



NATIONAL BOARD

for Professional Teaching Standards®

Media Toolkit

Background Information

Over the next two years, the National Board for Professional Teaching Standards will begin field testing three components of the revised certification process. The revisions will make the certification process more flexible, affordable and efficient so that many more teachers and students of education can benefit. National Board Certified Teachers, as well as teachers who have not yet achieved certification, are invited to apply for the field tests.

The National Board is actively looking to recruit for the Content Knowledge component. For this field test, we are recruiting teachers as well as undergraduate and graduate students seeking a teaching license. The field test is open to teachers across grades and subject areas. The upcoming field test component consists of constructed response prompts and selected response items. As a token of our thanks, field test participants will be eligible to receive:

- **CEUs:** Up to two [Continuing Education Units](#)
- **Recognition:** A letter of commendation from the National Board
- **Gift cards:** Up to \$50 in either Amazon or Powell's Books, \$25 upon successful completion of each online testing appointment

Future components of the field test are scheduled for:

- Spring 2015--[Teaching Practice and Learning Environment](#)
- Spring 2016--[Effective and Reflective Practitioner](#)

Participants may volunteer to field test one, two or all three

Resources

The National Board invites you to help spread the word about our new field tests! To facilitate the process, we have created some ready-made language and materials that you are free to share with your networks. Please consider this guide a foundation on which to build additional messages and invitations. The toolkit contains:

- Social media text
- Social media graphic
- Newsletter blurbs and sample ad
- Blog post
- Email text
- One-page informational flyer—available electronically [here](#).

Hard copies may be requested at fieldtest@nbpts.org

Social Media

As one of the most effective ways to get in front of your audience today, social media provides several avenues for sharing content. The following three pages contain sample posts for you to share on your Facebook and Twitter pages. These messages are building blocks on which you may build additional content that is more tailored to your specific audiences.

Tips:

- While these messages are a starting place for effectively communicating with your followers, customizing them to your audience is the best way to get maximum engagement. You know what kind of content your audience responds best to.
- Look for opportunities to cross-promote these posts with other brands or organizations that you interact with on social media.
- Use images as much as possible. Research shows that users interact with posts containing images at a much higher rate than those using only text.
- Encourage interaction. Depending on your audience, you may present the information in the form of a question, or you can ask them to share with their friends. The more you interact, the more they will interact with the content.

Facebook

Each of the messages below contains a link that will automatically embed a photo into your Facebook post. You can also use one of the social media images we have provided.

Calling all teachers! The National Board is seeking education professionals of all backgrounds to test drive the new certification process. Sign up to participate today! <http://www.nbpts.org/national-board-field-tests>

Teachers: Are you looking to take your career to the next level? The National Board is seeking education professionals to field test our new Board certification. Sign up to participate today!
<http://www.nbpts.org/national-board-field-tests>

Becoming Board certified could be one of the most important things you do in your career as a teacher. Find out more by test driving the new Board certification. <http://www.nbpts.org/national-board-field-tests>

Every day, you have an opportunity to make a life-changing decision. Today, you can decide to learn more about becoming a Board-certified teacher by test driving the newest certification.
<http://www.nbpts.org/national-board-field-tests>

Twitter

Sample Tweets for Field Test Recruitment

#Teachers: Help test drive the new @NBPTS certification assessment! <http://ow.ly/uXDov>

#Teachers: Becoming Board certified is a great investment! Sign up to test drive the new @NBPTS certification: <http://ow.ly/uXDov>

Board certification can enable [#teachers](#) to improve student outcomes. Test drive the new @NBPTS certification: <http://ow.ly/uXDov>

We're looking for #teachers to field test the new @NBPTS certification. Doing so could earn you rewards: <http://ow.ly/uXDov>

Calling all #teachers! Interested in advancing your profession? Help us field test the new @NBPTS certification. <http://ow.ly/uXDov> <http://ow.ly/uXDov> #education

If teachers are heroes, Board-certified teachers are superheroes. Come test drive the new @NBPTS certification <http://ow.ly/uXDov>

Sample Hashtags Related to Teacher Training and Board Certification

- #NBCT
- #teacherquality
- #teachertraining
- #eduleaders
- #teachered
- #edchat (Tuesdays at 12pm and 7pm)
- #educators
- #k12
- #middleschool
- #highschool
- #teaching[insert your subject]
- #education
- #edleadership
- #elemchat
- #profdev

Images

Use the image below in your profile and add your own customized text. Encourage your followers to not only “like” it, but share it with their contacts. This will optimize the number of people who engage with this content.



Newsletter Materials

Please consider using one of the following three offerings in your organization’s newsletter. The samples below can also be submitted to publications for teachers and school districts, as well as association newsletters, as a way to raise awareness and invite educators to participate in the Board certification field test. Contact local school administrators for more information and submission guidelines.

