target only those audiences who've expressed interest in the Diagnostic or meet your prerequisites for opting in to the Diagnostic Process.

Keep in mind: *you know your districts and campuses the best. As you consider sharing these messages, be sensitive to their circumstances and what challenges they may be facing so you are in tune with their needs.*

In this Kit you will find:

Sample Email Messages

Prewritten messaging, customized for campus and district leaders.

- Introductory Email for Campus Leaders
- Introductory Email for District Leaders
- Features Email for Campus Leaders
- Features Email for District Leaders
- Results Email for Campus and District Leaders

Sample Social Media Messages

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

- Video Post
- Gif Post
- Infographic Post
- Data Post

Sample Content Calendar

A suggested timeline for the release of messaging.

Sample Email Messages

1. Introductory Email
 2. Features Email
 3. Results Email
-

INTRODUCTORY EMAIL- CAMPUS LEADERS

The intent of this email is to announce the ESF Diagnostic Process to campus leaders.

Subject Line

Improving campus-wide practices is a process. We can help!

Preview Text

Our ESF Diagnostic can transform your campus by identifying targeted focus areas and developing action steps.

Sender

Use a personal email address

Audience

Prospective customer list of campus leaders

Content

Fine-tune your campus plans for continuous improvement with an ESF Diagnostic!

Through evidence collection, focus group interviews, and campus observations, one of our highly-skilled ESF facilitators will work with you and your principal supervisor to determine a few high-leverage focus areas to improve student and staff learning.

This customized and unbiased approach will give you a plan with clear action steps to guide your work throughout the school year.

And because the ESF Diagnostic Process is aligned to best practices outlined by TEA, you can have peace of mind that your efforts will lead to measurable results.

To learn more about how an ESF Diagnostic can transform your campus, visit texasesf.org/diagnostic-process.

INTRODUCTORY EMAIL- DISTRICT LEADERS

The intent of this email is to announce the ESF Diagnostic Process to district leaders.

Subject Line

Improving campus practices is a process. We can help!

Preview Text

Our ESF Diagnostic can transform campuses in your district by identifying targeted focus areas and developing action steps.

Sender

Use a personal email address

Audience

Prospective customer list of district leaders

Content

Fine-tune plans of continuous improvement for campuses in your district with an ESF Diagnostic!

Through evidence collection, focus group interviews, and campus observations, one of our highly-skilled ESF facilitators will work with you and the campus principal to determine a few high-leverage focus areas to improve student learning.

This customized and unbiased approach will give you and your principal a plan with clear action steps to guide the campus's work throughout the school year.

And because the ESF Diagnostic Process is aligned to best practices outlined by TEA, you can have peace of mind that your efforts will lead to measurable results.

To learn more about how an ESF Diagnostic can transform your district, visit texasesf.org/diagnostic-process.

FEATURES EMAIL- CAMPUS LEADERS

The intent of this email is to share the features and benefits of the ESF Diagnostic Process for campus leaders.

Subject Line

Maximize improvement efforts with an ESF Diagnostic.

Preview Text

Get a pulse check on where your campus currently is and some opportunities for improvement.

Sender

Use a personal email address

Audience

Prospective customer list of campus leaders

Content

Whether your goal is to advance your school's Accountability rating or strengthen the practices that are already present on your campus, our ESF Diagnostic Process is here to support you.

Our trained ESF facilitators use a variety of data collection methods to provide feedback on six Essential Actions:

- Developing campus instructional leaders with clear roles and responsibilities
- Recruiting, selecting, assigning, inducting, and retaining a full staff of highly qualified educators
- A compelling and aligned vision, mission, goals, and values that are focused on a safe environment and high expectations
- Curriculum and assessments aligned to the TEKS with a year-long scope and sequence
- Objective-driven daily lesson plans with formative assessments
- Data-driven instruction

Once these high-leverage focus areas have been identified, our ESF team can connect you to capacity builders who can help implement changes for gaps found in your ESF Diagnostic.

To learn more about how to get started with the ESF Diagnostic Process, visit texasesf.org/diagnostic-process.

FEATURES EMAIL- DISTRICT LEADERS

The intent of this email is to share the features and benefits of the ESF Diagnostic Process for district leaders.

Subject Line

Maximize improvement efforts with an ESF Diagnostic.

Preview Text

Get a pulse check on where your campuses currently are and some opportunities for improvement.

Sender

Use a personal email address

Audience

Prospective customer list of district leaders

Content

Whether your goal is to advance one of your school's Accountability ratings or strengthen the practices that are already present on a campus, our ESF Diagnostic Process is here to support you and your principals.

Our trained ESF facilitators use a variety of data collection methods to provide feedback on six Essential Actions:

- Developing campus instructional leaders with clear roles and responsibilities
- Recruiting, selecting, assigning, inducting, and retaining a full staff of highly qualified educators
- A compelling and aligned vision, mission, goals, and values that are focused on a safe environment and high expectations
- Curriculum and assessments aligned to the TEKS with a year-long scope and sequence
- Objective-driven daily lesson plans with formative assessments
- Data-driven instruction

Once these high-leverage focus areas have been identified, our ESF team can connect you to capacity builders who can help implement changes for gaps found in the campus's ESF Diagnostic.

