

Go Back

## District Priority

Focus Area 1

**Build Foundational Support and Plan**

awareness, promotes SEL in classrooms and schools, and makes the case

Focus Area 2

**Strengthen Adult SEL Competencies and Capacity**

*quality implementation looks like, WHY it's important, WHEN to engage in the [PROCESS](#) page for step-by-step guidance on how to engage in the real tools to support your efforts.*

Focus Area 3

**Promote SEL for Students**

Focus Area 4

**Reflect on Data for Continuous Improvement**

### Plan?

Important roadmap for getting the word out about SEL, building enthusiasm 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.

The more people know about SEL, the more supportive they become. A proactive communications strategy that includes personal stories and examples of what SEL looks like in classrooms and schools, paired with concrete data points, are powerful in strengthening support and investment in SEL. [The SEL Communications Toolkit for School and District Leaders \(2024\)](#) provides many examples of effective messages about SEL.

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

- Introductory presentations for key stakeholders (e.g. CASEL's interactive online course [An Introduction to Social and Emotional Learning](#), SEL 101 [presentation](#) and [video](#), [A Case for SEL introductory presentation](#), Sacramento City's [SEL presentation to the Board](#))

- Print material that can be provided at district events and at school sites (e.g., this [2-page summary explaining SEL](#), a [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. [Social and Emotional Learning in Oakland Unified School District](#), [Atlanta Public Schools](#), [Grand Rapids Public Schools](#), [SEL Dallas](#))
- 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](#) for parents and caregivers)
- Social media

[This template](#) can help you organize and plan foundational learning experiences about SEL for different audiences.

## 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?

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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 action 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?

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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.

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Focus Area 1

**Build Foundational Support and Plan**

istrictwide communication that highlights the importance of SEL and SEL efforts support district priorities and goals. A strong communication plan about SEL, clear communication about roll-out timelines and expectations communications by the superintendent and other district leaders about the your current level of implementation.

Focus Area 2

**Strengthen Adult SEL Competencies and Capacity**

Focus Area 3

**Promote SEL for Students**

[Using Effective Communication Strategies for Social Emotional Learning](#) tools to help you develop your communication plan.

Focus Area 4

**Reflect on Data for Continuous Improvement**

ant to reach.

Identifying 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: their influence on the SEL implementation and 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.

- Metro Nashville Public Schools wants to target families and students in order to build visibility and understanding of SEL work through specific success stories.
- Grand Rapids Public Schools Department of Social and Emotional Learning produces a [monthly newsletter](#) for all schools and administrators to spotlight schools and individual educators, share information and best practices, and build interest in and prioritization of SEL across the district.

### 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](#).

For an example, read about how [Broward County Public Schools](#) began by listening to stakeholders, and with their input created a variety of useful and accessible SEL communications resources.

### 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:
  - [CASEL's Introduction to Social and Emotional Learning online course](#)
  - [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:
  - [Oakland Unified School District's SEL benefits brochure](#)
  - [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)
- CASEL's [What is SEL?](#) (3:22 runtime)
- Summarize research findings for those in a position to influence budgeting, hiring, or funding for SEL. Examples include:
  - [An update on social and emotional learning outcome research](#) (Mahoney, Durlak, & Weissberg, 2018)
  - [Academic Learning + Social-Emotional learning = National Priority](#) (Weissberg & Cascarino, 2013)
- 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.

## 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.

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Focus Area 1

**Build Foundational Support and Plan**

cate SEL as a district priority.

Focus Area 2

**Strengthen Adult SEL Competencies and Capacity**

I and planned to communicate about SEL

Focus Area 3

**Promote SEL for Students**

Focus Area 4

**Reflect on Data for Continuous Improvement**

[ive Practices and more](#)

f Social and Emotional Learning sends a monthly newsletter to all schools and t schools and educators, and strengthen interest in and prioritization of SEL.

social and emotional learning

**TAGS** communications

[District SEL Message Map](#)

This example comes from a school division in southeastern Virginia. It provides 3 memorable key messages, succinct supporting details, and statistics to use as talking points or in written communication about SEL.

**TAGS** media relations communications building buy-in for SEL

[Fellowship Spotlight – Spreading the Word About SEL](#)

SEL Fellow and district leader in Florida Daniel Shapiro describes the effort to communicate about the what, why, and how of SEL in a persuasive and accessible way. Visit <https://casel.org/series/sel-fellows-briefs/> for more briefs from SEL Fellows.

**SOURCE:**

**CASEL**

[2011 to 2021: 10 Years of SEL in U.S. School Districts](#)

Ten years ago, CASEL began collaborating with school district SEL leaders to explore the question - Is it possible to implement SEL systemically to positively impact students across a large urban school district? Not only did districts demonstrate that it was possible, but every district has deepened and expanded SEL implementation since joining the collaborative. This anniversary report details 6 key insights from these districts about how they were able to sustain SEL over the long term, even as the people and contexts within the district changed.

**SOURCE:**

**CASEL**

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### [Oakland USD Social and Emotional Learning homepage](#)

Oakland Unified School District's SEL homepage features a mission statement, quotes from school leaders, spotlighted SEL strategies with links to tools and templates, and ways to join different SEL-focused communities of practice.

**SOURCE: Oakland Unified School**

**District**

**TAGS** [communications](#) [professional learning](#)

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### [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](#)

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### [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](#)

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### [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](#)

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## Find ready-to-use tools

### TITLE

#### [SEL Communications Toolkit for School and District Leaders](#)

Extensive focus groups and surveys have shown that the more people know about SEL, the more supportive they become. This toolkit shares five clear actions for a proactive communications strategy for SEL, including examples of effective messages, cautions, and guidance for developing your own materials.

**SOURCE:**

**CASEL**

**TAGS** [communications](#) [community relations](#)

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### [What Is SEL? A Two-Page Summary](#)

This example from a school division in southeastern Virginia provides a quick and accessible look at the 5 SEL competencies, benefits of SEL, and ways school staff support SEL.

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

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### [District SEL Message Map](#)

This example comes from a school division in southeastern Virginia. It provides 3 memorable key messages, succinct supporting details, and statistics to use as talking points or in written communication about SEL.

**TAGS** [media relations](#) [communications](#) [building buy-in for SEL](#)

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### [SEL Toolkit for School Boards](#)

A quick guide for school board members to help ground SEL conversations in the best interests of students and families, including tools to dispel misinformation with facts and data, then take action to support the social, emotional, and academic learning of every child.

**SOURCE:**

**CASEL**

**TAGS** [school board](#) [board policies](#) [community relations](#)

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### [SEL Toolkit for Parent Champions](#)

A quick guide for parents and caregivers to share accurate information in support of SEL, including tools to ground conversations in facts and data, dispel misinformation, and advocate for high-quality SEL.

**SOURCE:**

**CASEL**

**TAGS** [family partnerships](#) [parent leadership](#)

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### [An Introduction to SEL online course](#)

CASEL's free, one-hour, virtual learning experience includes reflection prompts, videos, and application activities to introduce SEL to staff members, caregivers, community partners, or anyone interested in SEL.

**SOURCE:**

**CASEL**

**TAGS** [Adult SEL](#) [teacher training](#) [communications](#) [professional learning](#)

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### [Plan SEL Foundational Learning for your School District](#)

This tool can help SEL leaders prepare a broad plan to provide learning experiences for all stakeholders in the school district community, and access resources to support foundational learning about SEL.

**SOURCE:**

**CASEL**

**TAGS** [teacher training](#) [professional learning](#) [family and community engagement](#)

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### [Create an SEL Communication Strategy](#)

From the CASEL Guide to Schoolwide SEL, school-based or district SEL teams can use this tool to plan communications so that all stakeholders are kept abreast of the work and how they can be involved.

**TAGS** [communications](#) [community relations](#)

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### [Sample Schoolwide SEL 101 Presentation \(Spanish\)](#)

Slides and presenter notes are in Spanish -- This presentation can be adapted and used to introduce SEL to staff, families, and community partners.

**SOURCE:**

**CASEL**

**TAGS** [spanish language resources](#) [family and community engagement](#)

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### [SEL 101: What are the core competencies and key settings? \(video\)](#)

How can you bring social and emotional learning to your community? CASEL's framework for social and emotional learning (SEL) takes a systemic approach, identifying five core competence areas and four key settings.

**SOURCE:**

**CASEL**

**TAGS** [videos](#) [SEL overview](#) [professional learning](#)

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### [What is Social and Emotional Learning? \(video\)](#)

What is Social and Emotional Learning (SEL)? CASEL defined the term more than 25 years ago and is joined by educators, students, parents, and community leaders to help answer that question.

**SOURCE:**

**CASEL**

**TAGS** [videos](#) [SEL overview](#) [communications](#)

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### [SEL Social Media Toolkit](#)

This toolkit is designed to help schools and districts leverage social media channels to amplify SEL messages, and includes sample Facebook and Twitter posts, calendars to help schedule posts, and shareable graphics.

