



District Recruitment Messaging Guidance

Description

This resource is provided as an example of the Inclusive Evaluation Key Action: "Build diverse evaluation partnerships that reflect students' identities and match the school community's commitments and values."

This resource was an internal document that the EF+Math team used to draft messages to prospective district partners, tailored to various outreach mediums (e.g., email, LinkedIn, and newsletters) throughout all stages of Inclusive R&D. The messaging includes explanations of EF+Math's Inclusive R&D process, what to expect in the evaluation stage of the work, and opportunities for prospective district partners to be co-designers in the process.

In addition to providing language that can be adapted to fit new use cases, these messages offer guidance as to the type of evaluation activities, materials, and product features that can support the development of mutually beneficial partnerships.

Please see below for how EF+Math crafted their outreach messages in order to build these diverse evaluation partnerships.

This Resource is part of EF+Math's Inclusive R&D Toolkit. It was last updated on 02.2023. To access the complete toolkit and other resources, visit www.efmathprogram.org.

DISTRICT RECRUITMENT MESSAGING

EF+Math has launched its latest effort to recruit districts as partners in its work. This document provides updated language that the EF+Math team and expanded community should use in their outreach efforts. Please find below several options for email templates, social media posts, and blurbs for your outreach efforts. Feel free to modify them depending on the relationship you have with the recipient.

DISTRICT RECRUITMENT MESSAGING

EMAILS

[Initial Outreach Email: Option 1](#)

[Initial Outreach Email: Option 2](#)

SOCIAL MEDIA

[Twitter](#)

[Facebook/LinkedIn:](#)

NEWSLETTERS, BLOGS, and POSTCARDS

[Co-Design Invitation: Short Version](#)

[Co-Design Invitation: Long Version](#)

[Evaluation Invitation: Postcard Option](#)

EMAILS

Initial Outreach Email: Option 1

Subject: Opportunity to Use Equity-Centered Math and Executive Function Learning Approaches

Dear [x],

We understand that improving math learning is a high priority for your district and we want to **share an opportunity to become an EF+Math District Partner** and work on solving this challenge together. As an EF+Math District Partner, you will have **access to a fully funded math learning approach at no cost that has demonstrated early success in improving students' math achievement** and **receive compensation** for your engagement.

EF+Math is an inclusive research and development (R&D) program that funds and supports teams of educators, researchers, and developers to **co-create rigorous math learning approaches**. These math learning approaches are focused on **improving students' Executive Function (EF) skills within rigorous math instruction** that improve learning outcomes and **affirm the brilliance of Black and Latinx students, and students of all races experiencing poverty**. At this critical moment of rethinking education practices, our district partners will be **paired to work directly with a team of researchers and developers** to implement and provide feedback to improve a math learning approach that has demonstrated promise for improving students **conceptual understanding** and **multi-step problem-solving skills**.

As a District Partner, your educators will have the opportunity to engage in some or all of the following:

- **Implement and align innovative** math learning approaches with their standards and classroom structures, activities, and routines
- Participate in engaging **professional development on equity-centered instruction, Executive Function (EF), and math learning**, designed to support **whole-child instruction**
- Ensure math learning approach designs are **culturally relevant** and **reflect students' strengths, needs, interests, and identities**
- Create **meaningful teacher support** materials and identify **relevant professional development**, and
- Participate in upcoming **research analysis**, continued **prototype iteration**, and implementation and evaluation at scale.

We offer different levels of engagements to fit your district's needs. At all levels, as an EF+Math District collaborative partner, **your district will be compensated for your work to implement a fully funded math learning approach**. And, you can provide educators and leaders in your district with **unique funded professional development** to support teacher and teacher leader capacity to implement and help improve these learning approaches. We focus on leveraging an Inclusive R+D model across all project teams. This model is an **equity-focused**

process that puts Black and Latinx students, students experiencing poverty, educators, families, and communities at the center of improving transformative math learning approaches.

We think your district would be an excellent fit for this opportunity. Please let me know if you are interested in learning more! I am happy to send additional information or answer any questions via email, or schedule a time for a quick call.

Best Regards,

Initial Outreach Email: Option 2

Subject: Opportunity to Use Equity-Centered Math and Executive Function Learning Approaches

Dear [CONTACT]

[Include your personal Intro & connection to EF+Math]

I thought you might be interested in this exciting opportunity!

EF+Math (Executive Function + Math), an inclusive research and development (R+D) program that funds teams of educators, researchers, and developers to co-create rigorous math learning approaches, is inviting school districts to become collaborative partners in implementing and improving new math learning systems for grades 3-8 that recognize the mathematical brilliance of Black and Latinx students and students experiencing poverty. As an EF+Math District collaborative partner, your district will have access to a fully funded math learning prototype that has demonstrated early success in improving students' math achievement. And, you can provide educators and leaders in your district with unique funded professional development to support teacher and teacher leader capacity to implement and help improve these learning approaches. Your teachers will have the opportunity to work directly with our teams of researchers and developers to continue iterating and improving their math learning approaches.

