



for Principals

regarding
TOY
Teacher of the Year

<p>KEEP THE MINDSET OF THE READER/ SCREENER</p>	<p><i>Readers are asking some questions of themselves:</i> <i>Q1:</i> How am I ever going to decide between all these worthy candidates? <i>A1:</i> You are only writing one nomination; readers could be reading close to thirty. <i>Q2:</i> What stands out? <i>A2:</i> Memorable is good. Unique is good. Specifics are good. Generic accolades get lost in the sea of nominations. Therefore, details sets a nomination apart. Tell a compelling story or stories about the candidate. Avoid “above and beyond,” at all costs! <i>Make it easy on the reader:</i> Number one paragraph to match each question. Readers score the response to each question. Don’t make the reader work too hard by providing five paragraphs for two questions with no designations.</p>
<p>USE ALL YOUR SPACE</p>	<p>Psychologically, readers assume that if the nominator doesn’t use all the allocated space, then he or she doesn’t have that much good to say about the candidate ... lack of material, so to speak</p>
<p>ANSWER THE QUESTION: ALL OF IT</p>	<p>If the question is a compound question, with multiple parts, answer all the parts. Note especially: “qualities <i>and</i> skills,” and “inside <i>and</i> outside of the classroom.” Sadly, readers have to separate and cull ... so when a nominator doesn’t answer all parts of the question, it provides opportunity to separate and cull!</p>
<p>DON’T ASSUME</p>	<p>Districts may have programs that they refer to in code or with acronyms. Don’t assume the reader knows your “code,” especially readers who are non-educators. Rotarians from all walks of life and careers assist in screening.</p>
<p>DON’T CLEAR YOUR THROAT</p>	<p>Don’t waste words! 1) Don’t repeat the question. 2) Don’t use pat, “state of the art, cutting edge” phrases 3) Avoid verbosity: “I am thrilled to nominate Jane Doe, a perennial favorite of students and parents and a real asset to the staff of X School in the Z District of Modesto, CA ... “</p>
<p>WRITE YOUR OWN STUFF</p>	<p>Repeating the language of the teacher’s portion in the administrator’s nomination is bad form. Think about adding more to the nominations by not repeating (especially verbatim) or reiterating what the teacher is telling. Get more of the story told by providing additional information.</p>
<p>ABOUT THE VISIT ...</p>	<p>If your teacher is being observed, the team will come to visit with you as well. Some advice:</p> <ul style="list-style-type: none"> • Respond right away to emails/phone calls to schedule the visit • Alert your office staff and don’t let them act like the team is an imposition • Be there for your interview • Be prepared with something to say • Act like this is important, and be a cheerleader for your candidate • Please don’t have a trophy room or treats or prizes or thank you gifts for the team