

Session 4 Communication and Professional Development

1. Generate a list of individuals or groups who need to have information about growth data. For each group, try to identify a key question that they may have, or a key informational need that you will need to meet. Review your take-home materials for answers to these questions.

Internal	
Role or Name of Person or Group	Question or Informational Need

External	
Role or Name of Person or Group	Question or Informational Need

2. Use the table to review key questions about communication and professional development needs.

Key Question	Strategy/Response
Who will have access to growth data in our division?	
What do individuals who will have access to the data need to know about the data?	
In what ways do we foresee needing to present the data?	
How will we differentiate our communication across the division?	
How will we dispel potential misunderstandings about growth data?	
What vehicles for professional development will best suit the needs of our staff?	

Notes: