

# Navigating Department Communications

**Presentation to New Superintendents**

**Sarah Potter**  
**Communications Coordinator**  
**July 2015**



# Overview

- **Website Tour**
- **Communications Office**
- **Social Media Tips**
- **Media Relations**
- **Media Training Practice**
- **Crisis Communications Tips**

# First Design 1997

[Text Only Version](#)

**Looking For?**

\* [Job Openings](#)

\* [Missouri K-12 Schools on the Web](#)

\* [Missouri School Improvement Program \(MSIP\)](#)

\* [School Finance](#)

\* [School Laws](#)

\* [Special Education](#)

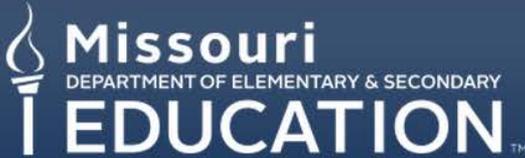
\* [Teacher Certification](#)



Missouri Department of Elementary and Secondary Education  
[Send Questions to: webmgr@mail.dese.state.mo.us](mailto:webmgr@mail.dese.state.mo.us)

# Homepage

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## HB1490

Learn more about the review of the Missouri Learning Standards.

#HB1490 #MOStandards



[Administrative Memos](#)



[Educator Certification](#)



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[New Assistant Commissioner for the Office of Quality](#)

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Follow Missouri's progress toward becoming a top 10 state for education.



# Homepage



Topics

Services

Data

Department



## Certification

Apply, view, and print certificates as well as view Praxis scores and check fingerprint/background status.



## Fingerprint/Background Check

Learn about fingerprinting and background check procedures and requirements.



## High School Equivalency Test

Learn the requirements and apply for the HISET.



## Missouri Connections

See how Missouri Connections helps citizens explore careers, and develop education and job search strategies.



## Vocational Rehabilitation

Find assistance and training for those who would like to work but have a disability that keeps them from finding or keeping a job.



## Webinars

See the schedule of free upcoming and view previously recorded webinars.

## News

[ [See More News](#) ]

- [New Assistant Commissioner for the Office of Quality Schools Begins Work](#)
- [Notice of Periodic Rule Review](#)
- [Surveys Show Missouri Educators Strongly Support Top 10 by 20 Goals](#)
- [Missouri Granted ESEA Waiver Extension](#)
- [Leadership Academy Marks 30th Anniversary; 20 years for Regional Professional Development Centers](#)



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## Learn More

- **Administrative Memos**
- **Education Law and Regulations**
- **Educator Effectiveness**
- **Federal Programs**
- **Leadership Development**
- **Top 10 by 20**
- **Webinars**

## Administration

- **Certification**
- **Data Management**
- **Finance**
- **Food Services**
- **Leader Standards**
- **New Administrators**
- **School Governance**
- **Transportation**

## Learning Services

- **Accreditation**
- **Assessment**
- **Curriculum**
- **MSIP**
- **Career & Technical Education**
- **Special Education**

## Popular Services

- **Core Data/MOSIS**
- **Missouri Comprehensive Data System**
- **Data Acquisition Calendar**
- **District Annual Performance Report**
- **Grants and Planning**
- **Web Applications**

# Administrators

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## Administrators

Home

**School District Data**  
Demographics and financial information about public school districts, public, charter schools and state-operated schools.

The banner features a blue map of Missouri in the center. To the left, there are three circular icons: a school building, a bar chart with an upward arrow, and a pie chart. A light yellow box on the right contains the title and description.

### Browse Administrators

#### **A+** Administrative Memos

Administrative memos are used to transmit information related to the policies or administration of programs coordinated by the Department.

### Popular Services

Data Acquisition Calendar

# Administrators

## Browse Administrators



### Administrative Memos

Administrative memos are used to transmit information related to the policies or administration of programs coordinated by the Department.



### Education Law and Regulations

The office of Governmental Affairs provides legal counsel to Department staff.



### Evaluation System

Find the latest information on educator evaluation systems.



### Federal Programs

Federal Education Programs affect Missouri.



### Finance

Information on school finance, funding and school governance.



### Food and Nutrition

Rules and regulations regarding food and nutrition in schools.



### Leadership Development

Information on professional development.



### Professional Service Centers

Find where our professional service centers are located.



### Transportation

Find the latest on how the Department handles transportation of students.

