From Acorn to Oak
One State’s Quest for Sustainability
Using Technology and Social Media
What to expect?
Who are you?
Who are we?

OFFICE OF STUDENT WELLNESS

NH Department of Education

New Hampshire Department of Education
Serving New Hampshire's Education Community
New Hampshire
New Hampshire
Vision 2.0

New Hampshire Goes First
A Blueprint to Scale Competency-based Education across a PreK-20 System
You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.

--Lee Iacocca
Diversity

Todd Rose
A framework for designing learning experiences that meet the challenges and opportunities of variability.
Provide Multiple Means of Engagement
Purposeful, motivated learners

Provide Multiple Means of Representation
Resourceful, knowledgeable learners

Provide Multiple Means of Action & Expression
Strategic, goal-directed learners

Evidence Based
What is strategic communication?
Creating a Plan

**Exploration**
- Review External & Internal factors
- Conduct a S.W.O.T.
- Identify target audience(s)

**Implementation**
- Define objectives and goals
- Draft key messages
- Select Strategies & Vehicles (UDL)

**Evaluation**
- Review Objectives & Goals
- Begin Planning!
Sample Plan

Exploration
- External: NH is at the center of the opioid crisis.
- Internal: Relationship with the Commissioner and participation on the Gov. Commission.
- Audience: Partner Orgs

Implementation
- Goal: Increase knowledge
- Message: Work together, leverage resources!
- Vehicles: Social media, Eblasts, Conference, handouts

Evaluation
- Review: Email lists, post engagement, relationships
- Plan: Trauma Informed Schools, SAHE Funding, SOC Regional Hubs
When done right...
Interactive Framework

www.NHStudentWellness.org/interactive
Mobile App
www.nhstudentwellness.org/sustainability