



Loyola Marymount University  
Center for Equity for  
English Learners

Center for Equity for English Learners

# Communications Plan



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# Communications Plan Introduction



The CEEL Communications Plan outlines a strategic framework designed to enhance the visibility, influence, and impact of the Center for Equity for English Learners (CEEL). This communications plan aligns with [CEEL's five-year strategic plan](#) by outlining targeted strategies to advance its mission of ensuring equity and excellence in English Learner and Multilingual education.

The plan details key objectives, including increasing CEEL's presence at local, regional, and national levels, expanding partnerships, strengthening its reputation, and ensuring consistent messaging. It highlights CEEL's diverse communication channels such as social media, newsletters, publications, and digital platforms, as well as strategies for engaging internal and external audiences, including educators, policymakers, researchers, and families. Additionally, the plan emphasizes the use of branding, accessibility initiatives, analytics, and stakeholder engagement to highlight and sustain CEEL's leadership in research, policy, and professional learning.

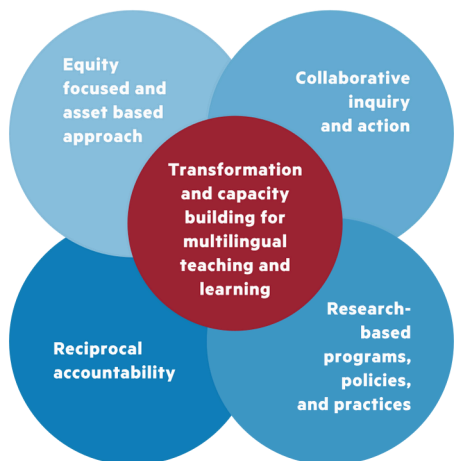
# CEEL Overview

**VISION |** English Learner and Multilingual education is research- and evidence-based and fully integrated into the U.S. education system. Language, literacy, and all content instruction for English Learner and Multilingual students is assets-based, equitable, and just. English Learner and Multilingual students and their families are valued and engaged as partners in the education process.

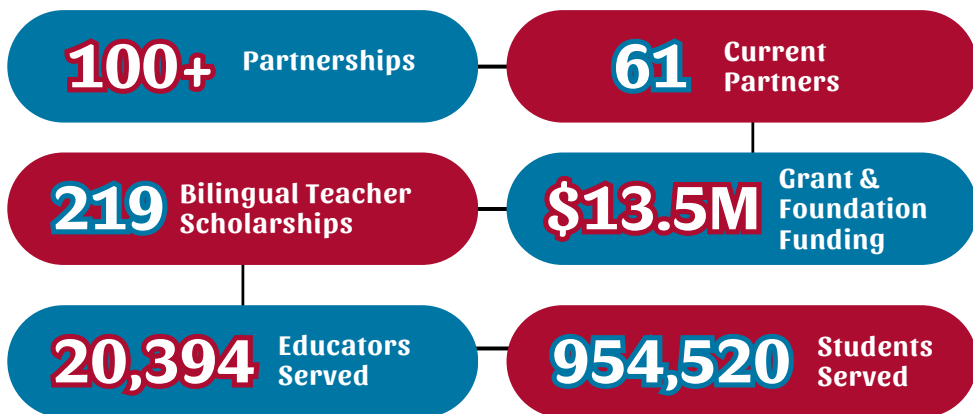
**MISSION AND STRATEGIC GOALS |** The Center for Equity for English Learners (CEEL) ensures equity and excellence in English Learner and Multilingual education by transforming educational systems and practices as leaders who collaborate in research, professional learning, and policy to positively impact generations of students and communities. We hold the following goals to support this mission:

- **Research:** Expand and prioritize research and evaluation initiatives to support policy and professional learning related to the equitable education of English Learner and Multilingual students.
- **Professional Learning:** Increase research and evidence-based professional learning opportunities for teachers and educational leaders to enact equitable education for English Learner and Multilingual students.
- **Policy:** Influence and align policy and advocacy efforts in collaboration with partners and organizations focused on equitable education for English Learner and Multilingual students.
- **Sustainability:** Ensure sustainability of CEEL’s excellence in leadership, management, and fiscal capacities.

