Race to the Top (RTTT) Communication Tools

(APPENDIX 1)

Print

Maryland Classroom

Maryland Classroom is a publication targeted to Maryland teachers, which provides information and updates on the State's RTTT program. The publication is produced and distributed to schools several times a year. Since winning the RTTT grant, MSDE has produced three issues of Maryland Classroom.

The first issue was released in October 2010 and provided an overview of the RTTT program and progress up to that point. The following issue, released in March 2011, focused on the Educator Effectiveness Academies. An upcoming issue, set for release in May 2011, will highlight the Data System component of the State's RTTT program.

The Maryland Classroom publications can be found on MSDE's RTTT website: www.marylandpublicschools.org/rttt

RTTT Monthly Update

The RTTT Monthly Update is a publication created to reach a wide audience and provide readers with regular updates on the latest news and progress with RTTT. The first issue of the RTTT Monthly Update was released on April 26, 2011 and new issues will be published on the fourth Tuesday of every month.

The RTTT Monthly Update can be found on MSDE's RTTT website: www.marylandpublicschools.org/rttt

Press Releases and Media Alerts

MSDE utilizes press releases and media alerts to inform the media of RTTT news and newsworthy events. These releases are sent out to media contacts via email and are also posted on the MSDE RTTT website.

All RTTT press releases can be found on MSDE's RTTT press release page: http://marylandpublicschools.org/MSDE/programs/race_to_the_top/RTTT_pressreleases

Flyers, Fact Sheets, and Other Publications

MSDE produces a variety of flyers, fact sheets, brochures, and other publications that provide readers with information on a variety of RTTT topics, from an overview of the RTTT program to detailed information about the specific assurance areas to progress updates and more.

MSDE RTTT flyers and publications can be found on MSDE's RTTT website: http://www.marylandpublicschools.org/rttt

Maryland Common Core State Curriculum

The Maryland Common Core State Curriculum will be posted on the MSDE website, which will give teachers, principals, central office staff, parents, and members of the community full access to the Maryland Common Core State Curriculum. (Available in June 2011)

Video

RTTT Videos

MSDE has produced a number of RTTT related videos which are housed on the State's RTTT website. The videos cover a variety of RTTT topics. Several of the videos detail the RTTT assurance areas, while others provide updated information on the status of the grant and reforms.

All RTTT videos can be found on MSDE's RTTT video page:
http://marylandpublicschools.org/MSDE/programs/race_to_the_top/rttt_videos

YouTube

MSDETV's YouTube channel houses many of the State's RTTT videos and is updated regularly.

MSDETV's YouTube channel: http://www.youtube.com/user/msdetv#p/u

Social Media

Facebook

The Maryland State Department of Education's Facebook page is continually updated with the latest RTTT news.

MSDE's Facebook page: http://www.facebook.com/pages/Maryland-State-Department-of-Education/155475961144530

Web and Online

Website

MSDE's RTTT website contains the latest news and information about the State's RTTT program and progress. The site also houses all public documents, publications, and videos relating to RTTT and contains links to related programs within MSDE, such as the Common Core State Standards and American Recovery and Reinvestment Act.

MSDE's RTTT website: www.marylandpubluicschools.org/rttt

Data System Portal - Currently called "Maryland Data Projects Portal"

The RTTT portal will serve as the MSDE online repository for RTTT governance and management. This portal also contains a variety of web information related to the student longitudinal data and applications in the P-12

Longitudinal Data System (LDS). The portal will continue to evolve over time as a variety of project specific information on RTTT projects is collected.

MSDE Portal: http://p12lds.msde.state.md.us/portal/page/portal/MLDS/MLDS_HOME

Data System Webinars
RTTT Webinars are provided to a variety of stakeholder groups, such as teachers, administrators, superintendents, and other external stakeholders involved in RTTT. The purpose of each webinar varies, some deal with the State's RTTT program in general, while others focus on more specific topics, such as educator effectiveness, course-grade-teacher data collection technical training, student growth, and portfolios. All webinars are available on the Maryland Data Projects Portal.

MSDE Portal: http://p12lds.msde.state.md.us/portal/page/portal/MLDS/MLDS_HOME

On-Line Collaboration Teams
Many of the RTTT projects are complex and require a joint agreement between MSDE and the Local Education Agencies (LEAs) to successfully implement and support the educational initiative. There is also an LEA Collaboration section of the RTTT portal, which provides general information updates to the LEAs and other external users on webinars and on-going collaborative RTTT projects.

MSDE Portal: http://p12lds.msde.state.md.us/portal/page/portal/MLDS/MLDS_HOME

Presentations and Outreach Activities

RTTT Presentations
MSDE maintains a catalogue and schedule of all RTTT presentations given by MSDE staff to various stakeholder groups, such as county boards of education, media outlets, education associations, higher education representatives, and other organizations. The presentations are tailored to each audience, some focusing on providing a broad overview of the State's RTTT program, while others delve into specific topics, such as teacher evaluations and the Common Core State Standards.

RTTT PowerPoint
MSDE has created and continues to update a PowerPoint presentation detailing Maryland's Race to the Top program. The PowerPoint is often used during stakeholder presentations.

The RTTT PowerPoint can be found on MSDE's RTTT website: www.marylandpublicschools.org/rttt

RTTT LEA Collaboration Outreach
A variety of outreach and face-to-face meetings are held with representatives of LEAs to follow up on various RTTT topics. These collaborative meetings focus on fact finding, needs, assessments, clarifications, problem solutions, and general RTTT topic discussions.