

SUBSTITUTE TEACHER RECOGNITION WEEK **PLANNING SCHEDULE**

The success of your district/school's *Substitute Teacher Recognition Week* relies heavily on thorough, advanced planning. The STEDI.org has developed a complete package of sample media products as well as in-school activities to generate interest and publicity in your specific area. Utilize these tools most effectively by following the suggested timeline presented below. Feel free to contact STEDI at 1-800-922-4693 with any questions or concerns.

February-March prior to *Substitute Teacher Recognition Week*:

- Review lists of activities and identify the most effective for district/school.
- Identify at least one activity for each day during the week.
- Begin to make assignments and delegate responsibilities with other staff/faculty/parents.

Mid-April:

- Begin to create and display posters, banners, and fliers to promote the week.
- Fax Press Release to local education reporters about your plans for the upcoming *Substitute Teacher Recognition Week*.
- Mail Letter to the Editor to local newspapers.
- Send PSA's (30-second and/or 60-second reader) to community events director at local radio stations.

Immediately following *Substitute Teacher Recognition Week*:

- Send an evaluation of what your district or school did and send it to STEDI.org via email: info@stedi.org. Ideas from across the country will be reviewed and the "best practices" will be featured on the *Substitute Teacher Recognition Week* website (<http://stedi.org/subweek>) for future use.

