



TEACHER MORALE TOOLKIT

Diagnose Causes Communication Templates

Use these templates and resources to announce the district's investment in teachers and communicate to teachers on how the district plans to diagnose causes of low morale via collecting quantitative and qualitative input from teachers..

District Leadership Forum

Project Director

Olivia Rios

Contributing Consultant

Jenna Schiemer

Executive Director

Meredith McNeill

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EAB'S Diagnose Causes Communication Templates

Communication for Diagnostic Survey

Use the following templates to invite and encourage teachers to complete the morale diagnostic survey and give them the context for the survey.

TEMPLATES

Introducing the Diagnostic Survey Templates

Below are email templates that superintendents and/or district leaders can use to introduce their districts' investment in change and the morale diagnostic survey to teachers. Please adapt this template as needed.

Initial Email from Superintendent

SUBJECT: Our investment in improving morale—please take our survey

EMAIL:

Dear Teachers,

As we have faced another challenging year, I want to thank each of you for your valiant efforts to support our students. These past few years have been particularly difficult, and as we look ahead to the summer, we are investing in making systemic changes that will create stronger systems of support. You are invaluable to our schools—we know it's crucial that we constantly work to create conditions that enable you to thrive.

As a part of these efforts, we are partnering with a research firm, EAB, who will be guiding our district leadership team through a process to better understand your needs and systematically address the challenges you're facing. Over the next year, I'll be attending several sessions with district leaders across the nation to learn how we can better support you all. We are committed to a process of continual improvement to create a better environment for you. The crucial first step in this process is hearing from you. We can only work towards change if we understand where our greatest problems exist, which is where we need your help.

We are starting by asking you to fill out a quick 5-minute survey about your experiences working in our district. You can find the survey here [hyperlink] as well as a link below.

Keep in mind:

- This survey is completely confidential. You will not be required to provide any personally identifying information and data will be aggregated.
- If you have any questions, or experience any technical issues, please reach out to <**insert name**>
- The survey will be open **today through Friday, May 6th**.

This survey is just one part of our investment. We will also be having follow up conversations with teachers to help us gain more clarity around what we learned in the survey. Those conversations will begin starting the week of May 16th. Next, we will partner with EAB to conduct a deep dive into the results and start to craft solutions. We will be in touch by early June with our takeaways from this process so far and our plan moving forward.

******INSERT SURVEY LINK******

Thank you in advance for your time in participating in this important step of the process.

Best,

Superintendent Name

Introducing the Diagnostic Survey Templates (Cont.)

Initial Email from Principal

SUBJECT: Districtwide Teacher Morale Survey Closing May 6th

EMAIL:

Dear Teachers,

In follow up to (**superintendent name**)'s message, I also wanted to express my gratitude for all that you have given our students and greater school community.

As ____ mentioned, our district office is partnering with EAB to commit to a systemic investment in improving your experiences in our district, which begins with hearing from you.

I want to encourage you to participate in this process. The more feedback we receive, the greater we can understand where improvements must be made.

Below is the link to the anonymous survey that is being conducted districtwide. The survey is open until Friday, May 6th. Thank you in advance for your participation in this crucial process.

*****INSERT SURVEY LINK*****

Best,

Principal Name

Sending Diagnostic Survey Reminder Templates

Reminder Email from Superintendent

SUBJECT: Reminder: Morale Survey Closes May 6th

EMAIL:

Dear Teachers,

I want to thank all who have participated in our survey.

For those who have not yet had the chance to participate, please consider taking 5 minutes to complete the anonymous survey today. The survey will be open until this Friday, May 6th. As a reminder, after the survey is closed, we will begin our follow up conversations during the week of May 16th. Participation will be voluntary, but available to all.

Thank you again for your time. We are looking forward to involving you in our commitment to investing in your experience, as integral members of our district's community.

*****SURVEY LINK*****

Best,

Superintendent Name

Reminder Email from Principals

SUBJECT: Reminder: Morale Survey Closes May 6th

EMAIL:

Dear Teachers,

So far, we have seen a strong participation from our teachers in the district wide teacher morale survey—thank you! It is very important to me that all voices are heard in this process. If you have not yet had the chance to take the survey, please consider taking 5 minutes to complete it today. As a reminder, the survey will close on Friday, May 6th.

Thank you again for your time.

*****SURVEY LINK*****

Best,

Principal Name

Tips to Create Awareness of Diagnostic Survey

Districts should consider other ways to generate awareness and excitement about the survey. Consider the following ways to communicate about the survey, and remind teachers of the importance of their participation

- Ask principals to communicate with their teachers using the EAB provided templates
- Post the survey link in any teacher communication portal the district uses (e.g., intranet, social media)
- Suggest principals provide time during faculty meeting to take the survey during week of April 25th or May 2nd
- Distribute information about the survey and the district's investment in morale via existing newsletters, already scheduled town halls, school board meetings, districtwide faculty meetings, etc.



EAB'S Diagnose Causes Communication Templates

Communication for Qualitative Input

Use the following templates to invite teachers to qualitative input conversations about morale and give them context on the sessions.

WORKSHEET

Invitations to Qualitative Input Sessions

Below are sample messages for inviting teachers to take part in morale conversations.

Advance notice that principal will ask morale questions during a faculty meeting:

Email from Principal:

SUBJECT: Planning to ask questions about your teacher experience at next faculty meeting

EMAIL:

Hi all,

I wanted to touch base to share that during our next faculty meeting, I plan to take 5-10 minutes of the agenda to focus on some questions related to the teacher survey we recently launched. This will be an opportunity for you to share some feedback on your experience as a teacher in our district. No need to prepare anything!

As you may be aware, our partner research firm, EAB, is guiding us through a process of better understanding and addressing the challenges you're facing. Having these conversations is part of this process. It is invaluable to hear your voices to be effective, so we wanted to set aside time to listen. We are looking forward to the conversation!

Best,

Principal Name

Incorporating the conversation into an existing meeting:

Email from Facilitator:

SUBJECT: Upcoming [name of typical meeting] will be focused on morale

EMAIL:

Hi all,

I'm looking forward to our next [*name of*] meeting on [*date*].

I wanted to share ahead of time that we will be pausing our typical agenda to focus on some questions related to the teacher survey we recently launched. During this meeting, we will spend ___ minutes inviting you to share feedback on your experience as a teacher in our district. No need to prepare anything!

As you may be aware, our partner research firm, EAB, is guiding us through a process of better understanding and addressing the challenges you're facing. Having these conversations is part of this process. It is invaluable to hear your voices to be effective, so we wanted to set aside time to listen.

We are looking forward to the conversation!

Best,

Facilitator Name

Invitations to Qualitative Input Sessions (Cont.)

Inviting teachers to take part in a morale-focused qualitative input session:

Email from district leader

SUBJECT:

EMAIL:

Dear teachers,

I wanted to invite you to take part in a series of conversations we plan to have with teachers across the district to invite you to share feedback on your experience as a teacher in our district. These conversations are related to the survey we recently launched about your experiences.

As you may be aware, our partner research firm, EAB is guiding our district leadership team through a process to better understand our teacher's needs and systematically address the challenges you're facing. It is crucial that we hear from as many voices as possible and want to create a space for you all to come openly share. No need to prepare anything!

If you are interested, these meetings will be held [insert time, date, and place options]. Each will be led by [facilitator name]. Thank you in advance for taking the time to take part in this process.

Best,

District leader name

Inviting teachers to take part in stay interview:

Email from district leader who will conduct stay interview

SUBJECT: Willing to talk with me about your experience as a teacher?

EMAIL:

Hi [NAME],

I wanted to invite you to take part in a 30-minute conversation with me to share feedback on your experience as a teacher in our district. These conversations are related to the survey we recently launched about your experiences.

As you may be aware, our partner research firm, EAB is guiding our district leadership team through a process to better understand our teacher's needs and systematically address the challenges you're facing. It is crucial that we hear from as many voices as possible and want to create a space for you to share about your experiences with me. No need to prepare anything!

If you are willing, please let me know, and we can find a time for me to come to your classroom and chat. I'd come with a few specific questions, but I really want to use it as an opportunity to hear about what's most important to you. Thank you in advance your consideration in taking part.

Best,

District leader name



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