

Activity worksheet:

Template to develop language for recruitment materials

Activity instructions:

Review the list of potential recruitment materials that need to be developed for the early learning inventory (ELI) pilot. Consider what additional materials or outreach methods may be needed. Next, review the language in the template for a one-page recruitment flyer. Add to and edit the language in the proposed template.

Potential recruitment materials needed:

- One-page recruitment flyer
- Memorandum of understanding for district/school participation
- Consent forms
- Email blast blurb
- Pilot study fact sheet/frequently asked questions (FAQs)
- Tweets
- Study website
- Scripts for telephone calls
- Social media images
- Communication strategy
- Communication log
- Text messages

Developing language for recruitment materials—One-page recruitment flyer:

[Engaging image(s) to add to resource; Logo from OSDE to indicate the material is from a trusted source]

Pilot study overview

The Early Learning Inventory Pilot Study (ELI Study) is being conducted by the Oklahoma State Department of Education (OSDE) to [purpose statement]. The ELI Study will take place during the 2020–21 academic year with kindergarten teachers.

What is the early learning inventory?

The early learning inventory (ELI) is an observational assessment tool used by kindergarten teachers at the beginning of the year to [purpose statement]. The ELI is beneficial to teachers because it provides a

snapshot of children’s skills at the beginning of kindergarten and informs individualized instruction. The assessment covers such basic foundational knowledge and skills as counting and alphabet knowledge. Teachers complete the assessment by observing students during the first [assessment window] days of kindergarten. Teachers log their ratings in an online platform that can generate reports to [insert listing of reports OSDE plans to build and use].

What are the benefits of participating in the ELI pilot?

- Participating teachers will receive professional development in [month] that includes [description of PD].
- Each teacher will receive [incentive description].
- All participants will contribute to new information to advance knowledge regarding [goals of pilot].

What will I be asked to do?

- Teachers who agree to participate will be asked to attend a [description of the PD].
- During the 2020–21 academic year, participating teachers will [list core implementation components].
- The observation of children occurs during the regular kindergarten day. Entering information into the online platform is estimated to take about [X] minutes per child.
- In order to study how implementation of the ELI is going, OSDE may request that you participate in a brief [survey/interview/observation] about your experience.