

Communications for Public Understanding & Support



Partnership for Change

November 28, 2012

Strategic Framing



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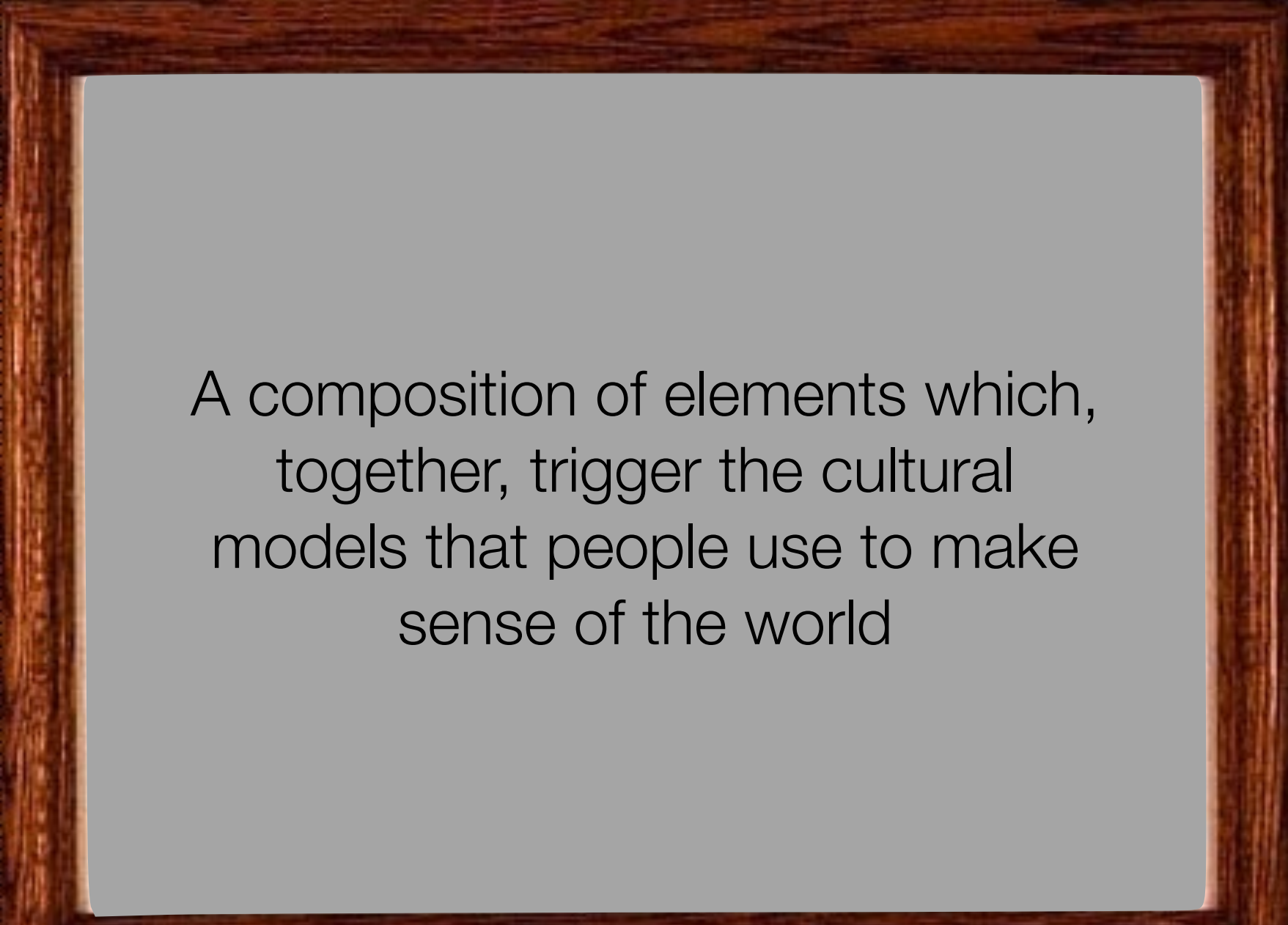


Strategic Framing

- Builds public understanding and support for social issues and advances public policy and program change
- Provides a framework for a common or shared story across organizations and sectors
- Helps prevent the public from blaming individuals or groups of people for problems that are often systemic in nature



What is a frame?

A dark brown wooden picture frame with a simple, slightly beveled design. The frame is empty of a picture, and the text is centered within its rectangular opening.

A composition of elements which,
together, trigger the cultural
models that people use to make
sense of the world

Value statement: what's at stake?

