

Communicate SEL as a District Priority

Clear, ongoing communication helps build awareness, promotes SEL in classrooms and schools, and makes the case for investing in SEL.

Below you'll find an overview of: WHAT high-quality implementation looks like, WHY it's important, WHEN to engage in this key activity, and WHO to involve. Also see the [PROCESS](#) page for step-by-step guidance on how to engage in the work, and the [RESOURCES](#) page for additional tools to support your efforts.

What is an SEL communication plan?

An SEL communication plan provides an important roadmap for getting the word out about SEL, building enthusiasm and support, and informing key stakeholders about your plans and achievements with SEL implementation.

A strong communications plan:

Highlights the importance of SEL for all students and includes communication about rollout timelines and expectations for roles and responsibilities.

Includes consistent messaging about SEL tailored to key stakeholder groups in appropriate languages and formats.

Supports the superintendent and other district leaders in regularly communicating about the importance of SEL both formally and informally.

Use the [Rubric](#) to assess your communications plan.

In your communication plan, you'll answer four key questions:

- Who do you want to reach? (Your audience)
- What do you want to achieve? (The goal)
- What do you want to say? (The message)
- How will you send your message? (The medium)

Your answers to these questions will guide what kinds of messages you'll create, who you'll send them to, and how you'll deliver them.

Your communication plan can include many different kinds of messages targeting various audiences, including:

- Introductory presentations for key stakeholders (e.g. [A Case for SEL introductory presentation](#), Cleveland's [launch presentation](#) for schools, Sacramento City's [SEL presentation to the Board](#))
- Print material that can be provided at district events and at school sites (e.g. [Snapshot of SEL in Washoe County](#), Oakland's brochure "[Social and Emotional Learning Benefits All Students and Adults](#)", [SEL in El Paso](#) infographic)
- Promotional videos (e.g. [Austin's "A District Embracing SEL"](#), Chicago's "[SEL at Marcus Garvey Elementary](#)", [SEL in Sacramento City](#))

- Public websites (e.g. Minneapolis Public Schools [SEL homepage](#), [Social and Emotional Learning in Oakland Unified School District](#), [Sacramento City's Social-Emotional Learning: Skills for Success in School & Life](#))
- Press releases or interviews with local and education media (e.g. Washoe County's "[Impact of SEL on Graduation Rates](#)", [Austin Superintendent discusses achievement gaps, social-emotional learning](#))
- Materials designed specifically for parents and students (e.g. [Oakland's classroom posters](#) and [guide](#) for introducing SEL to students; CASEL's [SEL for Parents video](#), Austin's [newsletter](#) and [brochure](#) for parents and caregivers)
- Social media (e.g. the Austin ISD SEL team is active on [Facebook](#), [Twitter](#), and [Pinterest](#))

Why does my district need to develop a communication plan?

Clear, ongoing communication is a key strategy in the successful implementation of SEL. By getting the message out to key audiences (such as district leaders, funders, staff and teachers, students, families, and community members), you'll be able to:

- Help these stakeholders understand what SEL is.
- Increase awareness of the research and findings about the benefits of SEL.
- Promote SEL in classrooms and schools.
- Make the case for investing in SEL.

Sustained communication about your district's implementation of SEL can help you:

Influence district leaders to promote and support systemic adoption of SEL principles and practices.

Engage teachers and staff to rally behind SEL initiatives and strive to incorporate SEL practices schoolwide.

Build enthusiasm in district students and families, and encourage them to adopt SEL practices in the home and community.

Convince funders to dedicate financial support to SEL implementation.

Failure to communicate about SEL with key audiences can:

- Create confusion about SEL in our schools.
- Lead community members to question the value of this work.
- Lessen the commitment of educators, school leaders, and others.
- Reduce the chances for sustainable funding.

When should my district develop a communication plan?

Develop your communication plan early in the planning for SEL implementation to help produce support and buy-in from internal stakeholders such as staff, teachers, and out-of-school time providers. You'll also want to consider communicating with parents, family members, and the community about what SEL is and how they can support and benefit from SEL practices. We recommend developing your communication plan as part of your overall [SEL implementation plan](#).

