



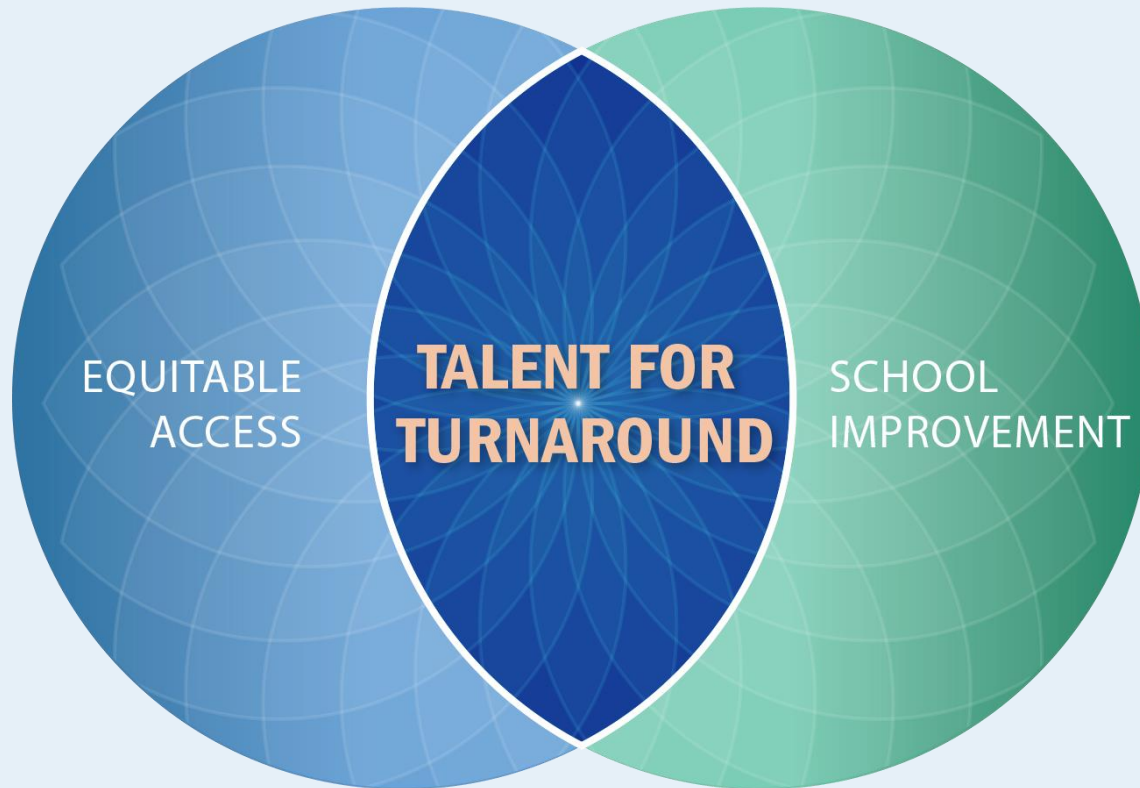
WELCOME
WE'RE GLAD YOU'RE HERE!

Please remember:

- When joining Adobe Connect, choose the **Dial-out** option [Receive a call from the meeting]
- Enter your phone number
- Then click **Join** and answer the incoming call from the webinar software.
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Effective Communication With Stakeholders and Staff

T4TLA Mentoring and Induction Affinity Group | Workshop 5
July 18, 2018



Welcome and Introductions

- Lisa Lachlan, Center on Great Teachers and Leaders
- Catherine Jacques, Center on Great Teachers and Leaders
- Steven LaBounty-McNair, Rhode Island Department of Education
- Jay Midwood, Central Falls School District



TALENT FOR TURNAROUND

EQUITABLE ACCESS | SCHOOL IMPROVEMENT

Our Missions

Center on Great Teachers and Leaders (GTL Center): To foster the capacity of vibrant networks of practitioners, researchers, innovators, and experts to build and sustain a seamless system of support for great teachers and leaders for every school in every state in the nation.

The Center on School Turnaround: To provide technical assistance and identify, synthesize, and disseminate research-based and emerging promising practices that will lead to state education agencies' increased capacity to support districts in turning around their lowest performing schools.