**SOURCE: Collaborative**

**Communications**

**TAGS** [communications](#)

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### [SEL: What Young People Need to Succeed in School, at Work, and in Life](#)

This designed 2 page infographic can serve as a template for your district's communications about SEL.

**SOURCE: Collaborative**

**Communications**

**TAGS** [communications](#)

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## [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](#)

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## [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](#)

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## [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](#)

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## [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](#)

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## [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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

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## 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](#) [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](#)

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### [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](#)

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### [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](#)

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## 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](#)
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### [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**

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#### 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

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### [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

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

CASEL's 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

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## RELATED RESOURCES

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

CASEL's 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](#)

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## 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](#)

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#### [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.

**SOURCE:**

**CASEL**

**TAGS** [fundraising](#) [research brief](#) [SEL overview](#) [communications](#) [community relations](#)  
[college and career readiness](#) [integrate with district priorities](#) [district SEL expertise](#)

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#### [Sample Schoolwide SEL 101 Presentation](#)

This presentation can be adapted and used to introduce SEL to staff, families, and community partners. It gives an overview of what is SEL, why it's important, and the process for schoolwide SEL. Talking points and activity instructions are provided in the notes section. Also available in Spanish.

**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](#)

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## RELATED RESOURCES

### [Sample Schoolwide SEL 101 Presentation \(Spanish\)](#)

Slides and presenter notes are in Spanish -- This presentation can be adapted and used to introduce SEL to staff, families, and community partners.

**SOURCE:**

**CASEL**

**TAGS** [spanish language resources](#) [family and community engagement](#)

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See artifacts shared by districts and schools

#### TITLE

### [SEL Communications Toolkit for School and District Leaders](#)

Extensive focus groups and surveys have shown that the more people know about SEL, the more supportive they become. This toolkit shares five clear actions for a proactive communications strategy for SEL, including examples of effective messages, cautions, and guidance for developing your own materials.

**SOURCE:**

**CASEL**

**TAGS** [communications](#) [community relations](#)

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### [Monthly Newsletter – SEL, Restorative Practices and more](#)

Grand Rapids Public Schools' Department of Social and Emotional Learning sends a monthly newsletter to all schools and administrators to share information, spotlight schools and educators, and strengthen interest in and prioritization of SEL.

**SOURCE: Grand Rapids Public Schools**

**TAGS** [communications](#)

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### [What Is SEL? A Two-Page Summary](#)

This example from a school division in southeastern Virginia provides a quick and accessible look at the 5 SEL competencies, benefits of SEL, and ways school staff support SEL.

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

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### [Classroom SEL Message Map](#)

This example comes from a school division in southeastern Virginia. These key messages and supporting points can be used by classroom teachers to describe how and why they integrate SEL into their classroom, or can be shared as a summary with classroom teachers as the basis for staff discussion.

**TAGS** [teacher tool](#) [communications](#) [family and community engagement](#)

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### [District SEL Message Map](#)

This example comes from a school division in southeastern Virginia. It provides 3 memorable key messages, succinct supporting details, and statistics to use as talking points or in written communication about SEL.

**TAGS** [media relations](#) [communications](#) [building buy-in for SEL](#)

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### [Fellowship Spotlight – Spreading the Word About SEL](#)

SEL Fellow and district leader in Florida Daniel Shapiro describes the effort to communicate about the what, why, and how of SEL in a persuasive and accessible way. Visit <https://casel.org/series/sel-fellows-briefs/> for more briefs from SEL Fellows.

**SOURCE:**  
**CASEL**

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### [Oakland USD Social and Emotional Learning homepage](#)

Oakland Unified School District's SEL homepage features a mission statement, quotes from school leaders, spotlighted SEL strategies with links to tools and templates, and ways to join different SEL-focused communities of practice.

**SOURCE: Oakland Unified School District**

**TAGS** [communications](#) [professional learning](#)

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### [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](#)

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### [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](#)

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## 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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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](#)

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### [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**

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### [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](#)

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### [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](#)

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### [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](#)

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### [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

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### [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** parenting reading lists - parents spanish language resources model SEL schools  
communications community relations family and community engagement

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Find resources to help you learn more on this topic

#### TITLE

### [How to talk about SEL with Community Influencers](#)

A report in powerpoint format, provides a summary of the survey findings from NASBE's SEL Network of five states on effective messaging with community influencers on social, emotional, and academic development.

**SOURCE: National Association of State Boards of Education**

**TAGS** communications community relations building buy-in for SEL

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### [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

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### [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

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### [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

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### [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

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