



GOLD MEDALLION AWARD ENTRY APPLICATION

SPECIAL COMMUNICATION PROJECT

Department of Defense Education Activity (DoDEA)
Pre-K-12 School District
One of 2 federal school systems in the United States
160 schools
66,943 students

75TH ANNIVERSARY COMMEMORATION (1946-2021) CELEBRATING 75-YEARS OF EXCELLENCE



DODEA HEADQUARTERS

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Facebook: www.facebook.com/DoDsSchools

Twitter: www.twitter.com/DoDEA

Flickr: www.flickr.com/photos/dodeacommunications

YouTube: www.youtube.com/c/dodea

For seven and one-half decades, DoDEA has set the standard of excellence for the education of military-connected children overseas and across the United States. Our efforts are grounded in an evolving conversation about students, employees, the DoDEA mission, continuous improvement, and student achievement/success.

The tasks of documenting and preserving the history of the Department of Defense (DoD) school system as well as honoring/celebrating the rich history and traditions of our past is of enormous importance and value to DoDEA, the DoD, and the Nation. Documenting the DoDEA mission changes and growth of delivering a quality education to military-connected children around the globe provides critical history and data for future leaders. The preservation of our system's history helps mold the legacy for future generations and for the millions of Americans who were educated in DoD schools overseas and stateside since 1946.



dodea

DEPARTMENT OF DEFENSE EDUCATION ACTIVITY



SYNOPSIS

DoDEA has a 75-year history of proudly serving military-connected families around the world. The desire to grow, sustain, and connect our audiences to this legacy provided the vision for a yearlong commemoration of our history and contributions to the military community. Through the campaign, we endeavored to discover and honor the history of the past, better understand the present, and create a bright future -- founded on an enduring commitment to continuous improvement and excellence.

To start with, we identified and gathered resources that would help us frame and analyze our 75-year history and our contributions to military families. Schooling for military students has an interesting and varied background. Our first three decades in post-war Europe and the Pacific were managed by military commands. As the number of schools increased, the administration was transferred to civilian managers. Historical and organizational accounts are limited. We collaborated with partners and media outlets who recognized the value of historical preservation to create a narrative for our history.

As an added challenge, not every school in our system has been in operation for the 75-year span of our organizational history. While a major restructuring in 2016 brought the Europe, Pacific, and Americas regions closer around a "One DoDEA" philosophy, connecting employees to a legacy that began before the systems were unified under a single banner in 1994 would be difficult, particularly in the domestic schools where the school and community culture is different from overseas.

We analyzed the information, looking for themes as we evolved from a system of schools to a unified, world-class school system. We leveraged our communications capabilities to showcase the history we uncovered and the stories of students and teachers (past and present) who have contributed to the shaping of that history. Our products spotlighted the remarkable men and women who made it their life's work to care for, educate, and empower more than fifteen million students who have been in our classrooms around the world.

Remembering DoDEA from its inception puts the future in perspective. DoDEA is a contributing partner and key quality of life component in the communities we serve. Our laser-like focus on teaching and learning has better enabled our Nation's military forces to make lasting contributions to the defense of freedom around the world. Our people have acquired expertise in dealing with the challenges of frequent transitions, family separations, and deployments. DoDEA can be relied upon, in any situation, to ensure the continuity of educational services, which make a world of difference to the children and their families who sacrifice so much to serve our country.



RESEARCH

The DoD is committed to ensuring that all children of military families are provided a world class education. DoDEA is the umbrella organization that unites efforts to provide quality educational opportunities and services to K-12 military dependents around the globe. DoDEA plans, directs, coordinates, and manages the education programs for DoD dependents who would otherwise not have access to a high-quality public education.

What makes us unique?

Our military communities and schools differ from most established communities across the United States. We are globally positioned, operating 160 accredited schools in 8 districts located in 11 foreign countries, 7 states, Guam, and Puerto Rico.

- Our students move frequently (about 30% each year) and have an average tenure of 3 years for each tour.
- Our 66,000+ students come from every state and territory in the nation.
- A significant percentage of our teachers move frequently as well.
- Our operating locations and enrollments/staffing are driven by military restationing and world events. We go where their mission is to provide a vital service for their children.
- We operate across ten time zones of the world.

Two concepts have a fundamental impact on our success as a unique school system:

- **Our ability to positively impact military readiness and the quality of life for military-connected families**
- **Sustaining a track record of excellence. We are focused on high student achievement and preparing students to be successful in their future studies, careers, leading contributors in their communities, and productive citizens.**



Research Sources - Qualitative Data

DoD/Military Services	Historical data, testimonials
AOSHS	Collections, memorabilia, artifacts, yearbooks and personal recollections
MAMF	Anthologies, interviews, collections
Stars and Stripes	Articles, Photos
*GAO, RAND, NCA, DoD Annual Reports	Strategic plans, organizational changes, surveys, reports, achievement data, and audits
Published books and periodicals	History, personal recollections, achievements, and challenges

*AOSHS – American Overseas Schools Historical Society

MAMF – Museum of the Military Family

GAO – Government Accounting Office

NCA – North Central Association

Overarching Campaign Themes

Both concepts framed our research and planning to create a journey and campaign, founded on enduring commitment to continuous improvement and excellence. They guided us to identify some overarching campaign themes:

1. Our Noble and Important Mission
2. Contributions to Military Readiness Around the World
3. World-Class Professionals Supporting Military Families
4. Excellence in Teaching and Learning for Military-Connected Students

Strategic Campaign Objectives

- Increase awareness of DoDEA's 75th Anniversary and engage all audiences in celebrating DoDEA's history, milestones, challenges, and achievements.
- Increase awareness and understanding of characteristics that set DoDEA schools apart and the unique attributes that contribute to quality of life for military families.
- Showcase DoDEA's central character and mission of excellence in education, success for all students and commitment to Department of Defense military and civilian families.
- Acknowledge important milestones and significant achievements of all the former organizational entities that comprise DoDEA today.

