

# Website Navigation & Communications

**Presentation for New Superintendents**

**Sarah Potter**  
**Communications Coordinator**  
**July 2014**



# First Design 1997

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

# Design 2011 - 2014



Jay Nixon, Governor  
Chris L. Nicastro, Commissioner

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## Save the Date!



53rd Annual Cooperative Conference for School Administrators

Holiday Inn Executive Center July 27-29 Columbia, Mo.

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## News & Updates

- ▶ Missouri Semifinalists Named for U.S. Presidential Scholars Program
- ▶ Department's Bill Gerling Wins Two Educator Awards from The Missouri Bar
- ▶ Missouri "Breaking Traditions" Winners Announced
- ▶ State Board Adopts Recommendation Reauthorizing Transitional School District
- ▶ School Administrators and Teachers Receive Training through MoLEAD [more news...](#)
- ▶ Guidance for Student Transfers (Revised December 20)



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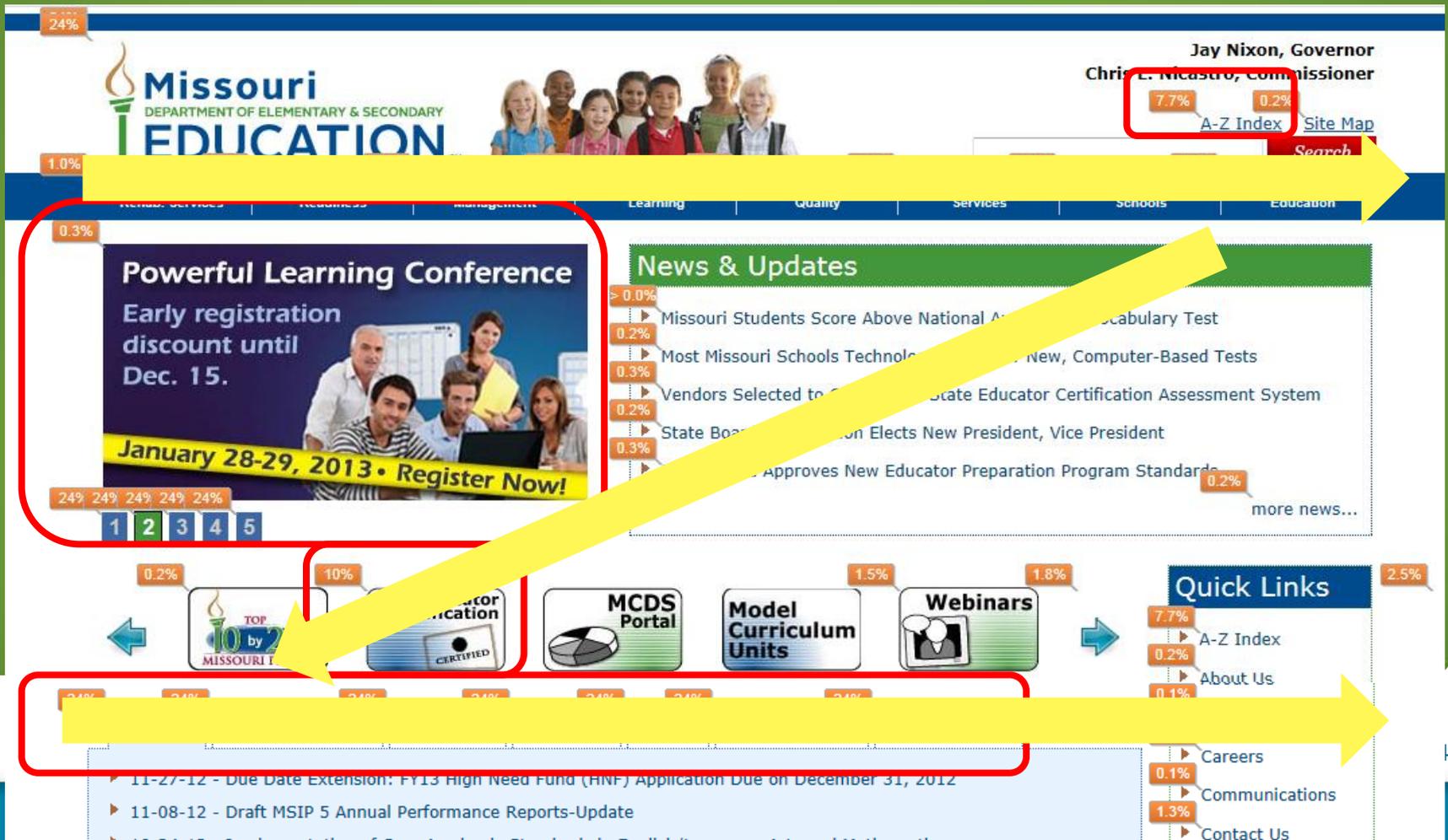
- ▶ 04-21-14 - Data Release and Appeals Process
- ▶ 04-16-14 - Summer School Application
- ▶ 03-20-14 - Guidance Related to Effectiveness Index Formula (EIF)
- ▶ 03-20-14 - Guidance Related to Distribution of Perkins Postsecondary Funds
- ▶ 03-17-14 - Verification of Data Used in FY15 Title I and Part B Allocation Calculation
- ▶ 03-12-14 - Revised Assessment Plan
- ▶ 03-12-14 - Substitute System for Time and Effort Reporting
- ▶ 03-05-14 - Inclement Weather re: School Calendar Requirements
- ▶ 03-05-14 - Missouri Observation Simulation Tool (MOST)
- ▶ 02-19-14 - Weather Related Changes to Missouri Assessment Program Testing Windows [more...](#)

## Quick Links

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- ▶ [About Us](#)
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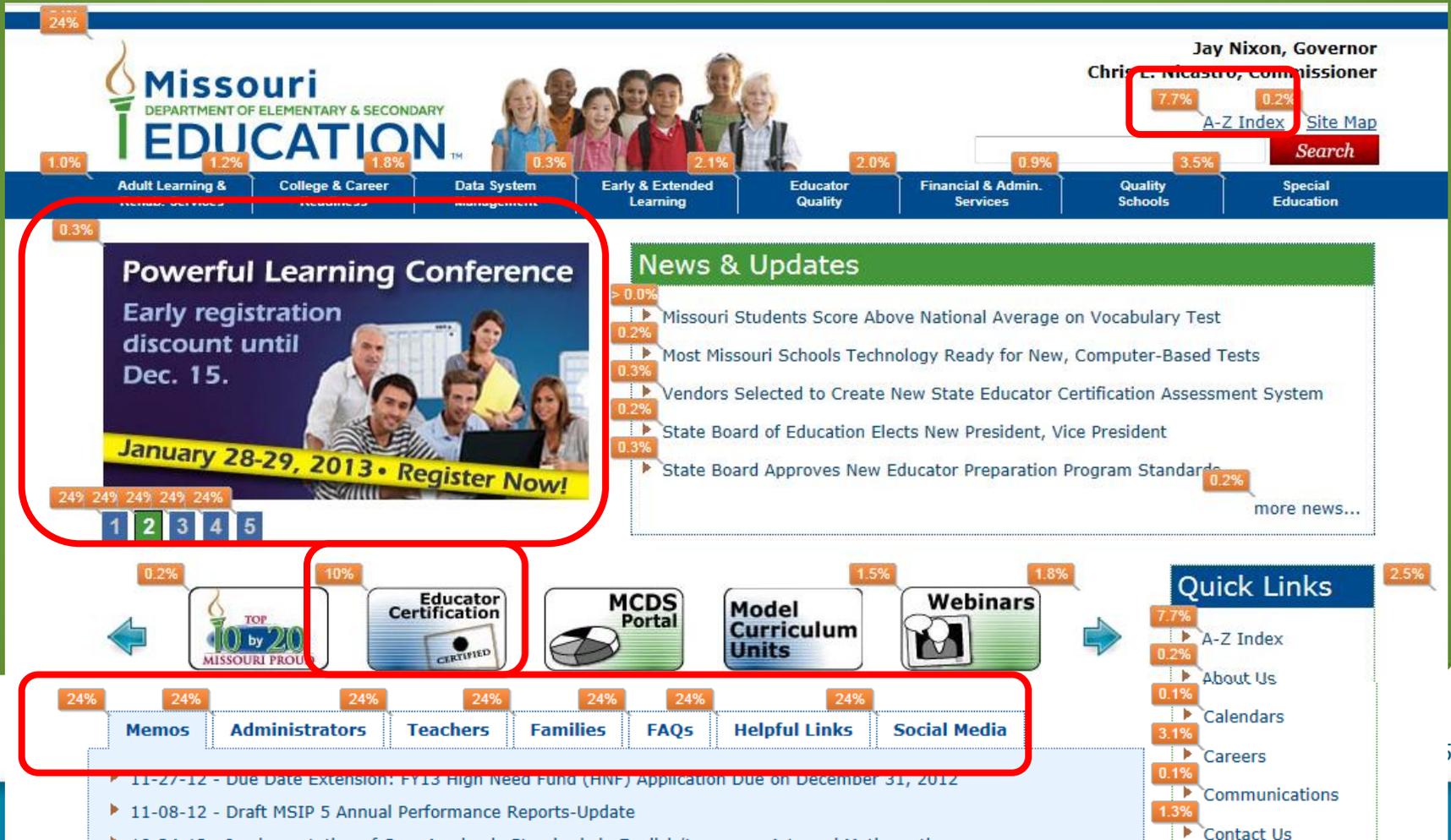
# Why a New Website?

