

Iowa Nita M. Lowey 21st Century Community Learning Centers (Title IV, Part B) - Communications Plan Template

This template is provided to assist applicants in describing the required communications and outreach strategies connected to their program. The table below provides examples for informational purposes only.

Applicants should complete the template on page 2 with their information, including the strategy type, frequency, communication method, target audience, estimated count, and proposed impact. Communication to the general public, parents, community partners and other stakeholders is critical to ensure initial and long-term program success and sustainability.

Example Communication Plan

Outreach strategy	Frequency	Method	Target Audience and Estimated Count	Proposed Impact
Parent Newsletter	Monthly – 1st Friday of the month	- Electronic via email - Hard copy posted on site	Parents of enrolled youth (100)	Build strong communication with parents to assist with student growth and behavior management, as well as family literacy programs.
Advisory Committee Meeting	Quarterly	In-person or via Zoom/virtual meeting	Advisory Committee Members – parents, school, stakeholders, youth (10)	Keep advisory members informed of developments and gather advice and support for the program, events, and fundraising efforts.
Annual Strategic Plan	Yearly – During the summer to prepare for the coming school year	- Electronic via website - Hard copy for presentations as needed	Community stakeholders (150)	Build awareness and hear direct feedback from the community regarding needs, struggles and potential partnership opportunities.

Example Digital Media Communication Platforms

Digital Media	Platform	URL
(Required) Website where your local program evaluation(s) will be posted:	Website	www.schooldistrict.com/21cclc/localprogeval/history
(Required) Website where your public notice of intent to apply for funds is or will be posted:	Website	www.schooldistrict.com/21cclc/localprogeval/history
Social media links for your school/site/program:	Facebook	www.facebookpage.com/21cclc/program

Program Communication Plan

Outreach strategy	Frequency	Method	Target Audience and Estimated Count	Proposed Impact

Example Digital Media Communication Platforms

Digital Media	Platform	URL
(Required) Website where your local program evaluation(s) will be posted:		
(Required) Website where your public notice of intent to apply for funds is or will be posted:		
Social media links for your school/site/program:		
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