Navigating Department Communications

Presentation to Charter Schools

Sarah Potter
Communications Coordinator
September 2014

Missouri
DEPARTMENT OF ELEMENTARY & SECONDARY
EDUCATION™

Overview

- Website Redesign
- Memos
- Webinars
- 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

Design 2011 - 2014

Missouri DEPARTMENT OF ELEMENTARY & SECONDARY EDUCATION

Jay Nixon, Governor
Chris L. Nicastro, Commissioner

A-Z Index | Site Map

Search

Adult Learning & Rehab. Services | College & Career Readiness | Data System Management | Early & Extended Learning | Educator Quality | Financial & Admin. Services | Quality Schools | Special Education

Save the Date!

TOP 10 by 20 MISSOURI PROUD

53rd Annual Cooperative Conference for School Administrators

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

1 2 3 4 5 6 7

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)

TOP 10 by 20 MISSOURI PROUD | Educator Certification | MCDS Portal | Model Curriculum Units | Webinars

Memos | Administrators | Teachers | Counselors | Families | FAQs | Helpful Links | Social Media

- 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

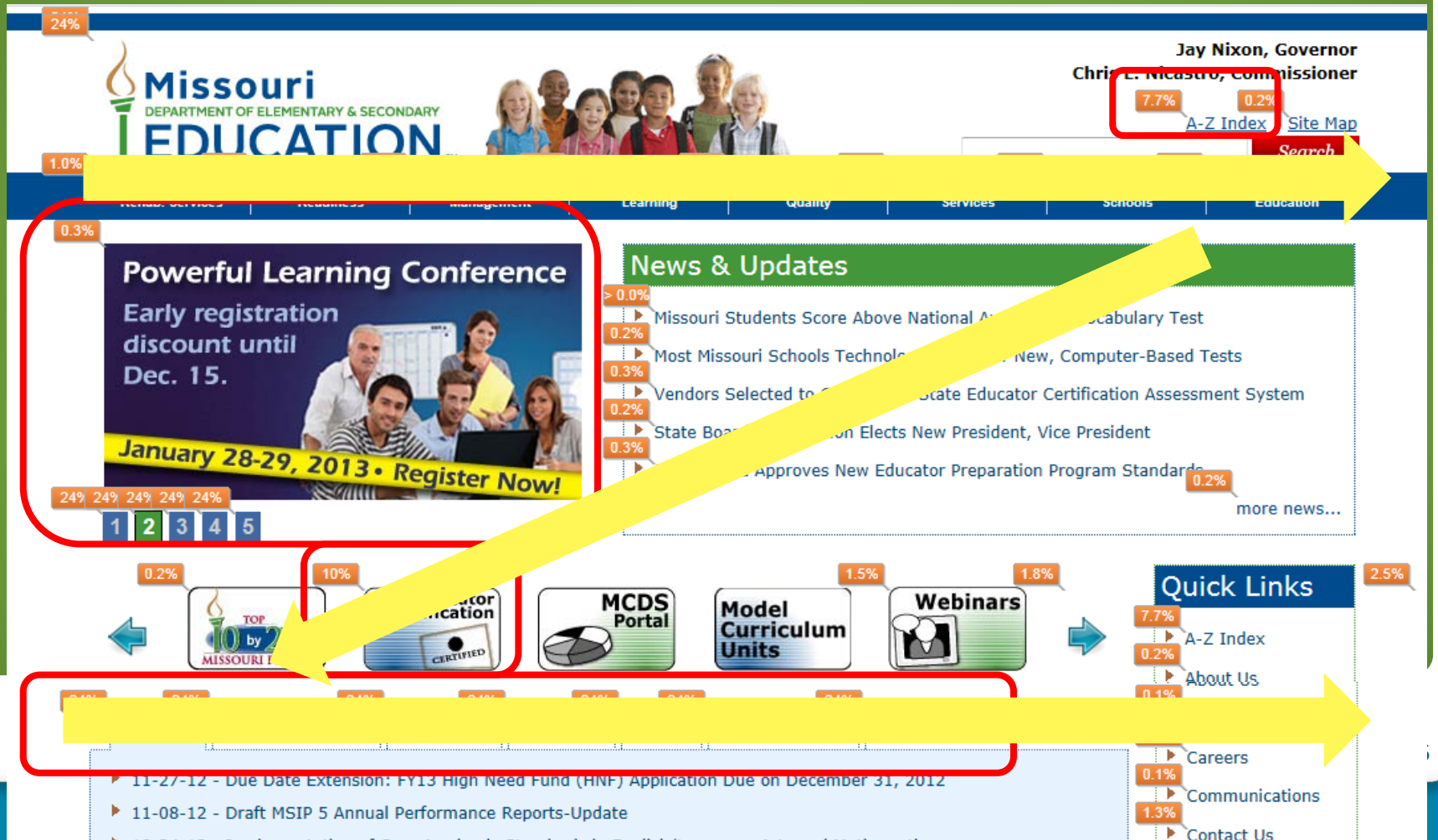
more...

Quick Links

- A-Z Index
- About Us
- Calendars
- Careers
- Communications
- Contact Us
- Legislative Q & A
- School Directory
- School Laws & Regulations
- State Board of Education

Why a New Website?

- **Google Analytics data prompted change**



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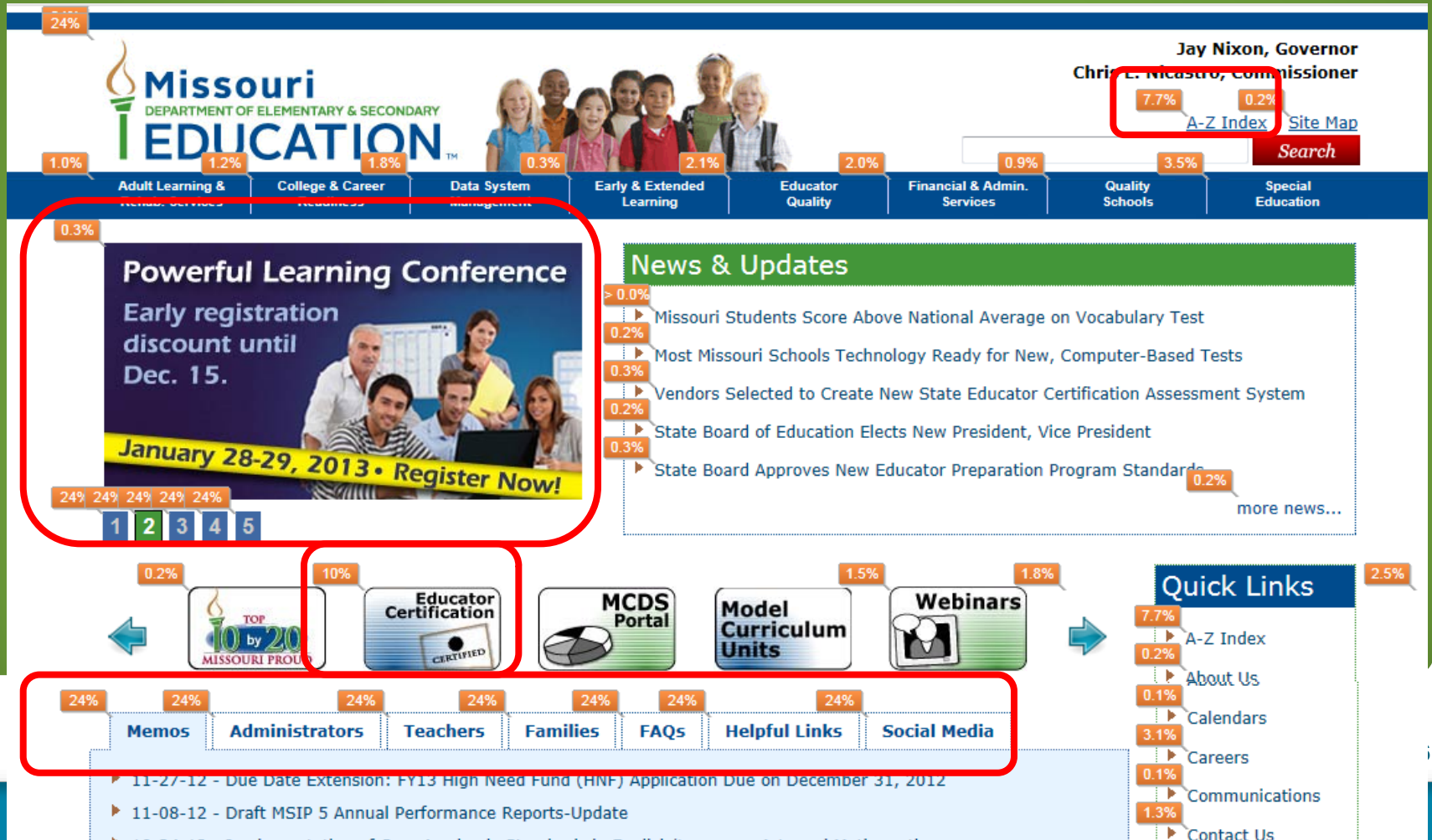

Why a New Website?