Once you've launched SEL in your district, you'll want to maintain communication with stakeholders throughout the school year and update your communication plan as needed.

Who should be involved in developing your communication plan?

Your SEL lead should work with the planning committee that creates the SEL plan to consider what needs to be included in the communication plan. You will probably also want to include the communication lead or staff for your district to lend their expertise to the communication plan.

When implementing your plan, there are a range of other communication professionals you may wish to engage to help craft your messaging. Often these roles will be taken by existing staff, although depending on your district's resources, you may wish to bring in additional staff or temporary assistance or outsource to a communication firm. Some useful roles to consider include:

- **Website manager:** to manage updates to the district website, work with vendors, monitor traffic, and look for strategies to increase traffic and usage.
- **Media outreach leads:** to pitch stories of interest to local media, guide staff in creating content for blogs and news sites, develop an organizational media outreach list, and create and distribute press releases.
- **Social media manager:** to create and manage content for social media (Twitter, Facebook, etc.), schedule the publication of content, monitor engagement, and provide responses when needed.
- **Editorial lead:** to lead content discussions, manage communications calendars and campaigns, and develop content as needed.
- **Designer:** to provide visual guidance and direction for messaging, and procure images as needed.

Process

This process supports the development of districtwide communication that highlights the importance of SEL and regularly shares with all stakeholders how SEL efforts support district priorities and goals. A strong communication plan includes consistent and tailored messages about SEL, clear communication about roll-out timelines and expectations for roles and responsibilities, and regular communications by the superintendent and other district leaders about the importance of SEL. Use the [Rubric](#) to assess your current level of implementation.

This process is drawn from [Steps for Developing Effective Communication Strategies for Social Emotional Learning](#). Consult this guide for worksheets and other tools to help you develop your communication plan.

1. Prioritize the audience(s) you want to reach.

Identify all of your key stakeholder groups. Remember to include both those who have influence over your SEL work as well as those who are affected by it.

These may include:

- District administrators
- Students
- Teachers, counselors, and other school staff who work directly with students
- School principals
- Family members
- Early education and out-of-school time program providers
- Community organizations that work with students or schools
- Researchers
- School board members
- Local law enforcement
- Local businesses

Once you've identified your stakeholders, prioritize them according to two factors: (1) their influence on the SEL implementation, and (2) their interest in SEL implementation.

2. Determine what you want to achieve with your communication

You need to establish clear goals so that your communication plan will be effective. When developing these goals, be sure to link them with the audiences you already outlined.

Here are some examples of goals that are linked with audiences:

- Austin Independent School District wants to reach out to existing and potential funders to help them understand the research findings underpinning the district's SEL initiative.

- Nashville Metro Public Schools wants to target families and students in order to build visibility and understanding of SEL work through specific success stories.

3. Develop your message(s).

Once you've identified your goal and target audience, you need to develop your message. A method called message mapping can help you build effective and clear messaging.

With message mapping, you develop the following:

- Core statement: This is a single sentence that sums up what you want to communicate. Think of it as your "elevator pitch."
- Key messages: The key messages support your core statement by answering the question "What does that mean?" With your key messages, you explain how you will translate your vision into action. Typically you'll try to develop three key messages.
- Support points: For each key message you'll want to provide three support points. These are your "proof" that your message is true. Support points are often statistics, case studies, or stories from the field.

For more about message mapping as well as a message map worksheet, download [Steps for Developing Effective Communication Strategies for Social Emotional Learning](#) or this [sample message map](#).

4. Discuss methods for conveying your message(s).

There are a variety of ways to get your message out about SEL. To be most effective, you'll likely want to use a variety of media and communication channels.

