

**APPROVE ENTERING INTO AN AGREEMENT WITH BATTELLE FOR KIDS FOR EDUCATOR**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

summary, action materials, and strategies for developing teacher and teacher leader understanding of the

measures and of REACH as an improvement-focused system of feedback and evaluation to support professional growth. BFK services will include on-site training sessions for multiple audiences to build the capacity of chiefs and deputy chiefs, select network and central office staff and school leadership teams to support teachers in interpreting the content of the teacher evaluation report and to lead and manage

**Work Stream 2: Communications**

Task 1: This task within this work stream includes updates to an inaugural REACH communications platform created by BFK in fall 2012: The Key Message and Visual Framework for REACH Students. BFK will make necessary refinements to include principals and ensure brand and message consistency.

BFK will create an Editorial Calendar, designed to include an inventory of all REACH Students and principal evaluation communications from summer 2013 through summer 2015, as well as intended audience, key messages, delivery channels, and timeframes for each item. Additionally, BFK will create

Message Map reinforcing key messages targeted to teachers and principals, along with a Facilitation

**AFFIRMATIVE ACTION:**

Participation in Goods and Services Contracts, MBE/WBE provisions of the Program do not apply to

transactions where the vendor providing services operates as a Not-for-Profit organization

**LSC REVIEW:**

Local School Council approval is not applicable to this report.

**FINANCIAL:**