core advocates ➤

Field Guide for Instructional Advocacy Networks

The Field Guide for Instructional Advocacy Networks includes process steps, resources, and tools to support an existing content-based leadership network in their ongoing development and sustainability or to support the launch of a new network.

1. Identify Leaders

- Who wants to help lead the network?
- Consider roles (teachers, instructional coaches, etc.)
- Consider diversity (geographic, demographic)
    - Are the leaders representative of the context where the network will exist?
- Are there leaders who know the work (content knowledge) and know the people (connections)

2. Agree on the Priority:
- Educators in the network will lead and act on translating the Shifts in instruction required by college- and career-ready standards into action in classrooms and schools.

3. Select Needs-Based Content to Anchor the Recruitment and Engagement
- Addressing real challenges that real teachers have: What are the problems of practice the educators in the network face related to the students they serve?
    - Needs-based specific ELA campaign
    - Needs-based specific math campaign
    - SAP micro-courses
- Content-specific structures to anchor the work: What do the educators in the network need to learn?
    - Intro to the Shifts
    - IPT and IPG Suite
    - Core Advocate Webinars

4. Set Focus Goals
- Focus Goals: Recruitment
    - Who needs to be involved?
    - How will we reach them and involve them in the network?
    - Have we considered diversity of the people in the network and the students they serve?
- Focus Goals: Engagement
    - What Shift-based content is needed to engage the members of the network?
    - What are the challenges with implementing CCR Standards within the network?
    - What knowledge and skills do the educators need?
    - What are the challenges specific to serving the students within the network?

5. Outline Action Steps:
- What specific actions will help accomplish each goal?

6. Identify Metrics:
- How will we measure progress and accomplishment of each action step toward reaching the goals?