



Leveraging MiPLAN Partnerships

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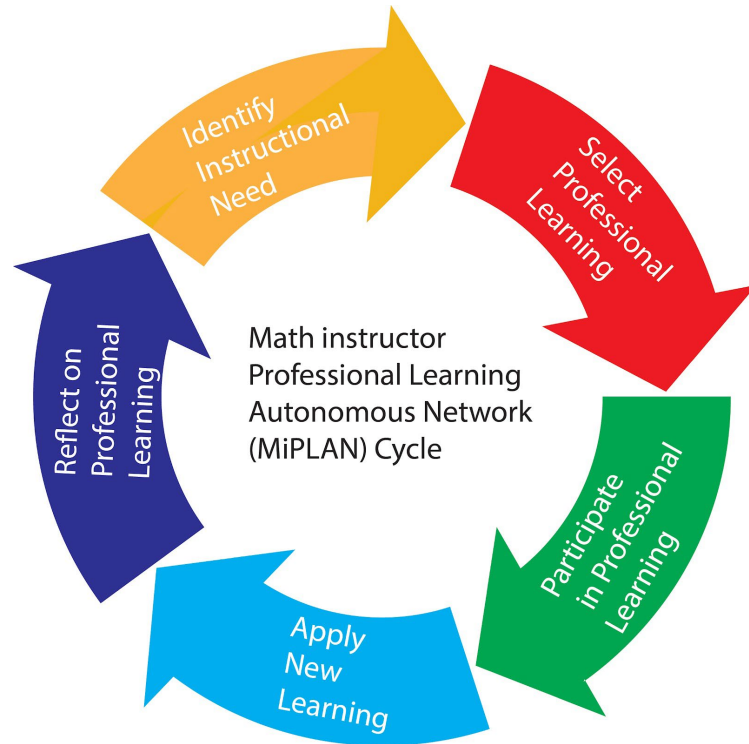
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Objectives

- Identify recruitment and communication challenges
- Examine strategies and resources to address challenges



MiPLAN Overview



Goal: Build and test a professional learning (PL) program that gives math teachers in grades 3-8 control over their own PL experiences and improves student math achievement.

Evaluation Partner: American Institutes for Research (AIR)

Activities:

- Teachers replace at least 80% of required PL (24 hours) by selecting among vetted, high-quality PL offerings through at least two cycles
- Reimbursement of up to \$8,000 per teacher
- Teacher financial incentives for participation in data collection activities (up to \$500)
- Randomized control trial with delayed implementation for the control group

Initial Challenges

- Delayed pilot
- Recruiting RCT district partners
- Connecting teachers with high quality PL





Quick Poll

Which of the following challenges have you faced in your EIR project? Please list the number(s) in the chat.

1. Delayed pilot and/or full implementation
2. Recruiting RCT partners
3. Connecting with high quality PL
4. Other (please specify)

Coordinated Solutions

- Recruitment and communication strategies in partnership with AIR
 - Tailored messaging
 - Targeted approach to address identified needs
 - Share enough to spark interest
 - Virtual and in-person
 - Myriad of resources and materials
- PL Vendors
 - Connected with vendors on behalf of districts
 - Request for Information
 - Updated PL list



Resources and Tools

- MiPLAN
 - Intro Video: <https://youtu.be/hdyE8MEQ5og>
 - Smore: <https://www.smore.com/tg9ce>
 - PL List: <bit.ly/3LuHPPo>
- Other tools
 - Google website builder (free): <https://sites.google.com/>
 - Airtable (free for limited use): <https://www.airtable.com>

Questions?



Breakout Groups



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1. What are the main recruitment and/or communication challenges that you have faced?
2. How might your team think differently about communicating with potential partners?
3. Identify 2-3 key recruitment or communication strategies that will help you reach your targeted audience.

Record your responses at

<https://docs.google.com/presentation/d/1Bg4-MWICmcSieSzPxonW7kreBv4AAzFigGn43mHB3kQ/edit?usp=sharing>.



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