Here are some examples of ways to reach your audiences:

- Create a presentation or flyer for professional learning, school-based meetings, or town halls to introduce stakeholders. Examples include:
 - [Sacramento's SEL Mission and Vision brochure](#)
 - [CASEL's SEL 101](#)
 - [Nashville's Introduction to SEL for School Staff](#)
 - [Snapshot of SEL in Washoe County](#)
- Develop and distribute a brochure or newsletter to parents to educate them about SEL and how it will contribute to students' success. Here are some examples:
 - [Austin Independent School District's parent flyer](#)
 - [Austin Independent School District's parent newsletter](#)
- Find or create a video about SEL that could either be shown at a meeting or professional learning session or posted on the district website. Examples include:
 - CASEL's [SEL for Parents](#) (8:31 runtime); also available [in Spanish](#) (8:50 runtime)
 - [Edutopia: 5 Keys to Successful Social and Emotional Learning](#) (6:02 runtime)
 - [Edutopia: A Breakthrough in Social and Emotional Learning](#) (3:36 runtime)
- Summarize research findings for those in a position to influence budgeting, hiring, or funding for SEL. Examples

include:

- [The Positive Impact of Social Emotional Learning for Kindergarten to Eighth-Grade Students: Executive Summary of Three Scientific Reviews](#)
- [Academic Learning + Social-Emotional learning = National Priority](#)
- Place articles in traditional news media, such as newspapers or on local news broadcasts. You can use existing publications, white papers, issue briefs, and case studies to create a base of resources on a topic area. Use these materials to create press releases to demonstrate to news outlets that your SEL initiative deserves coverage. Here are some examples:
 - [Social-Emotional Learning in Schools Is So Much More Than 'Nicey-Nice.' It Can Be a Lifeline.](#) Education Post
 - [Chicago Public Schools Leads on SEL with a Collaborative Approach to Implementation.](#) Education Dive
 - [Austin ISD Superintendent Cruz Discusses Achievement Gaps, Social-Emotional Learning.](#) Community Impact Newspaper
 - [This Principal Has a Creative Way of Encouraging Positive Student Behavior](#) Education Week
 - [Emotional Intelligence—A Student Success Factor \(Univision\)](#)
- Engage your audience through social media platforms such as Twitter and Facebook and online publishing media such as blogs. These platforms allow for “instant” communication and let you engage back-and-forth with your target audiences. Here are some examples:
 - [Austin ISD SEL Facebook](#)
 - [Atlanta Superintendent Blog](#)
 - [Austin ISD SEL Twitter](#)
 - [Austin ISD SEL Pinterest](#)

5. Bring together your target audiences, goals, and messages in your communication plan.

Your plan should include specific outreach activities and timelines. This [sample communication plan](#) can serve as a model. You can also download the [Steps for Developing Effective Communication Strategies for Social Emotional Learning](#) guide which contains a communications planning worksheet.

Resources

Below, you'll find resources to help communicate SEL as a district priority.

See how districts have strategized and planned to communicate about SEL

TITLE

[Washoe County School District Communications Plan, 2013](#)

Communications plan covering four months in the early stages of Washoe County School District's SEL implementation rollout; includes plans to communicate via web, in-person presentation, and print resources with WCSD staff, students, families, and the Board of Trustees.

SOURCE: Washoe County School District

TAGS [school board](#) [communications](#) [community relations](#)

[SEL Trends: All Schools Benefit](#)

From CASEL's SEL Trends series, this issue explores how four very high-performing districts have shifted perceptions of SEL to emphasize its benefit to all students, regardless of income or academic performance.

SOURCE: CASEL

TAGS [building buy-in for SEL](#)

[Strategies for Establishing School-Family Partnerships](#)

This tool from CASEL's Guide to Schoolwide SEL outlines the components of a meaningful partnership that involves family members in their child's social and emotional development and in schoolwide decision making about SEL, and proposes strategies for bridging constraints and communication gaps.

SOURCE: CASEL

TAGS [family partnerships](#) [parents/parenting](#) [SEL partnerships](#) [toolkit](#) [parent leadership](#) [communications](#) [family and community engagement](#)

[Austin ISD SEL Communications Plan](#)

Austin's communications plan uses a variety of approaches to reach internal and external stakeholders to grow awareness around SEL and strengthen it as a priority.