Mentoring and Induction (M&I) Affinity Group Workshops

Content	Optional Dates and Times
Workshop 1: Mentor Professional Learning, Development, and Assessment	March 19 1:30–3:00 p.m. ET
Workshop 2: Beginning Teacher Needs Assessment and Communities of Practice	April 25 1:30–3:00 p.m. ET
Workshop 3: The Role of the Principal in Comprehensive Induction	May 10 1:30–3:00 p.m. ET
Workshop 4: Using ESSA Funding for Multiyear Mentoring and Induction	June 18 1:30–3:00 p.m. ET
Workshop 5: Effective Communication With Stakeholders and Staff	July 18 1:30–3:00 p.m. ET
Workshop 6: Induction Program Monitoring and Continuous Improvement	August 15 1:30–3:00 p.m. ET

Why focus on communications?

Practice 1A: Prioritize improvement and communicate its urgency

Teams self-assessed an average of 0.71 out of 3

- LEA has developed and communicated a clear vision and theory of action for M&I programs in turnaround schools.
- LEA has developed a written plan establishing M&I program guidance and policies for turnaround schools (e.g., negotiables versus non-negotiables).
- LEA consistently messages to all LEA and school personnel that M&I is a high-priority strategy that can be employed within a school turnaround framework to support and retain new teachers.

Workshop 5 Objectives

- Participants will
 - Learn about key communications strategies that state and local leaders can use to
 - » Foster support for M&I programs.
 - » Promote understanding of how M&I programs benefit localities and students.
 - » Engage educators effectively in M&I programs.
 - Explore examples and resources to support effective communication about M&I programs.

Workshop 5 Agenda

- Overview of communications best practices
- Key messages
 - For stakeholders
 - For teachers in M&I programs
- Communication Examples
- State presentation: Rhode Island communication strategies
- Q&A/group discussion
- Final thoughts

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Pework Articles

- State Leader Communications
 - [Stakeholder Communications: Tips From the States](#)
- School Leader and Mentor Communications
 - [Tell Me About ... / Good Ways to Communicate With Teachers](#)
 - [A Principal's Top-10 List for Successful Communications](#)

Pework Reflection

- What were the strategies from the prereading that resonated the most with you? Why?
- What strategies would you like to learn more about?

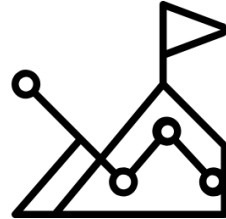


Overview of Communications Best Practices

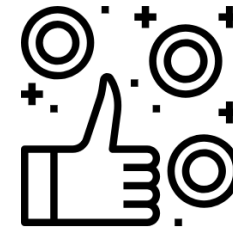
Catherine Jacques, GTL Center

Best Practices for States

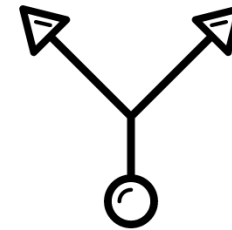
- Share goals.



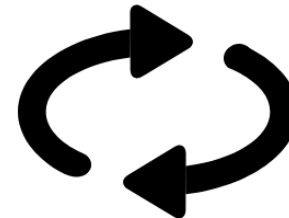
- Use trusted brokers and ambassadors.



- Diversify approaches and materials.

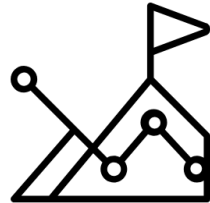


- Use two-way communication.

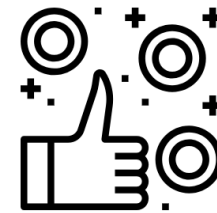


Best Practices for School Leaders and Mentors

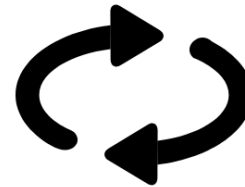
- Share goals.



- Use trusted brokers and ambassadors.



- Use two-way communication.



- Listen and respond to feedback.



- Be honest.

