

# The Maryland Council for Educator Effectiveness

## Recommendations for Statewide Educator Evaluation System

### Communications Plan

#### **Background:**

On June 21, 2011 the Maryland Council for Educator Effectiveness submitted its final Recommendations for a Statewide Educator Evaluation System to Governor Martin O'Malley, the Maryland General Assembly, and the Maryland State Board of Education. The Recommendations are the culmination of months of discussions, deliberations, and hard work by the educators, legislators and representatives, and members of the business community who comprise the 21 member Council.

The Council's Recommendations define various aspects of teacher and principal evaluation, set in place general standards, provide flexibility to local school systems with State approval, and establish a framework for evaluation. They are designed to ensure that educators are evaluated using multiple, fair, and transparent methods; that they are given meaningful opportunities to improve; and provided with the means to share best practices.

The Evaluation Recommendations reflect Maryland's commitment to design its Educator Evaluation System to include student growth as 50 percent of the final evaluation, a provision written in to the State's winning Race to the Top Grant application.

#### **Communication Strategy:**

Maryland's new Educator Evaluation System will impact every teacher and principal in the State. Under this new Evaluation System, the way educators will be assessed will rely more heavily on student growth, which is a departure from current evaluation methods.

Due to the fact that the new Evaluation System will touch so many educators statewide and relies on different measures for evaluation, it is critical that the Maryland State Department of Education (MSDE) reach out to all stakeholders with clear and timely information about this new System.

#### **Communication Tools:**

MSDE has and will continue to communicate information about these Recommendations through a variety of methods to ensure that it reaches all stakeholders.

##### *Email Outreach*

MSDE has sent emails to a variety of stakeholder groups to inform them about the new Evaluation Recommendations and provided them with an electronic copy of the report as well.

MSDE has sent emails to these stakeholder groups:

- The Maryland State Board of Education

- The MSDE Executive Team
- The Council for Educator Effectiveness
- The Governor of Maryland, Martin O'Malley
- The Maryland General Assembly Presiding Officers
- Members of Maryland's House of Delegates and Senate
- Local Education Agency (LEA) Superintendents and Public Information Officers
- Members of PSSAM, the Public School Superintendents Association of Maryland
- Members of MABE, the Maryland Association of Boards of Education
- Government Relations Liaisons in Harford, Anne Arundel, Prince George's, Montgomery, Washington, Charles, Howard, and Baltimore counties, and Baltimore City

#### *Online Outreach*

- The Maryland Council for Educator Effectiveness Recommendations Educator Evaluation System has been posted in two locations on the MSDE website:
  - The Council for Educator Effectiveness page  
([http://www.marylandpublicschools.org/MSDE/programs/race\\_to\\_the\\_top/MCEE](http://www.marylandpublicschools.org/MSDE/programs/race_to_the_top/MCEE))
  - MSDE's Race to the Top page  
([http://www.marylandpublicschools.org/MSDE/programs/race\\_to\\_the\\_top](http://www.marylandpublicschools.org/MSDE/programs/race_to_the_top)).
- The Maryland State Department of Education Facebook page also posted information about the Evaluation System, and provided a link to the MSDE press release.

#### *Print Outreach*

- MSDE issued a press release about the Recommendations for the new Evaluation System on June 20, 2011.
- The June issue of the Race to the Top Monthly Update will highlight the new Evaluation System.
- The next issue of the Maryland Classroom publication, slated for release in early to mid August 2011, will discuss the new Evaluation System in-depth.

#### *Media Outreach*

A number of local media outlets reported on the Recommendations.

- Articles appeared in several local newspapers, including the Washington Post, the Gazette, and the Baltimore Sun.
- Local TV news station, WBAL, also reported on the new Evaluation System.