SOURCE: Austin Independent School District

TAGS [media relations](#) [communications](#) [community relations](#) [district SEL expertise](#) [family and community engagement](#)

[Making SEL a Whole School Commitment in Cleveland](#)

Cleveland's presentation describing how SEL is supported systematically throughout the district, from the classroom to larger district initiatives.

SOURCE: Cleveland Metropolitan School

District

TAGS [SEL overview](#) [implementation plan](#) [evidence-based programs](#) [PK-12](#) [MTSS](#)

Find ready-to-use tools

TITLE

[Recommended Videos](#)

This list contains links to videos that can be used to introduce SEL, strengthen commitment, and discuss key topics with stakeholder groups. Videos are arranged by category and length.

SOURCE:

CASEL

TAGS [videos](#)

[SEL Talking Points for Superintendents](#)

This set of key messages is intended to support the superintendent and other district leaders in regularly communicating about the importance of SEL both formally and informally.

SOURCE:

CASEL

TAGS [communications](#) [district SEL expertise](#) [building buy-in for SEL](#) [SEL leadership](#)

[The Impact of Social and Emotional Learning \(video\)](#)

The research is clear: SEL is essential for academic and life success. In this video, district and CASEL leadership highlight data that demonstrates improvements in attendance, drop out rates, suspensions, expulsions, and academic growth.

SOURCE:

CASEL

TAGS [videos](#) [define SEL metrics](#) [continuous improvement](#) [building buy-in for SEL](#)

[Developing Effective Social and Emotional Learning Communication Strategies for your District](#)

This guide from Collaborative Communications will help an SEL team plan a multi-media, 4 step communications outreach plan.

SOURCE: Collaborative

Communications

TAGS [toolkit](#) [media relations](#) [communications](#) [community relations](#) [planning](#)

[family and community engagement](#)

RELATED RESOURCES

[SEL Message Map](#)

This messaging tool from Collaborative Communications gives 3 key points, succinct bullet points and statistics for districts or schools to use as talking points or in written communication about SEL.

SOURCE: Collaborative Communications

TAGS [media relations](#) [communications](#) [college and career readiness](#) [building buy-in for SEL](#)

[Talkin' Bout SEL: Building Effective Communications Strategies \(PowerPoint\)](#)

Presentation from Collaborative Communications Group for a workshop on building a district communication plan around SEL, using Austin and Nashville as case studies.

SOURCE: Collaborative Communications

TAGS [fundraising](#) [media relations](#) [communications](#) [community relations](#) [planning](#)
[family and community engagement](#)

[Responsible Decision Making \(video\)](#)

CASEL and the Montgomery County Educational Service Center collaborated on this video to describe the competency of responsible decision making. Children can make responsible decisions by developing the ability to analyze a situation, understand its ethical implications, and evaluate the consequences. Parents and educators can help students learn to think through all parts of a problem and encourage them to make decisions on their own.

SOURCE: CASEL and the Montgomery County ESC

TAGS [videos](#) [responsible decision making](#) [SEL competence](#) [communications](#)

[Relationship Skills \(video\)](#)

CASEL and the Montgomery County Educational Service Center collaborated on this video to describe the competency of relationship skills. Communication, cooperation and the ability to successfully resolve conflicts are key to successful relationships. Educators can help students develop these skills by working together in groups and discussing roles. Parents can support their children by spending time with them and encouraging communication.

SOURCE: CASEL and the Montgomery County ESC

TAGS [videos](#) [relationship skills](#) [SEL competence](#) [communications](#)

[Social Awareness \(video\)](#)

CASEL and the Montgomery County Educational Service Center collaborated on this video to describe the competency of social awareness. Children can develop social awareness and learn empathy by putting themselves in another's shoes. Tips for parents include helping children to recognize emotions, appreciate diversity and show respect for others.

