

Agenda

Practical Strategies To Communicate About Educator Evaluation Systems
September 30, 2015

Objectives

This event will help participants:

- Learn effective state- and district-level stakeholder communication strategies
- Understand “lessons learned” from successful state and district educator evaluation system implementation
- Increase their understanding of how to develop targeted communication strategies, as well as how to craft messages for different stakeholder groups (e.g., teachers, administrators, and parents)

- 11:00 – 11:05 am **Welcome participants and Background (Hella Bel Hadj Amor)**
Review webinar purpose and objectives, presenter introductions.
- 11:05-11:25 am **Tennessee Department of Education (TDOE) strategy for educator evaluation communication (Michael Luke Kohlmoos)**
This presentation will describe the priorities of TDOE as they implemented their educator evaluation system. Main points include the importance of:
- Being explicit and transparent about both calculations and exactly how evaluation will be used summatively
 - Controlling messaging, including being consistent and identifying who is authorized to speak to stakeholders
 - Being responsive to inquiries and having a feedback plan in place to address common questions/issues
- 11:25-11:40 am **District-level experiences (Hella Bel Hadj Amor)**
This presentation summarizes interviews with district-level staff responsible for communications about educator evaluation systems, focusing on how districts have handled such communication. The discussion will include both large districts, as well as smaller ones with few resources.
- 11:40-11:55 am **Q&A discussion (all)**
- 11:55-12:00 pm **Close (Hella Bel Hadj Amor)**
Thank participants and remind them to complete the feedback survey that will be emailed to them.