## Popular Services

Data Acquisition Calendar

School District Annual Performance Report

School District Data

Update Student Information

Web Applications

Webinars

## Learning Services

Accreditation

Assessment

Curriculum

MSIP

School Governance



# Educators

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## Educators

[Home](#)



### Professional Development

Delivering high quality professional development programs for practicing teachers and administrators

#### Browse Educators



##### Assessment

The Department is committed to raising expectations for students and improving our assessment system with the goal of preparing every Missouri student for college and career readiness after high school graduation.



##### Educator Effectiveness

#### Popular Services

[Fingerprint/Background Check Status](#)

[Web Applications Login](#)

# Educators

## Browse Educators



### Assessment

The Department is committed to raising expectations for students and improving our assessment system with the goal of preparing every Missouri student for college and career readiness after high school graduation.



### Educator Effectiveness

Improving students' learning requires the improvement of the effective practice of those teaching in classrooms and providing leadership in schools.



### Educator Preparation

Missouri is devoted to preparing educators to the highest standards to ensure the highest quality of education for our students.



### Educator Standards

Find updated expectations of performance standards for educators.



### Guidance & Counseling

The Department staff works to provide resources to help implement schools' guidance and counseling programs.



### Curriculum

Find the latest curriculum information from the Department.



### Professional Development

Search for information on what and how much professional development is needed.



### Career & Technical Education

Missouri Career Education combines academics and skill training to better prepare students of all ages for the job market.

## Popular Services

[Fingerprint/Background Check Status](#)

[Web Applications Login](#)

[Educator Assessments](#)

[Educator Certificate](#)

[Educator Preparation Reports](#)

[Professional Learning Guidelines](#)



**Professional  
Associations**



# Educator Growth Toolbox

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## Educator Growth TOOLBOX

Tutorial



Essential  
Principles

Model Evaluation  
System

Observations  
& Feedback

Student Growth  
Data

Surveys

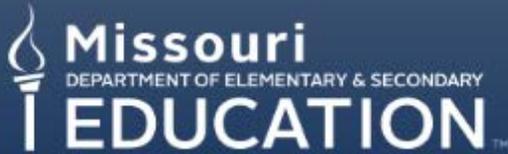
Professional  
Artifacts

Professional  
Learning

A one-stop destination where Missouri educators can find all of the tools they need to enhance educator effectiveness. Select an icon above to open the Toolbox and find resources on evaluation, observations, professional learning, and more.

# Parents & Students

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## Parents & Students

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- Military Families**
- English Language Learners**
- Special Education**
- Gifted Education**
- New to Missouri**

Parents

Students

Services

College & Career Readiness

# Parents & Students

Parents

Students

Services

College & Career Readiness



## Afterschool Programs

After school programs keep kids safe, help working families and inspire students to learn.



## Anti-Bullying

State statute requires every school district to have an anti-bullying policy.



## Charter Schools

Charter Schools are independent public schools that are free from rules and regulations that apply to traditional public school districts unless specifically identified in charter school law.



## Early Childhood Education

Early childhood education is imperative to the future of our children. Learn more about opportunities in Missouri.



## Home Schooling

Home schooling is one of the options for educating children, but the Department does not regulate or monitor home schooling in Missouri.



## Immunization

Find information regarding immunization recommendations from birth to senior years.



## School Governance

Find a wide variety of topics, including student residency, school district boundary lines, boards of arbitration, school elections, facility needs and safety.



## School Safety

Find the latest policies and information on security issues such as earthquakes, tornadoes and fires.

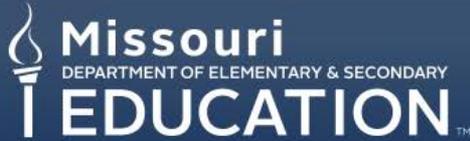


## Top 10 by 20

Missouri is currently striving to become one of the top 10 states for education by 2020. Find out how you can help achieve this goal.

# School Data

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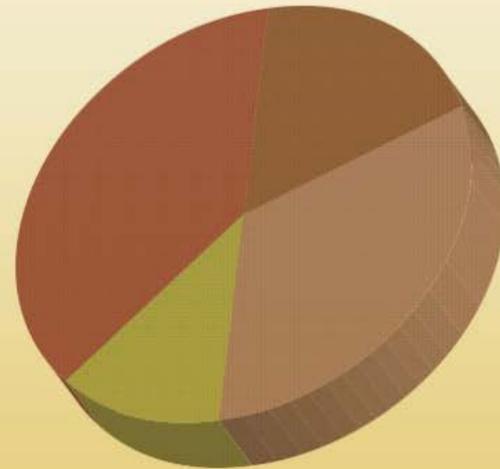
School Data

## School Data

Home

# MCDS Portal

Missouri's Comprehensive Data System



# School Data

## School Data



### Accountability

Information on the state's data accountability system.