Operational Campaign Goals

Social Media

- Increase the number of followers across all platforms by at least 5% at the end of July 2022.
- Achieve at least 300,000 impressions across social media by the end of the campaign (July 2022).
- By July 2022, increase engagement rate across school-level social media pages by 5%.

Internal Communications

- Create at least nine highlight features throughout the campaign for DoDEA Connects employee updates that reach at least 20,000 impressions during the campaign launch (Oct 2021) and 80,000 impressions by the campaign's end in July 2022.
- Achieve at least a 40% open rate for all DoDEA Connects internal news highlight emails during official campaign launch in October 2021.

Earned Media

- Generate at least 10 articles with placement in national, regional or local publications serving military-connected communities.

Website

- Increase number of users referred to 75th Anniversary landing page from organic search engines in Phase III by 50% versus Phase I.
- Increase number of returning user sessions (visits) to 75th Anniversary landing page in Phase III by 20% versus Phase I.
- Increase the number of visits to 75th Anniversary landing pages in Phase III by 20% versus Phase I.

Installation Command/Public Affairs Participation

- Solicit for military command with video 'Shout Outs' and have at least five installation commands producing videos by the beginning of Phase III.

Resources

- Dedicated part-time coordinator provided by the Director
- Design/Layout – In-house resources (DoDEA Communications Division)
- Data/Content: In-house resources and resources shared by the AOSHS Archives and other partner sources
- Printing and distribution: In-house



PLANNING

Three major Communications/Marketing production phases were established to manage our workflow:

PHASE 1: RESEARCH/PLANNING/PRE-LAUNCH (May-August 2021)

- Research (rationale/history/legacy)
- Analysis
- Establish periods of focus (Eras)
- Production timeline and taskings
- Communication/Marketing Planning and Messaging
- Tactics and tools (brainstorming/creative process)
- Resourcing

PHASE 2: IMPLEMENTATION/EXECUTION (August 2021 to June 2022)

- Communicating the plan
- Production and distribution
- Initial Launch to commemorate the establishment of schools in Germany, Austria, and Japan. (October 14, 2021)
- Yearlong Commemorations/events by Era or periods of focus (October 2021-June 2022)
- Culminating activities tied to graduation (June 2022)

PHASE 3: EVALUATION/SUSTAINMENT (Summer 2022 and beyond)

- Evaluation measures
- Metrics from various channels and tools
- Steps to ensure legacy sustainment

Eras/Periods of Focus and Timeline

Seventy-five years is a wide span of time to cover, with a great deal of content and targets of opportunity to consider and process. To make it more manageable from a production standpoint, we developed a schedule that breaks the yearlong celebration up into three eras or periods of focus. Each era allows us to focus on the major aspects of our history, evolution, and accomplishments in each time period for production purposes.

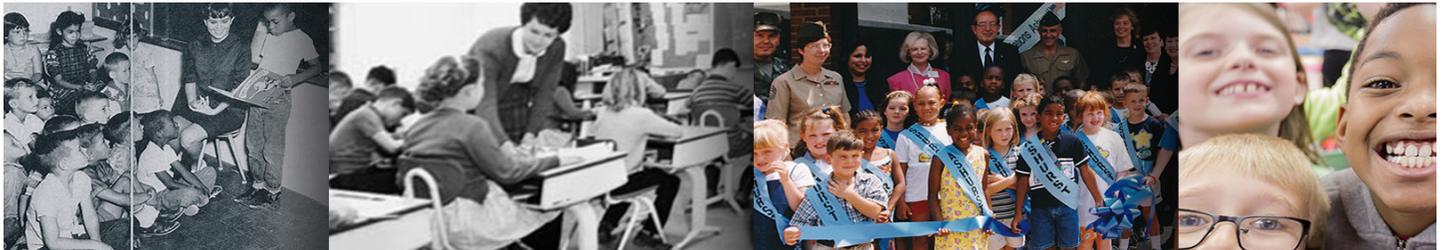
Eras/Periods of Focus	Commemoration Timeline
Early years (1946-1975)	October – December 2021
Consolidation and Unification (1976-1994)	January -- March 2022
Modernization and 21st Century (1995-2022)	April – June 2022

Lines of Effort within each Era/Period of Focus

We identified five lines of effort that we will examine in each of the three time periods. These lines of effort will help ensure that we include the key aspects of our history/stories and that we could: 1) meet our campaign goals; and 2) target products and appeal to the audiences we identified.

- Education Program
- Student Life
- Educators and support staff
- Military/School Partnership
- Facilities

Targets of opportunity within each line of effort



We further divided each era into blocks of time and used related topics/targets of opportunity to facilitate the task of mining imagery and creating visuals and articles in support of those topics or targets of opportunity. In gathering/creating imagery and other content, the five lines of effort mentioned above guided us to include aspects of our history. A schedule of deliverables and targets of opportunity was developed for each era and time block.

Messages

Key messages were built around the four overarching campaign themes and can be found in the Additional Support Materials section of the application.

