



COMMONWEALTH of VIRGINIA  
Department of Education

July 26, 2013

TO: Division Superintendents

FROM: Patricia I. Wright, Superintendent of Public Instruction

**SUBJECT: *TeacherDirect* and Back-to-School Convocations**

Weekly [\*TeacherDirect\*](#) e-mail alerts inform educators of the latest Standards of Learning (SOL) instructional and assessment resources and of SOL-related professional development opportunities. This information is critical as the Commonwealth's schools implement the Board of Education's college- and career-ready standards in English, mathematics, science and history.

[\*TeacherDirect\*](#) updates typically include 10-12 headlines linking educators to new SOL-related content on the Virginia Department of Education's (VDOE) Web site and to information about high-interest opportunities and events. VDOE launched the broadcast e-mail service in January 2013. By the close of the 2012-2013 school year, more than 17,000 subscriptions were received.

The following communications resources are available to school divisions for use in promoting [\*TeacherDirect\*](#) during back-to-school convocations and other opportunities before and during the upcoming school year:

- A colorful flier promoting the benefits for teachers and other educators of subscribing to [\*TeacherDirect\*](#) (flier includes subscription instructions); and
- A two-minute promotional video featuring Virginia teachers discussing how they and their students have benefited from [\*TeacherDirect\*](#). Several versions of the video are available for downloading, including a PowerPoint-compatible Windows Media Video file.

[\*TeacherDirect\*](#) promotional fliers and the promotional video files are available on the VDOE's Web site. I encourage you to include these resources in planning convocations and other in-service events for new and returning faculty.

For more information, please contact Dr. Christine Harris, director, Office of Humanities and Early Childhood, at 804-786-3925 or by e-mail at [Christine.Harris@doe.virginia.gov](mailto:Christine.Harris@doe.virginia.gov).

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