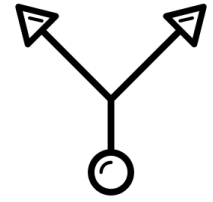


Using Trusted Brokers and Ambassadors



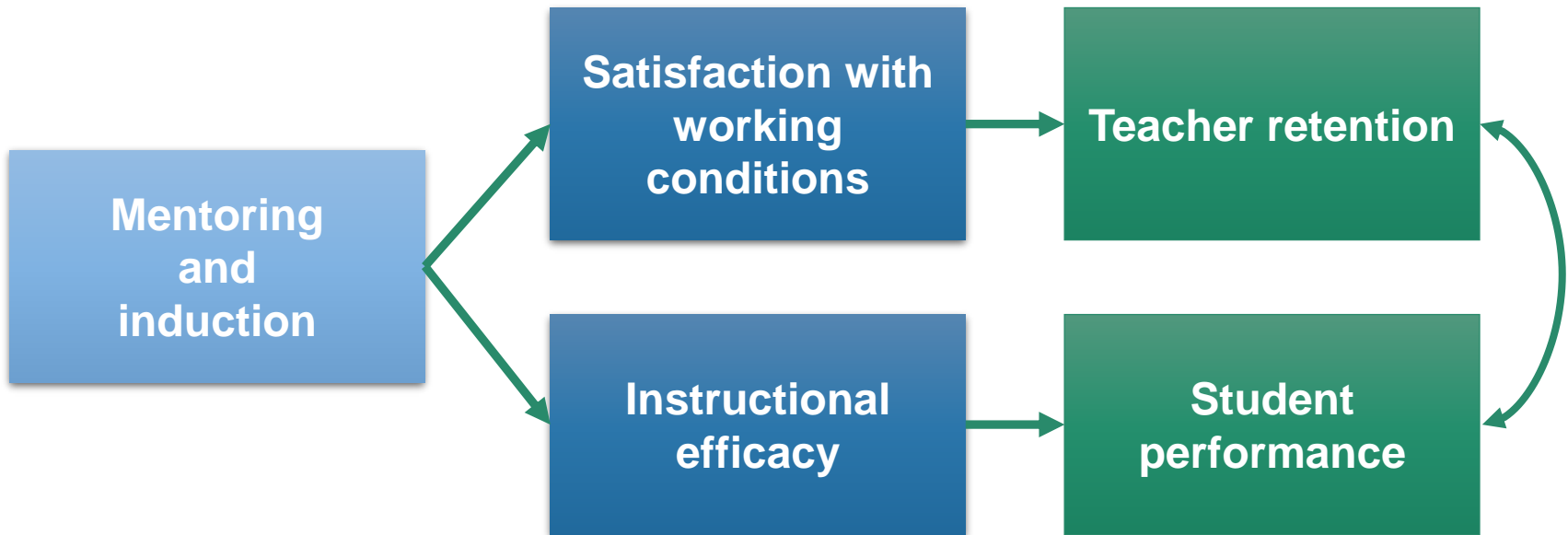
- Teachers trust teachers.
- Real influence may be localized.
- Trusted brokers or experts have nothing to gain.

Diversify Approaches and Materials



- Different levels of detail
 - Elevator pitches
 - Talking points
 - Infographics
 - One-pagers
 - Rules and process details
 - Selection criteria
 - Comprehensive guidebooks
- Different tone
 - Teacher audience
 - Decision-maker audience
 - Policy-maker audience
 - General public

Using a Theory of Change: Example #1



Source: Based on a review of research from Ingersoll and Strong (2011).

Using a Theory of Change: Example #2



Key Messages

Lisa Lachlan, GTL Center



Key Communications Milestones



Developing Key Messages

- Focus on basic questions of who, what, why, when and how.
- Pass the “elevator pitch” test of being clear, concise, and effective.



Example: Key Messages for General Stakeholders

Why mentoring and induction?

- M&I systems have been successful in promoting better teacher recruitment, retention, and effectiveness rates in many other states/districts.
- M&I systems are especially important for reducing new teacher turnover, which costs our state/district an extra \$___ per year and compromises our ability to diversify our educator workforce.

