



**UPDATED JANUARY 2015**

## **MEDIA KIT INTRODUCTION**

As the Pennsylvania School Performance Profile is rolled out in year 2, this media kit is designed to assist LEAs as they continue to educate their stakeholders. All resources may be customized to meet the needs of the school.

The list of resources below includes the following:

1. Sample Newsletter Article – This very basic article reminds readers of the SPP and its purpose. LEAs may edit the contents and add LEA/school specific information.
2. School Performance Profile Presentation - This short PowerPoint presentation has been updated to reflect 2013-14 performance measures and offers a step-by-step understanding of the Academic Performance Score. It is designed to be shown prior to accessing the live site. All slides include a script.
3. School Performance Profile Script - This script is designed to take an audience online and explain the SPP scoring and support for schools. A document entitled Academic Performance Score Elements also offers more detail on each element in the scoring formula.
4. Press Release - For LEAs wishing to communicate with the media regarding the 2013-14 SPP, this press release template can be customized to meet LEA needs with as much local detail as desired.
5. Key Elements of the SPP Scoring - This document is designed to provide school leaders with a high level summary of the SPP.
6. Documents for Distribution - Each of the documents listed below offer valuable information on understanding the SPP and can be used during presentations or embedded in newsletters/websites.
  - a. Executive Summary
  - b. Frequently Asked Questions (updated 1/23/15)

- c. Understanding the Academic Performance Score
  - d. Academic Performance Score - All Configurations (2012-2013 and 2013-2014)
  - e. Closing the Achievement Gap
  - f. ESEA Differentiated Recognition
  - g. PA Highlights – ESEA Flexibility
  - h. Academic Performance Score - All Configurations (2014-2015 and Thereafter)
7. Website Enhancement and Social Media - While PDE may only display and report data already provided to them, our focus group feedback has suggested that there are many informational items that provide a broader look at a school and offer a better understanding of the programs in place. The Fast Fact ideas offer suggestions for informational items that would more fully inform the community of programs and efforts in place in the school.