- Google Analytics data prompted change



# Why a New Website?

- Google Analytics data prompted change



# Why a New Website?

- **Other state education agency websites**
- **Audience or category navigation**
- **No other states used office navigation**
- **Looking for a more clean look**

# Website Launch

- **Website launched end of April**
- **Site is mobile-friendly**
- **Built through Drupal**

# Homepage

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**Missouri**  
DEPARTMENT OF ELEMENTARY & SECONDARY  
**EDUCATION**

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Administrative Memos Educator Certification Webinars

News [ See More News ]

- Presidential Scholars Semifinalists
- Dept. Staffer Wins MO Bar Award
- "Breaking Traditions" Winners
- 300 Receive MoLEAD Training
- SLPS Transitional District Reauthorized

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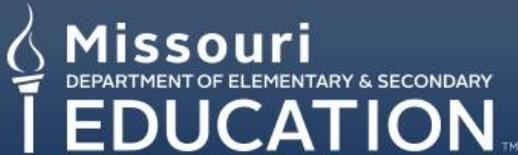
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Topics Services Data Department

- A-Z Index**  
See an alphabetical listing of education and secondary education topics.
- MAP**  
Find Missouri Assessment Program news and updates, assessment calendar, resources and more.
- MSIP**  
Review the Missouri School Improvement Program - the state's accountability system for accrediting public schools.
- Top 10 by 20**  
Track Missouri's progress to becoming a top 10 state for education by 2020.
- Educator Evaluation**  
Explore how Missouri's Educator Evaluation System supports the development of teachers and education leaders.
- Learning Standards**  
Learn more about Missouri's academic standards.
- Legislative Q & A**  
Stay updated on education-related legislation.

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**News**

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MSIP 5 Adds ACT WorkKeys®

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Presidential Scholars Semifinalists

# Homepage



**Administrative Memos**



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**Department**



## A-Z Index

See an alphabetical listing of education and secondary education topics.



## Educator Evaluation

Explore how Missouri's Educator Evaluation System supports the development of teachers and education leaders.



## Learning Standards

Learn more about Missouri's academic standards.



## Legislative Q & A

Stay updated on education-related legislation.



