



## Colorado Charter Schools Annual Conference

February 25-27, 2026  
Denver Marriott Tech Center



"If you want to go fast, go alone.  
If you want to go far, go together."  
— African proverb



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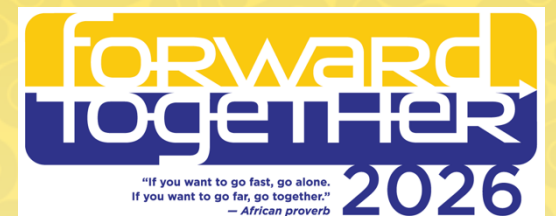
# (2) Strategic Communications with AI and Canva: From Creative Briefs to Campaigns

**Christine Toulouse, Director of Marketing and Communications  
Global Village Academy Collaborative**

Evergreen E  
February 26, 2026 | 11:00 AM –12:00 PM  
Enrollment & Communications



**Colorado League of  
Charter Schools**



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Colorado Charter Schools  
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November 11, 2026  
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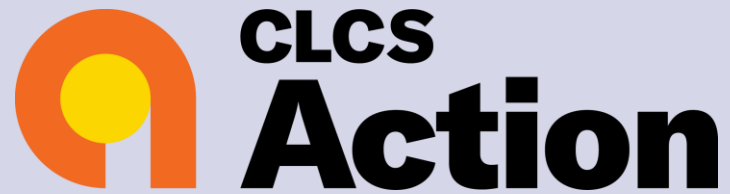
Colorado League of  
Charter Schools



We make it our priority to advocate for high-quality public charter schools across Colorado.



Be a part of the action.



# STRATEGIC COMMUNICATIONS WITH AI AND CANVA:

## From Creative Briefs to Campaigns



**Creative Brief**

**Title:** Bilingual Brilliance in Action  
**Theme:** Bilingual excellence demonstrated through student success, staff excellence, and community engagement that reflects our crisp new branding.  
**Subtitle:** Every Voice. Every Language. One Stronger Community.

### Objective

To increase awareness and trust in GVAC's tuition-free program by showcasing student success, staff excellence, and community engagement that reflects our crisp new branding.

#### SMART Goal 1: Increase family engagement

##### Supporting Metrics:

- At least 60% of families open/access the report
- At least 50% of survey respondents rate the report as "useful" (then track year-over-year).
- Achieve 25%+ survey participation to the report.

#### SMART Goal 2: Generate 10% more inquiries

##### Supporting Metrics:

- Include a clear CTA in the report's "Next Steps" page from report-related pages
- Ensure the report is distributed to at least 20 outreach touchpoints
- Capture inquiry source to the report.

#### SMART Goal 3: Achieve 10% more mentions

##### Supporting Metrics:

- Reach 500+ mentions
- Achieve at least 10% more mentions
- Ensure 10% more mentions

#### SMART Goal 4: Increase mentions

##### Supporting Metrics:

- Reach 500+ mentions
- Achieve at least 10% more mentions
- Ensure 10% more mentions



**Understanding the RPIE Process**  
This workbook is designed to help you take any idea and turn it into a measurable, story-driven plan using the RPIE model.

Colorado School Public Relations Association  
**spra**

**Research. Planning. Implementation. Evaluation.**

“School PR is about more than messages; it's about meaning.”

#### Step 1: Research

- Background/Situation Analysis
- Problem: What is it you want to solve?
- Gather information to understand the current situation and identify specific challenges or opportunities.

#### Step 2: Planning

- Goal: What is your goal? Think longer term, broad, a future statement of "being" achieved
- Objectives: Short-term goals define WHAT behavior, attitude, or opinion you want to achieve from specific audiences, HOW much to achieve, and WHEN to achieve. Objectives should be SMART (Specific, Measurable, Attainable, Relevant, Time-Specific)
- Strategies: how to reach your objectives? (example: leverage, showcase, employ, highlight, underscore, focus, avoid, initiate a specific audience)

#### Step 3: Implementation

- Tactics: specific tools to achieve your strategy (example: social posts, newsletter, meetings, etc.)
- Key messages: what needs to be communicated? Must be compelling and resonate with the target audience
- Channels: through what channels are you communicating messages?

# CHRISTINE TOULOUSE

DIRECTOR OF MARKETING AND COMMUNICATIONS

GLOBAL VILLAGE ACADEMY


- Active **COSPRA** Professional
- Focused on **Enrollment, Branding, and Trust-Building** within a Multi-Campus School Network
- Designer of **Repeatable Systems** that Help **Communicate with Clarity and Confidence**



# THE COMMUNICATION GAP



Most Charter Schools Operate With 1–2  
Communication Staff Supporting Hundreds Of  
Families.



Charter schools are expected to  
deliver big-brand marketing  
with small-team capacity.

That gap creates burnout,  
inconsistency, and missed  
opportunities.

**STRATEGY** CLOSES THE GAP.





# CLOSING THE COMMUNICATION GAP

Today, you'll learn a system that turns ideas into strategic campaigns.

- **Strategy** guides decisions under real school pressure
- **AI** accelerates planning
- **Canva** delivers execution

SMALLER TEAM. **BIGGER IMPACT.**



SCHOOL COMMUNICATORS DON'T STRUGGLE BECAUSE THEY LACK IDEAS.

RPIE gives us a system that protects thinking time. It forces communication to be intentional instead of reactive, and that's where strategy begins.

# RPIE



# RPIE

## FRAMEWORK



**AI without structure amplifies chaos.**

**Structure first. Tools second.**

# RESEARCH REIMAGINED



## STRATEGIC RESEARCH

## PARTNER

### AI HELPS YOU:

- Design stronger surveys
- Generate qualitative questions
- Structure quantitative research
- Find patterns in parent feedback
- Test message clarity and tone
- Turn raw data into insight
- Faster understanding.

Research grounds the strategy.

# PLANNING WITH INTENTION



## PLANNING SETS THE DIRECTION

EVERY CAMPAIGN starts with a creative brief:

- Clear goal
- Defined audience
- Focused message
- Chosen channels
- Real timeline

**Plan with purpose.**

**Avoid last-minute chaos.**

# IMPLEMENTATION MATTERS



## IMPLEMENTATION DRIVES MOMENTUM

This is where strategy becomes visible:

- Build and publish content
- Activate channels
- Keep teams connected
- Track what is happening
- Adapt in real time

**Focused execution.  
No drift from the plan.**

## EVALUATION CLOSES THE LOOP



## EVALUATION = LEARNING LOOP

### CHECK PERFORMANCE:

- What succeeded
- What missed the mark
- What the data shows
- What stakeholders say
- What to adjust next

Evaluation turns results into  
learning.

# AI RESEARCH FOR SCHOOL PR

## TURNING FEEDBACK INTO INSIGHT.

### SURVEY DESIGN

- Generate qualitative questions → uncover parent trust gaps

### THEME ANALYSIS

- Cluster open-ended responses → identify family priorities

### SENTIMENT SCANNING

- Detect emotional tone → spot frustration or reassurance needs

### AUDIENCE SEGMENTATION

- Group families by concerns → tailor communication strategy

### INQUIRY PATTERNS

- Analyze enrollment questions → surface recurring themes

### MESSAGE CONFUSION

- Flag unclear wording → prevent misunderstandings

### EQUITY CHECK

- Identify exclusion risks → strengthen inclusive messaging

### TREND SCANNING

- Compare school messaging → detect regional patterns

### ASSUMPTION TESTING

- Challenge blind spots → expand perspective

### INSIGHT SYNTHESIS

- Translate data → guide strategic decisions



# AI PLANNING FOR SCHOOL PR

AI EXPANDS THINKING  
WITHOUT REPLACING  
JUDGMENT.

