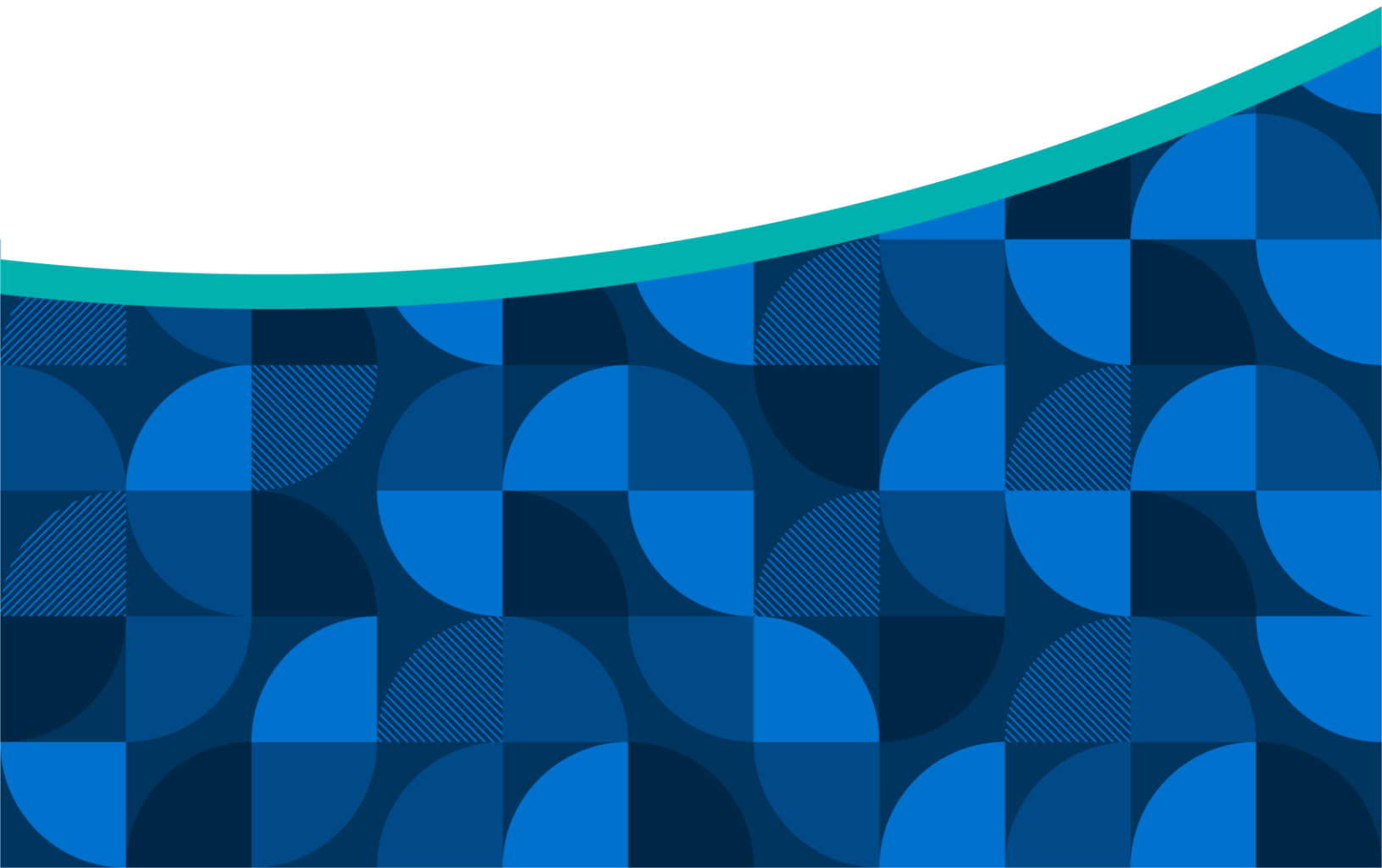




TOOLKIT

# Planning for Permanence

Use this toolkit as a guide for district leaders to make the Teacher Morale Momentum Loop a permanent fixture in their district.



# Table of Contents

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<b>1. Diagnostic Survey Planning Guide.</b> . . . . .	3
<i>This tool guides district leaders to choose a morale diagnostic survey cadence that is feasible and effective.</i>	
<b>2. Recommunicate to Teachers.</b> . . . . .	5
<i>These tools will help district leaders reintroduce the morale diagnostic survey to teachers and remind them of the importance of their participation.</i>	
<b>3. Planning Tool for Restarting the Morale Momentum Loop.</b> . . . . .	8
<i>This tool will help district leaders plan to restart the Morale Momentum Loop in their districts.</i>	



EAB's Planning for Permanence Toolkit

# Diagnostic Survey Planning Guide

This tool guides district leaders to choose a morale diagnostic survey cadence that is feasible and effective.