## MAP

Find Missouri Assessment Program news and updates, assessment calendar, resources and more.



## MSIP

Review the Missouri School Improvement Program - the state's accountability system for accrediting public schools.



## Top 10 by 20

Track Missouri's progress to becoming a top 10 state for education by 2020.

**News**

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MSIP 5 Adds ACT WorkKeys®

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Dept. Staffer Wins MO Bar Award

"Breaking Traditions" Winners

300 Receive MoLEAD Training

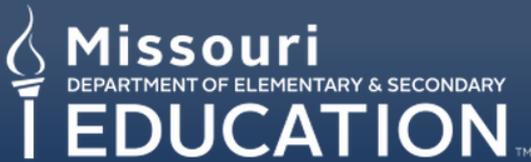


**Get the Latest Newsletter**



# Megamenu

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## Administrators

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**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 with a spotlight effect on the right side. To the left of the map are three circular icons: a school building, a bar chart with an upward arrow, and a pie chart.

### 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

School District Annual Performance Report

# 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](#)

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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](#)

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[Professional Learning Guidelines](#)



**Professional  
Associations**

**TOP  
10 by 20  
MISSOURI PROUD**

# Parents & Students

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# 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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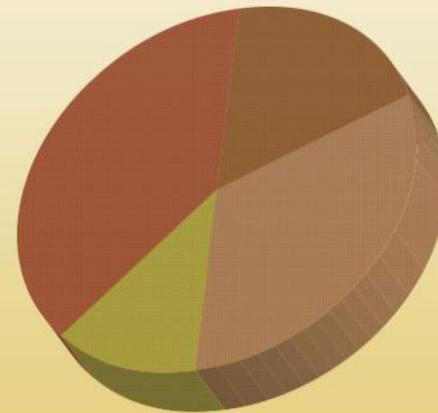
School Data

## School Data

Home

# MCDS Portal

Missouri's Comprehensive Data System



### School Data



#### Accountability

Information on the state's data accountability system.



#### College & Career Readiness

Find data related to college and career readiness.

### Data Providers

Core Data/MOSIS

Data Acquisition Calendar

# 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

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[Data Acquisition Calendar](#)

[Grants & Planning](#)

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

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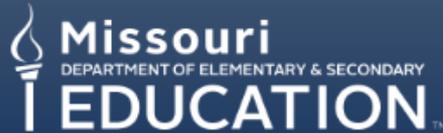
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# MAP Page

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## Assessment

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The Assessment section provides professional services related to the Missouri Assessment Program (MAP) and the National Assessment of Educational Progress (NAEP).

The Assessment Section manages test development, on-going test maintenance, and oversees the test administration for four statewide, large-scale assessments. The MAP assessments test students' progress toward mastery of the Missouri Show-Me Standards.

### Assessment Calendar

Assessment	Dates	Event
NAEP	May 1, 2013 to May 31, 2013	Notification Letters
Personal Finance	June 10, 2013 to August 30, 2013	2013 SUMMER Test Window
MAP-A	July 22, 2013 to August 9, 2013	<b>2012-2013 MAP-A Appeals Window</b>
MAP-A	September 9, 2013	<b>ProFile Opens</b>
MAP-A	September 9, 2013 to November 1, 2013	<b>Enrollment Window</b>
Personal Finance	October 7, 2013 to January 24, 2014	2013-14 FALL Test Window

## College & Career Readiness

### Assessment

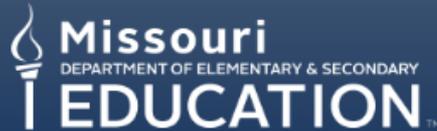
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# Memos

