

Step 3: Tools and Resources to Develop Communication & Engagement Strategies



Local Education Agencies (LEAs) must build strong buy-in and support for this work by engaging teachers, central office staff, principals, local associations, parents, community members, and students as partners in the design and implementation of career ladder pathways.

The following tools and resources are intended to help LEAs develop communication and engagement strategies.

Resources That Can Be Used to Communicate Specific Career Ladder Pathways Positions:

1. Sample Educator Leader Job Descriptions

These sample job descriptions outline responsibilities of several teacher career ladder pathway positions. Each form can be modified to further tailor the expected outcomes, length of term, minimum qualifications, selection criteria, and selection processes for each role.

- [Advanced Teacher Role Job Description](#)
- [Classroom Culture Coach Job Description](#)
- [Classroom Master Teacher Job Description](#)
- [Content Specialist Job Description](#)
- [Curriculum and Planning Teacher Leader Job Description](#)
- [Grade Level Chair Job Description](#)
- [Instructional Practice Coach Job Description](#)
- [Instructional Technology Specialist Job Description](#)
- [Special Project Lead Job Description](#)
- [Student Intervention Lead Job Description](#)
- [Data and Analysis Coach Job Description](#)

2. [Syracuse City School District Educator Recruitment Site](#)

Syracuse created a new recruitment site in February 2014 titled “We’re All In, Are You?” This new microsite provides a profile of the district and profiles for a diverse group of teachers, principals and district staff. The microsite also provides information on Performance Based Compensation Systems (PBCS) and career ladder opportunities available to Syracuse teachers and principals. This site utilizes “Teacher Match,” an online assessment tool completed during the district’s application process for employment, which provides information to the district regarding a teacher’s impact on student achievement and a Professional Development (PD) report utilized by mentors and principals to better assist teachers during their first year in the district.

This list of tools and resources was culminated by the New York State Education Department to support the design and implementation of robust career ladder pathways as part of the systemic use of the [TLE Continuum](#). Additional resources can be found in the [New York State Career Ladder Pathways Toolkit](#). The toolkit will continuously grow as new resources are developed and become available.

3. **Central Square Central School District’s Instructional Coaching Website**

This website is used to communicate updates and serves as a resource-hub for the district’s Instructional Coaches. The monthly “Coaches Connection” newsletter features concrete tools and resources to help Instructional Coaches effectively transform teaching and learning.

- [Coaches Connection Newsletter: Increasing Student Engagement](#)
- [Coaches Connection Newsletter: Using Assessments to Drive Instruction](#)

Resources That Can Be Used to Communicate Career Ladder Pathways and Teacher and Leader Effectiveness (TLE) Systems:

4. [Syracuse City School District STLE Update Slide Deck](#)

This slide deck was used to communicate updates to Syracuse City School District stakeholders and describes the steps taken to design and implement career ladder pathways. The district’s model addresses the talent management challenges of recruiting, retaining, developing, and ensuring equitable access to the most effective educators.

5. **Career Ladder Pathways in Greece Central School District**

The following resources highlight how Greece Central School District has communicated career ladder pathways to its stakeholders. The strategic plan and the materials from the district’s We Teach 2 Lead Summits provide details about the vision for teacher and principal career ladder pathways.

- [Greece 2017: A Five-Year Strategic Direction to Transform Greece Central Schools](#)
- [Greece Central School District: We Teach 2 Lead Summit Materials](#)

6. **Media Coverage of Strengthening Teacher and Leader Effectiveness (STLE) Programs**

The following examples can serve as templates or discussion tools to guide conversations about how to communicate teacher leadership and career ladder pathways to stakeholders.

- [New York Puts Spotlight on Teachers Engaging Parents](#)
- [Capital Region BOCES Spring eNewsletter for the STLE 2 and STLE D grants](#)
- [Program Training for Future School Administrators in North Tonawanda City School District](#)

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