

# How Do I Communicate About S.B. 10-191?

## Your Role as an Educator Effectiveness Communicator

You have the very important role of communicating about S.B. 10-191. Educator effectiveness is anxiety producing for educators and the tone you use matters! Below are some tips and resources to help you in this influential role. Please contact the Educator Effectiveness team if you need any support relating to S.B. 10-191.

## Key Messages

When talking about educator effectiveness, it is critical to frame the conversation with the key elements of **feedback, support, professional growth, continuous improvement and student success**. Here are some of the most important messages to keep in mind when talking about S.B. 10-191:

- ❖ Colorado is supporting educators in their quest to continually improve their professional practice and expand their impact on students.
- ❖ Every child in every community deserves excellent classroom teachers and building leaders. Every educator in every school deserves authentic feedback about how their teaching or leadership impacts student learning.
- ❖ Colorado is improving teacher and principal evaluation systems to provide educators with more meaningful feedback and support so they can achieve their goal of maximum results with students.
- ❖ Students have the greatest chance to succeed when educators receive meaningful information about how their practice impacts student learning.
- ❖ The new requirements acknowledge the central role of teachers and provide the opportunity to reflect and refine instructional practice in order to continually meet the needs of students.
- ❖ Colorado's educator effectiveness effort is designed to continuously improve and evolve based on field feedback and experience.
- ❖ Colorado is committed to designing and maintaining an evaluation system that is fair to all educators. Decisions about effective practices will be based on multiple types of data.
- ❖ The State Model Evaluation System is an optional system for districts to use for teacher and principal evaluations that focuses on educators' professional growth and aligns with State Board of Education rules.
- ❖ The State Model Evaluation System evaluates educators on Quality Standards that measure both professional practices and student learning outcomes (student growth).

## Communications Tips

- ❖ Tie all messaging back to kids. The new evaluation requirements are intended to support educators as they positively impact their students' successes.
- ❖ The language you use matters! Make sure to choose your words deliberately when communicating about these changes.

**Resources for the field – make sure to let your contacts know about these great resources!**

**1. Educator Effectiveness E-newsletter** - Encourage all to sign-up for this monthly e-newsletter to receive the most up-to-date information and new resources. (link is also on EE website)  
<http://state.us5.list-manage.com/subscribe?u=bee6c43ae6102530cf98cadf9&id=2ec33bdd34>

**2. Communications Toolkit** - Including common questions and answers, educator effectiveness messaging, communications strategies and pitfalls and drop-in articles (descriptions below)  
<http://www.cde.state.co.us/educatoreffectiveness/superintendent-principaltools>

**- Common Questions and Answers**  
Examples of commonly asked, tough questions and talking points for answers to help one prepare for some of the challenging questions they may receive about educator effectiveness and the new evaluation requirements.

**- Educator Effectiveness Messaging**  
These high-level messages were created in collaboration with the Colorado Education Association, Colorado Association of School Executives, Colorado Association of School Boards and the Colorado Department of Higher Education.

**- Communications Strategies and Pitfalls**  
These dos and don'ts should be reviewed by anyone communicating about educator effectiveness!

**- Drop-in Articles**  
These monthly articles provide important updates and are ready for district leadership and principals to personalize and send to their staff. To use, download the pre-written article, copy the text into your e-mail /newsletter/ website, customize and send! (a version written for a community audience is also available)