## OBJECTIVE BUILDING

- Turn vague goals → measurable campaign targets

## CAMPAIGN THEMES

- Brainstorm angles → highlight school differentiators

## tone TESTING

- Pressure-test messaging → protect parent trust

## AUDIENCE MAPPING

- Tailor one message → multiple stakeholders

## RISK SCANNING

- Predict misunderstandings → prevent backlash

## MISSION ALIGNMENT

- Refine language → reflect school values

## STRATEGY OUTLINING

- Draft campaign structure → organize execution

## REACTION FORECASTING

- Anticipate parent response → build empathy

## CREATIVE EXPANSION

- Generate alternate angles → break tunnel vision

## BRIEF DRAFTING

- Create first version → eliminate blank page



**Planning designs the campaign.**

**Implementation delivers it.**

# AI IMPLEMENTATION FOR SCHOOL PR

## AI EXPANDS OPTIONS COMMUNICATORS CHOOSE DIRECTION

### CONTENT PRODUCTION

- Build final assets → emails, posts, visuals

### CHANNEL ACTIVATION

- Launch across platforms → coordinated rollout

### MESSAGE DELIVERY

- Publish communications → reach audiences

### TEAM COORDINATION

- Align staff → consistent messaging

### TIMELINE MANAGEMENT

- Execute schedule → prevent drift

### REAL-TIME MONITORING

- Watch engagement → catch issues early

### ADAPTIVE RESPONSE

- Adjust messaging → respond to feedback

### QUALITY CONTROL

- Review materials → protect credibility

### DOCUMENTATION

- Track actions → preserve workflow

### CONSISTENCY CHECK

- Maintain voice → protect brand trust



# AI EVALUATION FOR SCHOOL PR

MEASUREMENT CREATES GROWTH.  
REFLECTION BUILDS STRATEGY

## ENGAGEMENT ANALYSIS

- Summarize analytics → translate data into plain language

## PATTERN DETECTION

- Identify trends → compare campaign performance

## AUDIENCE RESPONSE

- Interpret feedback → detect message resonance

## CONFUSION SIGNALS

- Flag weak spots → refine future messaging

## SEGMENT INSIGHT

- Spot who engaged most → adjust targeting

## SURVEY SYNTHESIS

- Summarize follow-up input → guide next cycle

## LESSONS LEARNED

- Generate reflection summaries → capture insights

## STRATEGY ADJUSTMENT

- Suggest improvements → strengthen next campaign

## REPORT TRANSLATION

- Convert metrics → leadership-ready updates

## CYCLE RESET

- Turn evaluation into new research → continue RPIE



**Strategy is only useful if it  
turns into action.**

# FROM BRIEF TO IMPACT

STRATEGY LIVES ON PAPER

RESULTS LIVE IN EXECUTION



# Bilingual Brilliance in Action

Every Voice. Every Language. One Stronger Community.

## FROM FRAMEWORK TO SCHOOL REALITY

SCHOOL COMMUNICATION IS  
NOT MARKETING

It is **trust management**.

**Every campaign touches:**

- Family confidence
- Staff alignment
- Community perception
- Enrollment stability

**Strategy** protects all four.

## A WORKING SCHOOL PR

### System

- **Clear goals** reduce guesswork
- **Defined audiences** prevent mixed messaging
- **Research** replaces assumptions
- **Consistency** builds credibility
- **Systems** reduce burnout



# CREATIVE BRIEFS USING CANVA



## Creative Brief

**Title:** Bilingual Brilliance in Action

**Theme:** Bilingual excellence demonstrated through real outcomes.

**Subtitle:** Every Voice. Every Language. One Stronger Community.

## Objective

To increase awareness and trust in GVAC's tuition-free language immersion education model by showcasing student success, staff excellence, and community impact through an annual report that reflects our crisp new branding.

**SMART Goal 1: Increase family engagement (survey scores) by 10% by May 2026**

**Supporting Metrics:**

- At least 60% of families open/access the digital report within 90 days.
- At least 50% of survey respondents rate the report as "very useful" or higher (baseline this year, then track year-over-year).
- Achieve 25%+ survey participation to ensure reliable engagement data.

**SMART Goal 2: Generate 10% more enrollment inquiries for 2026–27 vs. 2025–26**

**Supporting Metrics:**

- Include a clear CTA in the report and launch posts; track 100+ click-throughs to the "Apply Now" page from report-related campaigns.
- Ensure the report is distributed to all feeder preschools and community partners (document at least 20 outreach touchpoints).
- Capture inquiry source tracking (via QR or form) to directly attribute at least 5% of new inquiries to the report.

**SMART Goal 3: Achieve 1,000+ report views/downloads within 90 days of release**

**Supporting Metrics:**

- Reach 500+ social engagements on launch posts that promote the report.
- Achieve at least 300 direct QR code scans from print and event placements.
- Ensure email open rate of 40%+ on report launch communications to families.

**SMART Goal 4: Secure at least three external media or community partner mentions citing report highlights**



# TURNING STRATEGY INTO DAILY PRACTICE

THE COSPRA WORKBOOK TRANSLATES RPIE  
INTO USABLE PLANNING.

01

REPEATABLE

02

SCALABLE

03

TEACHABLE

- The workbook operationalizes everything we just discussed.
- It mirrors the cycle we just walked through and gives teams a shared language for planning.



# PROFESSIONAL SCHOOL COMMUNICATION REQUIRES

- **Research** discipline
- Intentional **planning**
- **Consistent** implementation
- Measured **evaluation.**

**THIS IS A SYSTEM, NOT A TACTIC**

## Understanding the RPIE Process

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**Research. Planning.**

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# APPLY IT IMMEDIATELY



## CHOOSE A REAL CAMPAIGN:

- Enrollment
- Event
- Community report
- Staff communication
- Family engagement



RPIE Workbook



Creative Brief  
Template



## BUILD YOUR FIRST CREATIVE BRIEF USING RPIE.



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CTOULOUSE@GVASCHOOLS.ORG

**“  
Your  
feedback  
helps us all  
move forward  
together**



**Colorado League of  
Charter Schools**



**Each time you take the survey you can enter to win prizes**