

Announcement email template

Step 5: Socialize and evangelize the decision.

Dear teachers,

I'm excited to announce that the instructional materials committee has made the decision to adopt [program name].

The committee started meeting on [date] to conduct a thorough review that would enable us to select a core curriculum to help us meet our district goals, specifically [name two or three of the critical focus areas]. [Program name] will be a large part of our plan to meet these goals.

Supporting success in the classroom is the only way we will continue to lead as a strong educational institution in our community. That's why we made sure to keep you in mind as we built and executed our plan.

To ensure a base level of quality, we started with programs that [had been rated all-green on EdReports.org (or whatever third-party sources you used)]. We shortened the list of contenders from [number] to [number], and I assure you that when we conducted our deep review of the finalists we left no stone unturned.

I want you to be as excited as we are about this program. Please see the attached marketing materials and visit [program website] to learn more.

Our first professional learning date will be [date]. In the meantime, the publisher has put together this website to help you get familiar with the program: [link to pre-professional learning website, if available].

You will hear from me again on [date] with more details about professional learning. Please join me in thanking the instructional materials committee for their work, and I look forward to connecting with you soon!

[Signature]