

Artifact Review

With your team and on your devices, pull up one of the following artifacts, or any other piece of communication that is meant to showcase something about your school:

- website homepage
- recruitment flyer
- program of study / academic plan
- board presentation
- student/family handbook
- social media feed

As a team, consider:

1. **Who is the intended audience or recipient of this message?**
2. **What does this communication imply about my school's values?**
3. **Over the past few days, we've reflected on what our students deserve from our schools. Are those elements evident in this communication?**
4. **What is missing in this version of our schools that we are showing our audience?**