- 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

Welcome to the new dese.mo.gov. We hope you enjoy the new and improved website, and we welcome your feedback.
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Follow Missouri's progress toward becoming a top 10 state for education.
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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.
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[See More News]
Presidential Scholars Semifinalists
Dept. Staffer Wins MO Bar Award
"Breaking Traditions" Winners
300 Receive MoLEAD Training
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Homepage

Administrative Memos | **Educator Certification** | **Web Applications**

Topics | Services | Data | 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.

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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.

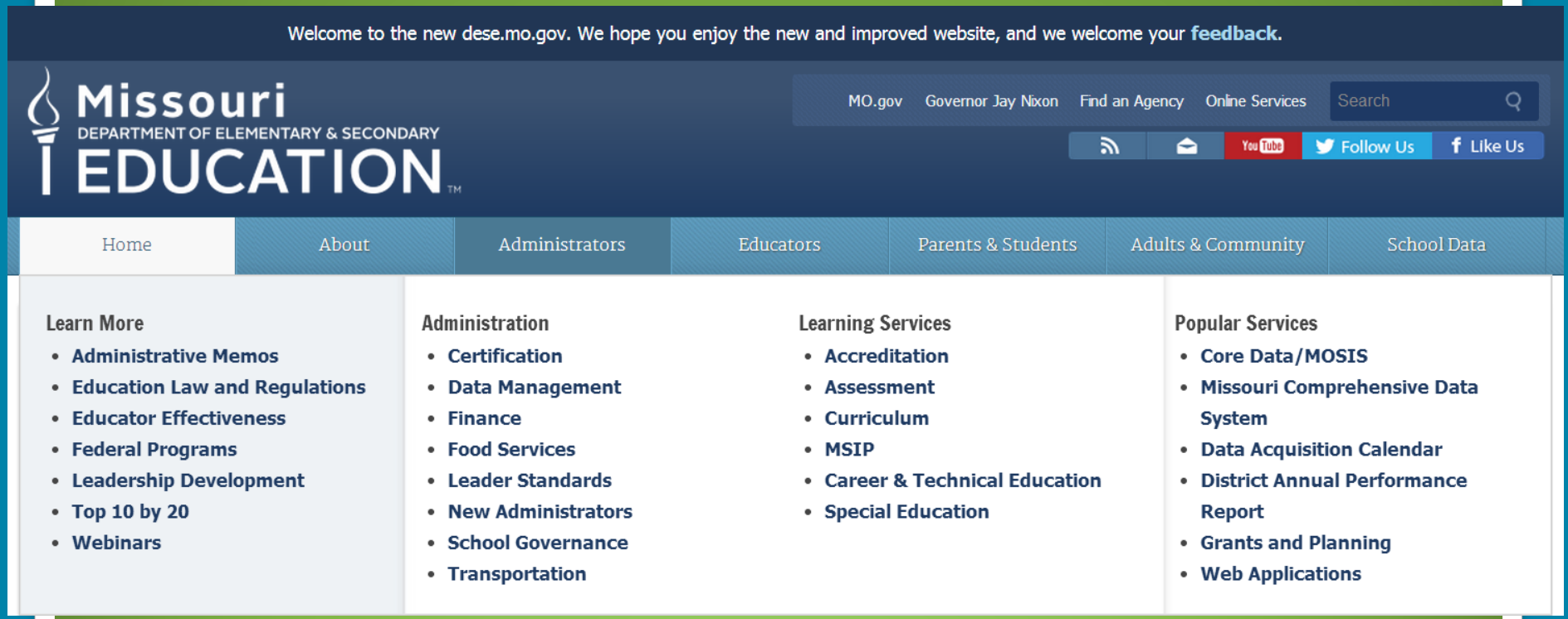
Transfer Guidance
An updated guidance document related to student transfers from unaccredited to accredited districts in Missouri.

News [See More News]

- Statement on Work Groups for HB 1490
- Department to Hold Public Hearing on Riverview Gardens School District
- More Missouri Students Receive Free School Meals
- Department to Convene Work Group Sessions Regarding Charter School Law
- State Board Approves Request for Full Accreditation in Swedeborg R-III

Get the Latest Newsletter

Megamenus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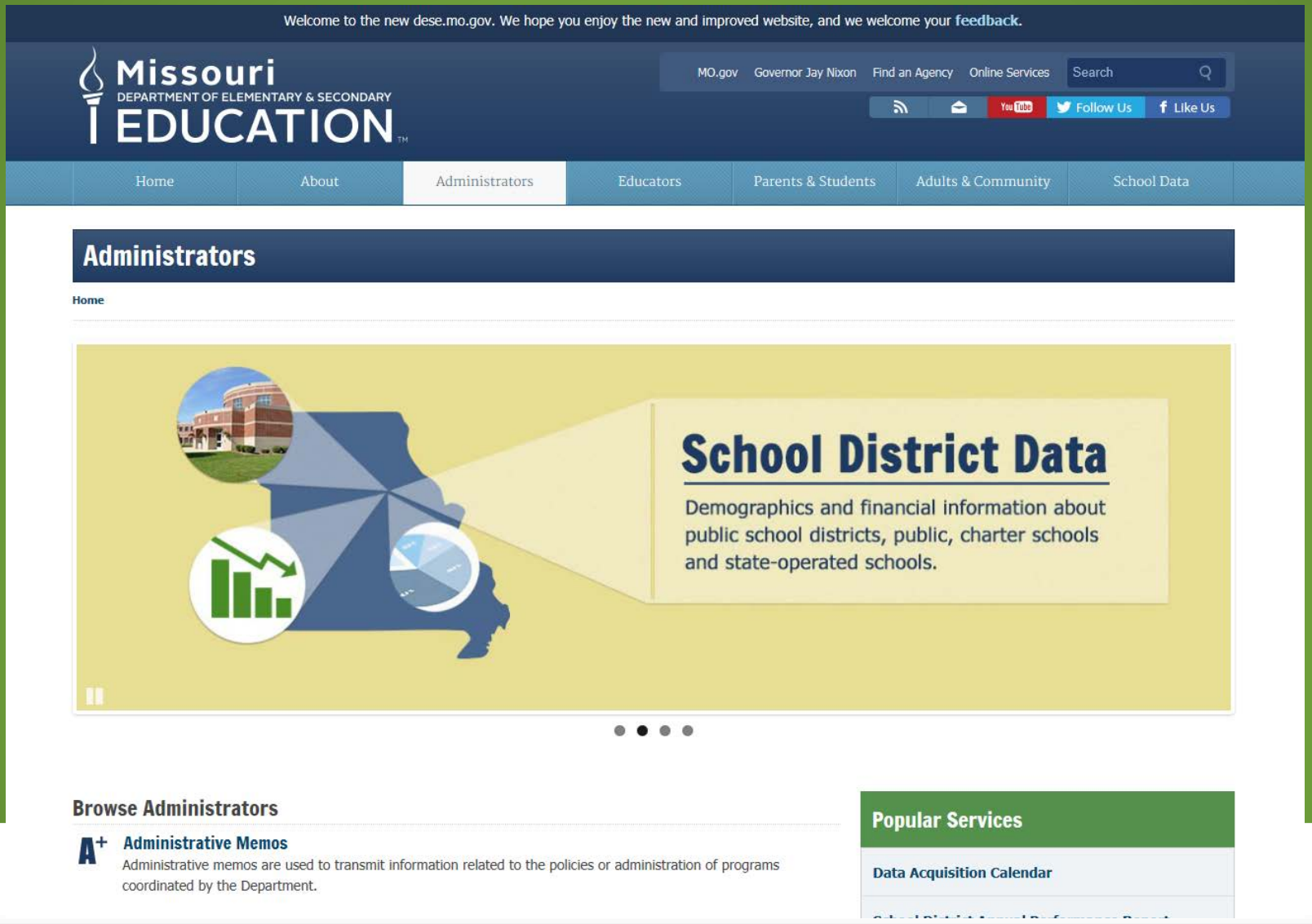
Career & Technical Education
Special Education
Popular Services
Core Data/MOSIS
Missouri Comprehensive Data System
Data Acquisition Calendar
District Annual Performance Report
Grants and Planning
Web Applications

Administrators



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

TOP 10 by 20 MISSOURI PROUD

Educators

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Professional Development
Delivering high quality professional development programs for practicing teachers and administrators
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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.
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