Example: Key Messages for Teachers in M&I Programs

Why mentoring and induction?

- The M&I program will help us ensure that *all* new teachers have the help and support they need to be effective in the classroom.
- The M&I program will help us ensure that all teachers are learner ready and able to bring culturally relevant and responsive practices into the classroom

Activity: Developing Key Messages

- Focus on basic questions of who, what, why, when and how.
- Pass the “elevator pitch” test of being clear, concise, and effective.



Examples: M&I Written Communications

State Examples

Delaware Department of Education
[Comprehensive Induction Program Requirements](#)

Illinois State University [Mentoring and Induction Newsletter](#)

Illinois New Teacher Collaborative
[Induction Guide](#)

Ohio Department of Education [Resident Educator FAQs](#)

Washington State Office of State Superintendent of Public Instruction
[Mentor Standards, Q&A, Keynote Presentation](#)

District Examples

Austin Independent [Induction Calendar](#) and [Mentor Commitment Form](#)

Clovis Unified Induction [Handbook, FAQs, Newsletters, Calendar](#)

Gwinnett County [Mentoring and Induction Program Vision and Guidelines](#)

Hillsborough, Florida [Effective Teaching Recruitment Brochure](#)

Pasadena Unified [Induction Program Newsletter](#)

Newton, Massachusetts [Induction Handbook, Calendar, Roles, and Responsibilities](#)

Washoe County Schools [Mentoring and Induction Website & Newsletters](#)

Team Reflection: Communication Examples

What is one communication strategy you would like your team to consider using in the future?

Leveraging Communication Strategies to Gain Stakeholder Buy-in

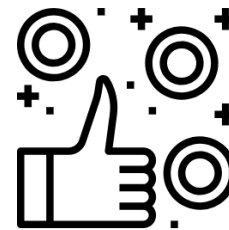
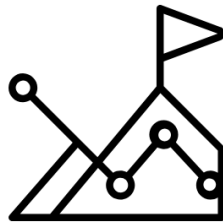
Steven LaBounty-McNair, Education Specialist
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Rhode Island Department of Education

Jay Midwood
Director of Strategy & Development
Central Falls School District

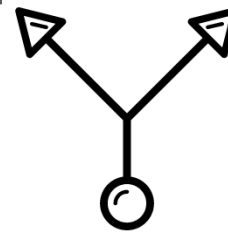
How can an SEA, LEA, and national partners use strategic communication strategies around M&I to garner buy-in with local stakeholders toward improved teacher retention?

Best Practices in Central Falls: Reshaping the Narrative through Strategic Communication