To learn more about how to get a campus started with the ESF Diagnostic Process, visit texasesf.org/diagnostic-process.

RESULTS EMAIL- CAMPUS AND DISTRICT LEADERS

The intent of this email is to share results from campuses that have used the ESF Diagnostic Process.

Subject Line

Improvement results you can count on.

Preview Text

See why 92% of participants said the ESF Diagnostic Process was a productive use of their time.

Sender

Use a personal email address

Audience

Prospective customer list of campus principals or district leaders

Content

Leading your school or district down a path of excellence goes beyond products and quick fixes. It requires strategic key practices and long-term solutions.

That's where the ESF Diagnostic Process changes the School Improvement conversation. It gives campus and district leaders a customized plan with high-leverage focus areas that will make the maximum impact on student learning.

And you can feel confident that your time and resources invested in the ESF Diagnostic Process will lead to measurable results.

96% of campuses who went through the ESF Diagnostic Process last year said their focus areas for improvement will guide their work in the upcoming school year. In addition, 92% of participants said the diagnostic process was a productive use of their time.

Get started on creating a clear vision of the next steps for your improvement efforts at texasesf.org/diagnostic-process.

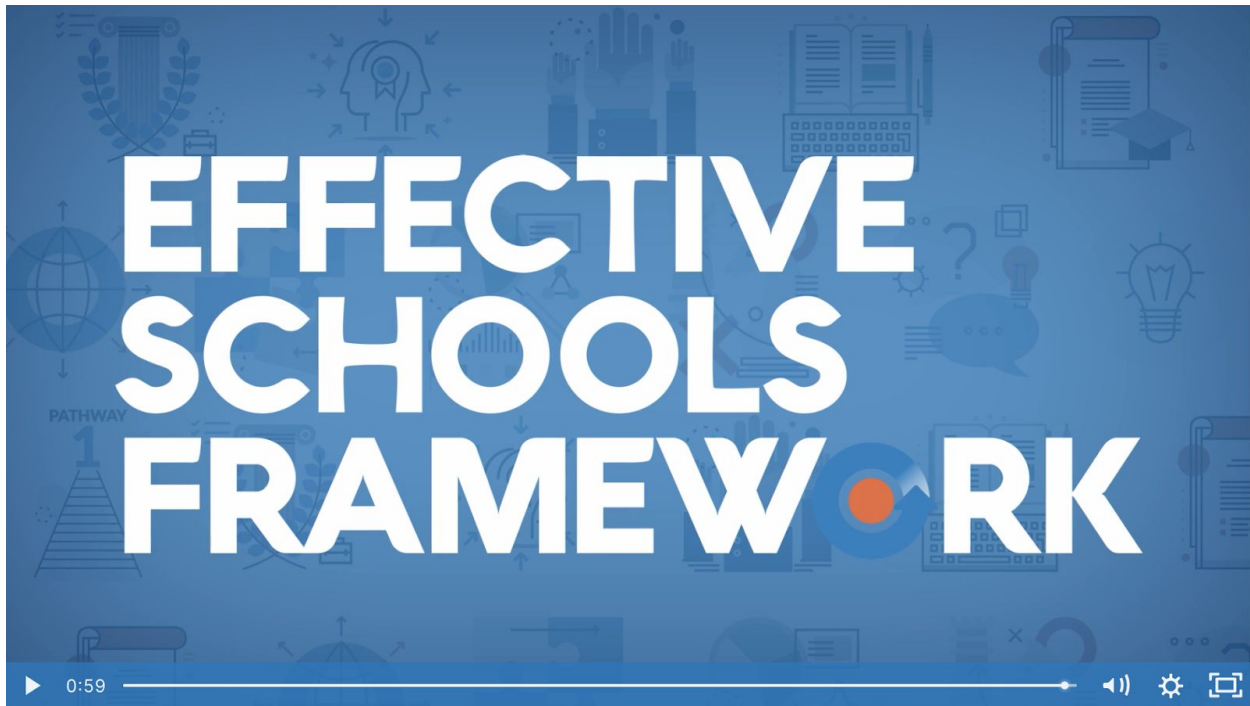
Sample Social Media Messages

These posts can be used on Facebook, Twitter, or other social media platforms.

Post 1:

When schools have a mindset of continuous improvement, all students benefit. Our ESF Diagnostic Process will guide you in identifying those high leverage focus areas that can improve practices. Visit texas.esf.org/diagnostic-process to learn more!