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TOOL

## Diagnostic Survey Planning Guide

Making the Teacher Morale Momentum Loop a permanent fixture shows teachers that district leaders care about continuously improving their morale and well-being. Deciding when the district will launch the diagnostic survey is the first concrete step to plan for permanence.

**Use this page to help determine a cadence that allows districts to...**



Communicate results within 4 weeks after administering the survey



Articulate and implement actions taken based on results

The survey cadence that is correct for a district is the one that allows them to communicate results within four weeks of administering the survey. If possible, administering the survey four times per year is the best option since research shows that doing quarterly pulse surveys are ideal. However, EAB understands that will not be feasible for all districts and there is flexibility in this.

### GOOD

**2x**  
per year

### BETTER

**3x**  
per year

### BEST

**4x**  
per year

### SAMPLE DATES<sup>1</sup>

- Date 1: April 17
- Date 2: September 25
- Date 1: April 17
- Date 2: September 25
- Date 3: January 29
- Date 1: April 17
- Date 2: September 25
- Date 3: November 13
- Date 4: January 29

<sup>1</sup>) These are just cadence estimations, but districts should select ideal dates based on the day of the week, school schedule, etc.

Sources: Nobes, C., "The Top 3 Benefits of Pulse Surveys," Achievers, Sept. 29, 2020; "Ultimate Guide to Employee Engagement: What It Is, Why It's Important, and How to Measure It," 15Five; EAB interviews and analysis.



EAB's Planning for Permanence Toolkit

# Recommunicate to Teachers

Use the following communication templates to reintroduce the morale diagnostic survey to teachers and remind them of the importance of their participation.

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TOOL

## Communicate to Teachers: Resend Survey

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Below is an email template that superintendents and/or district leaders can use to reintroduce the morale diagnostic survey to teachers. Please adapt this template as needed.

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### ***Email from Superintendent***

**SUBJECT:** Our continued investment in you—please participate in our next survey

**EMAIL:**

Dear Teachers,

I want to thank each of you for your continued efforts to support our students. These past few years have been challenging, and we are committed to continue to invest in creating stronger systems of support for all staff and students.

As you might remember, last year we partnered with the research firm, EAB as well as school districts across the country to learn how to better invest in you. We learned a lot from this process and have begun to make changes and improvements. For example, at the beginning of this school year, *[INSERT EXAMPLE OF MORALE-BOOSTING STRATEGY]*.

We are continuing this partnership and are committed to **continuously** improving your morale, well-being, and workplace environment. That's why it is time to hear from you all again.

**We're asking you to complete the quick 5-minute survey we used last year to better understand your current experience and challenges working in our district.** *[Adapt as needed]* We had great participation last year, nearly *[80%]* of you completed the survey—let's keep that number high!

**You can find the survey here: [hyperlink].**

As a reminder:

- 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 <insert date>**

EAB has taught us that administering this survey more than once a year will allow us to keep a better pulse on your experiences and better target supports to support you. We will also be having follow up conversations with teachers to help us gain more clarity around what we learn in the survey. Those conversations will begin starting the week of **<insert date>**

I'll be in touch by **<insert date>** with the key takeaways from the survey and our planned next steps to continue to move this work forward. Thank you in advance for your time and participation.

Best,

Superintendent Name

# Communicate to Teachers: Resend Survey

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## *Initial Email from Principal*

**SUBJECT:** Districtwide Teacher Morale Survey Closing <insert date>

**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 is continuing to partner with EAB to commit to a systemic investment in improving your experiences in our district, which requires hearing from you consistently.

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 <insert date>. Thank you in advance for your participation in this crucial process.

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

Best,

Principal Name



EAB's Planning for Permanence Toolkit

# Planning Tool for Restarting the Morale Momentum Loop

This tool will help district leaders plan to restart the Morale Momentum Loop in their districts.