### College & Career Readiness

Find data related to college and career readiness.



### School District Data

The latest data on individual school districts in Missouri.



### Early Childhood Education

Data on early childhood education is available here.



### Education Staff

Search for data related to educators.



### Special Education

Data related to special education in Missouri.



### State Assessment

The latest Assessment data.



### Student Characteristics

Find data based on student characteristics.



### School Directory

A list containing district information.

## Data Providers

[Core Data/MOSIS](#)

[Data Acquisition Calendar](#)

[Grants & Planning](#)

[Missouri School Information System \(MOSIS\)](#)

[User Manager](#)

[Web Applications Login](#)

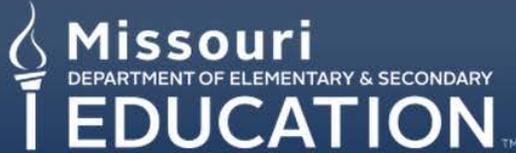
[Webinars](#)



[Data Requests](#)

# Memos

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## Administrative Memos

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Administrative Memos are used to transmit information related to the policies or administration of programs coordinated by the Department of Elementary and Secondary Education. In addition to being posted in this section, these memos may be distributed via e-mail or the postal service to the appropriate points of contact for specific programs.

Date	Number	Subject	Section
06/25/2015	FAS-15-006	<a href="#">Substitute System for Time and Effort Reporting</a>	Administrative Services
06/23/2015	FAS-15-005	<a href="#">General Federal Guidance Webpage Updates</a>	Administrative Services
06/03/2015	QS-15-012	<a href="#">Missouri Option Program and HiSET Test Scores</a>	Quality Schools
05/27/2015	CCR-15-012	<a href="#">Missouri School Plant Manager's Association Workshop</a>	Career Education
05/27/2015	CCR-15-011	<a href="#">Computer Programming /Network Administration Educator Certification</a>	Career Education

### Filter by

#### Keywords

#### Year

-Year ▾

#### Office

- Any - ▾

#### Section

- Any - ▾

# Webinars

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## Webinar Schedule

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MAY  
16

### Speech Implementer Model: Past, Present and Future

The Office of Special Education has UPDATED guidance and requirements for the use of the speech implementer model as a service delivery option for providing speech/language services to students with disabilities. This recorded webinar will highlight changes in the application process, expectations for use of the model, as well as introduce new resources to assist LEAs meet compliance requirements.

JUN  
5

### Office of Data System Management Monthly Update

This webinar presents information and updates from the Office of Data System Management.

## Webinars

- [Webinar Help](#)
- [Webinars - Upcoming](#)
- [Webinars - Recorded](#)
- [About Adobe® Connect™](#)

## May

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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## Recorded Webinars

Home

Date	Webinar	Office
06/25/2015	<b>MACHS II Training</b> The recorded version of the webinar is not currently available. Once all trainings are completed, the recorded webinars will become available for viewing. Please continue to monitor this page for further information.  This training webinar will instruct the participant on the MACHS II System through the Missouri State Highway Patrol.	Data System Management
06/23/2015	<b>MACHS II Training</b> The recorded version of the webinar is not currently available. Once all trainings are completed, the recorded webinars will become available for viewing. Please continue to monitor this page for further information.  This training webinar will instruct the participant on the MACHS II System through the Missouri State Highway Patrol.	Data System Management

## Filter by

### Keywords

### Year

-Year ▾

### Office / Division

- Any - ▾

## Webinars

- Webinar Help
- Webinars - Upcoming
- Webinars - Recorded
- About Adobe® Connect™
- Employee Access

# Communications

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## Communications

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### News & Updates

#### Receive Notices From the Department

The Communications Office keeps you updated on important developments with the Missouri Department of Elementary and Secondary Education and of educational issues, events and achievements across the state. To receive news from the Department, please sign up to receive the DESE News Bulletin and other notices.

- [DESE News Bulletin](#)
- [Topic- and program-specific list-serves](#)

#### Media Inquiries

The Communications Office is the central coordination point for all media inquiries. Recent news releases can be found on the website [here](#).

