

## Tips for Communicating Credibility

- Face-to-face is most effective
- Printed materials reinforce your message
- Keep it simple
- Don't dive into the details
- Repeat, repeat, repeat
- Use multiple ways to communicate
- Encourage discussion
- Use examples to illustrate
- Listen to understand
- Use reflective listening to ensure you understand your receiver
- Be patient, calm and steady

***Audience:***

***Top Messages for This Group:***

***Follow-up Needed:***

***Take-Aways from This Communication:***

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## Colorado Assessments

### Elevator Speech (30 second summary of assessment work)

Colorado has adopted higher expectations for what our students should know and be able to do at each grade level. Called the Colorado Academic Standards, these outline updated learning expectations to ensure students are well-prepared for the next stage of their lives. In addition, we have adopted new assessments to measure how students, schools, and districts are doing in meeting the higher expectations. These new online assessments, the Colorado Measures of Academic Success, represent the next generation of assessing student learning. By using more advanced questioning and performance tasks, they provide a snapshot of what students know in relation to the standards so teachers can best address each individual student's learning needs.

### Assessment Messages

- Previous standards were close to 20 years old leaving students unprepared for the realities of today's more advanced jobs and workplace.
- The new standards reflect updated expectations of what students must know and be able to do to be prepared for college and career.
- New standards require new assessments to measure students' mastery of the learning expectations.
- The new assessments—Colorado Measures of Academic Success (CMAS) — measure student mastery of the improved Colorado Academic Standards. The tests also provide teachers with the critical information they need to help students succeed. It's a package deal designed to better prepare students for college and careers.
- The new CMAS assessments are computer-based, interactive, engaging and will be more effective measurement tools than paper-and-pencil tests.
- The new tests are tests worth taking. They will assess the knowledge and skills all students need for the careers of tomorrow, including the ability to communicate effectively, apply math to real-world situations, critically analyze literature and informational texts, and demonstrate problem-solving techniques.
- The time students spend on tests is purposeful; it provides teachers with critical feedback on the impact of their instruction and provides parents with peace of mind, letting them know how their child is doing in school.
- The updated English language arts, mathematics and science assessments replace TCAP assessments, they are not additional assessments. The testing time for each student for the new tests is comparable to time spent on previous tests.

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