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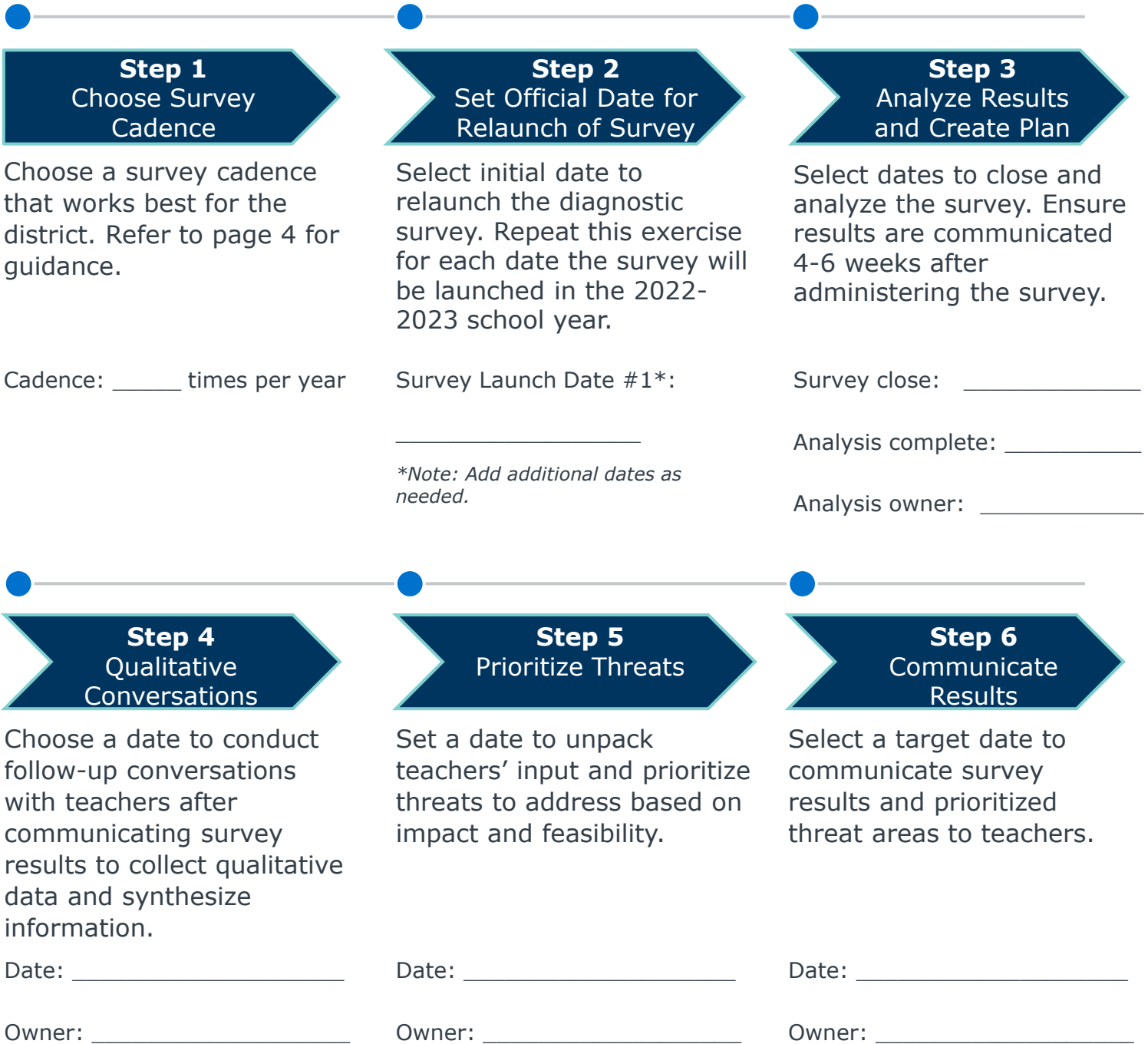
TOOL



# 10 Steps to Restart the Momentum Loop

Follow these ten steps to restart the Morale Diagnostic Survey and ensure district leaders make the Teacher Morale Momentum Loop a permanent fixture in their district.

## *EAB's Recommended Timeline*



# 10 Steps to Restart the Momentum Loop Cont.

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## *EAB's Recommended Timeline (cont.)*

**Step 7**  
Use the Compendium to Select Strategies

Set a date to select 2-4 strategies from [the Compendium](#) and brainstorm solutions with leadership that address the most critical threat areas identified in the survey.

Date: \_\_\_\_\_

Threat area 1: \_\_\_\_\_

Threat area 2: \_\_\_\_\_

**Step 8**  
Co-design Solutions

Choose a date to involve teachers in the co-designing process and use [EAB's Co-Designing Solutions Worksheets](#) (p. 9-12) Decide who is responsible for collecting teacher input.

Date: \_\_\_\_\_

Owner: \_\_\_\_\_

**Step 9**  
Implement Solutions

Select a target date to begin rolling out the co-designed solutions throughout the district.

Date: \_\_\_\_\_

Owner: \_\_\_\_\_

**Step 10**  
Relaunch Survey

Repeat steps 2-9 based on the survey cadence that works best for the district.

Date: \_\_\_\_\_

Owner: \_\_\_\_\_



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## ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at [eab.com](https://eab.com).