



# personalized learning LAUNCH WEEK

## SEPTEMBER 18-22



Fairbanks North Star Borough  
SCHOOL DISTRICT  
PERSONALIZED  
LEARNING

### What is LAUNCH WEEK?



Launch week is a time to celebrate the shift to personalized learning in each and every one of your elementary classrooms. The hard work put forth by your staff deserves recognition and a proper celebration. As we continue this journey we'll have multiple opportunities to highlight the many amazing things happening in your school!

Each school hosts a parent night to celebrate and share instructional models that are being used in classrooms, highlighting teacher innovations

- ★ Each school provides teacher-to-teacher sharing opportunities
- ★ Marks the point at which all classrooms are implementing personalized learning in some way
- ★ Shares with the community what to expect in regards to personalized learning

### How can you CELEBRATE?

- 🐾 Customize the theme of "journey" for launch week
- 🐾 Have students present on what personalized learning means to them
- 🐾 Provide opportunities for teacher-to-teacher sharing
- 🐾 Set up a personalized learning scavenger hunt at parent night

### What's an EXAMPLE?

We are having a journey-themed celebration for all things personalized learning. For example, if your school mascot is a husky, you could use dogsled imagery. Photo booths, favors, snacks, and costumes can all be part of your fun-filled event that admin, teachers, and students were all able to enjoy together.

To ensure each student achieves their highest potential, we create a student-centered environment that engages, inspires and empowers all learners based on their unique needs and strengths.

## The journey begins...







# Communication Map

**WHO** are you communicating with? Parents • Students • Staff

**WHAT** are you communicating? Personalized learning launch week • Dates/Times • Activities • What to expect

**WHERE** are you communicating? **Parents** - Website (announcement, homepage slide, calendar), school newsletter, phone call, email, invite sent home with students



**Students** - Classroom announcement, activities, assembly

**Staff** - Meetings, email

**WHEN** are you communicating? **Parents & Students** - At least two weeks before school event(s) begin

**Staff** - At least one month before school event(s) begin

**WHY** are you communicating? To provide opportunities for parents, students, and staff to engage with their school community and learn more about personalized learning at their school.

Create plan for Launch Week

- ☐ Journey theme
- ☐ Tie in school mascot and/or motto

Communicate plan with staff

Create school Launch Week materials

- ☐ Use personalized learning logo
- ☐ Use personalized learning "why" statement

**Launch Week!**

Send parents Launch Week reminder(s) (1 week & 1 day)

Share Launch Week info with parents & students