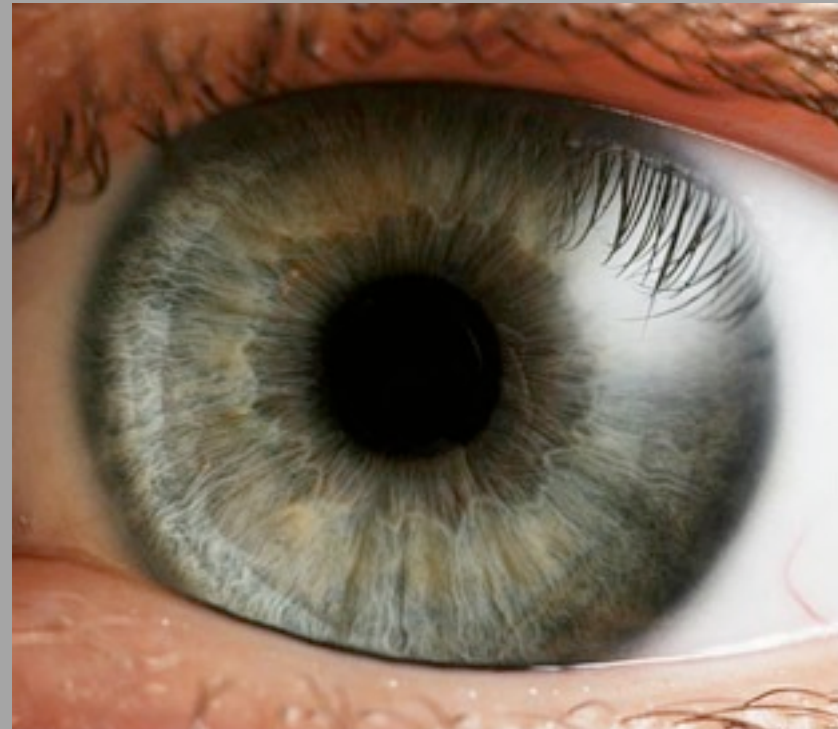
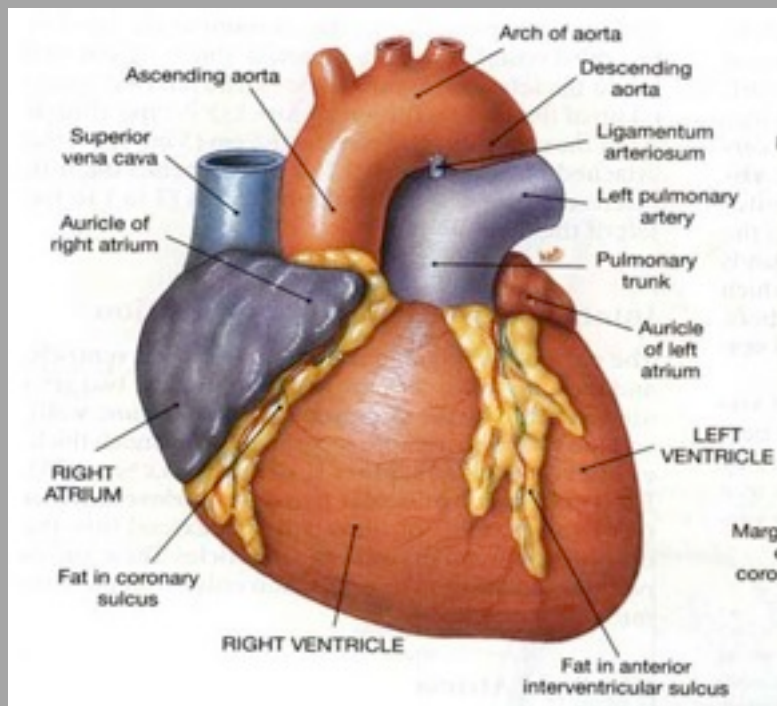


Education Value: Future Preparation

- We need to prepare our community/state/society for the challenges of the 21st century
- This means students are exposed not only to the “basics” that have been the hallmark of the traditional curriculum but to the new skills that will enable them to thrive in a world that is growing in complexity.