SOURCE: CASEL and the Montgomery County ESC

TAGS [videos](#) [social awareness](#) [SEL competence](#) [communications](#)

[Self Management \(video\)](#)

CASEL and the Montgomery County Educational Service Center collaborated on this video to describe the competency of self management. Students can learn to manage their feelings and turn them into positive actions. Adults can help by creating a calm and regulated environment, showing how to manage impulses, and discussing ways to resolve conflicts.

SOURCE: CASEL and the Montgomery County ESC

TAGS [videos](#) [self management](#) [SEL competence](#) [communications](#)

[Self Awareness \(video\)](#)

CASEL and the Montgomery County Educational Service Center collaborated on this video to describe the competency of self-awareness. Parents can help children develop self awareness by being honest about their own emotions. Educators can help by teaching the vocabulary of emotions, modeling behavior, and supporting students as they grow in self-awareness.

SOURCE: CASEL and the Montgomery County ESC

TAGS [videos](#) [self awareness](#) [SEL competence](#) [communications](#)

[SEL: Creating Safe & Supportive Learning Environments \(video\)](#)

Creating a safe, supportive environment for social and emotional learning (SEL) has been, and remains, a high priority for CASEL. It is inherent in our focus on integrating SEL into all aspects of school and district practice through a systemic approach.

SOURCE: CASEL

TAGS [videos](#) [SEL overview](#) [district SEL expertise](#) [building buy-in for SEL](#) [SEL leadership](#)

[CASEL's SEL for Parents \(English\)](#)

Video describes SEL for a parent audience and provides strategies to bring SEL into the home, aligned with the 5 SEL competencies. Features schools in Chicago and includes interviews with parents and caregivers.

SOURCE: CASEL

TAGS [videos](#) [parents/parenting](#) [social awareness](#) [self awareness](#) [self management](#) [relationship skills](#) [responsible decision making](#) [SEL competence](#) [SEL overview](#) [out of school](#) [family and community engagement](#)

RELATED RESOURCES

[CASEL's SEL for Parents \(Spanish\)](#)

Video in Spanish describes SEL for a parent audience and provides strategies to bring SEL into the home, aligned with the 5 SEL competencies. Features schools in Chicago and includes interviews with parents and caregivers.

SOURCE: CASEL

TAGS [videos](#) [parents/parenting](#) [spanish language resources](#) [social awareness](#) [self awareness](#) [self management](#) [relationship skills](#) [responsible decision making](#) [SEL competence](#) [SEL overview](#) [out of school](#) [family and community engagement](#)

[Minneapolis SEL Competencies Posters](#)

This poster set from Minneapolis Public Schools describes why each of 5 SEL competence areas are important and provides "I statements" for each.

SOURCE: Minneapolis Public Schools

TAGS teacher tool social awareness self awareness self management relationship skills
responsible decision making SEL competence classroom level

[Austin ISD SEL Communications Plan](#)

Austin's communications plan uses a variety of approaches to reach internal and external stakeholders to grow awareness around SEL and strengthen it as a priority.

SOURCE: Austin Independent School

District

TAGS media relations communications community relations district SEL expertise
family and community engagement

[Washoe County SEL Competencies Posters for Elementary Schools](#)

This poster set from Washoe illustrates the 5 SEL competencies (includes I Can statements and photos of elementary aged children) and includes a summary handout useful for a range of audiences.

SOURCE: Washoe County School

District

TAGS teacher tool social awareness self awareness self management relationship skills
responsible decision making SEL competence SEL overview elementary school grades
communications classroom level

RELATED RESOURCES

[Washoe County SEL Competencies Posters for Secondary Schools](#)

This poster set from Washoe illustrates the 5 SEL competencies (includes I Can statements with advanced language and photos of teens) and includes a summary handout useful for a range of audiences.

SOURCE: Washoe County School

District

TAGS teacher tool social awareness self awareness self management relationship skills
responsible decision making SEL competence SEL overview middle school grades
high school grades communications classroom level

[Oakland SEL Competencies Posters for Classrooms](#)

This poster set illustrating the 5 SEL competencies were distributed by Oakland's team to all schools, along with suggested activities for introducing each poster/concept to a classroom community.

