

Communicating About the CRF and What it Means for *YOUR* District



CONCORDANT
COMMUNICATIONS



There is No Template or
'Cookie Cutter' Approach

Articulate the



Align with and Showcase Previous Work

None of you are starting from scratch



The 4 Principles of Culturally Responsive-Sustaining Education

The 4 principles that organize the New York State Education Department's CR-S Framework are inspired by the 4 high leverage strategies that emerged from Buffalo Public School's work on Culturally and Linguistically Responsive Education.



**Welcoming
and affirming
environment**



**High
expectations
and rigorous
instruction**



**Inclusive
curriculum and
assessment**



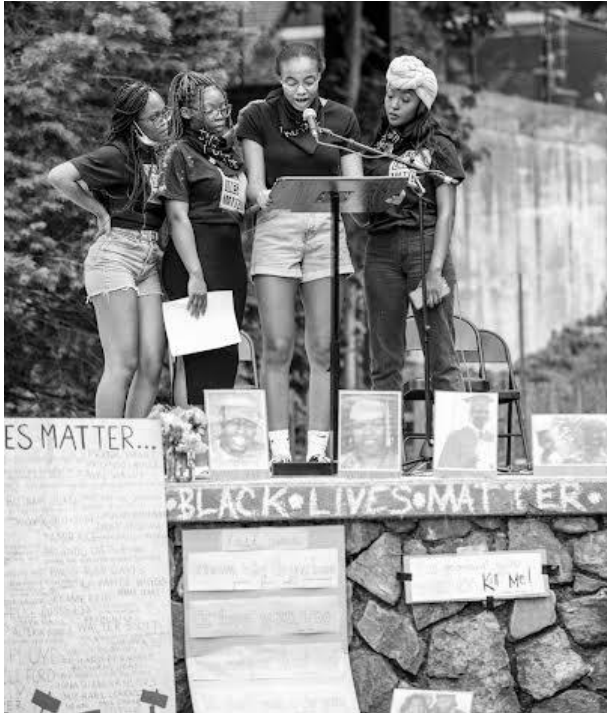
**Ongoing
professional
learning**

A Few Fundamentals

- Identify your stakeholders
- Communicate often and through a variety of channels
- Ensure transparency
- Make information easy to find
- Include the Communications consultant in regular DEI meetings
- Combine clear and succinct updates with storytelling

District Leaders Must Be
Visible,
Earn Trust
and Engage

Empower Students as Agents of Social Change



They have great ideas, a powerful voice and many are eager to participate.

A Few Questions to Consider

- How to strike a balance?
- Which occasions to mark and how?