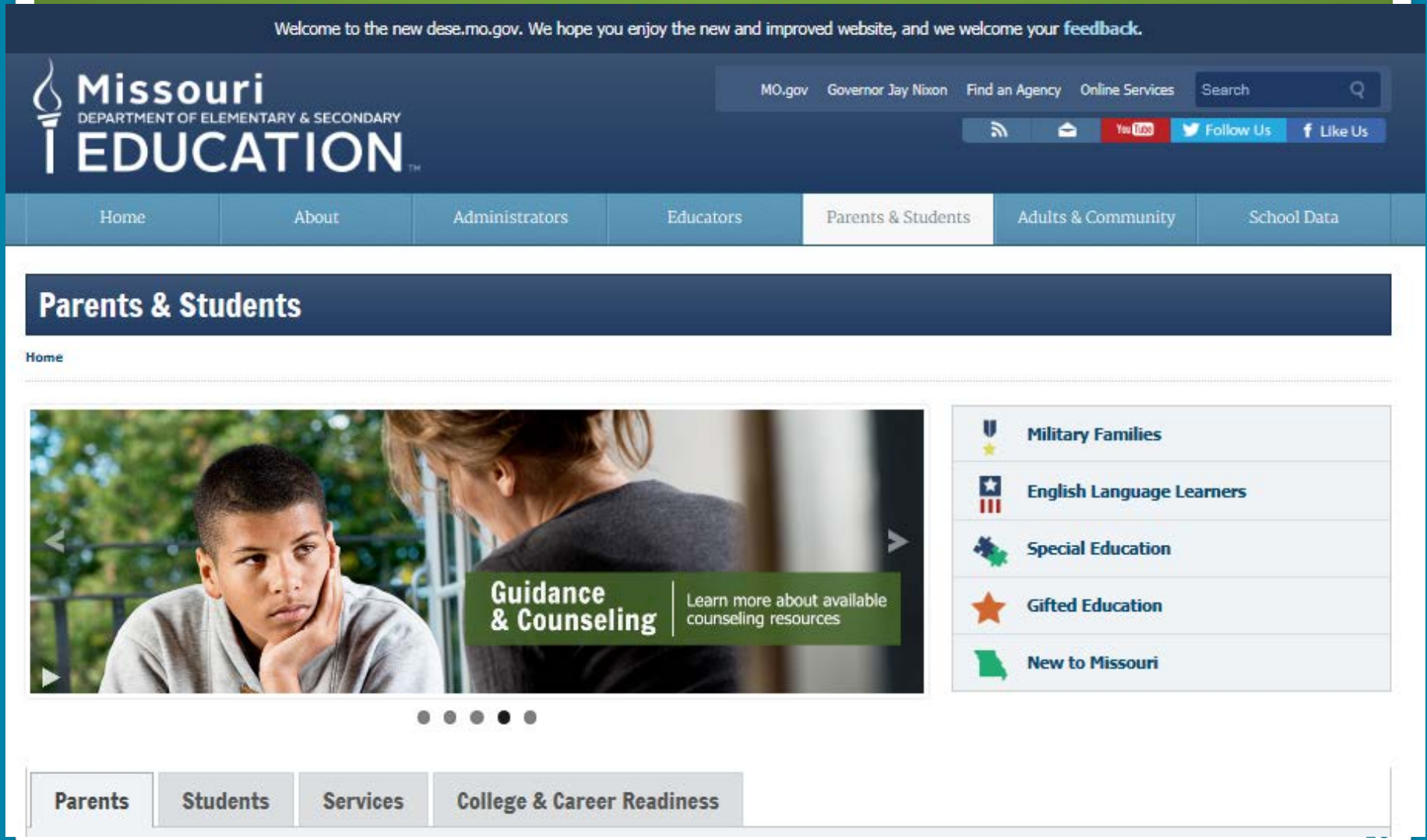
- Fingerprint/Background Check Status
- Web Applications Login
- Educator Assessments
- Educator Certificate
- Educator Preparation Reports
- Professional Learning Guidelines

Professional Associations

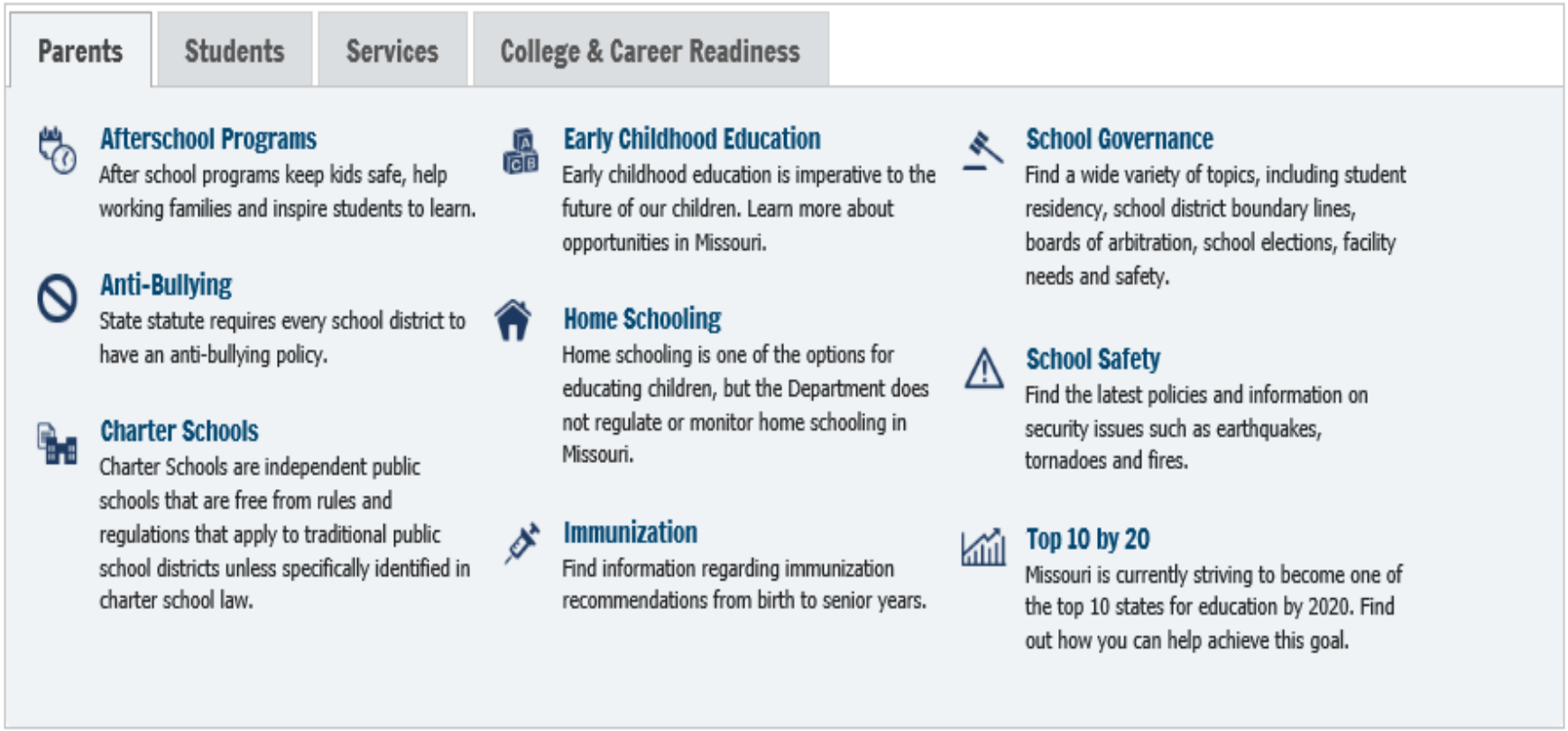
TOP 10 by 20 MISSOURI PROUD

Educator Growth Toolbox

Parents & Students



Parents & Students



Adults & Community

Adults & Community

Browse Adults & Community

Adult Education
Find ways to continue your education.

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.

Disability Determination
DDS determines medical eligibility for Missourians who have filed Social Security Administration Disability benefits.

Grants
Find the latest information on educational grants.

High School Equivalency Test
Interested parties may sign up to take the HiSET to earn their high school equivalency certificate.

Independent Living
This program provides services to people with disabilities to increase their independence and their opportunity to participate in day-to-day life within their communities.

