



**EDUCATION +
TALENT**

MICHIGAN DEPARTMENT OF EDUCATION

 LANSING, MI; STATE OF MICHIGAN

The Michigan Department of Education's Office of Educator Talent (now Educator Evaluations) serves all educators and respective districts and academies in relation to educator effectiveness, educator evaluation, and various facets of district partnerships and award recognition programming.

OUR APPROACH

Educators undoubtedly play an essential role in developing the minds of their students and shaping the future of the communities they serve. Their profession requires a special level of commitment, resiliency, and pride in one's work. Unfortunately, the importance of the education profession and the pride they take in their craft are underrecognized and, in some cases, devalued. This is often a result of the general public not seeing the high level of professionalism, preparation, and love for young people that is required as an educator.

To help lift up the important work being done by educators and build awareness for the profession, Strategic Community Partners engaged the Michigan Department of Education's Office of Educator Talent in the launch of the Proud Michigan Educator campaign. The campaign sought to acknowledge, elevate, and celebrate the work of great educators across the state of Michigan through digital, print, and in-person mediums.

The campaign was composed of three phases:

Campaign Development and Launch



Working alongside MDE and schools from across the state, the SCP team crafted content for the first year of the campaign including social media assets, email newsletters, and highlight videos uplifting the stories of educators. SCP also developed a comprehensive blueprint outlining how the campaign could be continued as a multi-year and integral element of the department's work.



Integration With Statewide Education Evaluation

With the program launched, additional Proud Michigan Educator resources, webinars, presentations, and collaborative communications materials were created to help reimagine the state's educator evaluation policies and process.



Implementation of the Excellent Educators Advisory Group

The insight and experiences collected from the first two phases of the campaign helped to identify a clear need for increased equity and inclusion within Michigan's education field. Guided by the Michigan Equity Plan, the Excellent Educators Advisory Group served to engrain the mission of the Proud Michigan Educators campaign into MDE's long-term priorities by ensuring educators had a role in informing critical policy decisions.

OUR IMPACT

As a result of SCP's work with the Michigan Department of Education, the Proud Michigan Educator campaign amplified the voices and experiences of educators across the state of Michigan in a way that resonated with the communities, families, and students they served. The campaign also acknowledged teachers as the leaders they are and created additional opportunities for them within education and across the business community.

Overall, the Proud Michigan Educator campaign helped the state to reimagine the educator evaluation process and take steps toward creating a more equitable and inclusive environment within the profession. The campaign continues to lift up the work and leadership of teachers across the state.