



Using Technology to Engage Stakeholders

Competency

Educator analyzes various technological tools and platforms to utilize the appropriate technology to engage stakeholders for a common purpose.

Key Method

Educator explores and analyzes different technological tools to survey a group of stakeholders and create a system for ongoing engagement around a common purpose.

Method Components

Advancing Teacher Quality and Student Success

In pursuit of their commitment to advancing teacher quality and student success, educators across the country are raising our voices together for our students, for our schools and for ourselves as educators. Education advocacy and social justice advocacy go hand in hand.

Educators enter the profession because they love teaching and because they have an unwavering belief in their students. Yet, the sad truth is that many teachers aren't earning enough to make ends meet and finding it harder and harder to support their families. To make matters worse, the pay gap between educators and other professionals is vast and growing, forcing many educators out of the profession and creating a teacher shortage crisis that threatens our students and communities.



Students benefit from educators who know them by name, know their community and have a say in the policies that govern their schools.

The current landscape of education requires that teacher leaders, across a wide spectrum of experience, participate in the changes and transformations that are necessary. Teacher leadership is no longer optional. Just as excellent teachers approach their practice from an array of perspectives and with many talents, teacher leadership requires many individuals' strengths and interests, coming together for the benefit of students and the profession.

InTASC Standard 10: Leadership and Collaboration

The InTASC Model Core Teaching Standards shares that treating teaching as a solo act is counter to what we know about effective teaching today. Just as collaboration among learners improves student learning, we know that collaboration among teachers improves practice. The core teaching standards require teachers to

- Open their practice to observation and feedback (transparency);
- Participate in ongoing, embedded professional learning where teachers engage in collective inquiry to improve practice;
- Participate actively as a team member in decision-making processes that include building a shared vision and supportive culture, identifying common goals, and monitoring progress toward those goals;
- Work with and share responsibility with colleagues, administrators, and school leaders as they work together to improve student learning and teacher working conditions;
- Engage in efforts to build a shared vision and supportive culture within a school or learning environment;
- Establish mutual expectations and ongoing communication with families; and.
- Involve the community in meeting common goals (InTASC Model Core Teaching Standards, page 5).

Tools for Connecting

Technology provides us with the opportunity to make connections with different stakeholders. There are many technological tools, like websites and applications, that can be used to communicate and engage with others. Due to the variety of resources that are available, it is necessary to become familiar with the services that different tools can provide. Some tools include, but are not limited to:

- Facebook
- Remind
- Hustle



- Zoom
- Twitter
- EdCommunities

Useful Features

- Individuals can react to a message,
- Ability to view who has read the message,
- Comment on a message,
- Track the number of views, clicks and other analytics

Supporting Rationale and Research

Ascd. (2015, April). Transforming Your School with Digital Communication.
Retrieved from

<http://www.ascd.org/publications/educational-leadership/apr15/vol72/num07/Transforming-Your-School-with-Digital-Communication.aspx>

Garmston, R. J., & Wellman, B. M. (2016). The adaptive school: A sourcebook for developing e collaborative groups. Rowman & Littlefield.

https://books.google.com/books?hl=en&lr=&id=WjDfDAAAQBAJ&oi=fnd&pg=PR7&ots=brFDjLPpFj&sig=2u6uVe1zJ-C_G7Xd_Hjgak6sBmE#v=onepage&q&f=false

Lbogle. (2018, December 05). Best Practices, Strategies, and Recommendations for Improving School Climate and Culture. Retrieved from

<https://www.air.org/resource/best-practices-strategies-and-recommendations-improving-school-climate-and-culture>

Osher, D., Moroney, D., & Williamson, S. L. (2018). Creating safe, equitable, engaging schools: A comprehensive, evidence-based approach to supporting students. Cambridge, MA: Harvard Education Press.

<https://www.air.org/resource/creating-safe-equitable-engaging-schools-comprehensive-evidence-based-approach-supporting>

Segura Pertle, S., PhD, & Doggett, D., MEd. (2013). Leadership Actions for Transforming Schools. SEDL Insights,1(1). Retrieved from

http://www.sedl.org/insights/1-1/leadership_actions.pdf



Resources

[Model Core Teaching Standards and Learning Progressions for Teachers 1.0](#)

[Teacher Leadership Institute](#)

[NEA Leadership Competencies](#)

Technology Tools for Communication

[6 Tech Tools That Boost Teacher-Parent Communication | Common Sense Education](#)

[My Favorite Tech Tools for Communication and Collaboration](#)

[The 6 best tech tools and apps to improve office communication](#)

[The Best Communication Tools](#)

Meaningful Engagement

[Framework for Safe and Successful Tool Kit](#)

[Current Landscape for Student Safety](#)

[Leading for Equity: 5 Steps from Awareness to Commitment - ASCD](#)

[Garmston Wellman: Seven Norms of Collaboration](#)

[Why we are Red For Ed](#)

[Conditions of Teaching and Learning](#)

[Quick Guide on Making School Climate Improvements | National Center on Safe Supportive Learning Environments \(NCSSLE\)](#)

[A Framework for Safe and Successful Schools](#)

Submission Guidelines & Evaluation Criteria



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To earn the micro-credential, you must receive a passing score in Parts 1 and 3, and receive a proficient for all components in Part 2.

Part 1. Overview Questions (Provides Context)

(200-400 words)

Please answer the following contextual questions to help our assessor understand your current situation. *Please do not include any information that will make you identifiable to your reviewers.*

1. What is your need for using technological tools to increase communication?
2. Who is your intended audience?
3. Describe the demographics of your intended audience.
4. Describe the level of access to technology in your community?
5. What tools have you previously used?
6. What did you find useful about these tools?
7. What did you need these tools to do that they didn't do?