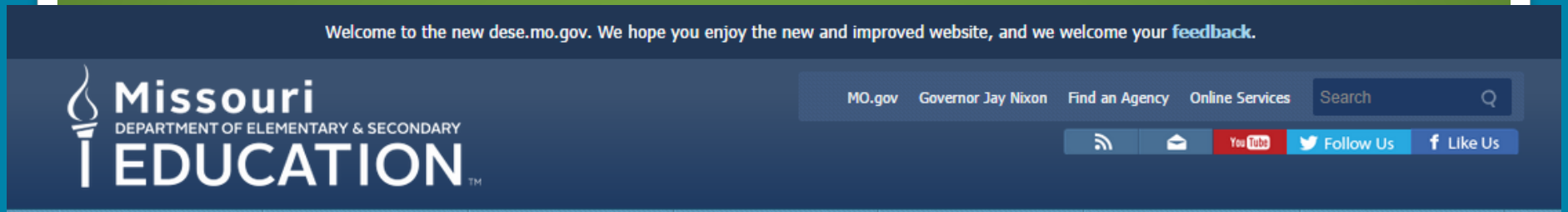
Veterans Education
Find training and educational opportunities for veterans.

Vocational Rehabilitation
VR specializes in employment and training services that can assist those with disabilities with becoming employed.

Popular Services

- Child Abuse Hotline
- Newsletter
- Social Media
- Webinars

Charter Schools



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Charter Schools

Home » Quality Schools

Charter Schools Program Office

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. In exchange for flexibility, charter school sponsors are to hold the schools accountable for results. Charter schools are non-sectarian, do not discriminate in their admission policies and may not charge tuition or fees.

Any student residing in the Kansas City 33 School District or the St. Louis Public School District may choose to attend a charter school in the city in which they reside. There is no cost to parents for sending their children to a charter school.

As of Fall 2014 there are 20 LEAs in Kansas City operating within 33 buildings and 17 LEAs in St. Louis operating within 28 buildings.

Charter Schools Office Contacts

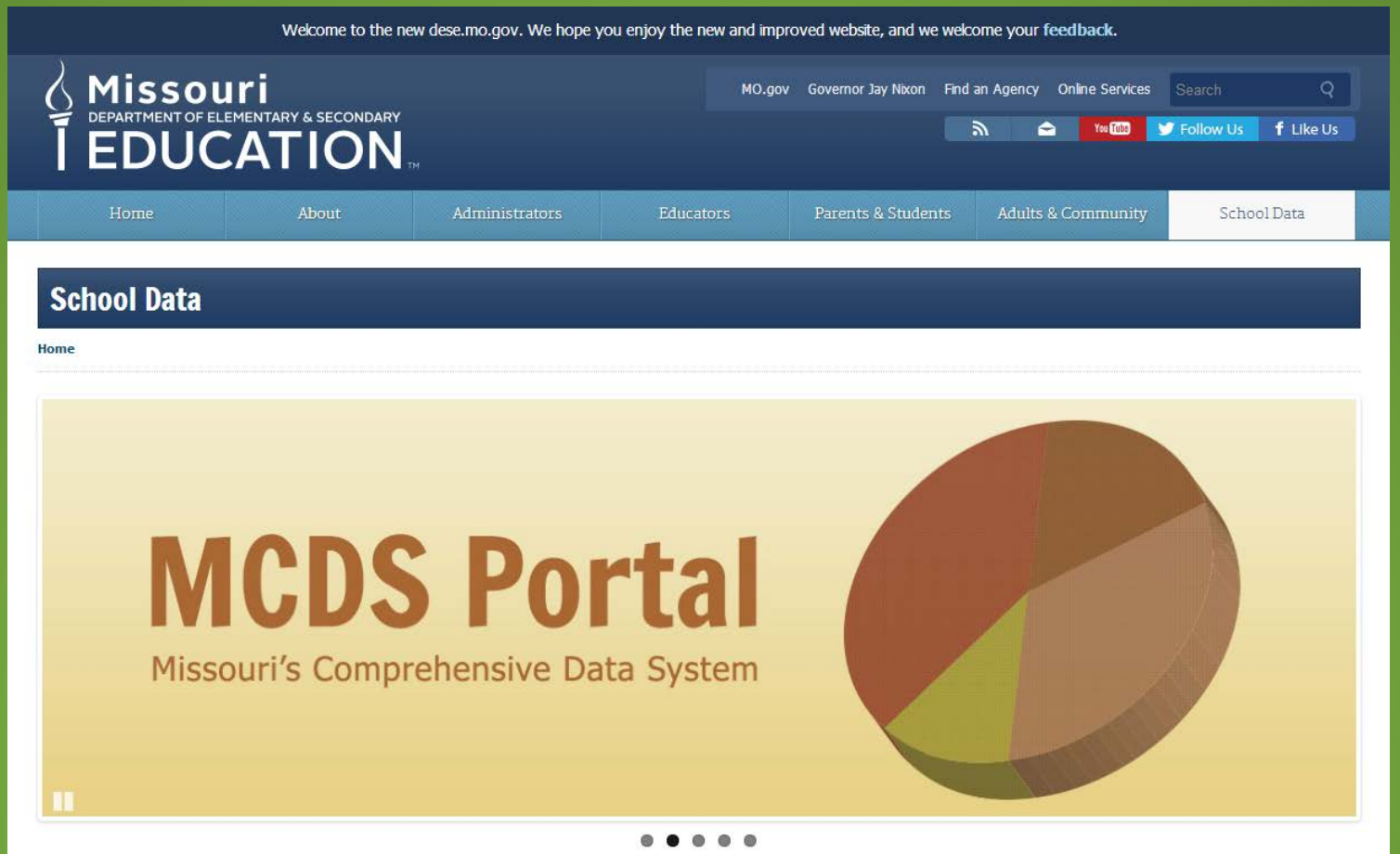
Quick Links

- Future Charter School Openings
- Renewals and Closures
- Kansas City Charter Schools
- Kansas City Charter Sponsors
- St. Louis Charter Schools
- St. Louis Charter Sponsors
- 2014 Academic Performance Data

Quality Schools

- News and Updates
- Accountability Data
- Area Supervisors of Instruction
- Charter Schools
  - Applications
  - Data
  - FAQs
  - News and Updates
  - Sponsor Resources
- Education Technology
- Federal Programs
- Gifted Education
- Grants & Resources
- Library Media Centers
- MO School Improvement Program
- Migrant Education

School Data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Missouri's Comprehensive Data System
School Data
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Information on the state's data accountability system.
College & 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.

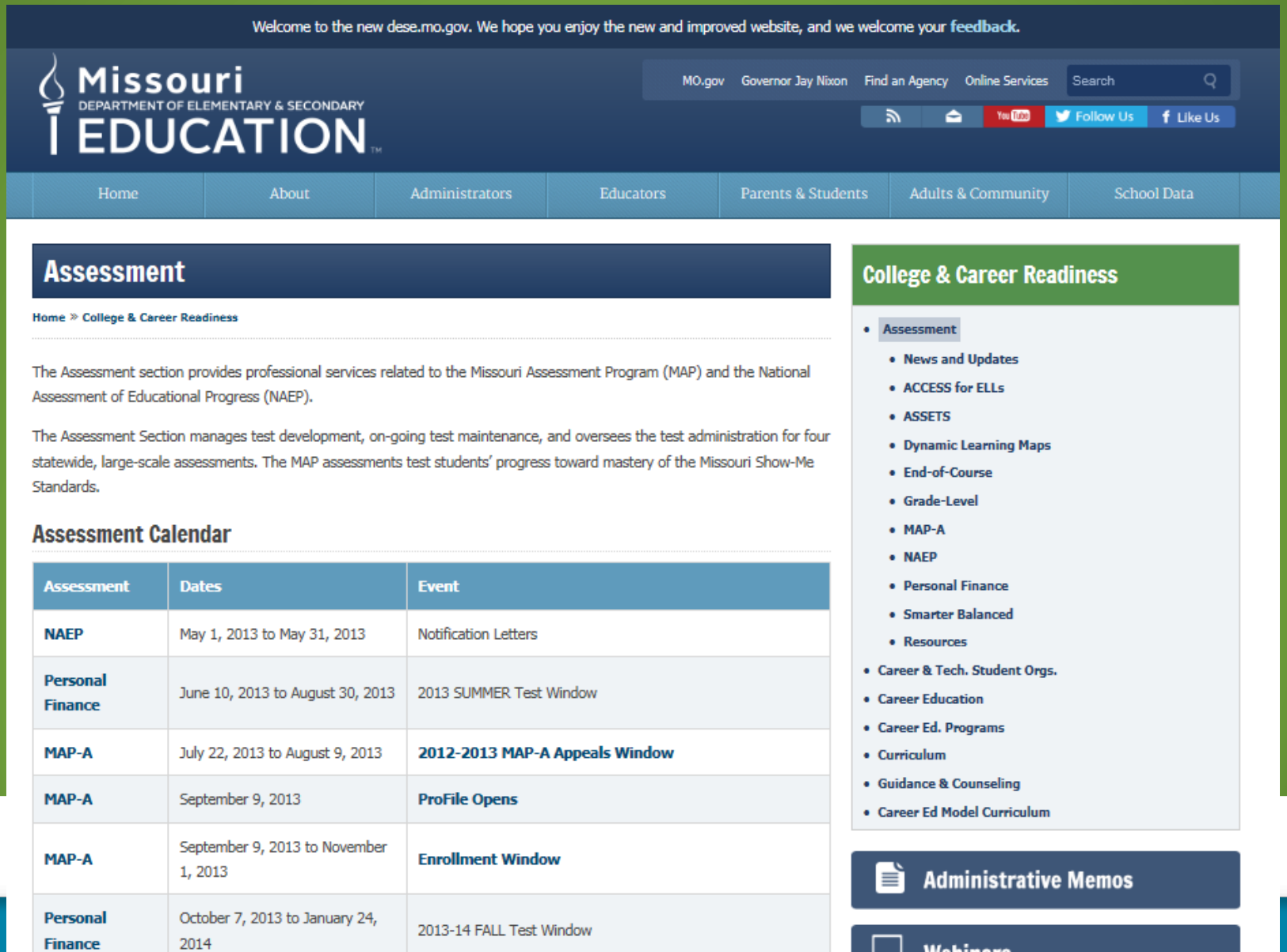
School Directory
A list containing district information.