IMPLEMENTATION

Audiences

- Internal (employees past and present, students, alumni)
- External (DoD stakeholders, military commands and community stakeholders, military-connected individuals and communities, non-military education advocacy and support groups)
- Media (DoD, civilian, national, and international)

Primary Secondary	Headquarters	Regions	Districts	School and Community
Internal <i>employees, students, alumni, parents</i>	Division Chiefs, HQ employees, Field Leaders, Alumni groups	Region Directors, Region staff, superintendents, principals, advisory councils	Superintendents, Dist. staff, comm supts, Principals, parents, advisory councils	Principals, School staff, parents, students, advisory committees or boards, alumni
Command <i>DoD, services, Advisory Groups, Community</i>	Office of SecDef, Dependents Education Council, Service Reps, Service and major command PAOs,	Theater commanders, theater agencies, military advisory councils, military public affairs offices and historians	Component commands, school/command liaisons, military public affairs and historians	Installation commanders, senior enlisted advisors, school liaisons, military public affairs
Media DoD, outside the gate, national and international	DMA Assets and publications, <i>Stars & Stripes</i> , Web, social media, <i>Military Times</i> , <i>Newspapers of record</i> , <i>Education Week</i>	<i>Stars & Stripes</i> , AFN, newsletters, Web, social media	Newsletters, the Web, command channels	Local, regional, national and international print and electronic outlets. (In concert with region PAOs)
Other Special Interest Groups and Partners	Unions, NFMA, MCEC, AOSHS, Museum of the Mil Family, Overseas BRATS, CCSSO, Dept of Education, Natl Archives	Regional PTA, spouses' organizations, unions	Unions	PTA/PTO, unions, spouses' organizations, AOSHS

Strategies

- Develop and publish internal anniversary commemoration guidelines that allow regions, districts, and schools the flexibility to leverage their time and resources in developing activities and programs.
- Enlist local community influencers (commanders) to acknowledge the anniversary with content for their communities, showing contributions to military-connected students.
- Establish strategic partnerships with DoD entities for cross-promotion to amplify anniversary messaging with senior leaders to create continuity across the military services.
- Develop a timeline that focuses on various aspects of our history and ongoing legacy and schedule those across the school year, along with ideas for each level of the organization to participate. (decades, topics, people, achievements)

- Leverage DoDEA digital and social platforms to expand the reach of anniversary content beyond current employee, student, and parent key publics.
- Encourage schools to use the commemoration to document and publish their own unique school histories, sharing with AOSHS and the Museum of Military Families to preserve the rich history, contributions, and successes of our students and employees.

Tactics

- Create special-purpose logo/branding to enhance visibility of the anniversary in print and digital publications, correspondence, and other products.
- Develop and publish 75th anniversary pages on dodea.edu, using the three campaign eras to generate interest throughout the commemoration.
- Use 75 Facts, Mission Champions, and In Their Words content to celebrate individual elements of DoDEA history and drive traffic to the 75th webpages.
- Facilitate 75th anniversary events at local schools
- Use imagery and voices of our people and partners.
- Capitalize on audience awareness and pride.
- Demonstrate the importance of DoDEA to military readiness and quality of life to service members in the communities we serve.
- Target DoD, military, civilian, and educational trade audiences as well as Congress and the news media to communicate key messages.
- Connect celebration goals with Blueprint (strategic Plan) mission, vision, and goals.
- Highlight DoDEA's working relationship with AOSHS and other special interest groups.



Channels/Tools

Channels	Tools	75 th Product Line Examples
Primary		
DoDEA Web services	DoDEA web content management system, 75th Anniversary page, school webpages	75th web page
DoDEA Social Media	Facebook, Twitter, Instagram, YouTube, LinkedIn	Throwback Thursday features, 75th social media frame for fans, Then and Now feature pieces, Did You Know? (75 facts)
DoDEA Digital Publications	DoDEA Connects	75th articles, highlight features
DoDEA Video Production	Full studio production assets to create and distribute content to primary and secondary channels	75th Signature video, PSAs, Features, Testimonials
DoDEA Public Affairs	Media advisories and releases, Public Affairs Guidance, PR for Principals	Gallery of Past Directors, Mission Champion Series, In Their Words series

Join us this school year as we celebrate DoDEA's 75th anniversary...Discovering the past, understanding the present, and creating a better future...

Secondary		
DoD Owned	DoD and Service Command Information, Press releases, DoD social media, DoD websites, Service print and digital outlets, American Forces Network, Stars and Stripes	DoDEA 75th Anniversary press release
Partner: AOSHS	Archives for DoDEA memorabilia and artifacts, Museum in Kansas w/ virtual collections, Web, social, newsletter, yearbooks from DoDEA schools	Memorabilia Collection, Museum Displays, Initiative to digitize every yearbook
Partner: MAMF	Blogs, Anthologies, museum display	Blogs on the anniversary, Schooling with Uncle Sam Anthology, Museum displays
Past employees and students	A host of social media and websites providing information to former employees and students and celebrating history, reunions, and other events/activities to foster a continuing connection.	DoDDS Reunion (July 2022) Overseas Brats, Alumni Organizations

Branding

We developed a design with a consistent look and feel to use for any digital or print product created throughout the school year including official correspondence. We created a resource page to support the effort. Resources can be found on the DoDEA website at: <http://www.dodea.edu/75/resources.cfm>. Files were located on DoDEA Connects (DoCo), our internal digital presence for employees.

Public Affairs Posture

Local promotion and media coverage of the 75th anniversary and related events/initiatives were encouraged. DoDEA Region Public Affairs Officers (PAOs) assisted Superintendents and Principals with media outreach. *(Note: There is one PAO forward stationed in each of the three regions- Europe, Pacific, and Americas).* Region and District offices and school principals determined ways to promote their anniversary commemorations as appropriate for their level. The plans and key messages were shared with command and installation PAOs to assist schools in celebrating locally sponsored events.

Initial Tools for October 14, 2021 Launch

Communications/Marketing plan

Guidance and messages to field leaders (Directors and Superintendents)

PR for Principals 75th Anniversary Tip Sheet

<https://www.dodea.edu/75/upload/dodea-pr-for-principals-august-2021.pdf>

Principals Resource page <https://www.dodea.edu/75/resources.cfm>

75th Anniversary web page launch (October 12th) <http://www.dodea.edu/75>.

Video Message from The Director-- <https://www.youtube.com/watch?v=HkQ1kR4g9R0>

“The History of DoDEA” Signature video (8 minutes) highlighting our history and legacy.

