



X. “Talking” the Roadmap

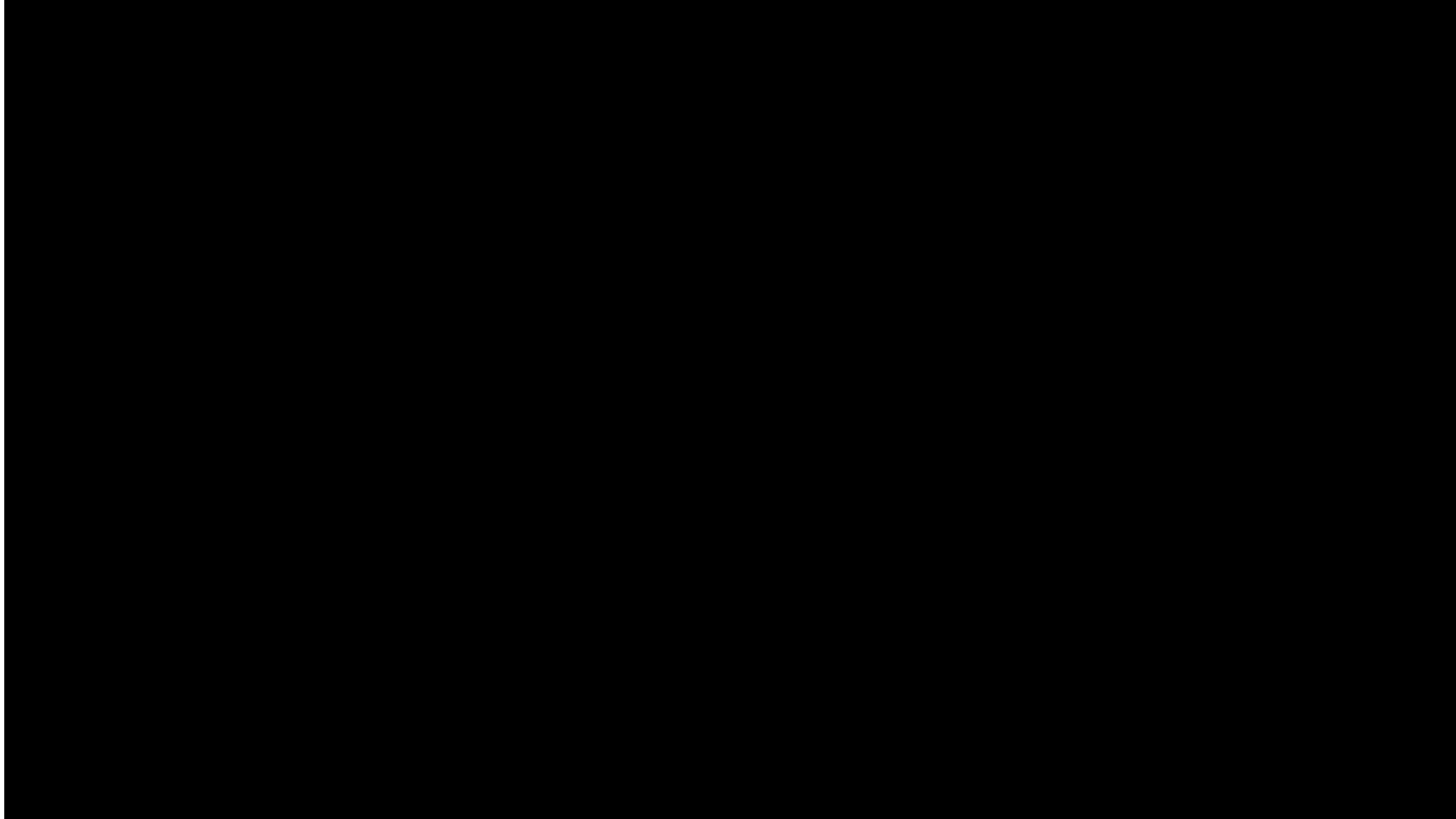
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California English Learner Roadmap Launch Event





A Call to Action: All of Us as Communicators and Carriers of the Vision!





“Elevator” Speech—2 Minutes



- **Audience**—Who am I talking to?
- **About the vision and mission of the *CA EL Roadmap* and why they seem important to you**—How is it different from what has been?
- **Why does this matter** (to you, for your role, for **their** role, to your school and district)?
- **Your hopes**
- **Specific application to your school and district** (e.g., “this supports x, y and z that we have been doing”, or “this opens the door for us to finally focus on a, b, c”)
- **Think about your opening:** “Did you know there is a new EL policy in the state?”....” I’m so excited to be able to share with you about....”, “It’s a new day...”



Elevator Speeches



Pages 13–14

- Take five minutes to work on your speech, drawing from your notes taken throughout today's Launch Event
- Pair with someone from a different team or table and deliver your elevator speech (2 minutes each)





CA EL Roadmap Infographic

