

## WISCONSIN EDUCATOR EFFECTIVENESS SYSTEM • Local Communication Resources: Drop-in Article for Local Newsletters

This component of the Educator Effectiveness (EE) Local Communications Resources is an article that can be easily edited and “dropped in” to an existing district or school newsletter either in print or electronically. District- or school-level communicators can edit the article based on the audience(s) for their particular newsletter or other communication. The article indicates places where additional material can help to personalize the article, making it further relevant and engaging for local audiences. This article is approximately 200-400 words in length, typical for most newsletter stories. For additional support in using drop-in articles, please contact Aaron Seligman ([aaron.seligman@dpi.wi.gov](mailto:aaron.seligman@dpi.wi.gov)). DPI will continue to update this tool with additional newsletter ideas.

### **Title: Preparing for Educator Effectiveness in 2014**

After 3 years of design and 2 years of pilot testing, Wisconsin’s Educator Effectiveness System is rolling out across the state. Educator Effectiveness, or EE, is a comprehensive evaluation system for teachers and principals, and was designed collaboratively with Wisconsin educators and education leaders.

EE is designed to support the continuous improvement of educator practice that leads to improved student learning. It includes multiple measures of evaluation and balances an educator’s practice with evidence of student outcomes. EE provides for several observations of educator practice and feedback for professional growth. It helps develop school and student learning objectives (data-driven goals for student outcomes, and a plan to attain those goals), and other measures intended to support educators and lead to improved student learning. Find more detailed information about the EE System at the Department of Public Instruction’s [EE website](#).

The EE System, along with the Common Core State Standards, and the continuous use of data for school improvement are key initiatives in Wisconsin’s “[Agenda 2017](#)”--the effort to improve student learning, so that every child is a graduate, college and career ready.

A team of educators from the district participated in pilot testing of the system last year and provided valuable feedback to the Department of Public Instruction to help make refinements before full implementation [*delete if not applicable / or consider including an positive anecdote or insight from a pilot participant*]. This year, educators (including teachers and principals) in [*insert name of your district or school*] will begin being using the EE System. Educators began training during the spring and summer of 2014, and will continue the training process as implementation gets underway.

[*Additional, optional paragraph: here you might include a statement from a district or school leader that discusses any local decisions or processes are being used to implement EE.*]

For more information about Educator Effectiveness in our district, please contact [*insert name of District communications contact, school contact, local EE contact, or other appropriate person to field parent and community questions.*].