<https://www.youtube.com/watch?v=GrRAtEqfWHY>

Media Release (issued by the Pentagon) <https://www.defense.gov/News/Releases/Release/Article/2811934/dodea-celebrates-75-years-of-excellence-in-teaching-and-learning-for-military-c/>

EVALUATION

Social Media

Increase number of followers across all platforms by 5%

Facebook (DoDEA) Oct 2021: 24,681 Jul 2022: 26,408 INCREASED BY 6.7%	Facebook (DoDEA schools) Oct 2021: 110,287 Jul 2022: 126,099 INCREASED BY 13.3%
Twitter Oct 2021: 4,890 Jul 2022: 5,291 INCREASE BY 7.8%	LinkedIn Oct 2021: 12,157 Jul 2022: 14,293 INCREASED BY 16.1%

Achieve at least 300,000 impressions across social media platforms by the end of the campaign (July 2022).

- 450,637 total impressions

By July 2022, increase engagement rate across school-level social media pages by 5%.

October 2021 (all school channels) Engagement rate: 6.8%	July (all school channels) Engagement Rate: 8.6%
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Internal Communications

Create at least nine highlight features throughout the campaign for DoDEA Connects employee updates that reach at least 20,000 impressions during the campaign launch in Oct 2021.

- 40,740 impressions registered by October 28, 2021.

Achieve at least a 40% open rate for all DoDEA Connects internal news highlight emails during official campaign launch in October 2021.

- Averaged 40% open rate for all content during the month of October 2021. Total campaign open rate of 38% for all DoDEA Connects highlight emails.

Earned Media

Generate at least 10 articles with placement in national, regional or local publications, with a focus on those serving military-connected communities.

- Achieved 11 articles, blog posts, and significant mentions in several publications serving military-connected communities with total readership of 6.37 million. Nearly 2,000 total shares for all media articles and posts.

Web site

Increase number of users referred to 75th Anniversary landing page from organic search engines in Phase III by 50% versus Phase I.

- Phase One: October-December 2021 = 163 visits
Phase Three: April-June 2022: 320 visits
Increased by 96.3%

Increase number of returning user sessions (visits) to 75th Anniversary landing page in Phase III by 20% versus Phase I.

- Phase One: October-December 2021 = 553 visits
Phase Three: April-June 2022 = 687 visits
Increased by 24.2%

Increase the number of visits to 75th Anniversary landing pages in Phase III by 20% versus Phase I.

- Phase One: October-December 2021 = 1,555 visits
Phase Three: April-June 2022 = 1,753 visits
Increased by 12.7%

Installation Command/Public Affairs Participation

Solicit for military commands to produce video 'Shout Outs' and have at least five installation command videos by the beginning of Phase III.

- Military commanders from Colonels to 4-star Generals at **12** headquarters around the world produced celebration videos to mark DoDEA's 75th anniversary. A [playlist with the videos](https://www.youtube.com/playlist?list=PL8G3AaYsJ80jKbC-V1sMAauYbgki4HEhN) can be viewed on DoDEA's YouTube channel: <https://www.youtube.com/playlist?list=PL8G3AaYsJ80jKbC-V1sMAauYbgki4HEhN>

School Commemoration Events, Community Involvement

Several schools around the world held recognition events during the year, with a number of pictures with the student body forming the number "75". The theme was featured in school-level engagement with parents as part of communications throughout celebration period.