- *Communications Coordinator: Sarah Potter*
- *Phone: 573-751-3469*
- *Email: [communications@dese.mo.gov](mailto:communications@dese.mo.gov)*

#### Marketing Materials

The Department has a variety of brochures and fliers available to view on topics such as the Missouri Learning Standards, Educator Evaluator System, MoLEAD and more. Please click [here](#) for the latest.

## Communications

- [Electronic Mailbag](#)
- [Frequently Asked Questions](#)
- [Listservs](#)
- [Logos & Guidance](#)
- [News Releases](#)
- [Media Production Services](#)
- [Social Media](#)
- [Top 10 by 20 Newsletter](#)

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# Listservs

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## Listservs

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Below are links for Department of Elementary and Secondary Education listservs. You may subscribe to these listservs to receive information about the following topics:

- **Adult Education & Literacy**
- **Adult Education & Literacy - specific to Professional Development**
- **Business, Marketing and Information Technology Education**
- **Curriculum**
- **Data System Management**
- **DESE News Bulletin**
- **Educational Technology**
- **Grants and Planning (ePeGSs)**
- **Family and Consumer Sciences**
- **Federal Programs**
- **Health Sciences**
- **Homeless Children and Youth**
- **Hospitality and Tourism Education**
- **Missouri Preschool Project**
- **MOSIS**
- **Office of Data System Management**
- **Parents as Teachers**
- **Parent-Teacher Organizations/Parent Teacher Association Leaders**
- **School Finance**
- **School Health**
- **Special Education**
- **Teachers in Missouri public schools**

## Communications

- **Electronic Mailbag**
- **Frequently Asked Questions**
- **Listservs**
- **Logos & Guidance**
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- **Media Production Services**
- **Social Media**
- **Top 10 by 20 Newsletter**

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## Contact Information

### Communications

Phone: 573-751-3469

Fax: 573-751-8613

Communications@dese.mo.gov

# Marketing Materials

[dese.mo.gov/educator-quality/educator-growth-toolbox](http://dese.mo.gov/educator-quality/educator-growth-toolbox)

## MISSOURI EDUCATOR EVALUATION SYSTEM

Visit [dese.mo.gov/educator-growth-toolbox/essential-principles](http://dese.mo.gov/educator-growth-toolbox/essential-principles) for access to these rubrics and other resources.

A substantial body of research establishes the teacher as the most significant factor in a student's learning in school. Effective leadership is next. To improve student performance, we need to support and improve teaching in classrooms and leadership in schools.

### New Guidance Document and Effective Evaluation Implementation Rubric

In 2014, the Missouri Department of Elementary and Secondary Education developed the Effective Evaluation Implementation Rubric and Supporting Guidance Document.

These resources are provided to help districts align their educator evaluation processes to the essential principles required of each district and charter school.

#### Essential Principles of Effective Evaluation

The Guidance Document outlines ways to review practice data and policy data to ensure alignment with the essential principles and provides an overview of the rating system. It also explains action steps to increase alignment.



The Effective Evaluation Implementation

Rubric goes into detail on each essential principle, outlining indicators of alignment, criteria and rating levels.

#### Developmental Timeline



The Department of Elementary and Secondary Education does not discriminate on the basis of race, color, religion, gender, national origin, age, or disability in its programs and activities. Inquiries related to Department programs and to the location of services, activities, and facilities that are accessible by persons with disabilities may be directed to the Jefferson State Office Building, Office of the General Counsel, Coordinator – Civil Rights Compliance (Title VI/Title IX/504/ADA/Agg Act), 6th Floor, 205 Jefferson Street, P.O. Box 480, Jefferson City, MO 65102-0480; telephone number 573-526-4757 or TTY 800-735-2966; email [civilrights@dese.mo.gov](mailto:civilrights@dese.mo.gov).

The Educator Growth Toolbox is a one-stop destination where Missouri educators can find all of the tools they need to enhance educator effectiveness.

The Educator Growth Toolbox includes:

- Essential Principles
- Model Evaluation System
- Observations & Feedback
- Student Growth Data
- Surveys
- Professional Artifacts
- Professional Learning



# Top 10 by 20



**TOP 10 by 20 UPDATE**

[Goal #1](#) [Goal #2](#) [Goal #3](#) [Goal #4](#) [Top 10 by 20](#) [Questions? Contact Us](#) [f](#) [t](#) [K12 TV](#)

## September 2014

### Commissioner's Video Message

Missouri Commissioner of Education Chris Nicastro discusses the Kansas City Public Schools, the state's MAP scores, Missouri's rise in ACT scores and more. View via [YouTube](#) or [webstream](#).



