

Teacher Training Program Outreach

Advice from [Primary Source](#), a teacher-training organization specializing in global education:

“Our ongoing partnerships with schools/districts makes all the difference. We have contacts in the districts who know us and take responsibility for publicizing programs throughout the schools. Smaller organizations may not have these kinds of relationships established, but they could make it a part of their marketing plan to personally contact a number of curriculum coordinators to let them know about their offerings.”

Questions about outreach:

What contacts do you already have in schools who can help publicize your programs?

What plans do you have for making connections with school and district administrators so they become familiar with your offerings for teachers?

Do you have plans to attend local educator conferences to help publicize your programs? Which ones?

How many educators can you reach through your database/network?

What are some like-minded organizations that can help you get the word out?

Lack of Discussion Boards and Listservs for Teacher Development News

As of November 2011, there is no centralized discussion board or listserv that we've been able to identify. Individual organizations do list their own programs, of course, but there's no clearinghouse for information from many groups.

The educational collaboratives in Massachusetts (i.e. [The Collaborative](#), which serves the state) list their programs, the universities list their own courses, the Massachusetts Department for Elementary and Secondary Education ([DESE](#)) lists their offerings, [the Massachusetts Teacher Association lists theirs](#), etc.

The [Mass Council for Social Studies](#) is, in theory, be a great place to list professional development opportunities for humanities and social studies teachers, and workshops are listed there. However, their website seems to be infrequently updated. The most reliable places that seem to have listservs or postings are the individual school districts that list opportunities for their teachers. Primary Source knows, for example, that its courses are listed on Boston, Newton, and Wellesley public school sites in sections *just for teachers* and that curriculum coordinators use these regularly. For them, that's about the best way to have program information disseminated aside from an organization's own marketing efforts via their website and social media.

Another site, which aims for national reach and does list professional development opportunities, mostly conferences, is the [Educators Professional Development site](#).