How Do I…Create a high-quality description for my session?

Session descriptions are a helpful tool to focus your planning and make sure that you attract the right audience to your session. Great descriptions meet the following criteria for success:

- Concise: The session description is less than 150 words (3-5 sentences) and includes the key details for your session
- Observable: The description highlights what content will be covered and how that content will be taught. It uses strong verbs whenever possible.
- Resonant: Great session descriptions briefly highlight *why* this topic is critical before getting into specifics. They also use language that anyone can understand.
- Critical Details: If the session is for a particular audience, the session description shares that information. Any pre-work or required materials are also noted.

This description, written by KSS instructor, Carie Page, includes each of these criteria for success in her session description.

> **Resonant:** Gives context so anyone can understand what will be covered. Avoids acronyms when possible.

> **Concise:** Description is 121 words and 6 sentences.

KIPP Share 101
Carie Page
At KIPP, there's no need to reinvent the wheel. Across the network, hundreds of leaders and staff members are grappling with the same challenges you think about each day. That's why there's KIPP Share – a virtual platform where you can find vetted resources like our College Match toolkits, instructional coaching rubrics, and the PD-in-a-Box library, learn how others in the network are approaching shared challenges, and connect with people like you.

During this session, we will activate your account and provide hands-on time for you to explore the community. Current KIPP Share users are also welcome to join to learn insider tips and tricks, and better understand how to find resources and connect with others on the site. Bring your laptop.

> **Observable:** Describes how participants will spend time

> **Critical Details:** Participants know what to bring with them. They also know who the session is designed for.

Example:
"This session will introduce participants to LLI—Leveled Literacy Intervention—which is a Fountas-and-Pinnell-aligned reading intervention program geared toward struggling readers from K–4. Participants will be able to understand the different components of the curriculum and see how it's implemented in an intervention or small-group setting. This curriculum addresses phonemic and phonological awareness, concepts about print, reading accuracy, fluency/rate, writing about reading, and reading comprehension. Participants will watch LLI in action, analyze video, and work with partners to create an action plan for use in their own school or classroom.

Example:

Effective managers are essential to the work of closing the access gap. High-performing teams require a mix of leadership and management—you can't be an effective leader without being a strong manager.

This highly interactive session will demonstrate why strong management is a critical part of leading high-performing teams. In addition, we will explore the twelve essential practices of the world's best managers that enable them to lead their teams to big results, while getting the best from their people.

Together, we will:

• Reframe the concept of management as an important component in leading high-performing teams
• Utilize the twelve essential practices of the world's best managers to lead their teams to big results
• Demonstrate why visionary leadership is a critical part of being an effective leader and manager

This session is targeted to new and emerging leaders in their first two years of management.

Example:

This session is a must for any new teacher that struggles in writing objectives and is unsure of how to use assessments while planning. Participants will use Doug Lemov's strategy of the 4Ms of planning an objective to analyze and write objectives that include what students will learn by the end of a lesson and how this will be accomplished. Specifically, through a combination of small group discussion, hands-on practice, and real-time peer feedback, participants will be able to write at least three new and clear objectives that are aligned to an assessment at the end of this session.

Participants must bring their laptops, at least one interim/unit assessment or exit ticket, and no more than three lesson plan objectives to revise. This session is targeted to teachers with 0-2 years of experience.

Example:

In this session, you will be equipped with physical and digital resources that will help you start, improve, or maintain your graphic design toolbox. You will explore and apply design elements (color, type, space...) and design principles (emphasis, balance, variety, unity...) using KIPP brand components. Participants will leave this session ready to make informed design decisions by applying design elements and principles to KIPP brand components in order to produce appealing, brand-aligned pieces.

Our time together will be split into three 30-minute segments:

Segment 1: The Elements & Principles of Design (a presentation on the essentials)
Segment 2: Copycat Designer (try your hand at recreating a given design)
Segment 3: Designer Challenge (use the provided components and copy to create your own design)

PLEASE BRING:
A computer with Microsoft Office installed

Example:

Research shows that restorative practices positively impact suspension and expulsion rates, student attrition, and teacher retention, as well as boost academic achievement and improve overall school climate. In this session, we will dive into the basic philosophy of restorative practices and explore some of the data that supports it. Then we will learn and practice high-leverage restorative strategies such as effective conversations and restorative circles (both proactive and reactive) through video analysis, fishbowl discussions, and role-plays. Participants will leave this session empowered to implement key ideas and strategies in their classrooms, schools, and relationships with students and colleagues.

Participants are encouraged to attend this session with colleagues but team participation is not necessary in order to implement practices or see benefits!