

Anacortes School District TPEP Communication Plan and Actions (DRAFT)

Year One (Development of Evaluation System)

Timeline	Action	Considerations
August	Assemble Core TPEP Team including teachers (from diverse levels/contents), principals (from diverse levels), district administration, association president, and UniServe staff. Set up an email group for communication.	
September -June	Release a half-time teacher lead for communication about TPEP throughout the district and state.	
September	Teacher lead, district superintendent and association president release a joint message about TPEP/Evaluation to all staff. Speak at staff opening. Send all staff a letter.	
September	Teacher lead, district Superintendent and Association President visit each school in the first 1-2 weeks of the year. Present unified and joint message.	Consistency of message is so important.
October/November	Develop all-staff survey.	Electronic format is most efficient. Use this system to generate quantifiable data.
October/November	Develop a 1:1 listening campaign across the district. Use teacher lead to visit schools and build a schedule to meet individually or with small groups of teachers at each site.	Use this format to collect more anecdotal evidence about the questions.
September-June	Present TPEP/Evaluation update to School Board.	Keep the school board as part of general TPEP notifications and discussions (add members to the TPEP email group list).
October/November	Set up a blog or TPEP link off the school district website. Teacher lead is the site administrator. Set up embedded links for documents, research, meetings, calendar, etc.	Consider this as an interface with staff about what's happening with TPEP.
January-June	Hold parent informational meetings (teacher lead, superintendent, and association president). Collect names and contacts of parents who show up and continue to keep them informed.	
January-June	Continue to make visits (teacher lead, association president) to each site to give updates on the work of the Core Team.	Consider recording DVD message to be played at each site. Consistency of message is important.
April	As the new system gains greater traction and involves more staff beyond the basic information level (as in active participation), appoint teacher leads at every site.	It's important to have individual staff that a bldg feels they can trust and draw immediate connection to. It will make the roll out much more palatable.

Year Two (Pilot Evaluation System)

September -June	Release a half-time teacher lead for communication about TPEP throughout the district and state, and also to coordinate pilot including teacher training.	
September	Teacher lead, district superintendent and association president release a joint message about TPEP/Evaluation to all staff. Speak at staff opening.	
September-June	Hold regular training days (2 full days, 2 half days, 15 late starts) for staff around the new evaluation system; rolled out by building leads at each site (some whole group meetings), coordinated by the teacher lead, administration, and Core Team members.	
October-June	Present TPEP/Eval update to School Board. Keep the school board as part of general TPEP notifications and discussions (add members to the TPEP email group list).	
October/November, February, April	Develop a 1:1 listening campaign across the district three times during the year. Use teacher lead to visit schools and build a schedule to meet individually or with small groups of teachers at each site.	Use this format to address concerns, answer questions, and get feedback about the pilot process and evaluation system.
October-June	Continue updating a blog or TPEP link off the school district website. Teacher lead is the site administrator. Set up embedded links for documents, research, meetings, calendar, etc.	Consider this as an interface with staff about what's happening with TPEP.
January-June	Hold parent informational meetings (teacher lead, superintendent, and association president).	Collect names and contacts of parents who show up and continue to keep them informed.