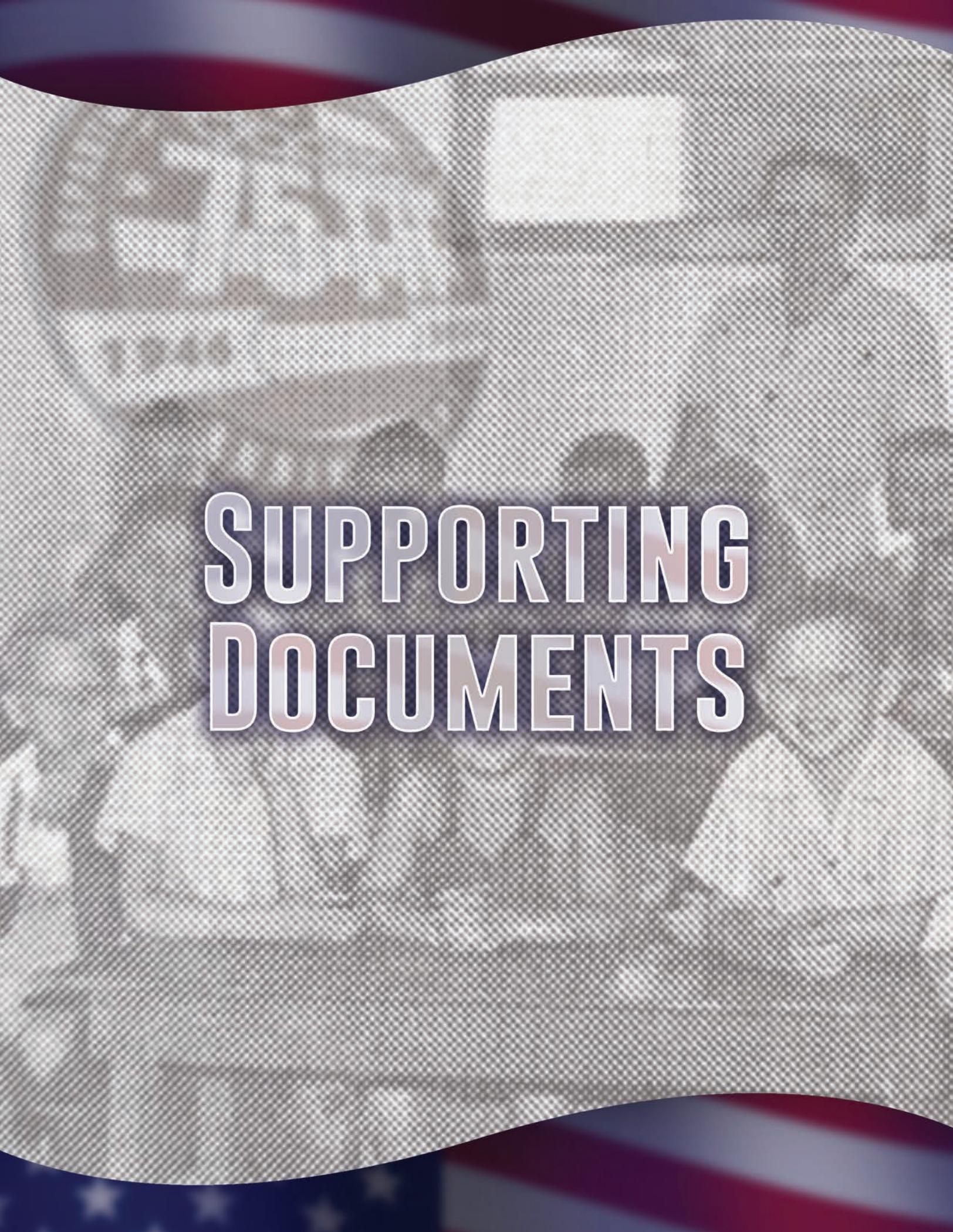
Overall Evaluation

The campaign, overall, was mostly successful in communicating the 75-year history and legacy of Department of Defense schools in service to military-connected students and their families, considering the challenges of geographic dispersion and cultural differences between the regions. Parents, in general, responded well during the campaign and shared DoDEA-produced content across social media platforms, contributing to its reach.

One of several bright spots in the campaign was command participation. Military commanders, even at the regional level, were enthusiastic about recognizing DoDEA's legacy of excellence.

This was the first coordinated effort to push commemorative content down to the school-level using deliberate planning and production of supporting materials specifically for principals. While there were several school-level events, they were mostly outdoor photo opportunities to arrange students in a "75" shape. The communications team starting planning and content production in the previous school year with advance info provided to principals, but support materials were not provided until August 2021 for an October campaign launch. Considering the competing priorities and school planning timelines, we will provide supporting materials and guidance for future anniversary observances no later than mid-April of the prior school year. This will help to overcome leadership turnover/transfers, which were higher in the summer prior to the launch.





SUPPORTING DOCUMENTS



CELEBRATING 75-YEARS OF EXCELLENCE SCHOOL YEARS 1946-1947 to 2021-2022 COMMUNICATION/MARKETING PLAN



CONCEPT OF OPERATIONS

Introduction

The Department of Defense Education Activity (DoDEA) officially marks its 75th Anniversary during the 2021-2022 School Year. The 75th anniversary commemoration focuses on the rich record of service and tenure at locations overseas and in the USA and its territories. It is a celebration of all the entities, past and present, that have proudly served military-connected students.

Anniversary Commemoration Rationale

The commemoration will be a year-long effort, launching with the start of the new school year (2021) and concluding in the summer of 2022. The anniversary commemoration, themes, activities, events, and communications will showcase DoDEA's central character and mission of excellence in education, success for all students, and a continuing commitment to Department of Defense military and civilian families. We will acknowledge important milestones in DoDEA's history, highlight significant achievements, and emphasize DoDEA's future.

Purpose and Use of this Guidance

The Communications/Marketing Plan is a tool for public affairs / communications personnel and leaders at the HQ, region, and district levels to guide the development and execution of messages, tools, events, and initiatives designed to facilitate a year-long commemoration of our 75-year history.

Separate guidance will be issued for principals in an edition of "PR for Principals" to provide suggestions, resources, and easy to use tools for schools.

Timeline

The commemoration will be a year-long effort -- School Year 2021-22. As we go back to school, we'll promote our anniversary and do a major launch on October 14th to commemorate the opening of our first schools in post-World War II in Germany, Japan, and Austria. We will conclude the commemoration at the end of the school year in June 2022.

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Appendix 1: Talking Points

The planning, production, promotion and execution for this commemoration will be divided into phases. There are four major Communications/Marketing production phases to manage our workflow:

- ❖ Phase 1 (HQ) – Pre-launch Planning. Preparation – May-August 2021;
- ❖ Phase 2 (All) -- Promo, October 14 Launch, and Year-long Execution – August-June 2021;
- ❖ Phase 3 (HQ) – Evaluation – July-August 2022; and
- ❖ Phase 4 (HQ) -- Postscript/Sustainment – September 2021-April 2022.

This plan will focus on production efforts to prepare for the mid-October launch. The plan will be an evolving document as we add taskings for initiatives and products needed to support the year-long celebration.

Campaign Goals

- Increase awareness of DoDEA's 75th Anniversary. Showcase and preserve our legacy, history and contributions for future generations.
- Acknowledge important milestones in the histories of all entities that comprise DoDEA today and highlight significant achievements over the years.
- Showcase DoDEA's central character and mission of excellence in education.
- Reinforce our continuing commitment to highest student achievement and success.
- Celebrate the characteristics that set DoDEA apart from other school systems and contribute to military readiness and quality of life for military families worldwide.
- Highlight DoDEA's working relationship with the American Overseas Schools Historical Society (AOSHS) and other special interest groups/partners.

