

**Principal Communication Packet**

This communication packet includes sample customizable templates where you can add your logos and modify the content to meet your needs. It includes

* Newsletter/website snapshot
* Presentation slides
* Sample tweets
* Press outreach
* Email outreach

**Newsletter/Website Snapshot**

Principals play an essential role in supporting learning in the digital age to help ensure that students are college and career ready. Principals are at the center of communication between teachers, students, and parents—and the superintendent and school board. Specifically, principals can share with stakeholders the benefits of learning in a digital environment. Find out more about learning in the digital age and the role of principals by accessing the Transforming Digital Learning Principal toolkit. The toolkit highlights some of the key areas of interest that principals might encounter during the transition to learning in the digital age—professional learning and community partnerships.

**Presentation Slides**

<http://www.setda.org/dlearning/wp-content/uploads/sites/15/2018/03/Principals-Presentation.pptx>

**Sample Tweets**

Learn more about the role of principals in the digital age [website tiny url] #edtech

Access the Transforming Digital Learning Principal toolkit [website tiny url] #edtech

#[your organization]

Learn more about how principals can develop community partnerships [website tiny url] #edtech #[your organization]

**Press**

Dear [Press]

We are pleased to share with you the Transforming Digital Learning Principal toolkit. Principals play an essential role in supporting learning in the digital age to help ensure that students are college and career ready. Principals are at the center of communication between teachers, students, and parents—and the superintendent and school board. The toolkit highlights some of the key areas of interest that principals might encounter during the transition to learning in the digital age—professional learning and community partnerships. Find out more about learning in the digital age and the role of principals by accessing the Principal toolkit.

*“Unlocking the boundless potential of students to lead their future requires both current technology tools and a schoolwide culture that empowers students to optimize their use for meaningful tasks. Creating that culture is a principal’s paramount role.”*

* JoAnn Bartoletti, NASSP Executive Director

Thank you,

[Principal organization/association}

**Email**

Dear [Principal]

We are pleased to share with you the Transforming Digital Learning Principal toolkit. As you know, principals are at the center of communication between teachers, students, and parents—and the superintendent and school board. Specifically, principals can share with stakeholders the benefits of learning in a digital environment. In this toolkit, you will learn more about learning in the digital age and the role of principals. As you explore more about professional learning and community partnerships--key areas of interest for principals--you will find information, tips and resources in each of these key areas.

We encourage you to share this valuable resource with your colleagues. You can learn more about Transforming Digital Learning on the website.

Sincerely,

[Principal organization/association]