

DISTRICT COMMUNICATIONS **TOOLKIT**

The District Communications Toolkit contains examples of communication materials and strategies that can be adapted and used in your school or district to communicate your progress in advancing educator effectiveness. These communication tools can help build relationships with partners such as teacher preparation programs or other organizations involved in your school community. One or all of these options can be implemented to better illustrate your efforts. Districts and schools are free to make use of these materials to illustrate their work. In addition, NIET is available to help you develop these assets and customize them for your specific needs. Resources illustrated here are available upon request for your use in their template form.

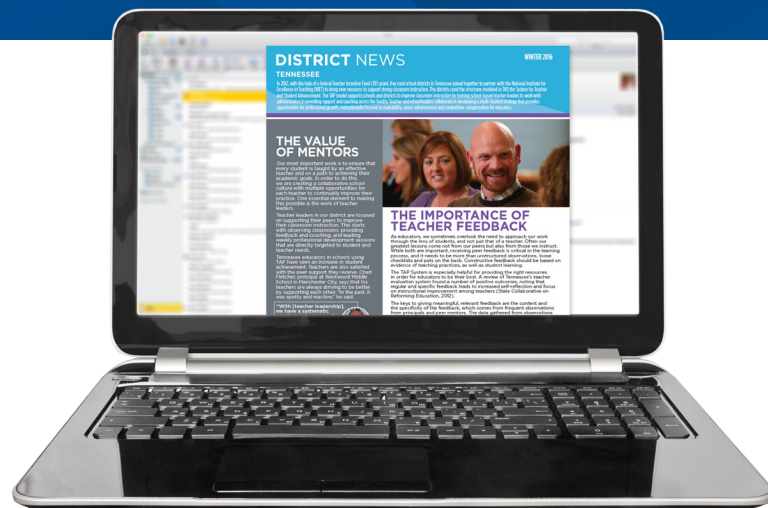
The background is a solid blue color. It is decorated with several squares in two shades: a light blue and a darker orange-brown. These squares are of various sizes and are arranged in a way that suggests a network or a design template. Thin, light blue lines connect some of the squares, forming a grid-like structure that frames the central text.

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NEWSLETTER

Newsletters feature educator stories about their efforts to improve classroom instruction and the systems and supports that contribute to this progress. The stories can illustrate success in a classroom, updates on overall school progress or an analysis of how a specific practice is benefitting students. The newsletter can be sent to district leaders and parents via email, posted online or printed for physical distribution.



POWERPOINT DECK TEMPLATE

The PowerPoint template includes photos, graphics and images for use in presentations or even cluster meetings. The template is easy to use and can be filled with any information needed. In addition to being used in a presentation format, PowerPoint can also be converted to a PDF file to be sent via email or printed and distributed physically. The presentation deck can help to ensure that everyone is informed about the elements of the work and speaking about the initiative using common language. Districts have created a customized version of this deck for use in explaining specific topics such as performance-based compensation.

BROCHURE

Brochures can be created to showcase your success and communicate your results to a broader audience. They are easily printable and can be given as a takeaway for those interested in learning more about the success of your school. Material in the brochure can highlight school specifics or district stats and photos of your teachers and students—all of which can be tailored to convey the strengths and improvements in your school. Brochures give you an opportunity to tell the stories of specific individuals, making the effort to improve instruction more understandable and immediate.



MICROSITE

A district- or school-specific microsite, or Educator Effectiveness section of an existing website, provides an overview of the work you are doing to advance educator effectiveness. It also contains stories from classrooms, statistics on student achievement and downloadable resources for educators. The URL can be shared with anyone who wants to learn more about this work or see progress of how TAP is influencing your teachers. A microsite will make your message accessible to parents and key stakeholders and can be easily changed to stay up to date. The launch of the microsite can be promoted with a press release and in-school posters.



A LABOR OF LOVE Brian Lee's story of how TAP has impacted his love of teaching

Brian Lee has been familiar with the saying, "It takes a village to raise a child," for as long as he can remember. Today it means something very real to him as a teacher at Dodson Branch School where, for more than 13 years, he has become an influential figure in raising its children. It's a labor of love even Lee, a former Dodson Branch School student and now social studies and science teacher, admits he never saw coming.

"Back when I was in school, I remember telling people there was absolutely no way I was going to be a teacher," Lee said. "But what I really came to appreciate as I got older was the special bond I had with so many of my teachers. Growing up in a small town, there was always such a sense of community, and I wanted to be a part of that for the younger generation."

It's the opportunity to build one-on-one bonds with students and their families that motivates Lee. Having been in the very same seats his students now sit, there's an authentic connection and a drive to instill confidence in each and every one of them.

"I've always been a big believer that school is about more than a series of test scores," Lee said. "It's so much more, and that's something I don't want to get lost in the shuffle. One of the things I noticed when I got into teaching was that, with the evolution of standardized state testing, it was becoming easier to fall into the habit of teaching to a test."



TEACHER FEATURES

Teacher features are stories highlighting inspirational work by a teacher. The stories are meant to be pitched to local media outlets, to personify the benefits of the work to advance educator effectiveness. These stories also share the positive message of your school's success with a broad audience as a paper's readership will include those who would not otherwise receive school communication materials. Teacher features can also be published on the school's website or in a newsletter.

VIDEOS

Videos can be used to capture the teacher experience and tell an inspirational story of student achievement through educator effectiveness. Footage captured in the classroom and teacher interviews will illustrate a story that can be posted online, used in training sessions or promoted through any communication materials.





SOCIAL MEDIA

With its ever-present role in society today, social media is one of the most influential and easily accessible communication tools at your disposal. If your school is not on any social media channels, NIET's communication partners can assist you in creating these profiles. Social media can be used to easily share new messages about increased educator effectiveness in your school.

LEARN MORE

If you are interested in learning more about any of these assets or would like to receive the templates in order to customize your own communications, please contact NIET at info@niet.org.

NIET.org