SOURCE: Oakland Unified School

District

RELATED RESOURCES

[Oakland SEL Competencies Posters for Classrooms \(Spanish\)](#)

This poster set illustrating the 5 SEL competencies were distributed by Oakland's team to all schools, along with suggested activities for introducing each poster/concept to a classroom community.

SOURCE: Oakland Unified School

District

TAGS teacher tool social awareness self awareness self management relationship skills
responsible decision making SEL competence SEL overview advisory/homeroom
communications classroom level

[Classroom Guide for using the SEL Competencies Posters](#)

Oakland produced a set of classroom posters featuring the 5 SEL competencies, and provided this guide for teachers to build learning experiences around each poster.

SOURCE: Oakland Unified School

District

TAGS lesson planning teacher tool social awareness self awareness self management
relationship skills responsible decision making SEL competence SEL overview
advisory/homeroom communications instructional practices classroom level

[CASEL's Wheel of SEL Competencies \(English\)](#)

CASEL's 2 page handout showing the 5 core SEL competencies and definitions and examples of each.

SOURCE:

CASEL

TAGS social awareness self awareness self management relationship skills
responsible decision making SEL competence SEL overview

RELATED RESOURCES

[CASEL's Wheel of SEL Competencies \(Spanish\)](#)

CASEL's 2 page handout in Spanish showing the 5 core SEL competencies and definitions and examples of each.

SOURCE:

CASEL

TAGS spanish language resources social awareness self awareness self management
relationship skills responsible decision making SEL competence SEL overview

Find presentation templates that you can adapt and use

TITLE

[Presentation to the Austin ISD Board](#)

CASEL and district SEL leaders co-led this three hour experiential session with the Board to strengthen and formalize support for SEL. Facilitator notes include a link to presentation slides.

SOURCE:

CASEL

TAGS [Adult SEL](#) [school board](#) [building buy-in for SEL](#)

[The Case for SEL sample presentation](#)

CASEL's presentation introducing SEL and its evidence base can be adapted for a range of audiences, including district leaders and potential community partners or funders.

[Sample Schoolwide SEL 101 Presentation](#)

CASEL's interactive and editable presentation for district and school staff audiences uses data to make the case for SEL and illustrates SEL in the classroom, with group activities, video links, and presenter notes.

SOURCE:

CASEL

TAGS [three signature practices](#) [staff onboarding](#) [SEL overview](#) [classroom level](#) [culture and climate](#)
[professional learning](#) [district SEL expertise](#) [building buy-in for SEL](#) [SEL leadership](#)

See artifacts shared by districts and schools

TITLE

[Marcus Garvey Elementary: Exemplary Supportive School](#)

Chicago Public Schools recognizes schools for systemic SEL implementation through a Supportive Schools Certification process. Marcus Garvey Elementary is one of the schools that has earned the highest certification level, and this video illustrates the ways SEL has been integrated into systems and practices.

SOURCE: Chicago Public Schools

TAGS [videos](#) [model SEL schools](#) [communications](#)

[Social Emotional Learning in Action at Dallas ISD schools \(video\)](#)

Three schools in Dallas share how they practice Social Emotional Learning in their campuses.

SOURCE: Dallas Independent School

District

TAGS [videos](#) [communications](#)

RELATED RESOURCES

[El Aprendizaje Emocional Social en Dallas ISD \(video\)](#)

Spanish version of Dallas' video 'Social Emotional Learning in Action at Dallas ISD schools.'

SOURCE: Dallas Independent School District

TAGS [spanish language resources](#)

[It's Time to Go All-In on Social and Emotional Learning](#)

Dr. Meria Carstarphen, superintendent of Atlanta Public Schools, writes this opinion piece on the importance of prioritizing SEL districtwide and its impact on key metrics.

SOURCE: Atlanta Public Schools

TAGS [communications](#) [SEL leadership](#)

[Atlanta Public Schools SEL video library](#)

A collection of videos shared on Atlanta's SEL landing page featuring student voices, representing a range of ages.