If none of these fit your requirements, please email fieldtest@nbpts.org for assistance with customization.

Newsletter Option 1

FOUR GREAT REASONS TO PARTICIPATE IN THE NATIONAL BOARD CERTIFICATION FIELD TESTS!

- 1) Help shape the future of teaching and experience a sample of the process that thousands of teachers have called “transformative.”
- 2) Educators may be eligible to receive up to two Continuing Education Units ([CEUs](#)).
- 3) All participants will receive a letter of commendation from the National Board.
- 4) As a token of our appreciation for your time, participants will have the choice of receiving up to \$50 in gift cards to either Amazon.com or Powell's Books.

The National Board is looking for teachers as well as undergraduate and graduate students seeking a teaching license to participate. You don’t have to be Board certified to take part. **Share the news with your colleagues and [sign up](#) today!**

Newsletter Option 2

Elevate the Teaching Profession by Participating in the National Board Field Test

Becoming a National Board Certified Teacher could be one of the most meaningful decisions you make in your career as an educator. Find out more by [test driving](#) the new board certification assessment at no cost and no risk. You can learn more about what it takes to become Board certified and how it can help advance your career and improve your teaching practice. Best of all, it’s free to participate and we’ll even provide a gift card as a token of our appreciation. [Get started today.](#)

The National Board is recruiting PreK-12 teachers as well as undergraduate and graduate students seeking a teaching license to participate in field tests of the revised National Board Certification process.

Share the news with your colleagues and [sign up](#) today!

Sample Ad for Newsletter

National Board Certification, the most respected professional distinction in education, is undergoing revision.

FOUR GREAT REASONS TO PARTICIPATE IN THE NATIONAL BOARD FIELD TEST!

- 1) You will help shape the future of teaching and experience a sample of the process thousands of teachers have called “transformative.”
- 2) All participants will receive a letter of commendation from the National Board.
- 3) You may be eligible to receive up to two Continuing Education Units (CEUs).
- 4) As a token of thanks for your time, you will have the choice of receiving up to \$50 in gift cards for either Amazon.com or Powell's Books.

**BE A PIONEER
FOR YOUR
PROFESSION**

NATIONAL BOARD
for Professional Teaching Standards

You don't have to be Board certified to participate.

Share the news with your colleagues and sign up today!

Sample Blog Post

Be a pioneer for the teaching profession

There's a reason teachers who go through the process of becoming Board certified call it "transformative." Not only are there tangible career benefits, but teachers learn to become even more effective in the classroom. The National Board is updating the certification process to work even better for educators.

The National Board is recruiting teachers, as well as undergraduate and graduate students seeking a teaching license, to participate in field tests of the new efficient and affordable National Board certification process. This is a great opportunity to help shape the future of the teaching profession and experience a sample of the process that thousands of teachers have called transformative.

National Board Certification is the profession's highest mark of accomplished teaching – performance-based and peer-reviewed. The revisions will make the certification process more flexible, affordable and efficient so that many more teachers and students can benefit. National Board Certified Teachers as well as teachers who have not yet achieved certification are invited to apply for the field tests.

As a token of thanks for their time, participants will also be eligible to receive up to two Continuing Education Units ([CEUs](#)) and/or up to \$50 in gift cards for either Amazon.com or Powell's Books. All participants will also receive a letter of commendation from the National Board.

For those not currently Board certified, participating in a field test will provide an inside look into the process at no cost.

Board-certified teachers can participate in one or more field tests to gain first-hand experience with the revisions. Participation in a field test also provides a professional learning opportunity which could be used to document how teachers are members of learning communities. Help us make certification a process that works for you.

[Get started today](#) and learn more by visiting [NBPTS.org](#).

Email Text

Dear Colleague,

The National Board for Professional Teaching Standards is [updating the process](#) for completing Board Certification with the goal of making it more flexible, affordable and efficient. These changes will retain the original rigor while making certification accessible to more teachers and incorporating the latest research on best practices in instruction.

The National Board is seeking teachers to test drive the new certification assessment through a field test. Here are four great reasons to participate:

1. Participants will help shape the future of teaching and experience a sample of the process that thousands of teachers have called “transformative.”
2. Teachers may be eligible to receive up to two Continuing Education Units ([CEUs](#)).
3. All participants will receive a letter of commendation from the National Board.
4. Participants will have the choice of receiving up to \$50 in gift cards for either Amazon.com or Powell's Books.

Detailed information about the field test, including a link to the application, is available on our [website](#) and volunteering to take part is easy. Just complete the short application linked to on the webpage. The National Board will notify participants on an on-going basis.

Contributing to the field tests is a way to help advance our profession by strengthening the National Board certification process. Join us as we continue to work to support one another and, most importantly, our students.

Regards,