Data Providers

- Core Data/MOSIS
- Data Acquisition Calendar
- Grants & Planning
- Missouri School Information System (MOSIS)
- User Manager
- Web Applications Login
- Webinars

Data Requests

MAP Page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Assessment
Home » College & Career Readiness
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
2012-2013 MAP-A Appeals Window
MAP-A
September 9, 2013
ProFile Opens
MAP-A
September 9, 2013 to November 1, 2013
Enrollment Window
Personal Finance
October 7, 2013 to January 24, 2014
2013-14 FALL Test Window
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ASSETS
Dynamic Learning Maps
End-of-Course
Grade-Level
MAP-A
NAEP
Personal Finance
Smarter Balanced
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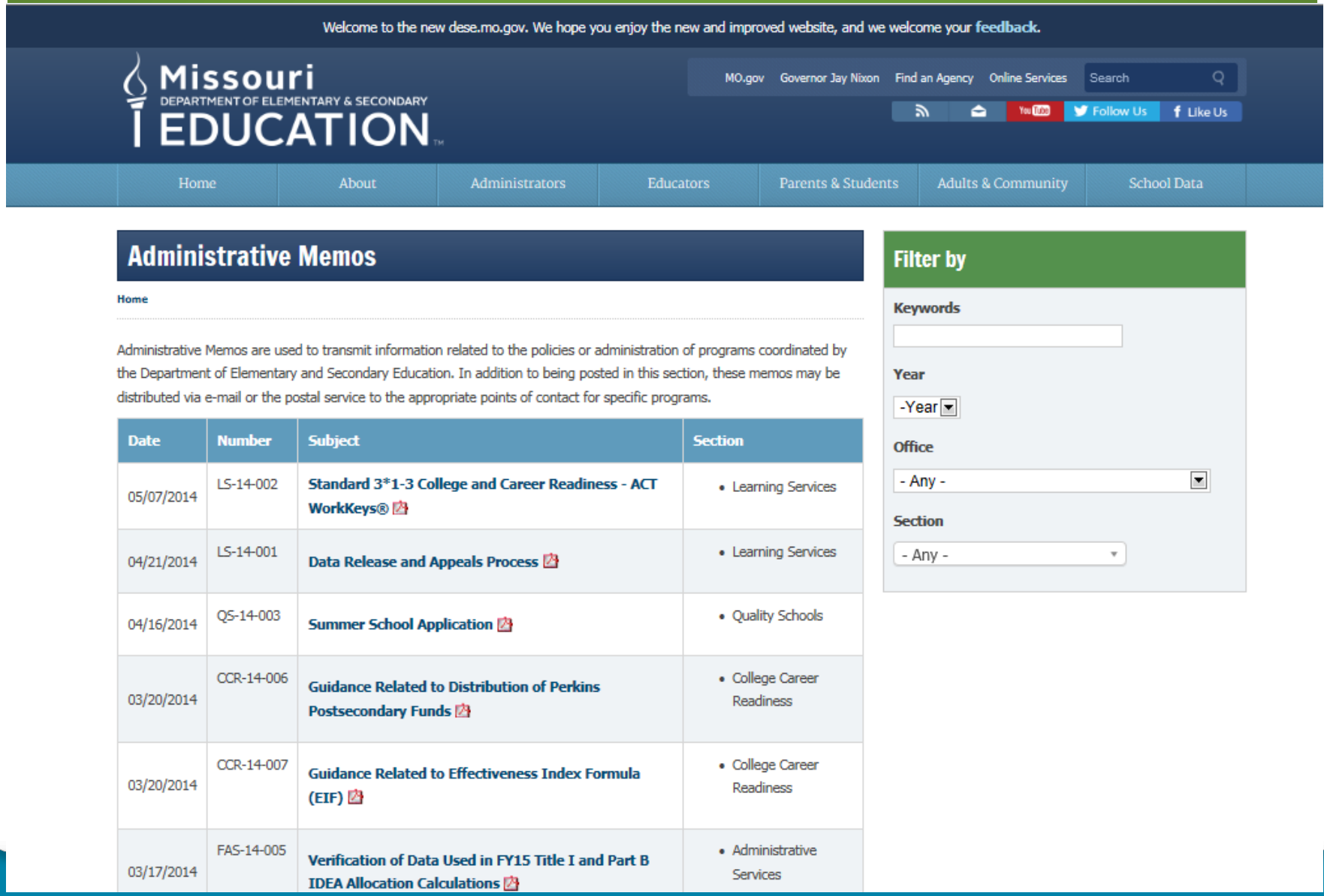
Career & Tech. Student Orgs.
Career Education
Career Ed. Programs
Curriculum
Guidance & Counseling
Career Ed Model Curriculum
Administrative Memos

Memos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Administrative Memos
Home
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
Standard 3*1-3 College and Career Readiness - ACT WorkKeys®
Learning Services
04/21/2014
LS-14-001
Data Release and Appeals Process
Learning Services
04/16/2014
QS-14-003
Summer School Application
Quality Schools
03/20/2014
CCR-14-006
Guidance Related to Distribution of Perkins Postsecondary Funds
College Career Readiness
03/20/2014
CCR-14-007
Guidance Related to Effectiveness Index Formula (EIF)
College Career Readiness
03/17/2014
FAS-14-005
Verification of Data Used in FY15 Title I and Part B IDEA Allocation Calculations
Administrative Services
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Keywords
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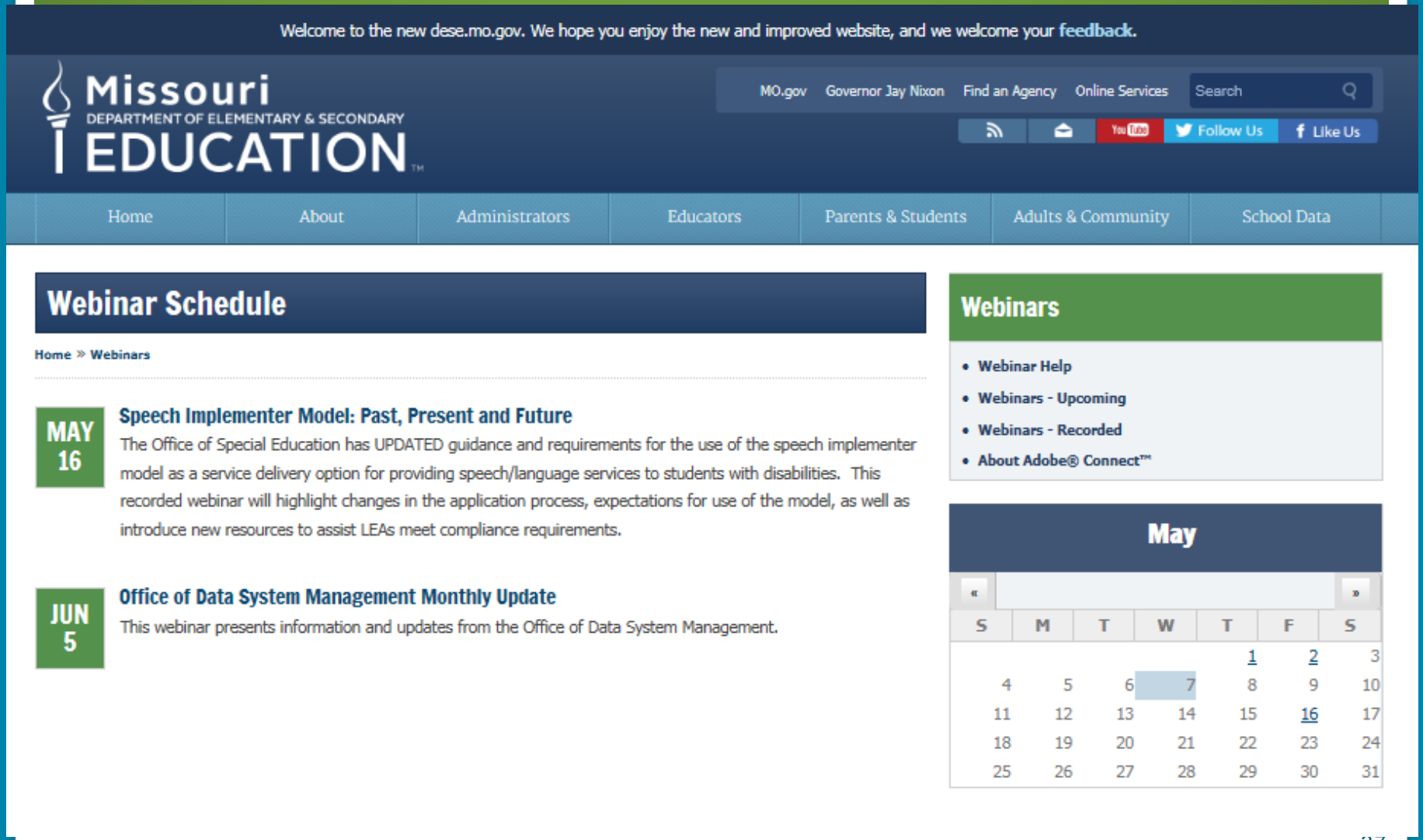
- Any -
Section
- Any -