SOURCE: Atlanta Public Schools

TAGS [videos](#) [communications](#)

[SEL in Sacramento City USD \(video\)](#)

5 minute video featuring SEL in action in schools in Sacramento, with footage of classrooms at a range of grade levels and teacher & administrator interviews.

SOURCE: Sacramento City Unified School District

TAGS [videos](#) [advisory/homeroom](#) [middle school grades](#) [high school grades](#) [elementary school grades](#)

[Inside Chicago Public Schools: SEL at Marcus Garvey Elementary \(video\)](#)

Video featuring Marcus Garvey Elementary, a K-8 school in Chicago that has been using SEL schoolwide for many years. Includes interviews with a student and teachers at 3 grade levels.

SOURCE: Chicago Public Schools

TAGS [videos](#) [model SEL schools](#) [middle school grades](#) [elementary school grades](#) [communications](#)
[culture and climate](#) [building buy-in for SEL](#) [youth voice](#)

[Austin ISD: Social and Emotional Learning Creates a Foundation for Success \(Video\)](#)

This video from Austin shows SEL lessons taking place in a range of elementary classrooms and shares the perspectives of students, teachers, administrators, and district staff on the benefits of SEL.

SOURCE: Austin Independent School District

TAGS [videos](#) [SEL overview](#) [model SEL schools](#) [elementary school grades](#) [communications](#)
[family and community engagement](#)

[CARE for Kids - A Breakthrough in Social and Emotional Learning \(video\)](#)

This video from Edutopia features classroom meetings taking place in Jefferson County schools, and includes short interviews from the Superintendent and school-based staff and students.

SOURCE:

Edutopia

TAGS [videos](#) [relationship skills](#) [advisory/homeroom](#) [instructional practices](#) [classroom level](#)
[culture and climate](#) [building community](#) [building buy-in for SEL](#) [youth voice](#)

[Austin ISD SEL Twitter](#)

Austin's SEL team uses Twitter to share news, announcements, and build awareness of SEL, as well as retweet posts from schools around the district doing great SEL work.

SOURCE: Austin Independent School

District

TAGS [parents/parenting](#) [media relations](#) [model SEL schools](#) [communications](#) [community relations](#)
[family and community engagement](#)

[Austin ISD SEL Facebook](#)

Austin's SEL team uses a Facebook page to share timely articles, new research, local news, shout-outs, and videos.

SOURCE: Austin Independent School

District

TAGS [reading lists - parents](#) [media relations](#) [reading lists - staff](#) [model SEL schools](#) [communications](#)
[community relations](#) [family and community engagement](#)

[Austin ISD SEL Pinterest](#)

Austin's Pinterest boards include favorite SEL themed books and videos, ideas for SEL integration, community-building practices, and more.

SOURCE: Austin Independent School

District

TAGS [reading lists - parents](#) [media relations](#) [reading lists - staff](#) [model SEL schools](#) [communications](#)
[community relations](#) [family and community engagement](#)

[SEL Department Home Page: Austin](#)

Austin's community-facing SEL webpage invites viewers to take a tour of model campuses and learn more about implementation in the district.

SOURCE: Austin Independent School

District

TAGS [model SEL schools](#) [communications](#) [community relations](#)

[Austin Superintendent discusses achievement gaps, social-emotional learning](#)

This short article shows how Austin's Superintendent focused on SEL in his State of the District address.

SOURCE: Austin Independent School

District

TAGS [communications](#) [SEL leadership](#)

[Minneapolis Public Schools SEL Homepage](#)

Minneapolis' public-facing SEL homepage shares an overview, resources, videos, local news, and has subpages for different audiences.

SOURCE: Minneapolis Public Schools

TAGS [toolkit](#) [SEL overview](#) [communications](#) [community relations](#) [building buy-in for SEL](#)

[family and community engagement](#)

[Austin SEL Impact Data Summary](#)

This 2 page brief was shared with families to describe the impact SEL has had on Austin schools.