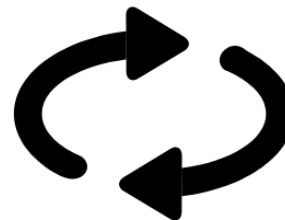
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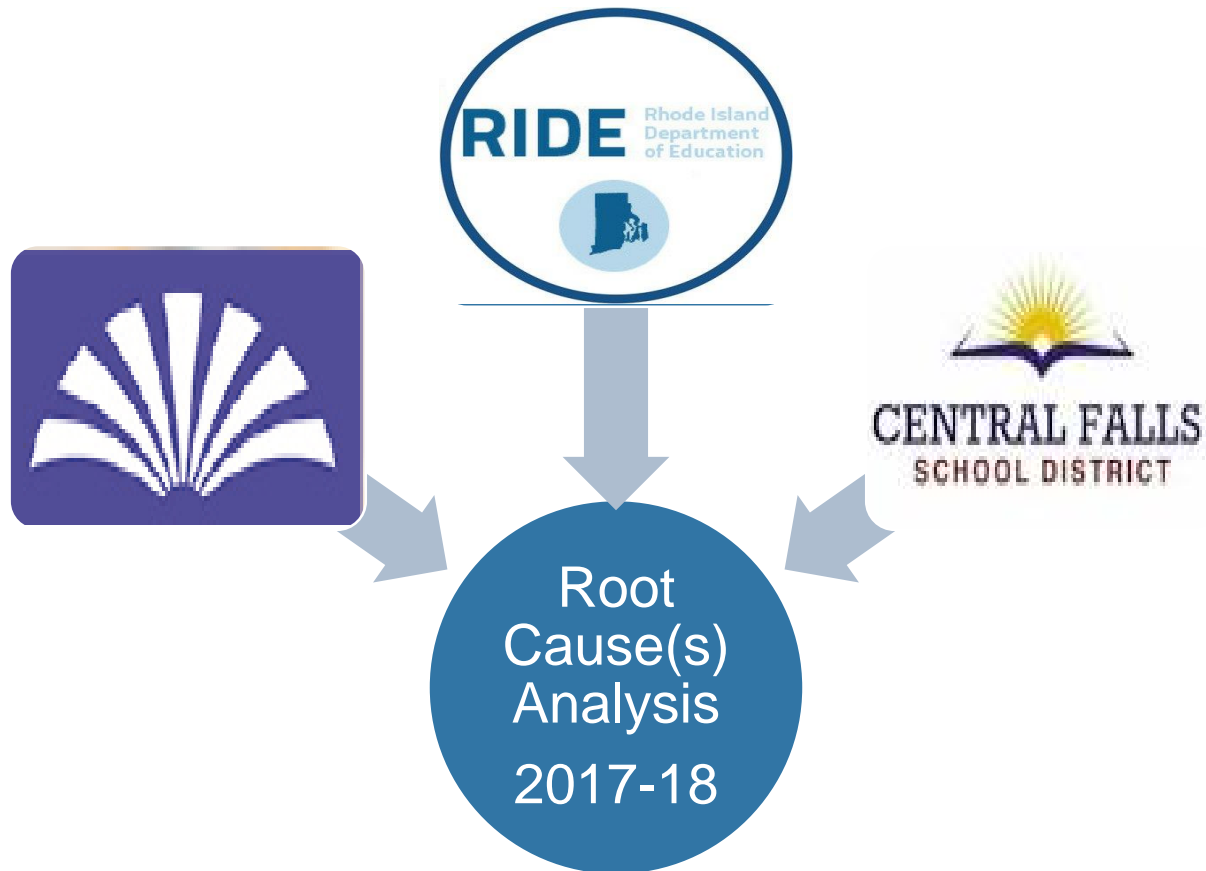


- Diversify approaches and materials



- Use two-way communication.

Best Practices in Central Falls: Understanding Where to Start



Re-shaping the Central Falls Narrative Through Strategic Communications

- Acknowledged differences among stakeholder groups
- Tailored our style
 - Union, School Committee, Principals, Teachers, Community

Re-shaping the Central Falls Narrative Through Strategic Communications

- View communications, in part, as a change management activity.
 - How can the M&I content be displayed and delivered in a way that would gain buy-in with each group, while also shifting the narrative away from the “old” way of doing business?

Infographic

Evidence of Success with Communications

- Union agreed to the model within the negotiations with no hesitation- impressed with the SEA & LEA partnership
- Job Posting from HR elicited various high-quality candidates for the role of Induction Specialists
- School Committee supportive of this new model as part of the district's larger Equity Blueprint framework
- Induction Specialists are hired and already working to plan for the 2018-19 school year

Looking Ahead

- How can the infographic be used in the wider community to maintain excitement around this work during implementation?
- In what other ways can we ensure that this work stays at the forefront of positive communications during the first (and second) years of this work?
- What other initiatives might benefit from a clear set of communication strategies through Central Falls' initiatives?



Team Reflection

What examples from this workshop might be most useful for your team to consider discussing or developing for your M&I project?

How might you apply the ideas from this workshop into your M&I work?

Housekeeping

- **Survey:** <https://www.surveymonkey.com/r/MIWorkshop5>
- **Next workshop:** Workshop 6: Induction Program Monitoring and Continuous Improvement, August 15, 1:30–3:00 p.m. ET
- **Pework:** Will be sent in a follow-up e-mail.
- **Adobe Connect:** When joining, please choose the first option: **Dial-out [Receive a call from the meeting]** Enter your phone number, click Join and answer the incoming call from the webinar software.

Thank you for joining us!

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