Webinars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Webinar Schedule
Home » Webinars
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.
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Webinars - Upcoming
Webinars - Recorded
About Adobe® Connect™
May
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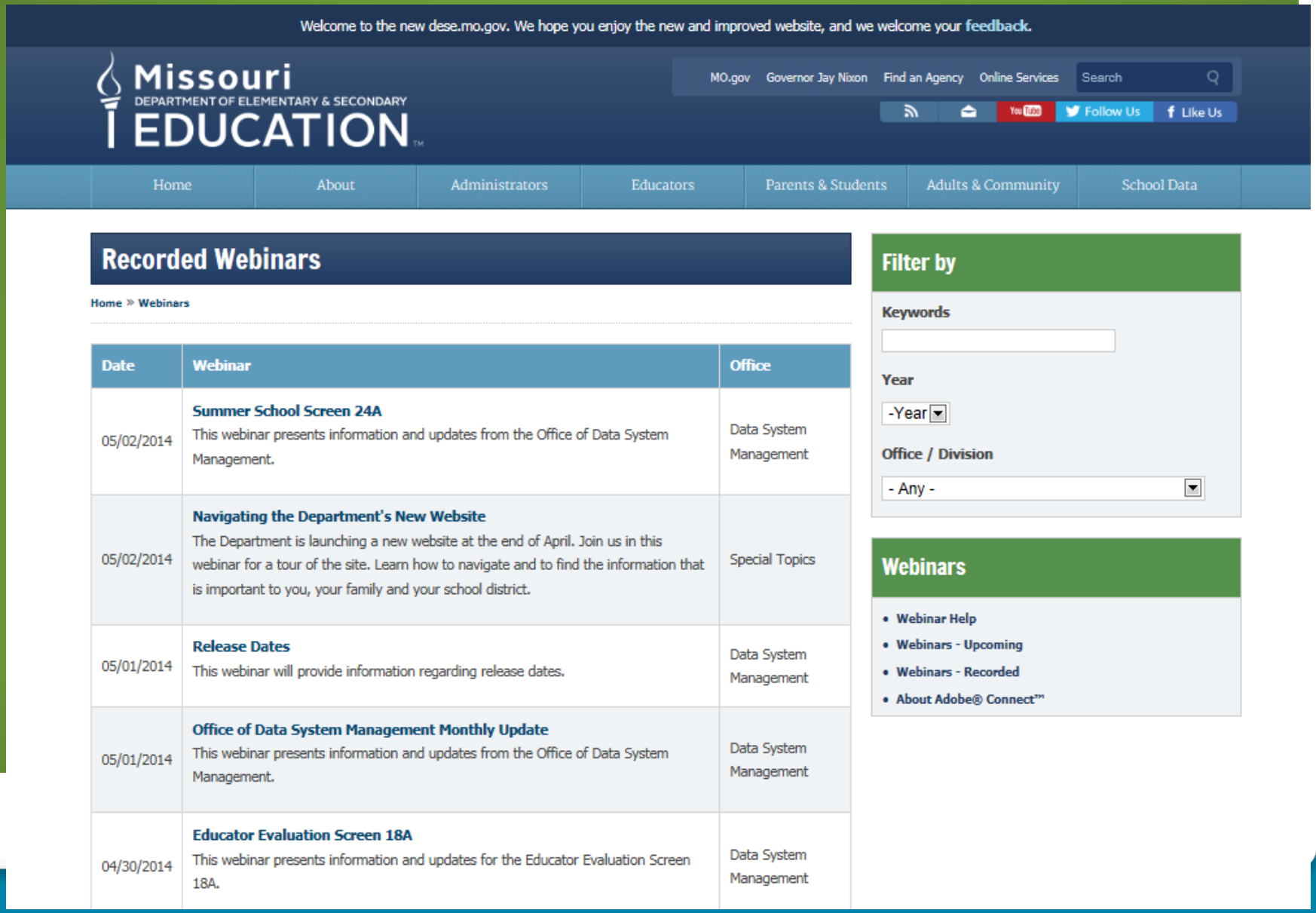
Webinars



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Recorded Webinars

Home » Webinars

Date	Webinar	Office
05/02/2014	**Summer School Screen 24A** This webinar presents information and updates from the Office of Data System Management.	Data System Management
05/02/2014	**Navigating the Department's New Website** 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	**Release Dates** This webinar will provide information regarding release dates.	Data System Management
05/01/2014	**Office of Data System Management Monthly Update** This webinar presents information and updates from the Office of Data System Management.	Data System Management
04/30/2014	**Educator Evaluation Screen 18A** This webinar presents information and updates for the Educator Evaluation Screen 18A.	Data System Management

Filter by

Keywords

Year

-Year

Office / Division

- Any -

Webinars

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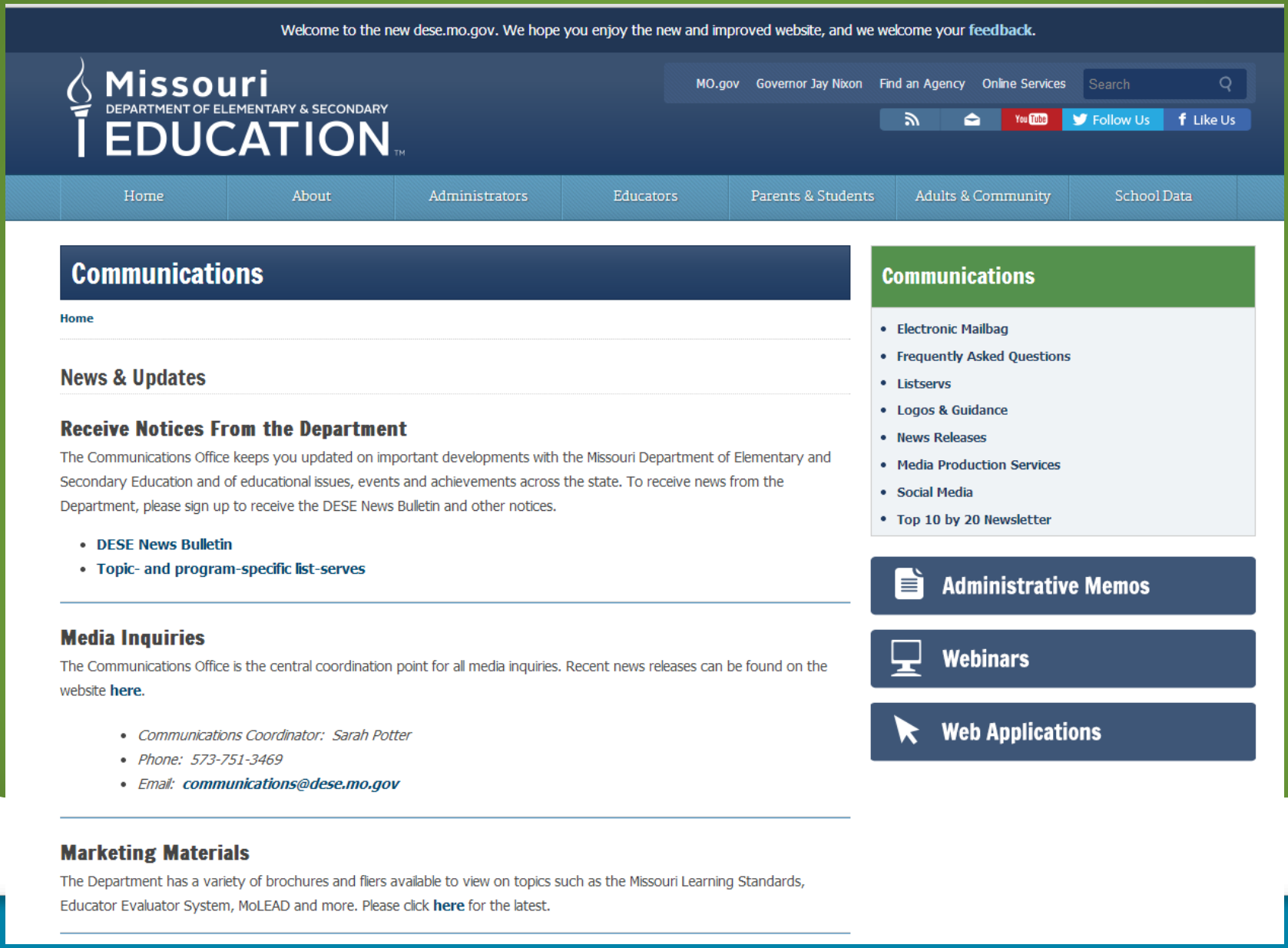
- Webinars - Upcoming
- Webinars - Recorded
- About Adobe® Connect™