## IMPACT AREAS



## CEEL BY THE NUMBERS | 2006-2024



## CEEL RESEARCH, POLICY, AND PRACTICE AREAS

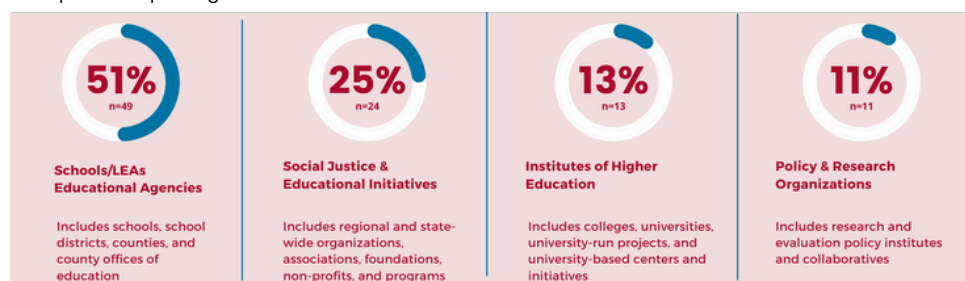
- EARLY CHILDHOOD EDUCATION
- TK-12 LANGUAGE DEVELOPMENT
- SIGNATURE PROFESSIONAL LEARNING PROGRAMS
- EQUITY-INFORMED STATE AND LOCAL POLICY
- EQUITY LEADERSHIP
- BILINGUAL EDUCATOR PIPELINE
- ENGLISH LEARNER / SPECIAL EDUCATION INTERSECTIONALITY
- FAMILY ENGAGEMENT

## AREAS OF FOCUS

Research & Evaluation	Policy & Advocacy	Collaboration & Partnerships	Professional Learning
<ul style="list-style-type: none"> <li>• Education &amp; Policy Briefs</li> <li>• Brief Insights</li> <li>• Assessment Tools &amp; Protocols</li> <li>• Co-constructed research design &amp; inquiry</li> </ul>	<ul style="list-style-type: none"> <li>• LCFF Implementation and Accountability</li> <li>• Legislative Briefings</li> <li>• Bilingual Teacher Pipeline Leadership</li> <li>• Multilingual Program Implementation</li> <li>• Expert Testimony</li> </ul>	<ul style="list-style-type: none"> <li>• Curriculum/Program Design</li> <li>• Technical Assistance</li> <li>• Contract &amp; Grant Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Certificate programs</li> <li>• Professional Learning Institutes</li> <li>• Fellowships and Scholarships</li> <li>• Featured Speaker Series</li> <li>• Online Open Access Resources &amp; Modules</li> </ul>

## CEEL PARTNERS BY CATEGORY | The Center for Equity for English Learners (CEEL) at Loyola Marymount University has:

- 100+ unique partnerships throughout the state since 2006
- 61 active partners in 2023
- 4 partnership categories



# Key Responsibilities and Highlights

## STAFFING

CEEL is equipped with a fully functioning Operations Branch that dedicates a percentage of time to support CEEL's communications efforts in line with our financial resources. The operations team works alongside our CEEL Communications Committee and Center leadership to manage all communications responsibilities. The Committee meets monthly and is comprised of content team members across the Research & Evaluation (R&E) Branch and Professional Learning Branch (PLB).

## COMMUNICATIONS RESOURCES

CEEL is positioned under the School of Education (SOE) within Loyola Marymount University and therefore utilizes resources aligned with the university's branding and style guides. The operations team creates both physical and digital assets such as flyers, posters, templates, and other resources while ensuring all communications are consistent with LMU and SOE's brand identity and visual standards.

## ACCESSIBILITY

CEEL utilizes AI tools and collaborates with third-party vendors, when needed, to produce accessible materials. CEEL is expanding efforts to enhance accessibility under the guidance of LMU's Information Technology Services (ITS) and Marketing & Communications (MarComm) Departments.

## RELATIONS

The CEEL operations team is responsible for managing both internal (LMU) and external relations by fostering strong connections and ensuring effective management and engagement. This includes:

- Maintaining High Responsiveness: promptly responding to telephone, email, and media inquiries within a 24-hour period or sooner.
- Ensuring Alignment and Effective Collaboration: Coordinating closely with the School of Education (SOE) and key partners to support events and communication efforts.

## FINANCIAL SUSTAINABILITY

The CEEL operations team is committed to strengthening internal communications and providing comprehensive support to staff in line with budget and resource allocations by:

- Establishing CEEL specific communications protocols and procedures.
- Providing guidance on the use of LMU platforms, branding, tools, and systems to support effective communication.

