

The Partnership for the Future of Learning Building a Shared Narrative Strategy Screen

Draft Revision: 5/26/17

Our Messages/Stories...	Questions to consider...
ADVANCE BOLD VISIONS	<ul style="list-style-type: none"> ● Does this piece paint a picture of what the future will look like so people can see themselves in it? ● What is the potent story of the future this message/story invites people into?
PUT FORWARD CLEAR SOLUTIONS & INSPIRE ACTION	<ul style="list-style-type: none"> ● Is the message explicit enough? Does the content drive audiences in a direction of solutions and action, and where appropriate, explicitly or implicitly state it? ● Does this story or message advance an affirmative solution built around shared values (like democracy...)? ● Does this message/story make clear connections between stories and policy action? ● Does this message/story connect policies to instruction and vice versa? Does it name participants of education systems that are beyond the teacher, parent, and student? ● Does this message/story present a new frame that advances new thinking around dominant narratives? ● Does this message/story highlight/acknowledge the investments in infrastructure needed to make innovations effective, accessible, and equitable? Does it highlight the support and interaction provided by systems to make innovations possible? ● Does it make is easier for the public to imagine alternative assessments for children’s learning?
NAVIGATE, LEVERAGE AND/OR SHIFT FRAMES STRATEGICALLY	<ul style="list-style-type: none"> ● Does this message/story avoid crisis language? ● Does this message/story shift the frame from individualism to collective + self-interest? (Need a question to address the shift from individual to collective) ● Does this message/story explain why individual choice hurts my community? ● Does this piece make power dynamics/relationships explicit? ● Does this frame present something as a “silver bullet?” ● It also would be helpful to create a “what do you do when specific dominant frames are used?” tool. How to best respond to talking points rooted in dominant frames...
ILLUMINATE STRUCTURAL INEQUITIES AND SUPPORT THE REPAIRING OF HARM	<ul style="list-style-type: none"> ● Does this message/story offer explanations that draw a line from a history of racial oppression to contemporary arrangements and outcomes? ● Does this message/story explain how structural inequities create different contexts, which then contribute to differential outcomes? ● Does this frame move white people to confront white privilege and white supremacy? ● Potential stories: a) linking \$/resources in rural and urban communities
BUILD POWER & PARTICIPATION BY BRINGING COMMUNITIES OUT OF THE SHADOWS	<ul style="list-style-type: none"> ● Does this message/story speak to the systematic and social interplay of communities (and our shared responsibility?) ● Does this message/story make possible the inclusion of diverse communities, voices, and/or our shared responsibility? ● Does this frame build around cultural models that reflect and are accessible to People of Color and their/our histories? ● Does this message/story preference democratic governance? ● Does it connect teaching and learning to political power?