

Spreading Your Wings: How to Expand Your Statewide Visibility and Impact

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Expand your horizons



Think big...

THINK
BIG



But not too big ... Target your audiences



**What do *you* want
from them?**





**What do you *they*
want from you?**

Scratch their itch



You have what they want



You have what they need

**Higher standards?
Better data?
Turnaround schools?
Teacher effectiveness?**



The goal is win-win



Take the plunge



What about you? What do *you* need?

