

**Superintendent 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**

As schools move towards digital learning environments, superintendents play a key role in fostering collaborative leadership. Looking across district agencies, there are many leaders who are or should be involved in discussions and planning around digital learning, including the chief academic officer, chief technology officer, chief financial officer, instructional materials leader and special education leader. Find out more about learning in the digital age and the role of superintendents by accessing the Transforming Digital Learning Superintendent toolkit. The toolkit highlights some of the key areas of interest that superintendents might encounter during the transition to learning in the digital age--collaborative leadership, budgeting, data privacy and security and the homework gap.

**Presentation Slides**

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

**Sample Tweets**

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

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

#[your organization]

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

**Press**

Dear [Press]

We are pleased to share with you the Transforming Digital Learning Superintendent toolkit. As schools move towards digital learning environments, superintendents play a key role in fostering collaborative leadership. Looking across district agencies, there are many leaders who are or should be involved in discussions and planning around digital learning, including the chief academic officer, chief technology officer, chief financial officer, instructional materials leader and special education leader. Find out more about learning in the digital age and the role of superintendents by accessing the Transforming Digital Learning Superintendent toolkit. The toolkit highlights some of the key areas of interest that superintendents might encounter during the transition to learning in the digital age--collaborative leadership, budgeting, data privacy and security and the homework gap.

Thank you,

[Superintendent organization/association}

**Email**

Dear [Superintendent]

We are pleased to share with you the Transforming Digital Learning Superintendent toolkit. As schools move towards digital learning environments, superintendents play a key role in fostering collaborative leadership. Looking across district agencies, there are many leaders who are or should be involved in discussions and planning around digital learning, including the chief academic officer, chief technology officer, chief financial officer, instructional materials leader and special education leader. The toolkit highlights some of the key areas of interest that superintendents might encounter during the transition to learning in the digital age--collaborative leadership, budgeting, data privacy and security and the homework gap. As you explore the toolkit, 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,

[Superintendent organization/association]