*"Our students will walk out and compete for jobs and compete for*



# Top 10 by 20

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## Top 10 by 20 Newsletter

Home » Top 10 by 20

### Newsletter: Top 10 by 20 UPDATE

The statewide Top 10 by 20 Missouri Proud initiative is well underway, and the Department has a monthly electronic newsletter to keep Missourians informed about Missouri public education and the state's progress toward becoming a top 10 state nationwide by 2020. A message from Commissioner Chris Nicastro will be a regular feature of the Top 10 by 20 UPDATE.

If you would like to sign up for the newsletter, please click [here](#).

*If you are unable to subscribe to our newsletter it is possible your Internet Service Provider (ISP) is blocking emails from Constant Contact. If this is the case, we recommend you contact your ISP and ask them to unblock the emails, subscribe to our newsletter with a personal email address or visit this page regularly to view the archived version of our newsletter by clicking on the links provided below. We apologize for any inconvenience.*

View the Department's [email privacy statement](#).

### 2014 Newsletters

Newsletter	Commissioner's Video Message
January 2014	<p>January 2014</p> <ul style="list-style-type: none"> <li>View via YouTube</li> <li>View via webstream</li> <li>Video transcription </li> </ul>

- About Top 10 by 20
- Dashboard
- FAQs
- Research Partners
- Show your Support
- Support Letters
- Supporters Materials
- Videos
- What the Experts Say
- Subscribe to our Newsletter

Administrative Memos

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Web Applications

# Social Media

- Facebook
- [www.facebook.com/moeducation](http://www.facebook.com/moeducation)
  
- Twitter
- [www.twitter.com/moeducation](http://www.twitter.com/moeducation)
  
- YouTube
- [www.youtube.com/user/MODeptofEducation](http://www.youtube.com/user/MODeptofEducation)
  
- Missouri Learning Standards Blog
- [www.MissouriLearningStandards.com](http://www.MissouriLearningStandards.com)

# Twitter



## Missouri DESE

@MOEducation

Twitter account for the Missouri Department of Elementary & Secondary Education. The Department is the administrative body of the State Board of Education.

📍 Jefferson City, MO

🌐 dese.mo.gov

📅 Joined November 2010

TWEETS 7,811 FOLLOWING 1,554 FOLLOWERS 9,151 FAVORITES 1,736 LISTS 3

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Tweets Tweets & replies Photos & videos



Missouri DESE @MOEducation · 6h

Commentary: Keep tests, add resource equity in new ed law #ESEA  
[laschoolreport.com/commentary-kee...](http://laschoolreport.com/commentary-kee...)

🔄 2 ⭐ 1 📊 ⋮

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Blunt Educator @BluntEducator · 22h

Who to follow · Refresh · View all



Katlyn Keller @stlbizkeller ×

+ Follow



Joanne Jacobs @Joanne... ×

+ Follow



ALIVE Magazine STL @ALI... ×

+ Follow

Find friends

# Twitter Tips

- **Start now, if you haven't already!**
- **Set policy for organization & employee professional use**
- **Find your audience**
- **Be there consistently**
- **Know the lingo**

# Facebook Tips

- **Start it now, if you haven't already!**
- **Audience is harder to find but there**
- **Show your culture**
- **Create great content**
- **Spend some money**
- **Use the analytics**

# Media Relations

- Press releases
- Regularly pitch stories
- Data analysis
- Spokespeople

# Media Relations Tips

- View media as an opportunity
- Build relationships with reporters
- PRACTICE
- Write down your points
- Break your own bad news
- Be honest and transparent
- Don't make it up
- Follow up on news releases

# Media Training

- Find a partner and practice delivering your message
  1. "What I can tell you is..."
  2. "It's important to remember..."
  3. "For example..."

# Crisis Communications Tips

1. Establish a process
2. Acknowledge uncertainty/fear
3. Express wishes (“I wish I had answers”)
4. Explain process to find answers
5. Give people things to do – Ask them for help

# Questions?



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# Contact Us

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Email: [communications@dese.mo.gov](mailto:communications@dese.mo.gov) or  
[sarah.potter@dese.mo.gov](mailto:sarah.potter@dese.mo.gov)

Twitter: @MOEducation

Facebook: [www.facebook/MOEducation](http://www.facebook/MOEducation)

Phone: 573-751-3469



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# Thank You!

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Email: [communications@dese.mo.gov](mailto:communications@dese.mo.gov) or  
[Sarah.Potter@dese.mo.gov](mailto:Sarah.Potter@dese.mo.gov)

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