Audiences

- Internal (employees and students - past/present)
- External (DoD, Services, Commands, Advisory Groups, Communities, Alumni)
- Media (DoD, outside the gate, national and international)
- Special Interest Groups and Partners (Teacher Associations, AOSHS, Museum of the Military Family, etc.)
- Public

Overarching Themes and Messaging (See expanded talking points for each theme at Appendix 1)

1. Our Noble and Important Mission (1946/47-2021/22)
2. Excellence in Teaching and Learning for Military-Connected Students
3. World-Class Professionals Supporting Military Families
4. Contributions to Military Readiness Around the World Since 1946

Branding

We have developed a design to help communicators and leaders at each level with a consistent look and feel to use for any digital or print product created throughout the school year including official correspondence (official stationery, slides, other publications). Regions and districts are asked to encourage schools to use the logo and other branded templates. **Files located on DoDEA Connects (DoCo) at:**



Public Affairs Posture

The Public Affairs posture is active, meaning that we encourage local promotion of the 75th anniversary and related events/initiatives. DoDEA Region Public Affairs Officers (PAOs) can assist Superintendents and

Principals with media outreach. Region and District offices and school principals should seek ways to promote their anniversary commemorations as appropriate for their level.

This plan can also be shared with command and installation PAOs to assist schools in celebrating locally sponsored commemoration events. Any questions outside the scope of this guidance should be referred to DoDEA Communications at (571) 372- 0613/0614.

Budget

- Design/Layout – In-house resources (Communications)
- Content: In-house resources and resources obtained from the American Overseas Schools Archives and other sources
- Printing and distribution: TBD

EXECUTION OF THE PLAN

Roles and Responsibilities for Communications/Marketing Plan Execution

75th Coordinator (HQ) (In collaboration with the Comms Chief)

- Develop and coordinate a communication/marketing plan
- Planning and execution of the year-long 75th anniversary of DoDEA (SY 1946/47 – SY 2021/22).
- Augment PAO staff in dealing with the media and in preparing the DoDEA Director/staff for public appearances with the news media.
- Plans and executes special events and other activities to support the 75th.
- Establish a process for preserving the history DoDEA for future use.

DoDEA Headquarters Communications Responsibilities

- Communication/Marketing Plan Execution.
- Internal and external communication activities and outreach for the period of the 75th Anniversary commemoration, as well as the planning period leading up to actual commemoration activities and follow-up.
- Social Media planning and support.
- Logos, look and feel, and supporting graphics.
- Digital and print product design, production, and distribution.
- 75th Web presence across the enterprise.

Region Responsibilities (Region DSEs and public affairs officers/supporting staff)

- Execute the communications/marketing plan.
- Use/personalize/distribute the templates and tools developed by headquarters.
- Use the themes, key messages and talking points to keep the information and messages consistent.
- Adapt programs and activities to local interests as needed.
- Manage leadership availability for media interviews.
- Link region website/social media sites to DoDEA 75th Anniversary Commemoration site.
- Use the anniversary logo/branding on all local print/digital publications.
- Share media coverage and local initiatives with HQ.

District Responsibilities (District/Community Superintendents and Chiefs of Staff)

- Work with the Region PAO to execute the communications/marketing plan across the district.
- Use/personalize/distribute the templates and tools developed by headquarters or region.
- Use the themes, key messages and talking points to keep the information and messages consistent.

- Adapt programs and activities to local interests as needed.
- Manage leadership availability for media interviews.
- Link district website/social media sites to DoDEA 75th Anniversary Commemoration site.
- Use the anniversary logo/branding on all local print/digital publications.
- Share media coverage and local initiatives with region PAO.

School Principal Responsibilities

- Use the PR for Principals 75th Anniversary guidance.
- Use/personalize/distribute the templates, tools, and messages developed by headquarters, region, or district. Use the anniversary logo/branding on all local publications.
- Link school website/social media sites to DoDEA 75th Anniversary Commemoration site.
- *Leverage the anniversary to update and publish the history of each local school.*
- *Support the AOSHS initiative to digitalize every school yearbook and make them accessible for the future.*
- *Provide memorabilia to AOSHS in accordance with the DoDEA issuance.*
<https://www.dodea.edu/aboutDoDEA/AOSHSMemorabilia.cfm>
- Share media coverage and local initiatives with region and HQ PAO.
- Provide HQ with local content (stories, photos/captions, video clips, and media coverage to further showcase on the DoDEA web and social media sites.

Products/Initiatives

Our products/initiatives will support the purpose, rationale, and objectives identified in the plan.

Seventy-five (75) years is a wide span of time to cover, with a great deal of content and targets of opportunity to consider and process. To make it more manageable from a production standpoint, we have developed a schedule that breaks the year-long celebration up into three (3) eras or periods of focus.

Eras/Periods of Focus

The schedule will allow us to focus on the major aspects of our history, evolution, and accomplishments in each era/time period for production purposes.

Eras/Periods of Focus	Commemoration Timeline
Early years (1946-1975)	October – December 2021
Consolidation and Unification (1975-1994)	January -- March 2022
Modernizations and 21 st Century (1994-2021)	April – June 2022

Lines of Effort within Each Era/Period of Focus

We have identified five lines of effort that we will examine in each of the three time periods.

1. Education Program
2. Student Life
3. Educators and support staff
4. Military/School Partnership
5. Facilities

Matrix of Planning/Production/Execution Phases (4), Eras (3), and Lines of Effort (5)

Planning/Production/Execution Phases and Dates	Lead	Era of Focus during Year-long Celebration	Target Rollout Dates	Lines of Effort
1: Pre-launch/Planning/Preparation	HQ	All (1947-2021)	May-Aug 2021 Ongoing	Education Program Student Life Educators/Support Staff Mil/School Partnership Facilities
2: Promo Launch	HQ	First schools 1946	Aug-Sept Oct 11-18	
2 Year-long Execution	All	Early years (1946-1975) Consolidation and Unification (1975-1994) Modernizations and 21 st Century (1994-2021)	Oct thru Dec Jan – March April – June	
3: Evaluation	HQ	N/A	July-Aug 2022	N/A
4: Sustainment	HQ	N/A	Ongoing Oct 22 on	N/A

School Calendar Starting Dates for SY 2021-22 for Planning/Production Purposes

Region	Teachers Report	Students Report
Europe	16 August	23 August
Pacific	16 August	23 August
AMER - Southeast	2-8 August (varies) 26 July -- Ft Stewart	9-16 August (varies) 3 August -- Ft Stewart
AMER- Mid-Atlantic	16 August	23 August
Virtual	16 August	24 August

Tasks by Functional Communications Area for Phase 1 Planning, Preparations, And Pre-Launch (May-September 2021) **(Chart follows)**

- Public Affairs
 - Social Media
 - Internal Communication
- Marketing
- Graphics
- Web Services
- Video Production

Internal Planning Calendar to follow.