Communications



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Communications

Home

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*

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

Administrative Memos

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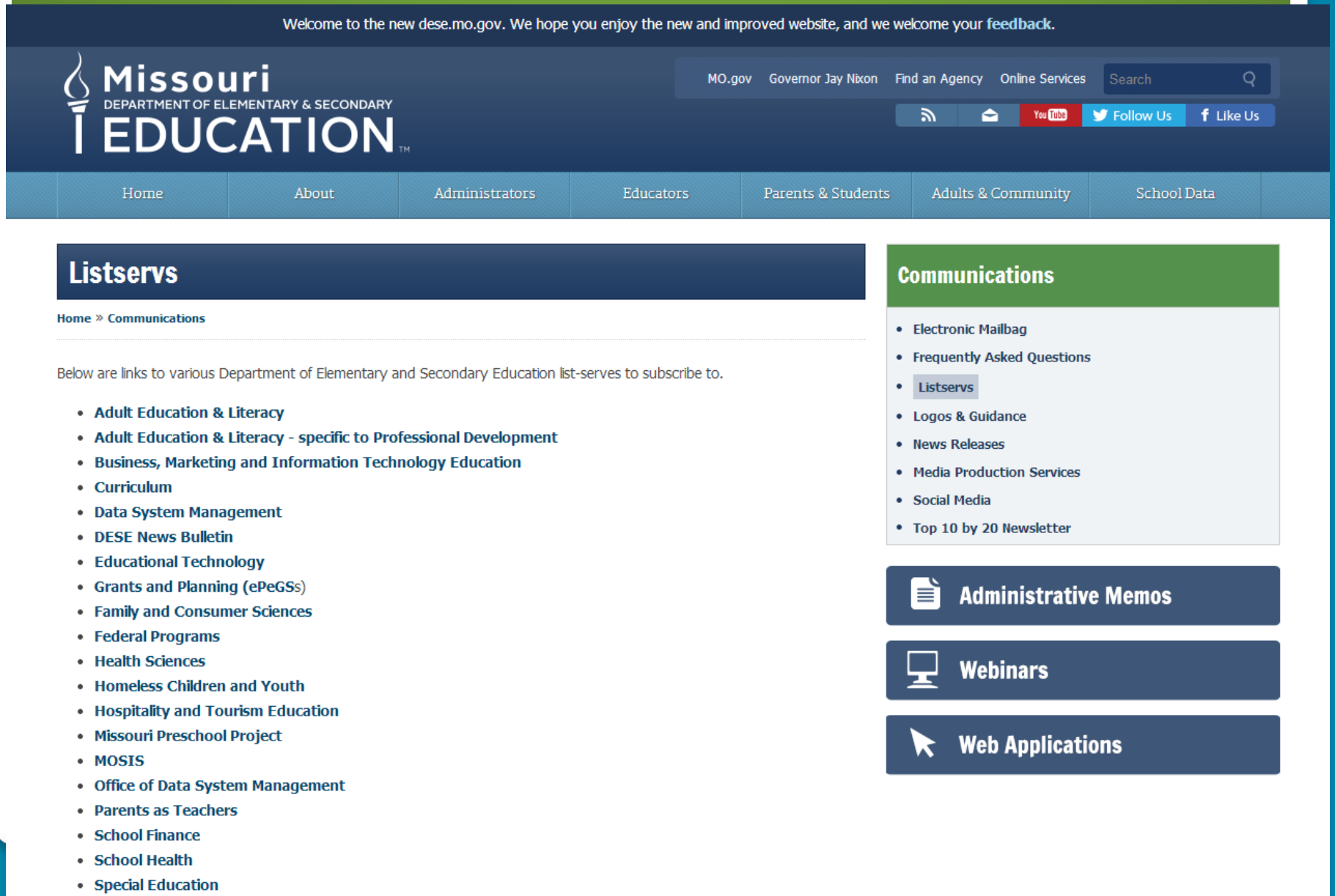
Listservs



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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
- Homeless Children and Youth
- Hospitality and Tourism Education
- Missouri Preschool Project
- MOSIS
- Office of Data System Management
- Parents as Teachers
- School Finance
- School Health
- Special Education

Communications

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- Listservs
- Logos & Guidance
- News Releases
- Media Production Services
- Social Media
- Top 10 by 20 Newsletter

Administrative Memos

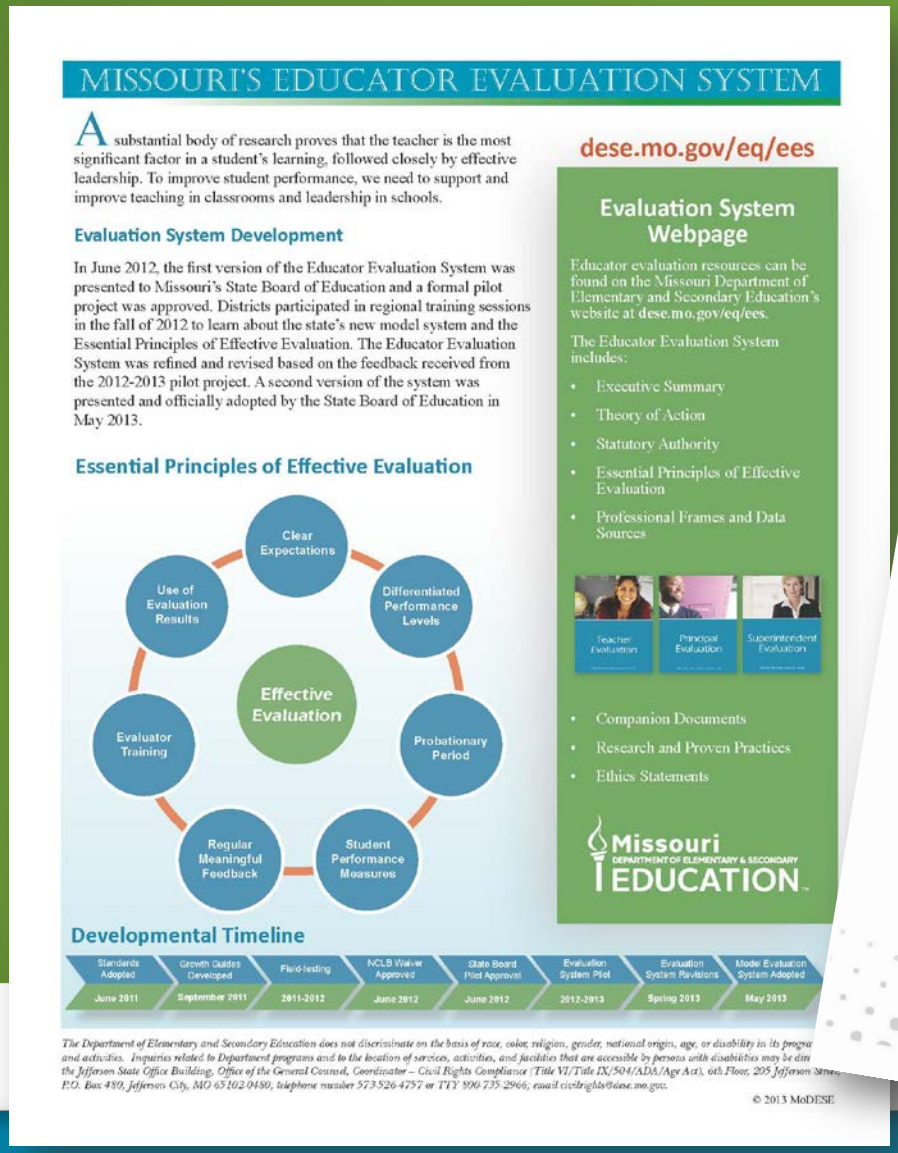
Webinars

Web Applications

Core Data

- **Enter Superintendent or Executive Director information on Screen 4, Line 1**
- **Enter Public Information Officer or other backup to Super/ED on Screen 3, Line 31**

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

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.

