

WISCONSIN EDUCATOR EFFECTIVENESS SYSTEM • Local Communication Resources: General Talking Points

Whether you piloted the Educator Effectiveness (EE) System or not, there are a few key messages to communicate this fall. A consistent message helps ensure that educators have accurate and timely information and minimizes fear, mistrust, and anxiety around the EE System. Here are some important talking points to use when communicating about EE.

1. Basics about the EE System

- a. **Powerful Purpose.** Effective teachers and principals are the most important factor in raising student achievement. The purpose of the EE System is to support the continuous improvement of professional educator practices that results in improved student learning.
- b. **Intelligent Design.** The EE System was designed by and for Wisconsin educators, beginning in 2010, with support and input from education stakeholder groups and political leaders. DPI developed the EE System incrementally through pilot testing, and has refined the System based on feedback from educators and an independent, external evaluator. DPI will continue to learn from this feedback to ensure the System is fair, meaningful, and manageable for its users.
- c. **Multiple Measures.** The System considers multiple measures of both an educator's professional practice and student outcomes. Educators collaborate with a trained evaluator to consider quality data to identify and inform individual areas of strength and professional growth based on objective evidence.

2. Benefits of the EE System

- a. **Fairer evaluations.** The EE System gives principals and administrators training, support, and tools (including detailed practice rubrics) to help eliminate bias and provide feedback to educators more consistently and fairly.
- b. **Empowering teachers and principals.** The EE System acknowledges the critical role of educators and allows them to own their professional growth, through opportunities to reflect on and refine practice to meet student needs. Educators can use EE feedback to coach and mentor each other based on identified strengths and growth opportunities.
- c. **Benefits to parents and students.** Educators will receive ongoing feedback and targeted professional development that helps them meet the changing needs of their students. A quality EE System will make it more likely that every student benefits from effective teaching every day.
- d. **Benefits to schools.** EE complements other efforts to increase student achievement. Just as schools are raising standards for students through the implementation of college- and career-ready standards, schools also are clarifying our expectations for teachers so they have the knowledge and skills to help students meet these standards.

3. Responses to Common Concerns about EE

- a. **Concerns about whether EE is worth the work it requires.** EE builds on what educators already do every day, allowing them to improve immediately rather than at the end of the year; and it allows them to show that improvement through objective rubrics and performance-based feedback. Educators in the EE pilot found the System showed what good teaching and leadership looks like, and provided useful feedback. Everyone can continue to improve; EE can help identify how to do it.



Educator Effectiveness

IMPROVE SUPPORT. IMPROVE PRACTICE. IMPROVE OUTCOMES.

- b. Concerns about EE as (exclusively) an accountability or punitive measure.** The EE System provides a useful data point to inform professional growth, but should be only one of many considerations in human resource decisions. EE data has strong privacy protections and is personalized—not designed to compare teachers. For example, educators have the flexibility to design assessments of student growth based on their unique population and subjects.
- c. Concerns that EE is (just) the latest mandated, one-size-fits-all reform.** The EE System was designed to be a consistent, sustainable process statewide. Many elements of the System allow for local flexibility, and leave implementation decisions up to individual districts. DPI continues to refine the System based on district feedback to help meet the goal of providing meaningful feedback to help educators improve student learning.
- d. Concerns about Teachscape.** Teachscape continues to work with DPI to customize and improve its capacity to work in Wisconsin based on feedback from educators. Teachscape has increased technical support, and established a dedicated team in place to help Wisconsin clients. Teachscape will be a useful platform to: a) train educators and certify evaluators; b) facilitate observations and evidence-gathering; and c) provide additional professional development tools and resources.