PHASE 1: Planning, Preparations, And Pre-Launch (May-September 2021)

- Research (Ongoing)
- Analysis (Ongoing)
- Resourcing (Ongoing)
- Timeline and taskings in Wrike (July 12)
- Messaging and public affairs tools (July 20)
 - Internal Communications Plan ()
 - Social Media Plan ()
- Design and Production
- Enabling leaders to execute the plan (August)
- Distribution of guidance/tools to leaders and schools (August)

FUNCTIONAL COMPONENT	TASK/INITIATIVE	ACTION	DUE DATE
Public Affairs	Comm/Marketing Plan	FX OGara	8 July
	Press release for Launch	FX OGara	1 October
	Campaign Guidance for leaders (PR for Principals)	FX OGara	21 July
	Press Kit	FX OGara	1 October
	Leadership Messages/Scripts DoDEA Director DSEs Superintendents	S Major Region PAOs Region PAOs	21 July
	Leadership Remarks BTS Ribbon Cuttings Anniversary of 1946 school opening Other 75th events and initiatives	S Major S Major FX Ogara TBD	21 July TBD 1October TBD
	Solicitation message inviting testimonials Message Sample scripts or messages Distribution	FX OGara FX OGara W Griffin	8 July TBD
	PAO and Media list for pitches	PAOs	1 October
	Internal Comms Plan	W Liu	TBD

	AOSHS/Museum of the Military Family Coords on projects (Yearbook/displays/Anthology	FX OGara	Ongoing
FUNCTIONAL COMPONENT	TASK/INITIATIVE	ACTION	DUE DATE
	Social Media Plan Quizzes, Questions, Did you know?	E Yelland	TBD
	Clean up on existing content	FX OGara	1 October Ongoing
	Coordination with Stripes on photos and articles including permissions	FX OGara	5 July
	Request interview with Sec Lonnie G. Bunch III on the importance of preserving history	FX OGara	9 July
Region PAOs & Comm Team	Region public affairs officers/supporting staff Execute the communications/marketing plan. Adapt programs and activities to local interests as needed.	Region PAOs	TBD and ongoing
	Use/personalize/distribute the templates and tools developed by headquarters	Region PAOs	TBD and ongoing
	Use the themes, key messages and talking points to keep the information and messages consistent.	Region PAOs	TBD and ongoing
	Link region website/social media sites to DoDEA 75th Anniversary Commemoration site.	Region PAOs	TBD and ongoing
	Use the anniversary logo/branding on all local print/digital publications.	Region PAOs	TBD and ongoing
	Manage leadership availability for media interviews. Share media coverage and local initiatives with HQ.	Region PAOs	TBD and ongoing
Marketing	Bring marketing expertise to the campaign plan	C Burke	Ongoing
	Tasking for products, initiatives, and events (Wrike)	C Burke	9 July

	Collaboration with Education on ways to integrate the commemoration into schools and classrooms and generate student products, employee and student stories	C Burke W Griffin FX OGara	TBD
FUNCTIONAL COMPONENT	TASK/INITIATIVE	ACTION	DUE DATE
	Tag lines and other branding support	C Burke	TBD
	Analytics to measure success	C Burke	Ongoing
	Assistance with promotional product throughout the year-long campaign	C Burke	Ongoing
Graphics / Photography	Look and Feel Logo in multiple formats Guidelines for use Access to files PPT templates (2) Treatments for Print products from PA	S Murphey A Arnold	1 July 1 July 1 July TBD 1 July Ongoing
	Graphics to support web and social media	S Murphey A Arnold	Ongoing
	Poster series Awareness for launch Event or initiative driven Posters to support Partner engagement Notable quotes from our history Use Ole's as the first one. Director's Gallery Significant contributors/figures in our history	A Arnold FX OGara	BTS TBD TBD TBD For Launch TDB and ongoing
	Banners for displays Content TBD Milestones How do we visualize this for displys? How do we export it for web?	A Arnold FX OGara	TBD
	Plan to leverage the InfoNet kiosks at the MC/Pentagon Schedule of submissions	S. Murphey	9 July TBD

FUNCTIONAL COMPONENT	TASK/INITIATIVE	ACTION	DUE DATE
	Plan to get our photos in DoD Live sites to keep the 75th alive for the year? FLICKR page for 75th? Or another venue How do we tag and catalog photos? Create albums to facilitate products related to timelines and chronological pieces	S. Murphey	TBD
	Looped photo slide shows and presentations for each era for use in schools	S. Murphey	TBD
	What should we do with the Pat Lambe photos in our office? Scan or send to AOSHS?	S. Murphey FX OGara	9 July
	Coordination/plan with partners on photo mining and sharing	S. Murphey FX OGara	TBD
	Then and Now feature pieces released throughout the year centered around five lines of effort. There are some special features that can use the "Then and Now" theme as well, timed to match events: Graduations, Sports, Month of the Military Child (students over the years)	B Fredericks A Holloway	TBD
	Update history animation and timeline on web as needed	B Fredericks A Holloway	TBD
	Public Service Announcements	B Fredericks FX OGara	TBD
	Testimonials from key DoD/Service Leaders Testimonial from graduates and employees	B Fredericks FX OGara	TBD