# Primary Audience

CEEL has a wide internal and external audience, including:

## Internal:

- LMU Staff and Faculty
- LMU School of Education
- LMU Students
- Alumni CEEL Advisory Board



## External:

- Other Higher Education researchers and pre-service educators
- International, national, and statewide organizations, non-profits, and advocacy groups
- National and State Departments of Education
- County Offices of Education, School Districts, Schools (administrators, educators, leads, parents/guardians)
- Parent-Teacher-Administrator Organizations
- News Media
- Policy makers
- Funders & other stakeholders



# Communications Channels

CEEL utilizes and maintains several communications channels across a wide-variety of platforms both internally and externally. The operations team schedules, develops, and distributes regular communications through these channels. CEEL's toolkit is ever-expanding and the channels outlined below are the current priority methods of communication. All communications channels are connected and are responsive to our partners and audience (see figure 1).

## STRATEGIC PLAN

Following a comprehensive and inclusive process that engaged CEEL's many stakeholders, the team created a [five-year plan](#) that charts a course through 2028. The plan builds on CEEL's nearly 20 years of steady growth and innovation and positions it for a future of growth and increased impact, as well as heightened visibility as a critical partner in English Learner and Multilingual Student education.

## CEEL OVERVIEW

CEEL regularly updates and presents an overview of our Center's mission, vision, areas of work, and impact within our [Strategic Goals](#). This presentation is provided bi-annually to our School of Education, Advisory Board, and other stakeholders.

## CEEL OUTLOOK

CEEL utilizes a shared email account for internal and external relations ([ceel@lmu.edu](mailto:ceel@lmu.edu)). This Outlook email account is overseen by the operations team and is reviewed by the entire CEEL team. We work to ensure all inquiries and emails are responded to within 24-hours.

## CALENDARS

All pertinent appointments are housed in CEEL's outlook calendar and/or the individual calendars of our team. For public events hosted at LMU, CEEL uses the [LMU Event Calendar](#) to disseminate information within the university.

## NEWS & MEDIA

The CEEL leadership team, comprised of Dr. Magaly Lavadenz (Executive Director of CEEL), Dr. Elvira Armas (Director of CEEL), and Dr. Linda Kaminski (Director of Research and Policy), primarily represent the Center for video, audio, and written interviews and media coverage. All media and interview inquiries are overseen by LMU's [Marketing & Communications Department](#) (MarCom). Requests that come to CEEL directly will be reviewed in consultation with the MarCom Department. CEEL also provides accomplishments and news to MarComm to be featured in [LMU's Newsroom](#).

## NEWSLETTERS AND EMAIL BLASTS

CEEL conducts email marketing through LMU's [EMMA](#) platform. CEEL widely sends out quarterly newsletters in March, June, September, and December each year. The quarterly newsletter details CEEL's impact in the following areas: Research and Recent Publications, Policy and Advocacy, Presentations, Professional Development, Building the Pipeline and our Partner Corner. In addition, we send out targeted news-blasts that follow the rhythms and timelines of various programs and key events/announcements. Further details can be found on our [quarterly newsletter guidance](#) and [news-blast guidance](#).

## LISTSERVS AND INTEREST FORM

CEEL's listserv is comprised of nearly 8000 email contacts and is primarily housed on the EMMA platform. In addition to our master list of contacts, CEEL has targeted email groups that are populated based on specific program interest that is submitted through our Interest Form which is available on our website and uses the Wufoo platform.

## SOCIAL MEDIA

CEEL maintains a monthly social media plan and schedule to ensure consistent, timely, and mission-aligned content across its platforms, including Instagram ([@ceel\\_lm](#)), X ([@CEEL LMU](#)), LinkedIn ([@ceel-lmu](#)), and Facebook ([CenterforEquityforEnglishLearners](#)). The operations team oversees the scheduling, development, and posting of content, leveraging tools such as Canva and Hootsuite to support technical execution. The operations team works to post at least 5 posts weekly across all areas of work in research, policy, and practice. In addition, we collaborate with our partners to foster cross-posting efforts on a monthly basis.

## WEBSITE

CEEL displays and communicates publications, highlights, and other pertinent information on our [website](#) which is updated on a regular basis through LMU's Terminal4 platform. Our website analytics are analyzed on an annual basis to identify quantity of viewership across the globe.

## PUBLICATIONS

CEEL releases various publications including education and policy briefs year-round. Education and policy briefs are collaborative efforts led by our Research and Evaluation (R&E) branch and are often in collaboration with our Professional Learning Branch (PLB). These briefs are housed in LMU's publications platform, currently [Digital Commons](#). Digital Commons data is collected to identify the overall reach of our publications. This data is highlighted on our Research and Evaluation [webpage](#). In addition, the operations team develops Education and Policy Brief Insights to highlight key information from the full publications. These publications are also housed on our website, along with CEEL produced resource guides, playbooks, annotated bibliographies, and other resources.