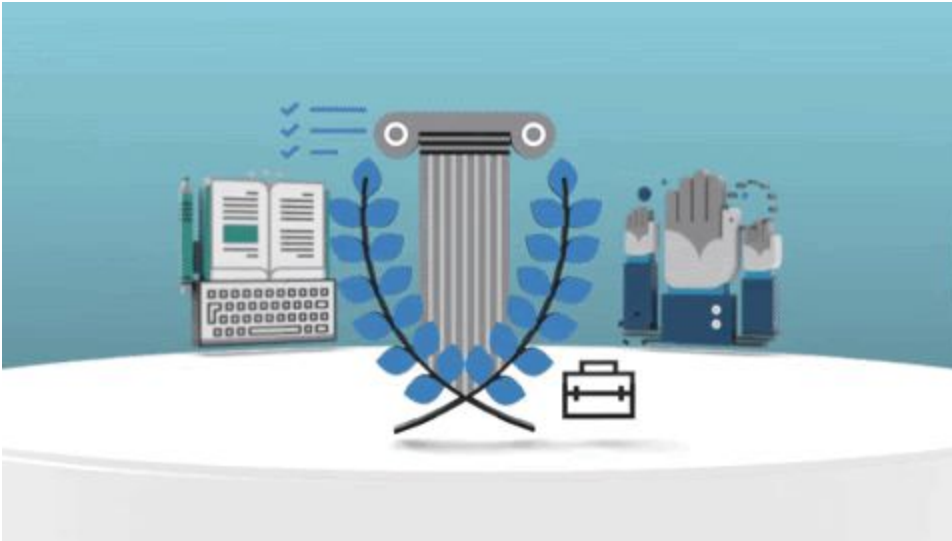
Upload this video: <https://region13.wistia.com/medias/bvmc26pkcs>



Post 2:

How do you know where to go if you don't know where to grow? Our trained ESF specialists can help you get a pulse check on where your campus is currently and some opportunities for improvement. Learn more at texasesf.org/diagnostic-process.

Use the GIF located in the social media assets section.



Post 3:

An ESF Diagnostic helps change the school improvement conversation from products and quick fixes to strategic key practices and long-term solutions. See how this process can benefit your campus at texasesf.org/diagnostic-process.

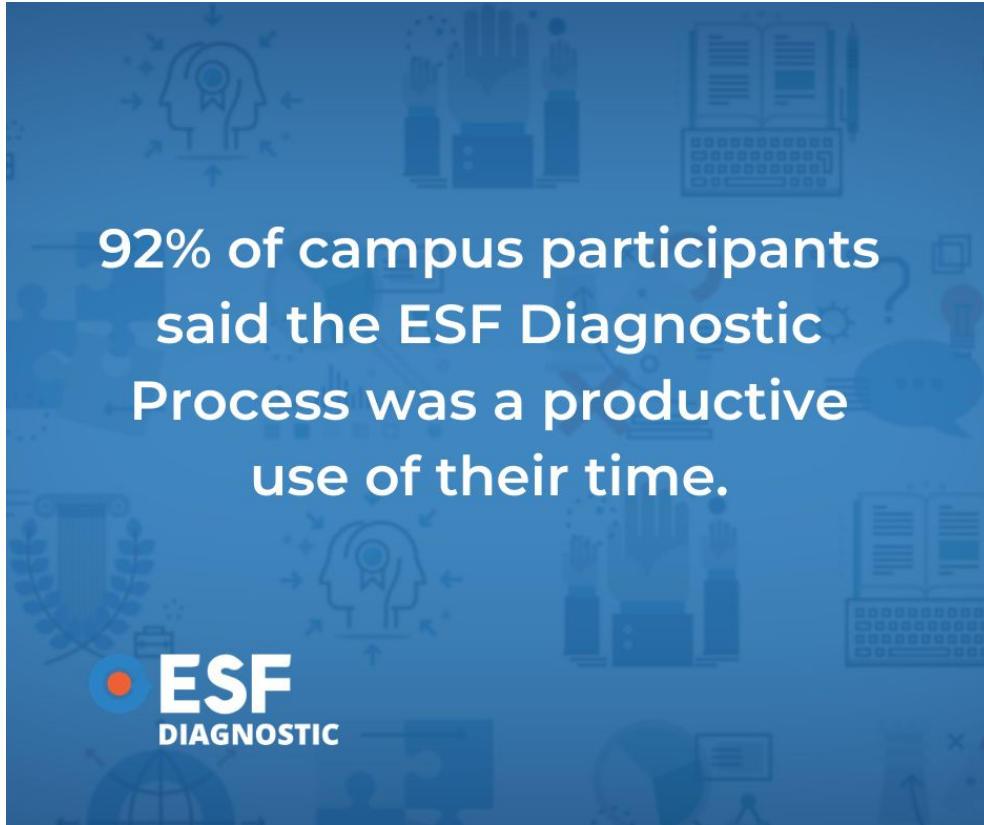
Attach this image to the post:



Post 4:

Your time is precious. So invest it in a process that had 92% of participants saying that it was a productive use of their time. Learn more about the ESF Diagnostic Process at texasesf.org/diagnostic-process.

Upload this image with your post:



Sample Content Calendar

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

HELPFUL HINT:

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