

Communicating Through Transitions



SMARTER BALANCED COMMUNICATION TOOLS AND STRATEGIES

SCENARIO: Back to school night hosted at your school. Parent approaches you in need of information...



“I’VE HEARD A BUNCH OF DIFFERENT THINGS ABOUT COMMON CORE...I JUST NEED SOMEONE TO TELL ME WHAT’S MOST IMPORTANT ABOUT IT.”

SCENARIO: Back to school night hosted at your school. Parent approaches you in need of information...



“IT MAKES NO SENSE TO GET RID OF OUR OLD TESTS AND ADOPT THESE NEW ONES. FROM WHAT I’VE HEARD, THESE NEW TESTS AREN’T ANY BETTER THAN OUR OLD ONES.”

Debrief



- **Volunteer:**
 - What adjectives would you use to describe this situation?
 - How did you feel answering these questions?
 - Do you feel confident in the way that you answered the questions?

- **Crowd thoughts?**

Table Activity



ROLE PLAYING

What are we talking about?



- **And how are we talking about it?**
 - How do I feel when asked about Common Core? Smarter Balanced tests?
 - What types of questions have I been asked in the past?
 - How prepared do I feel to answer these types of questions?
 - Does our school staff talk about how to engage with parents about standards and assessments?
 - Are we all on the same page when it comes to these discussions?

Who are we talking to?



- **And how can we help them?**
 - How is this person feeling?
 - What do they want to know?
 - Why do they want this information?
 - How can I help them get what they need?

Hello!!!



THANK YOU FOR COMING



3 Keys of Effective Communication During Transitions



- **Early**
 - Proactive communication as a mindset, not just an ideal
- **Often**
 - Create the echo—same information, multiple sources
- **Accurate**
 - Give the right info—always
 - Direct to the right info—especially when you don't have it
 - Correct misinformation right away

Table Activity



COMMUNICATION CHECK

Assess Your Communication



- **Ask yourself:**
 - What does proactive communication look like in my school/district?
 - ✦ How do my parents prefer to communicate?
 - ✦ Through what channels (e.g. email, face-to-face, newsletter, social media)?
 - ✦ How engaged is my school/district within our community?
 - ✦ Are we communicating effectively? How do we know?
 - ✦ What is missing or in need of improvement in our communications?

- **Share-out**

Where does my district sit?



- Write your **SCHOOL** and **DISTRICT NAME** on the chart paper to reflect where you are currently in your communication efforts (spectrum).

2014-15 District Toolkits



- **Advocacy materials**
 - “3 Keys” Parent Handout
 - Infographics
 - Educator Presentations
 - Parent Presentations
- **What do you need?**

Smarter Balanced Achievement Level Setting Opportunity



- Educators, parents, business leaders, and other interested parties are invited to participate online.
- Participants will take selected English or Math tests and recommend achievement level scores.
- Register at <http://www.smarterbalanced.org/onlinepanel> by September 19th, 2014 to participate.
- Visit the Smarter Balanced website at www.smarterbalanced.org to learn more about the online panel.
- Please spread the word! We want as many Oregonians involved as possible!

Goodbye



HAVE A GREAT DAY ☺

Meg Koch, meg.koch@ode.state.or.us

Jessie McGraw, jessica.mcgraw@ode.state.or.us