



2015 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: www.cde.state.co.us/communications/factsheetsandfaq

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

Communicating about the Colorado Academic Standards

Resource	Description	Ideas for how to use
Standards Drop-in article	This newsletter article is prepared for district/school leaders to communicate with teachers about the Colorado Academic Standards.	<ul style="list-style-type: none">• Use the content in full or edit as needed• Download; copy into an email, newsletter or website; personalize and send
Standards Fact Sheets	These are short documents providing a high level understanding <ul style="list-style-type: none">• Introduction to the Colorado Academic Standards• Transitioning to 21st Century Standards and Assessments• Common Core English Language Arts Standards• Common Core Math Standards	<ul style="list-style-type: none">• Refer to these to answer questions from staff• Link to them in email communications for more information• Share during staff meetings
Standards Key Messaging	These key messages were developed to help school leaders discuss the value of the Colorado Academic Standards in a variety of communications for teachers.	<ul style="list-style-type: none">• Refer to these in drafting emails/newsletters or preparing for a presentation
Frequently Asked Questions	These are frequently asked questions and answers on the new Colorado Academic Standards including the Common Core State Standards	<ul style="list-style-type: none">• Review in staff meetings and training sessions. Also helpful when responding to emails or phone calls
Colorado Academic Standards Video	This three-minute video explains how learning in Colorado is guided by the Colorado Academic Standards that define what students should know and be able to do at each grade level in 10 different content areas.	<ul style="list-style-type: none">• Share during staff meetings or other professional development events• Post on staff resource area of school/district website



Communicating about the Colorado Measures of Academic Success

Resource	Description	Ideas for how to use
Assessment Drop-in article (<i>see links in the description</i>)	These three newsletter articles help district/school leaders communicate with teachers about the new assessments: <ul style="list-style-type: none">• Background on CMAS and participation requirements• Issues with implementation• Questions about the amount of tests	<ul style="list-style-type: none">• Use the content in full or edit as needed• Download; copy into an email, newsletter or website; personalize and send
Assessment Fact Sheets	These short documents providing a high-level understanding <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Refer to these to answer questions from staff• Link to them in email communications for more information• Share during staff meetings
Assessment Key Messaging	These key messages were developed to help school leaders describe the value and importance of new state tests in a variety of communications for teachers.	<ul style="list-style-type: none">• Refer to these in drafting emails/newsletters or preparing for a presentation
Frequently Asked Questions	These frequently asked questions and answers on the new Colorado Measures of Academic Success tests.	<ul style="list-style-type: none">• Review in staff meetings and training sessions. Also helpful when responding to emails or phone calls
Colorado Measures of Academic Success Video	This two-minute video explains how the new tests allow students to demonstrate their understanding of the skills they need in science, social studies, math and English language arts.	<ul style="list-style-type: none">• Share during staff meetings or other professional development events• Post on staff resource area of school/district website



Communicating about Educator Effectiveness

Resource	Description	Ideas for how to use
Educator Effectiveness Drop-in article	This newsletter article helps district/school leaders communicate with teachers about this year's educator evaluation process.	<ul style="list-style-type: none">• Use the content in full or edit as needed• Download; copy into an email, newsletter or website; personalize and send
Educator Effectiveness Fact Sheets	These short documents provide a high-level understanding on: <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Refer to these to answer questions from staff• Link to them in email communications for more information• Share during staff meetings
Educator Effectiveness Key Messaging	These key messages were developed to help schools describe educator effectiveness efforts in a variety of communications for teachers.	<ul style="list-style-type: none">• Refer to these in drafting emails/newsletters or preparing for a presentation
Frequently Asked Questions	These are frequently asked questions and answers on educator effectiveness.	<ul style="list-style-type: none">• Review in staff meetings and training sessions. Also helpful when responding to emails or phone calls
Educator Evaluations Video	This two- and a half-minute video explains how helping teachers to be the best they can be - helps students be the best they can be.	<ul style="list-style-type: none">• Share during staff meetings or other professional development events• Post on staff resource area of school/district website