EF+Math 's work is being performed under an equity centered approach. We focus on leveraging an Inclusive R+D model across all project teams. This model is an equity-focused process that puts Black and Latinx students, students living in poverty, educators, families, and communities at the center of developing transformative math learning approaches

- At this critical moment of rethinking education practices, our district partners will be paired to work directly with a team of researchers and developers to implement and provide feedback to improve a math learning system focused on improving students' Executive Function (EF) skills within rigorous math instruction focused on building conceptual understanding and multi-step problem-solving.
- Participating educators will engage in professional development on equity-centered instruction, EF, and math learning, designed to support whole-child instruction that affirms students strengths, needs, interests, and identities to meet the needs of students in your district.
- Districts who are selected to participate will receive funding to support teacher time outside of contract hours; principal, coach, and/or administrator supplemental salary, as appropriate; and other ancillary resources to support the partnership. You can read more about other educators and districts who are involved in this work as well as the specific math learning projects under development.

Thank you for your consideration of this exciting opportunity for your math learners!

Best Regards,

SOCIAL MEDIA

Twitter

EF+Math seeks districts to partner on improving equity-centered math learning approaches that have demonstrated early success in improving students' math achievement.

#mtbos #iteachmath

Seeking new approaches to improve elementary and middle grade math outcomes? EF+Math is seeking district partners to collaborate on equity-centered math learning prototypes that demonstrate early success in improving students' math achievement. Learn more here:

[insert image]

Facebook/LinkedIn:

EF+Math is seeking school districts to join our community and become collaborative partners in implementing and improving promising math learning systems for grades 3-8 that recognize the mathematical brilliance of Black and Latinx students and students of all races living in poverty. At this critical moment of rethinking education practices, our district partners will have the opportunity to work directly with teams of researchers and developers to implement and improve math learning programs that meet the needs of students in your district. Districts who are selected to participate will receive funding to support teacher time outside of contract hours; principal, coach, and/or administrator supplemental salary, as appropriate; and other ancillary resources to support the partnership. Learn more and apply here: <https://aerdf.org/programs/ef-math/how-can-you-get-involved/>

NEWSLETTERS, BLOGS, and POSTCARDS

Co-Design Invitation: Short Version

Become an EF+Math District Co-Design Partner

School districts are our critical partners in implementing EF+Math's Inclusive R&D process. They have co-created math learning approaches that are useful, usable, effective, and designed to support students' learning. Along with our Educator Leadership Council, EF+Math District Co-Design Partners collaborate closely with researchers and developers to implement and iteratively improve prototype learning approaches that integrate Executive Function skill-building activities into high-quality, evidence-based, equitable math instruction. We are seeking more District Co-Design Partners to engage in this exciting work with our teams and encourage you to apply to join us.

Co-Design Invitation: Long Version

Become an EF+Math District Co-Design Partner

School districts are our critical partners in implementing EF+Math's Inclusive R&D process. They have co-created math learning approaches that are useful, usable, effective, and designed to support students' learning. Along with our Educator Leadership Council, EF+Math District Co-Design Partners collaborate closely with researchers and developers to implement and iteratively improve prototype learning approaches that integrate EF skill-building activities into high-quality, evidence-based, equitable math instruction. We are seeking more a new set District Co-Design Partners to engage in this exciting work with our teams and encourage you to apply to join us.

Benefits of working with EF+Math

As an EF+Math District Co-Design Partner, your district will have access to a fully funded math learning prototype that has demonstrated early success in improving student's math achievement. And, you can provide educators and leaders in your district with unique funded professional development to support teacher and teacher leader capacity to implement and help improve these learning approaches. EF+Math's Inclusive R&D model offers your educators the opportunity to:

- Align prototype math learning content and instruction with standards and classroom structures, activities, and routines
- Participate in engaging professional development on equity-centered instruction, EF, and math learning
- Create meaningful teacher support materials and identify relevant professional development
- Ensure prototype designs are culturally relevant and reflect students' strengths, needs, interests, and identities, and

- Participate in upcoming research analysis, continued prototype iteration, and implementation and evaluation at scale.

Your team will join our engaged community of 250+ educators, researchers, designers, and developers with expertise in math teaching and learning, EF, equity, product development, assessment, research methods, and more who share your interest in improving math outcomes for Black and Latinx students, and students experiencing poverty. And, your team will learn from and connect with other participating districts through workshops and design sessions, allowing your team to build valuable connections.

Get Involved in this unique opportunity to develop and test promising approaches to improve math learning outcomes.

Evaluation Invitation: Postcard Option

We are inviting your district to join a study focused on improving math learning outcomes for students in Grades 6-8, especially Black and Latino students and all students experiencing poverty.

We are studying [product], a math learning approach that [product description and targeted math outcomes].

As a participant in this project, schools will receive the following:

- All materials free for implementing the product during the study,
- Training and ongoing support for teachers,
- Student materials available in [languages],
- Opportunities to participate in an educator advisory board to provide input on the study, and
- Compensation for teachers, schools, and the district for time spent on project activities.

Please scan the QR code to schedule a brief 15- to 30-minute information session to learn more.

Best,

[names and logos of all partner organizations involved in the product and the study]