

ADDRESSING COMMUNICATIONS CHALLENGES:

STRATEGIES FOR STATES TO EFFECTIVELY COMMUNICATE WITH EDUCATORS ABOUT EVALUATION

December 12, 2012
Biltmore Hotel
Providence, Rhode Island

Objectives

- State leaders will understand how to use a suite of concrete strategies, tactics and tools to communicate more effectively about components of their evaluation systems with their educators.
- State leaders will develop strategies to resolve specific communications issues they are facing by working with their peers from other States and national experts on issues such as getting input and feedback from teachers and learning to communicate about value-added data.
- State leaders will strengthen connections with their peers from other States and establish a cross-State support network.

Agenda

- 8:30-9:00 a.m. *Informal networking*
Objective: State leaders will get to know their peers from other States and better understand the parallel connections in their work.
- 9:00-9:30 a.m. *Welcome and introductions*
Objectives: State leaders will: (1) understand the convening's purpose and goals for the day; (2) see similarities in the communications challenges other States are currently facing; and (3) learn about some strategies that have been successful in other States.
- 9:30-10:45 a.m. *How to Discuss Value-Added Data*
Objective: State leaders will have concrete strategies to effectively communicate with their educators in multiple ways about value-added data.
Speakers: Adam Kernan-Schloss, KSA Plus Communications; David Keeling, TNTP
- 10:45-11:00 a.m. *Break*
- 11:00 a.m.-1:30 p.m. *Cross-State Problem Solving using the Problem of Practice Protocol*
Objectives: State leaders will: (1) have concrete solutions and action steps to resolve current communications challenges they are facing; and (2) gain perspective on challenges facing other States.
- 1:30-1:45 p.m. *Break and informal networking*

- 1:45-3:00 p.m. *Getting input and feedback from teachers*
Objectives: State leaders will understand the benefits of gauging educator perspective, feedback and understanding of evaluation reforms, and learn strategies to do so effectively.
Speakers: Marciano Gutierrez, U.S. Department of Education; Celine Coggins, Teach Plus; David Keeling, TNTF
- 3:00-3:15 p.m. *Update on Data Analytics Subcommittee*
Objectives: State leaders will: (1) understand the work of the data analytics subcommittee to date; and (2) understand how the subcommittee's ongoing work will be informed by the specific needs of the States.
- 3:15-3:30 p.m. *Next Steps and Close*
Objectives: The Reform Support Network will learn from State leaders: (1) how the ongoing work of the Quality Evaluation Rollout workgroup can best meet their specific needs; and (2) how best to structure the overall support in ways that will allow States to participate without being overwhelmed. State leaders will review the work they have accomplished during the day.