2014-15 Back to School Communication Toolkit: Teacher Audience

Tools for communicating with teachers about standards, assessments and educator evaluations

The Colorado Department of Education has extensive communications resources to support district and school leaders with communications efforts on the new standards, tests and educator evaluations. This guide is provided to help you quickly identify available resources for specific communications needs.

All fact sheets can be accessed on the Communications website: http://www.cde.state.co.us/communications/factsheetsandfaqs

Other resources on the Superintendent and Principal Tools page: http://www.cde.state.co.us/communications/superintendentandprincipaltools

Communicating about the Colorado Academic Standards

Resource	Description	Ideas for how to use
Standards Drop-in article	Pre-written article prepared for district/school leaders to use to communicate with teachers about the Colorado Academic Standards.	• Use the content in full or edit as needed • Download; copy into an email, newsletter or website; personalize and send
Standards Fact Sheets	Short documents providing a high level understanding • Introduction to the Colorado Academic Standards • Transitioning to 21st Century Standards and Assessments • Common Core English Language Arts Standards • Common Core Mathematics Standards	• An aide to answer questions from staff • Link to them in email communications for more information • Share during staff meetings
Standards Key Messaging	These high-level messages were developed to support implementation of the Colorado Academic Standards	• They can aid in drafting emails/newsletters or preparing for a presentation
Frequently Asked Questions	Frequently asked questions and answers on the new Colorado Academic Standards including the Common Core State Standards	• Review in staff meetings and training sessions. Also helpful when responding to email or phone calls
Common Core Video	Three minute video from the Council of Great City Schools explains how the Common Core State Standards help students achieve at high levels	• Share during staff meetings or other professional development events • Post on staff resource area of school/district website
Sample PowerPoint	This PowerPoint includes an overview of standards and the development of the Colorado Academic Standards (including the Common Core State Standards).	• Share during staff meetings or other professional development events

Communicating about the Colorado Measures of Academic Success

Resource	Description	Ideas for how to use
Assessment Drop-in article	Pre-written article prepared for district/school leaders to use to communicate with teachers about the new assessments	• Use the content in full or edit as needed • Download; copy into an email, newsletter or website; personalize

		and send
Assessment Fact Sheets	Short documents providing a high level understanding • Transitioning to New State Assessments • PARCC-Developed English Language Arts and Mathematics Assessments • School and District Accountability during the 2015 Assessment Transition: Overview of HB 14-1182	• An aide to answer questions from staff • Link to them in email communications for more information • Share during staff meetings
Assessment Key Messaging	These high-level messages were developed to support implementation of the Colorado Measures of Academic Success	• They can aid in drafting emails/newsletters or preparing for a presentation
Frequently Asked Questions	Frequently asked questions and answers on the new Colorado Measures of Academic Success assessments	• Review in staff meetings and training sessions. Also helpful when responding to email or phone calls
Sample PowerPoint	This PowerPoint includes an overview of the new PARCC-developed English language arts/math assessments and Colorado-developed science and social studies assessments	• Share during staff meetings or other professional development events

Communicating about **Educator Effectiveness**

Resource	Description	Ideas for how to use
Educator Effectiveness Drop-in article	Pre-written article prepared for district/school leaders to use to communicate with teachers about educator effectiveness	• Use the content in full or edit as needed • Download; copy into an email, newsletter or website; personalize and send
Educator Effectiveness Fact Sheets	Short documents providing a high level understanding • Senate Bill 10-191 • Colorado State Model Evaluation System • Evaluations for Specialized Service Professionals • Elevate Colorado (Inter-rater Agreement) • Colorado State Model Performance Management System	• An aide to answer questions from staff • Link to them in email communications for more information • Share during staff meetings
Educator Effectiveness Key Messaging	These high-level messages were developed to support implementation of evaluation requirements	• They can aid in drafting emails/newsletters or preparing for a presentation
Frequently Asked Questions	Frequently asked questions and answers on educator effectiveness	• Review in staff meetings and training sessions. Also helpful when responding to email or phone calls
Sample PowerPoint	This PowerPoint includes an overview of the Colorado State Model Evaluation System	• Share during staff meetings or other professional development events