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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
05/07/2014	LS-14-002	<b>Standard 3*1-3 College and Career Readiness - ACT WorkKeys®</b>	<ul style="list-style-type: none"><li>Learning Services</li></ul>
04/21/2014	LS-14-001	<b>Data Release and Appeals Process</b>	<ul style="list-style-type: none"><li>Learning Services</li></ul>
04/16/2014	QS-14-003	<b>Summer School Application</b>	<ul style="list-style-type: none"><li>Quality Schools</li></ul>
03/20/2014	CCR-14-006	<b>Guidance Related to Distribution of Perkins Postsecondary Funds</b>	<ul style="list-style-type: none"><li>College Career Readiness</li></ul>
03/20/2014	CCR-14-007	<b>Guidance Related to Effectiveness Index Formula (EIF)</b>	<ul style="list-style-type: none"><li>College Career Readiness</li></ul>
03/17/2014	FAS-14-005	<b>Verification of Data Used in FY15 Title I and Part B IDEA Allocation Calculations</b>	<ul style="list-style-type: none"><li>Administrative Services</li></ul>

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### Keywords

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-Year ▾

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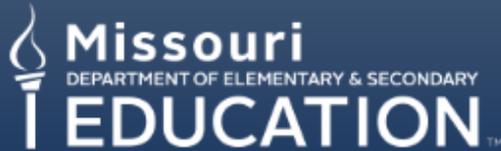
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### Section

- Any - ▾

# Webinars

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## Webinar Schedule

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### 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

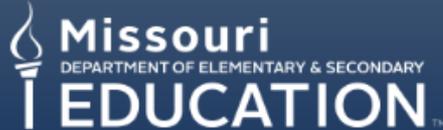
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## May

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## Recorded Webinars

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Date	Webinar	Office
05/02/2014	<b>Summer School Screen 24A</b> This webinar presents information and updates from the Office of Data System Management.	Data System Management
05/02/2014	<b>Navigating the Department's New Website</b> The Department is launching a new website at the end of April. Join us in this webinar for a tour of the site. Learn how to navigate and to find the information that is important to you, your family and your school district.	Special Topics
05/01/2014	<b>Release Dates</b> This webinar will provide information regarding release dates.	Data System Management
05/01/2014	<b>Office of Data System Management Monthly Update</b> This webinar presents information and updates from the Office of Data System Management.	Data System Management
04/30/2014	<b>Educator Evaluation Screen 18A</b> This webinar presents information and updates for the Educator Evaluation Screen 18A.	Data System Management

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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

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

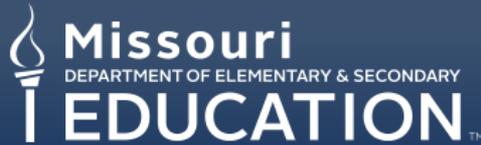
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## Listservs

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Below are links to various Department of Elementary and Secondary Education list-serves to subscribe to.

- [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](#)
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- [Hospitality and Tourism Education](#)
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# Marketing Materials

## MISSOURI'S EDUCATOR EVALUATION SYSTEM

A substantial body of research proves that the teacher is the most significant factor in a student's learning, followed closely by effective leadership. To improve student performance, we need to support and improve teaching in classrooms and leadership in schools.

### Evaluation System Development

In June 2012, the first version of the Educator Evaluation System was presented to Missouri's State Board of Education and a formal pilot project was approved. Districts participated in regional training sessions in the fall of 2012 to learn about the state's new model system and the Essential Principles of Effective Evaluation. The Educator Evaluation System was refined and revised based on the feedback received from the 2012-2013 pilot project. A second version of the system was presented and officially adopted by the State Board of Education in May 2013.