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

Missouri DEPARTMENT OF ELEMENTARY & SECONDARY EDUCATION

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

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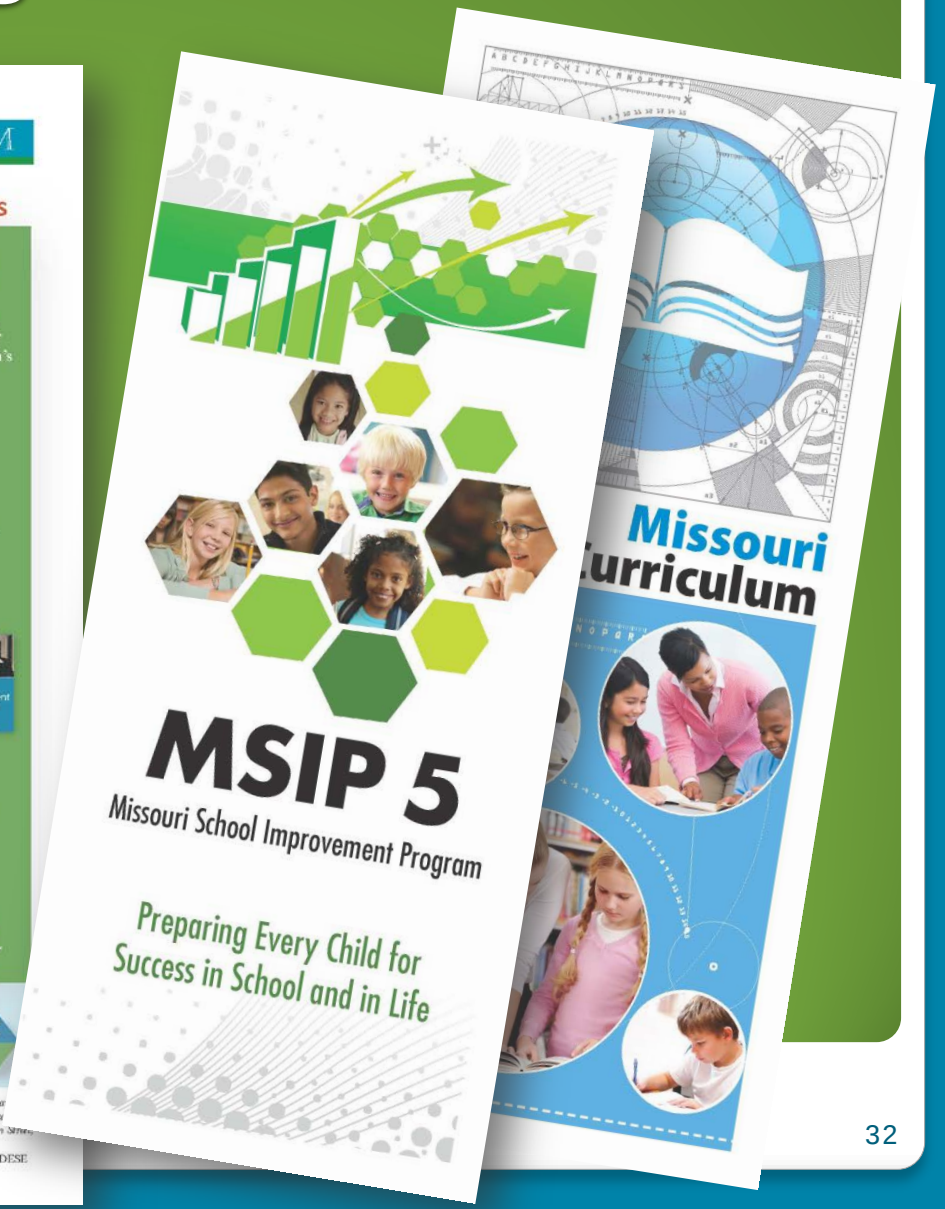

Top 10 by 20

Missouri
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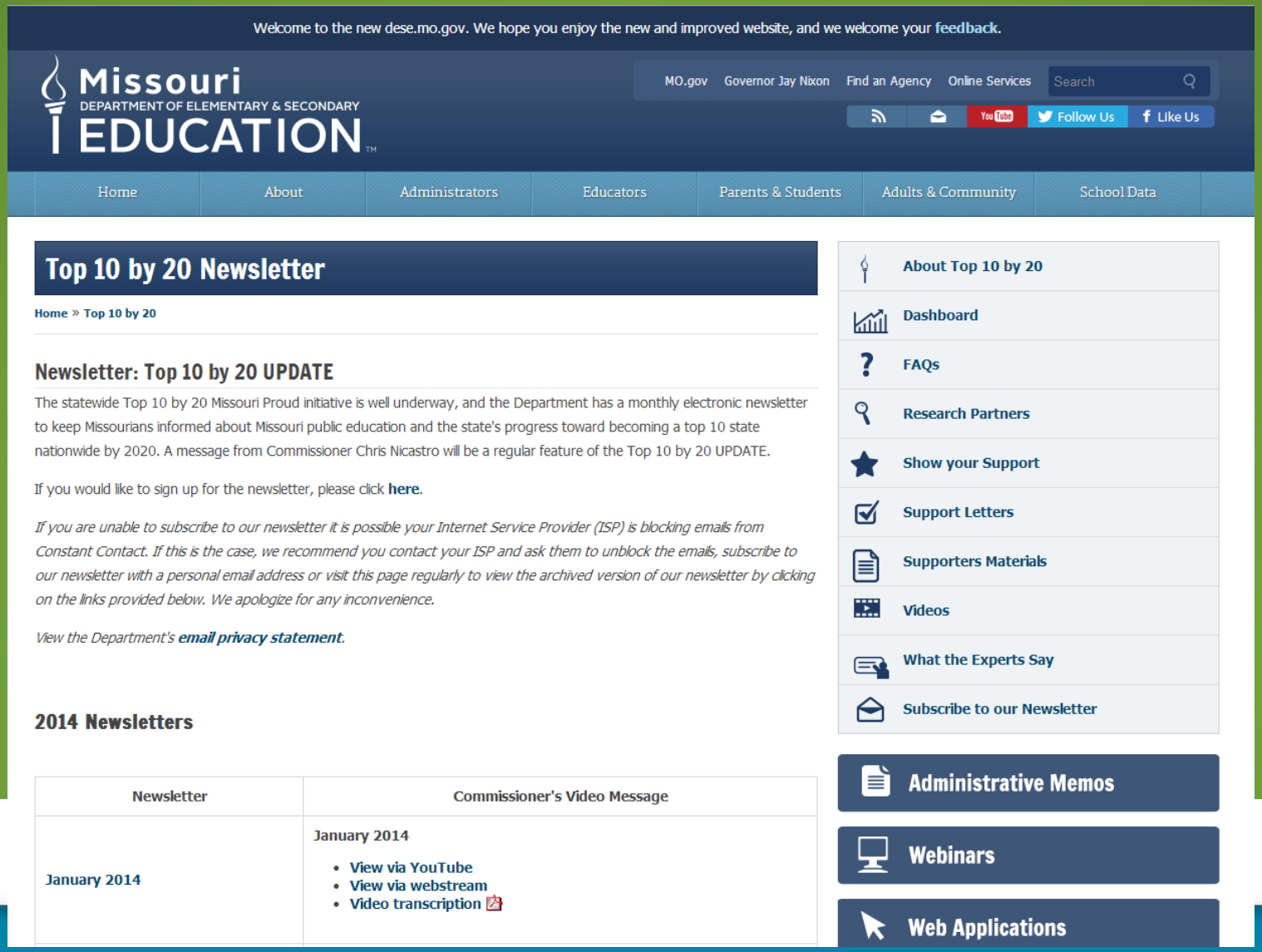
TOP
10 by 20 UPDATE
Goal #1 Goal #2 Goal #3 Goal #4 Top 10 by 20 Questions? Contact Us
September 2014
Commissioner's Video Message
Missouri Commissioner of Education Chris Nicastro discusses the Kansas City Public Schools, the state's MAP scores, Missouri's rise in ACT scores and more. View via YouTube or webstream.
Missouri
EDUCATION
"Our students will walk out and compete for jobs and compete for

Top 10 by 20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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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- www.MissouriLearningStandards.com

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Follow

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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
- 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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Thank You!

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