FUNCTIONAL COMPONENT	TASK/INITIATIVE	ACTION	DUE DATE
Video	Signature video piece that shows the history of DoDEA through three broad phases that are represented visually using three distinct treatments. Black and white, 'news reel' look for the origins and 50's; 'technicolor' saturated look of the 60's and 70's; High definition look for period up through the present.	B Fredericks A Holloway	
	Then and Now feature pieces released throughout the year centered around four themes: Curriculum & Instruction, Facilities, Technology (in the classroom and in general), and our people. There are some special features that can use the "Then and Now" theme as well, timed to match events: Graduations, Sports, Month of the Military Child (students over the years)	B Fredericks A Holloway	
	Update history animation and timeline on web as needed	B Fredericks A Holloway	
	Public Service Announcements	B Fredericks FX OGara	
	Testimonials from key DoD/Service Leaders Testimonial from graduates and employees	B Fredericks FX OGara	
Web Services	Create 75 th anniversary page (design and content)	MFernandez FX OGara	15 August
	Wiring diagram	FX OGara	20 July
	Remaining Content	FX OGara	30 July
	Review, updated and consolidate existing related pages	FX OGara	30 July
	Plan to better connect alumni	MFernandez FX OGara	1 October
	Coordination with partners on other web initiatives	MFernandez FX OGara	Ongoing

Complied (In coordination with the Communications Division) by:
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APPENDIX 1

KEY THEMES AND SUPPORTING MESSAGES (TALKING POINTS)

A NOBLE AND IMPORTANT MISSION (1946-2021)

- DoDEA is a school system with a noble and important mission – “To Educate, Engage, and Empower military-connected students to succeed in a dynamic world.”
- As a DoDEA community, we take great pride in our history of fulfilling our mission.
- While schooling for military-connected students has an interesting and varied background, serious efforts to consolidate and regulate education and expand the number of schools did not begin until shortly after the end of World War II. In 1946, the United States military established schools for the children of its Servicemen/women stationed in Europe and the Pacific. School Year 2021-2022 will mark the 75th year of that effort.
- Schools for children of military members stationed at various bases in the United States were already, in some cases, well established. These overseas and domestic schools were originally administered by the individual services, but as the number of schools grew, their administration was transferred to civilian managers.
- Since that time, DoDEA’s footprint has expanded across the country and around the globe to meet the educational needs of military-connected youth. Over time, we have grown, merged, consolidated, reorganized, and changed more times than we can count. Today, we are one global system with a rich past and a very bright future.
- Today, the DoDEA instructional program provides a comprehensive pre-kindergarten through 12th grade curriculum that is competitive with that of any school system in the United States.
- As we move forward, it is essential that we honor the work of our past. As a school system, we will continuously improve and refine our organizational direction as we strive to meet our mission.
- As we commemorate 75-years as a school system, we look back with gratitude on the remarkable men and women who made it their life’s work to care for, educate, and empower more than 15-million military-connected children who have passed through our doors.

EXCELLENCE IN TEACHING AND LEARNING FOR MILITARY-CONNECTED STUDENTS

- While there has been much change over the history of DoDEA, and especially in recent times, one thing remains constant -- students are at the core of everything we do.
- The DoDEA experience is characterized by an enduring commitment to excellence in every facet of teaching and learning – to provide military-connected children with the education they need and deserve.

- From our early beginnings, we have maintained an ongoing focus on continuous improvement and our promise and commitment to ensure “Excellence in Education for Every Student, Every Day, Everywhere.”
- Through its attendees and graduates over a long and proud history, DoDEA has written a success story: military-connected children schooled by dedicated teachers, administrators and support staff have gone on to contribute to and thrive in every aspect of American life and culture – countless men and women who have become richer in many ways because of their unique DoDEA experiences.



WORLD-CLASS PROFESSIONALS SUPPORTING MILITARY FAMILIES

- This year we celebrate 75-years of educational support to military-connected families – empowered by the resourcefulness, dedication, and focused optimism of the men and women who established and operated schools in the aftermath of World War II.
- The world has changed dramatically since our system began; however, the spirit of our teachers and administrators is the same now as it was then --- infused to the core with determination and innovation.
- A laser-like focus on teaching and learning in our schools, past and present, has better enabled our warriors and DoD civilians to make lasting contributions to our nation's defense, and indeed the defense of freedom around the world.
- As a contributing partner and a key quality of life component within the communities we serve, DoDEA remains committed to providing the best education and care for Servicemembers and their families.
- In spite of all odds, the people of DoDEA can be relied upon to ensure continuity of educational services, which make a world of difference to the children who attend our schools, and their families who sacrifice so much to serve our country.

CONTRIBUTIONS TO MILITARY READINESS AROUND THE WORLD SINCE 1946

- We commemorate more than 7-decades of significantly contributing to the readiness of our military forces and improving the quality of life for military families around the globe.
- DoDEA knows and understands what is important to military families and students – a high quality education and a rigorous curriculum in a caring, dependable, predictable and stable environment.
- Acquired expertise and a proven record in dealing with, the challenges and hardships facing military-connected children due to frequent transitions, family separations, and deployments.
- DoDEA's unique attributes include:
 - Providing stability and focus for students, families and communities during deployments.
 - Developing unique programs and strategies to keep parents and students connected during separations and deployments.
 - Understanding and perspective on the characteristics and dynamics of military life.
 - Organizational experience and expertise in student transitions.
 - Providing awareness and knowledge of the host nation and its culture to promote global understanding.
- To sustain 75-years in existence, our organization has overcome conflict, wars, natural disasters, political upheaval, 9/11, COVID-19, and more.





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