Passing: All questions are answered thoughtfully and completely. Response provides reasonable and accurate information and addresses the specific communication needs of the intended audience.

Part 2. Work Examples/Artifacts/Evidence

To earn this micro-credential please submit the following **four artifacts** as evidence of your learning. *Please do not include any information that will make you or your students identifiable to your reviewers.*

Artifact 1: Technology Tool Exploration

Explore and analyze at least 5 different tools. Then submit a summary of your findings. Your summary should include:

- The name and link to the tool you are exploring
- A description of the tool
- Type of device you can use this with (computer, tablet, iphone, android..)
- Screenshot(s) of the tool
- How you can use this tool to improve communication with your intended audience
- Why this tool will meet the specific needs of your community
- The benefits of using this tool
- Features you love and need
- Features you love but are not necessary
- Features that are missing that would need
- Features are missing that you would like

Artifact 2: Survey for Intended Audience



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Create and submit a survey with 5-10 questions. The questions should help you determine the most appropriate tool for you to use for your stated purpose and intended audience. You may submit a direct link to your survey or upload a document or screenshot.

Artifact 3: Responses

1. Administer your survey to a minimum of 20 people from your intended audience.
2. Submit a 1 page summary of your results using pictures and/or words.
3. (100-250 words) Analyze your findings and list 2-3 conclusions and and 2-3 recommendations.

Artifact 4: Engagement Artifacts

Choose 1 or 2 tools from your explorations and use your survey data to create a system for engaging your stakeholders. Submit 5 screenshots of your system being used and for each screenshot include an annotation with the following information:

- Tool being used
- Purpose
- Stakeholder that is engaging (role not name)
- Describe the context for the engagement

Part 2. Rubric

	Proficient	Basic	Developing
Artifact 1: Technology Tool Exploration	<p>Analysis for all five tools includes all of the following:</p> <ul style="list-style-type: none"> -The name and link to the tool you are exploring -A description of the tool -Type of device you can use this with (computer, tablet, iphone, android..) Screenshot(s) of the tool 	<p>Analysis for all five tools includes most of the following:</p> <ul style="list-style-type: none"> -The name and link to the tool you are exploring -A description of the tool -Type of device you can use this with (computer, tablet, iphone, android..) Screenshot(s) of the tool 	<p>Analysis for all five tools includes a few of the following:</p> <ul style="list-style-type: none"> -The name and link to the tool you are exploring -A description of the tool -Type of device you can use this with (computer, tablet, iphone, android..) Screenshot(s) of the tool



	<p>-How you can use this tool to improve communication with your intended audience</p> <p>-Features you love and need</p> <p>-Features you love but are not necessary</p> <p>-Features that are missing that would need</p> <p>-Features are missing that you would like</p>	<p>-How you can use this tool to improve communication with your intended audience</p> <p>-Features you love and need</p> <p>-Features you love but are not necessary</p> <p>-Features that are missing that would need</p> <p>-Features are missing that you would like</p>	<p>-How you can use this tool to improve communication with your intended audience</p> <p>-Features you love and need</p> <p>-Features you love but are not necessary</p> <p>-Features that are missing that would need</p> <p>-Features are missing that you would like</p>
Artifact 2: Survey for Intended Audience	<p>Survey is authentic and credible.</p> <p>Survey has 5-10 questions</p> <p>Survey is easy to read and understand</p> <p>Survey aligns with your purpose and is appropriate for your intended audience</p>	<p>Survey may not be authentic and/or credible.</p> <p>Survey has less than 5 questions</p> <p>Survey is easy may not be easy to read and/or understand</p> <p>Survey may not align with your purpose OR may not be appropriate for your intended audience</p>	<p>Survey is not authentic and credible in nature.</p> <p>Survey has only 1 or 2 questions</p> <p>Survey is difficult to read and understand</p> <p>Survey does not align with your purpose nor is it appropriate for your intended audience</p>
Artifact 3: Responses	<p>Results show that at least 20 people participated in the survey</p> <p>1 page summary with pictures and/or</p>	<p>Results show that less than 20 people participated in the survey</p> <p>1 page summary with pictures and/or</p>	<p>Results show that less than 10 people participated in the survey</p> <p>1 page summary with pictures and/or</p>



	words is organized and easy to understand Analysis included at least 2 conclusions and 2 recommendations	words may not be organized or easy to understand Analysis included only one conclusion and/or one recommendation	words is difficult to understand Analysis does not include any conclusions and/or recommendations
Artifact 4: Engagement Artifacts	5 screenshots of your system being used and for each screenshot an annotation with All of the following information: -Tool being used -Purpose -Stakeholder that is engaging (role not name) -context for the engagement	5 screenshots of your system being used and for each screenshot an annotation with the some of the following information: -Tool being used -Purpose -Stakeholder that is engaging (role not name) -context for the engagement	Less than 5 screenshots of your system being used and/or annotations are not included

Part 3 Reflection

(400-600 words)

Use the word count as a guide to write a personal reflection about your work on this micro-credential. For tips on writing a good reflection review the following resource:

[How Do I Write a Good Personal Reflection?](#)

Please do not include any information that will make you identifiable to your reviewers.

1. How has the chosen technological tool(s) increased engagement with diverse stakeholders?
2. How has increased engagement with stakeholders supported student success?
3. Reflect on future advantages and/or usage that technology should relate to changes in future practice.
4. Reflect on how to make technology more equitable in the community.



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Passing: Reflection provides evidence that this activity has had a positive impact on both educator practice and student success. Specific examples are cited directly from personal or work related experiences to support claims. Also included are specific actionable steps demonstrate how new learning will be integrated into future practices.



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