Metaphor: a quick visual story



Education Metaphors: Orchestra and Remodeling



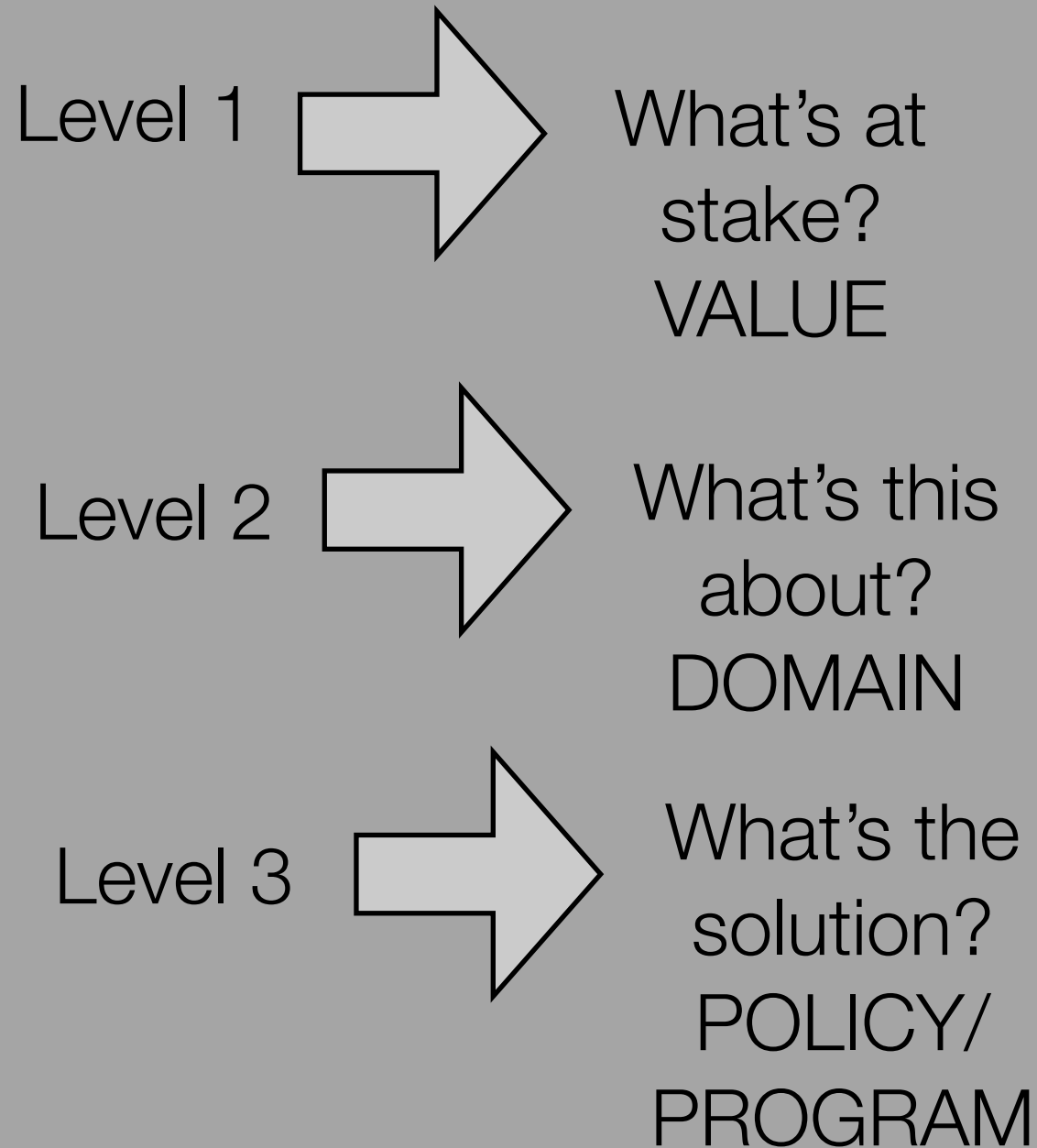
Orchestra Metaphor

Our nation's education system is like an orchestra: it has many groups of players with specialized jobs, such as school boards, taxpayers, families, teachers, principals, and administrators. The orchestra sounds best when each musician is skilled, the instruments are well-tuned, and the sections work together in harmony toward the common goal of playing the best music they can.

Remodeling Metaphor

When you remodel a house, you do more than just repaint it: you make substantial changes, keeping the previous shape of the house, but updating the old parts, and making the house more modern, and efficient. Like a general contractor, we have to remodel our educational system so that it enables our society to thrive in today's world. Right now, our educational system is an old house that doesn't do a good job of educating our children or providing society with the skills that America needs.

Lakoff's Levels



Emphasize...

- The learning environment and the systems of support that surround groups of students
- The quality of resources being brought to bear
- The range of “real world” skills that are necessary for surviving and thriving in the 21st century
- That hands-on learning can happen within the classroom as well as outside of it
- That complex skill development can be integrated with the 3Rs
- That intra and interpersonal skill development are as much a part of learning as the cognitive aspects
- Teaching as a profession that requires continuing education and institutional and resource supports
- That the changes we aim to make are pragmatic, not utopian

Full Frame Communications



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