SOURCE: Austin Independent School

District

[Sacramento SEL Mission and Vision](#)

This brochure from Sacramento City Unified School District communicates the importance of SEL and the district's commitment to embedding SEL into multiple contexts.

SOURCE: Sacramento City Unified School

District

TAGS [SEL overview](#) [communications](#) [college and career readiness](#)

[Making SEL a Whole School Commitment in Cleveland](#)

Cleveland's presentation describing how SEL is supported systematically throughout the district, from the classroom to larger district initiatives.

SOURCE: Cleveland Metropolitan School

District

TAGS [SEL overview](#) [implementation plan](#) [evidence-based programs](#) [PK-12](#) [MTSS](#)

[SEL in El Paso \(infographic\)](#)

El Paso's succinct infographic describes the "Why" for bring SEL to the district.

SOURCE: El Paso Independent School

District

TAGS [SEL overview](#) [communications](#) [building buy-in for SEL](#)

[Social and Emotional Learning Benefits All Students and Adults \(Brochure\)](#)

This 4 page booklet from Oakland describes the SEL vision and accomplishments in the district, and includes classroom discussion indicators for the 5 SEL competencies.

SOURCE: Oakland Unified School

District

TAGS SEL overview communications community relations classroom level building buy-in for SEL family and community engagement

[Oakland SEL Journey Map \(infographic\)](#)

This infographic from Oakland presents the district's SEL starting point and vision for transformation.

SOURCE: Oakland Unified School

District

TAGS equity SEL overview implementation plan communications youth voice

[Snapshot of SEL in Washoe County](#)

Washoe's 2 page snapshot flyer defines SEL, summarizes the impact SEL has had in Washoe schools, and describes key SEL implementation priorities.

SOURCE: Washoe County School

District

TAGS fundraising SEL overview implementation plan communications community relations conducting local SEL research building buy-in for SEL family and community engagement

[Austin Independent School District SEL Newsletter](#)

Samples of a bilingual newsletter distributed by the SEL department in Austin, including a school spotlight, featured SEL strategy, and family resources.

SOURCE: Austin Independent School

District

TAGS reading lists - parents parents/parenting spanish language resources model SEL schools communications community relations family and community engagement

[Parent SEL Brochure](#)

Austin's brochure for parents and caregivers explains SEL concepts and provides 10 ideas for families to use SEL practices at home.

SOURCE: Austin Independent School

District

TAGS parents/parenting SEL partnerships SEL overview communications family and community engagement

Find resources to help you learn more on this topic

TITLE

[Ready to Lead: Principals' Perspectives on How Social and Emotional Learning Can Prepare Children and Transform Schools](#)

This report shows widespread support for SEL among K-12 principals, highlights needs for greater state and district support, and provides policy recommendations. It makes a strong case for investing in SEL.

SOURCE:

CASEL

TAGS [research brief](#) [building buy-in for SEL](#) [SEL leadership](#)

[Article: Academic Learning + Social-Emotional Learning = National Priority](#)

A 5 page article that describes social and emotional learning and its impact to a broad audience and makes the case for SEL as a district level, state, and national priority in education.

SOURCE:

Magazine/Newsletter

TAGS [reading lists - staff](#) [SEL competence](#) [research brief](#) [SEL overview](#) [district SEL expertise](#)
[building buy-in for SEL](#)

[Emotional Intelligence: A Factor in Student Success \(Video in Spanish\)](#)

Univison segment featuring preschool students and their families in a Sacramento school, and how SEL has supported their transition.

SOURCE: Sacramento City Unified School

District

TAGS [mental health](#) [videos](#) [spanish language resources](#) [communications](#)
[family and community engagement](#)

[5 Keys to Social and Emotional Learning Success \(video\)](#)

Edutopia video that provides an overview of the 5 SEL competency framework and features a school in Oakland.

SOURCE:

Edutopia

TAGS [videos](#) [SEL competence](#) [SEL overview](#) [communications](#) [building buy-in for SEL](#)
