

HOW LEARNING HAPPENS:

NATIONAL COMMISSION ON SOCIAL, EMOTIONAL AND ACADEMIC DEVELOPMENT
CAMPAIGN CONCEPT BRIEF

NOVEMBER 8, 2017

WHAT THIS CAMPAIGN WILL DO

- Create a unifying meta frame for SEAD proponents
- Create a conversation hub using a common lexicon and set of messages
- Create a way to frame the SEAD vision (vs. branding SEAD/SEL)
- Create demand pull for a range of SEAD practices
- Offer a vision of what happens when SEAD is implemented and scaled (case studies as micro-content/shareable stories?)
- Motivate actors to initiate and/or expand these practices

WHAT THIS CAMPAIGN WILL NOT DO

- Try to unify Americans around the purpose of K-12 education
- Rehash the evidence that proves why SEAD is essential
- Create a new name or acronym for SEAD/SEL (though we may introduce new variants on existing terms)
- Advocate for specific legislation
- Explain or advocate for particular SEAD programs, practices or strategies

3 CAMPAIGN STRATEGY PRINCIPLES

- 1 Category
- 2 Fellowship
- 3 Choice

THIS CAMPAIGN HAS TWO TARGET AUDIENCES

1

The “experts”—professionals already familiar with and supportive of the purposes and issues surrounding this area of work.

For them, this offers a unifying meta-frame for their individual work to gain collective power.

2

Pre-K-12 teachers and parents, regardless of their level of familiarity with or support for this approach to teaching and learning.

For them, this offers a compelling vision of learning that includes the social and emotional dimension, motivating them to find out more and get involved.

CAMPAIGN POV

THE PILLARS OF THIS CAMPAIGN'S POINT OF VIEW ARE:

1

We reject the false dichotomy between academic learning on the one hand and social and emotional learning on the other. We know that children learn, grow and remain motivated when their academic, social and emotional skills are developed in unison, and in the context of high-quality relationships.

2

Successful learners are ones who develop social and emotional skills and competencies such as strategic thinking, responsible decision-making, self-management, collaboration and self-motivation.

CAMPAIGN BUILDING BLOCKS

Let's stop talking
about education...
and start talking
about **learning**.

Let's stop talking
about institutions
and systems...
and start talking
about **people**.

Focus the campaign on
where Americans agree vs.
on questions where they are
deeply divided:

- What is the purpose of education?
- What is the role of school vs. home?
- How should we allocate precious in-school teaching time?

...to ensure all
schools and classrooms
create the conditions
in which all students
learn best.

CAMPAIGN
THEME

HOW LEARNING HAPPENS

CAMPAIGN DEVELOPMENT AND ROLLOUT: PHASE II

(NOW THROUGH JULY 15, 2018)

MESSAGE REFINEMENT

FIELD ENGAGEMENT AND FEEDBACK

DEVELOP END-USER SCENARIOS

DEVELOPMENT OF STRATEGIES AND TOOL CATALOGUE
FOR PARENTS AND TEACHERS

CAMPAIGN LAUNCH
PLAN & BUDGET

October November December January February March April May June July

2017 2018

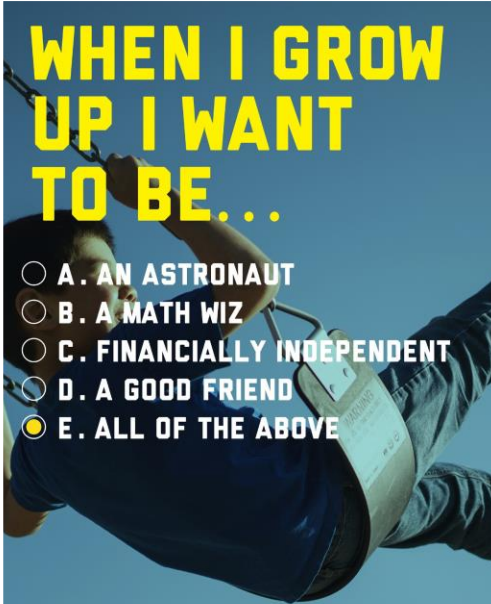
ENVISIONED CAMPAIGN ELEMENTS

The campaign will be organized around a central, master theme (How Learning Happens) with an associated, recognizable visual identity.

Additional campaign elements are likely to include:

- Interactive website
- Distribution partners and allies
- Targeted social media
- Short videos
- Case studies
- Shareable data infographics

VISUAL
DIRECTION
(SAMPLES ONLY)



WHEN I GROW UP I WANT TO BE...

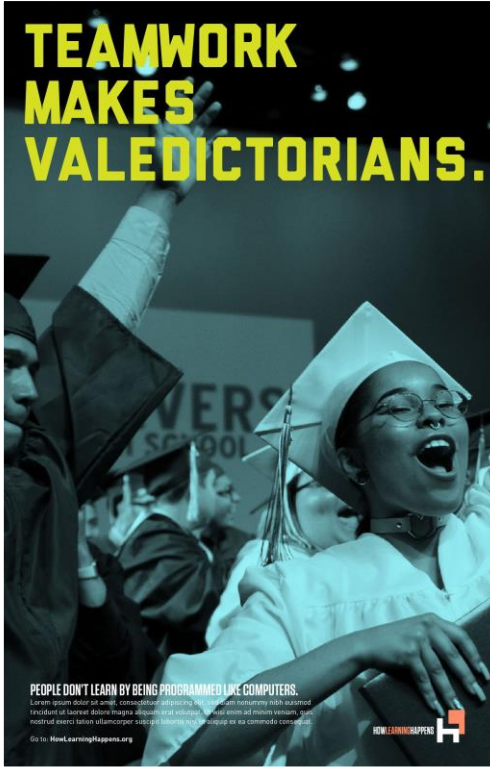
- ☐ A. AN ASTRONAUT
- ☐ B. A MATH WIZ
- ☐ C. FINANCIALLY INDEPENDENT
- ☐ D. A GOOD FRIEND
- ☒ E. ALL OF THE ABOVE

THINK ABOUT THE SKILLS THAT HELP YOU LEARN AND GROW AS AN ADULT EVERY DAY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Go to HowLearningHappens.org

HOW LEARNING HAPPENS 



TEAMWORK MAKES VALEDICTORIANS.

PEOPLE DON'T LEARN BY BEING PROGRAMMED LIKE COMPUTERS.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Go to HowLearningHappens.org

HOW LEARNING HAPPENS 