

Communications

Web site: www.sedl.org E-mail: info@sedl.org

Increases the visibility and awareness of SEDL and the use of its research, products, and services.

SEDL Communications staff focus their energies on both external and internal communications. External communications supports the institutional brand and promotes the products and services of the organization. Internal communications supports SEDL staff in understanding the brand, the organization's mission, and its products and services.

External Communications

Annual Report

Sent to approximately 1,000 people who need a more in-depth understanding of SEDL's programs. This group includes program officers, legislators, and potential funders as well as SEDL board members, foundations, partners, and potential collaborators.

Corporate Web Site

With more than 500,000 hits per month, SEDL's corporate Web site is the flagship information dissemination tool for the institution. Continual management of the content and design are central to Communication's activities.

Legislative Stories and Success Stories

Written specifically for governmental relations, the stories give SEDL staff and board members timely information to use when meeting with local and national legislators, chiefs of education, and education administrators.

SEDL Insights

In 2013, SEDL launched SEDL Insights. The quarterly publication is based on the experience, expertise, and research of SEDL staff. It is designed to give educators practical suggestions for implementing school improvement strategies.

SEDL Monthly

An e-mail bulletin that contains education research and development news from SEDL and other organizations, links to SEDL products and services, and information about SEDL's programs. The bulletin also provides a digest of recent SEDL activities.

Public Relations

Public relations is an important tool to inform the public and specific audiences of significant developments surrounding SEDL's work with federal contracting agencies, state education departments, districts, and schools.



Communications, continued

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Internal Communications

Information Resource Center (IRC)

Provides SEDL with research capabilities when staff are writing proposals, conducting research, and developing new products or programs. IRC staff assist other staff members in developing research criteria, locating publications, and securing copyright permissions. In addition, the IRC houses more than 40 years of SEDL materials in its archives.

SEDL Intranet

An online area where much of SEDL's culture is passed on to new and existing staff members. Also provides online access to Human Resources, Communications, and other department services; SEDL Live! and other publications; and information about the institution and its guidelines.

SEDL Links

A three-times-per-year e-publication designed to increase internal stakeholder knowledge of SEDL's work, its mission, and its capabilities.

SEDL Live!

A fun and informative e-publication for staff members. Human interest stories and other regular columns enable staff to share their interests, hobbies, and travels. The "SEDL Star" is a monthly recognition of staff members who are appreciated for their hard work.

SEDL Management Council Minutes

A chronicle of the work the council addresses in its monthly meetings.

Suggestion Box

Enables staff to give anonymous suggestions about SEDL's programs, initiatives, culture, and physical environment. Each suggestion is brought before the Support Team for consideration.