### Essential Principles of Effective Evaluation



### Developmental Timeline

Standards Adopted	Growth Guides Developed	Field-testing	NCLB Waiver Approved	State Board Pilot Approval	Evaluation System Pilot	Evaluation System Revisions	Model Evaluation System Adopted
June 2011	September 2011	2011-2012	June 2012	June 2012	2012-2013	Spring 2013	May 2013

[dese.mo.gov/eq/ees](http://dese.mo.gov/eq/ees)

### Evaluation System Webpage

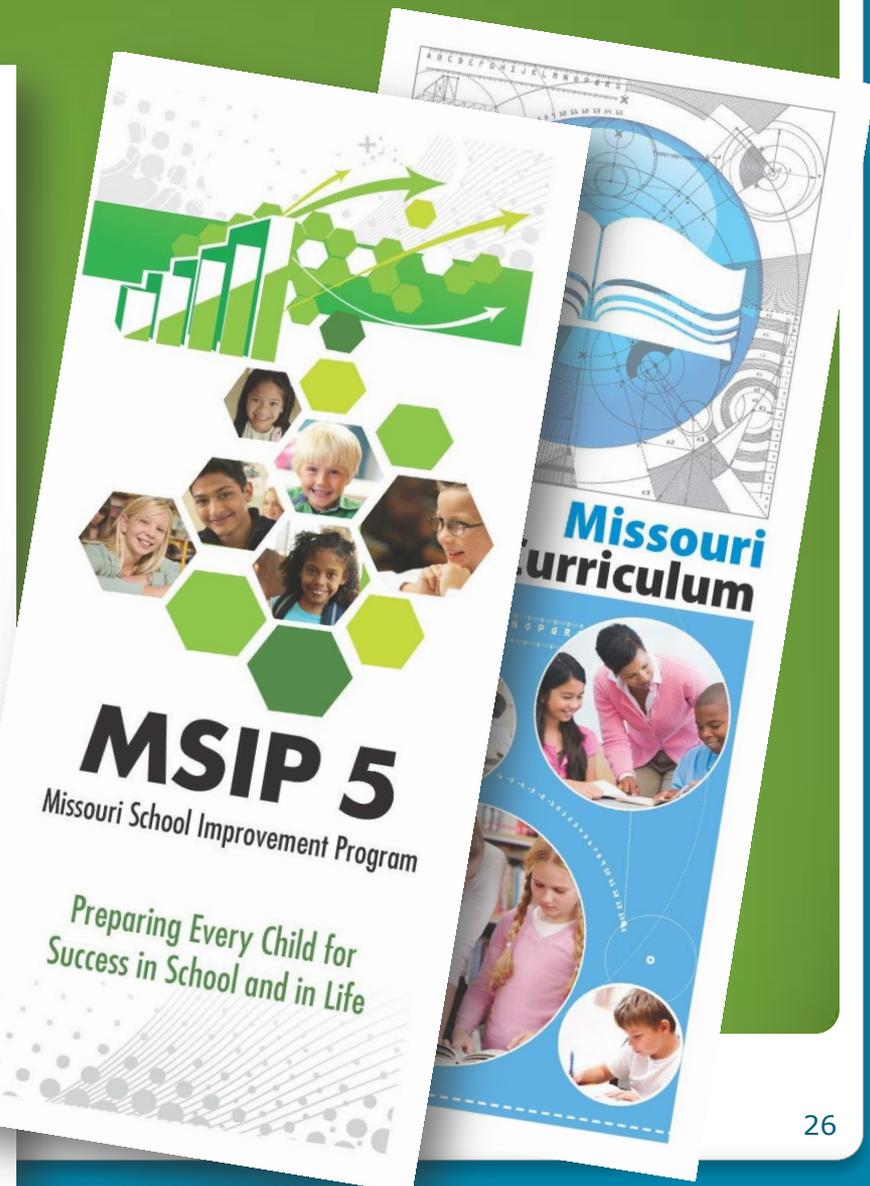
Educator evaluation resources can be found on the Missouri Department of Elementary and Secondary Education's website at [dese.mo.gov/eq/ees](http://dese.mo.gov/eq/ees).

The Educator Evaluation System includes:

- Executive Summary
- Theory of Action
- Statutory Authority
- Essential Principles of Effective Evaluation
- Professional Frames and Data Sources



- Companion Documents
- Research and Proven Practices
- Ethics Statements



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# Top 10 by 20

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## Top 10 by 20 Newsletter

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### 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.*

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### 2014 Newsletters

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

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# Thank You!

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