## IMPACT STATEMENTS & ANNUAL IMPACT REPORT

CEEL produces programmatic Impact Statements which identify the Center's cumulative impact across our programs. Each Impact Statement highlights a specific program and/or grant project and is available on our website. In early 2025, we will also be launching our first Annual Impact Report highlighting key accomplishments over the 2024 calendar year.

## CEEL BY THE NUMBERS

The operations team coordinates across all branches to collect various data produced by our work and impact. This data is housed in our CEEL by the Numbers tracker and our Professional Development Programs tracker. The cumulative data is highlighted in our CEEL by the Numbers Graphic which will be available to view on our website in 2025.

## ANALYTICS

The operations team collects analytics from our website (DCI Scoreboard), Newsletters (EMMA), and social media platforms (Hootsuite). This data is analyzed by the Communications Committee to make decisions on refining our marketing efforts.

## PRINT MATERIALS

CEEL utilizes internal and external vendors and tools to print physical materials such as flyers, materials, signage, etc. These printed materials follow the CEEL-specific branding approved by LMU and the School of Education. All printed materials are archived digitally and some can be found across public online communications channels.

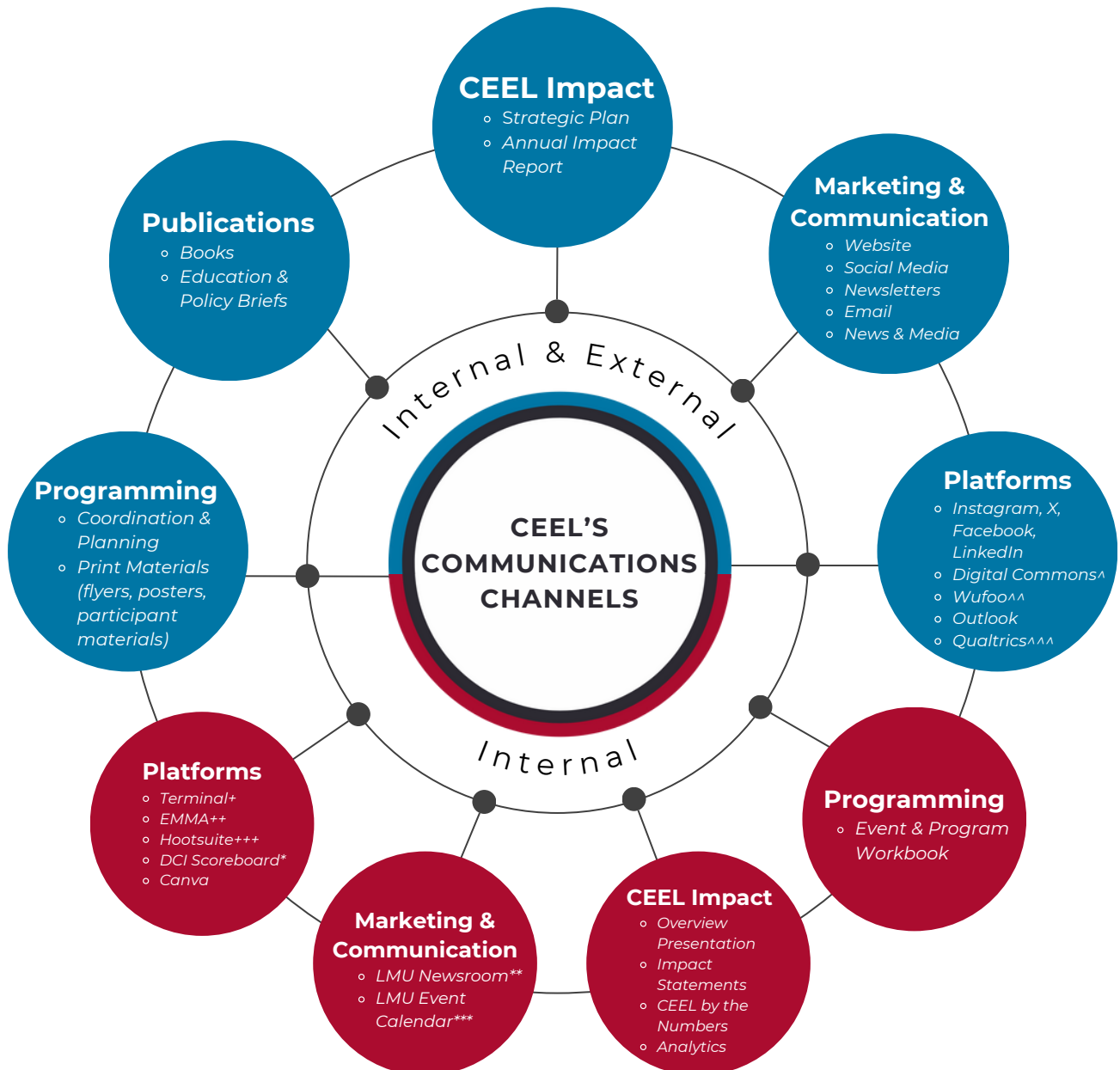
## EVENT & PROGRAM WORKBOOK

CEEL has developed a consolidated internal tracking system to coordinate between the operations branch and content branches for programs and events. The workbook delineates tasks across an identified timeline to ensure an excellent experience for our partners and clients.



# Figure 1: Communications Channels Diagram

The following figure represents the wide-ranging, responsive, and interconnected communications channels and tools that CEEL utilizes. Internal channels are directed toward internal audiences within LMU. Internal & External channels are not only directed toward internal audiences but also external audiences. See the full listing of CEEL's primary audiences on page 4.



<sup>^</sup> Digital Commons: LMU's platform where publications are housed.

<sup>^^</sup> Wufoo: A shared event registration platform within the School of Education (SOE).

<sup>^^^</sup> Qualtrics: CEEL's secured surveying platform.

<sup>+</sup> Terminal4: The backdoor website editing system used by LMU.

<sup>++</sup> EMMA: LMU's email marketing platform for newsletters and email blasts.

<sup>+++</sup> Hootsuite: A all-in-one social media marketing platform that links all of CEEL's social media accounts for simultaneous posting.

<sup>\*</sup> DCI Scoreboard: LMU's website performance and analytics platform.

<sup>\*\*</sup> LMU Newsroom: LMU's digital newspaper webpage consisting of news articles pertaining to activities and accomplishments across the university.

