

# Linked Learning Alliance Name Change Checklist

As we transition to Linked Learning, we hope you will begin to use the new name in your communications materials. We understand that the process may take time, so we created this checklist to help you prioritize the materials that are most important to update.

As you know, the Linked Learning Alliance has a broad range of member organizations. Some of you might work on Linked Learning daily and produce numerous materials; others might not have many materials at all that mention Linked Learning. Given that range, some of this checklist won't be relevant for some of you, but hopefully all of you can find some appropriate guidance here as you figure out how best to make the transition to the new name.

## Internal Communications

- Consider drafting a memo to internal staff, volunteers and other stakeholders sharing news of the name and tagline change and revised definition (a letter template is attached).
- Encourage your colleagues to adopt and use the Linked Learning name in their correspondence, outreach materials and conversations.
- Ask at staff meetings how the transition is going and please pass along concerns or difficulties to Spitfire Strategies.

## Existing Materials

- Review materials that mention “multiple pathways” to assess which need to be updated first. Priority materials may include those that you use frequently and those that are easy and/or inexpensive to update. Categories of materials to review may include:
  - Web sites
  - Brochures
  - Handouts
  - Teaching tools
  - Presentations
  - Speeches
  - Templates that are used to create new materials
  - Internal communications tools, including letterhead, email signatures and voicemail
  - Signage around the office/school
- Begin to update priority materials. Refer to the following tools and resources for assistance:
  - One-page document with definition and key messages (attached)
  - The FAQs about the name change (attached)
  - The Irvine Foundation Web site, starting here:  
<http://www.irvine.org/grantmaking/our-programs/youth>
  - Spitfire Strategies – If you need any assistance, contact Jaymie Gustafson at [Jaymie@SpitfireStrategies.com](mailto:Jaymie@SpitfireStrategies.com) or 202.293.6200 x 211

## **New Materials**

- If appropriate, draft an email and/or letter to your key stakeholders to share the Linked Learning name and inform them about the change.
- Draft and include a footnote for those materials where the name change may cause confusion (suggested language included in FAQs).