<sup>\*\*\*</sup> LMU Event Calendar: LMU-specific event management and ticketing platform housing events across the university.

# KEY OBJECTIVES & STRATEGIES

CEEL's objectives and corresponding strategies are informed by and aligned to our Mission, Vision, and Strategic Goals as outlined in our [5-year Strategic Plan](#).

## OBJECTIVES

## STRATEGIES

### Increase Visibility and Influence at Local, Regional, and National Levels

- Establish CEEL as an educational leader by publishing research insights, evidence-based policy briefs, and resources on its digital platforms to inform curriculum, instruction, assessment, and accountability
- Enhance CEEL's presence by participating in educational forums, conferences, and policy discussions

### Expand CEEL's Partnerships and Reach

- Deepen relationships with LMU and SOE to foster mutual support in communication dissemination
- Expand collaborative efforts with partners to grow CEEL's reach
- Maintain consistency with long term partners to strengthen CEEL's network

### Strengthen CEEL's Reputation Across All Programs

- Frequently share outreach and impact information related to CEEL's professional development courses and offerings, seminars, and consultation services
- Regularly engage with stakeholders, including educators, policymakers, and families, to increase participation in CEEL's programs
- Gather participant feedback and engagement to continually improve professional learning offerings and information dissemination
- Uplift CEEL resources and bite-size practitioner strategies to enact asset-based, equitable, just practices that value and engage students and families
- Highlight program alumni and their testimonials to share key professional learning takeaways in order to build the field's capacity from a [Narrative Change](#) lens.

### Ensure Consistent Messaging on CEEL's Value and Impact

- Align all CEEL communications with SOE and LMU style guides and branding
- Maintain consistency in CEEL's digital 'voice': formal, professional, and inviting
- Effectively communicate CEEL's work in professional development, research, and policy to a broad audience
- Share resources that promote equity for English Learners and Multilingual students in an accessible format across CEEL's digital and physical mediums



# Contact Us

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**For general inquiries, please contact us at:**

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Phone: 310.568.6117

Fax: 310.338.5262

# Follow Us

**Web:** <https://soe.lmu.edu/centers/ceel/>

**Register for Updates:** [CEEL Interest Form](#)

## **Socials**

Instagram: [@ceel\\_lmu](#)

X (formerly Twitter): [@CEEL\\_LMU](#)

LinkedIn: [@ceel-lmu](#)

Facebook: [CenterforEquityforEnglishLearners](#)

