

**Dear School Leader:**

Thank you for your continued leadership in Maryland schools! Recently, you have heard about the upcoming **2013 TELL Maryland Survey**, and **now it is up to YOU** to help us reach every certificated educator and designated ESP\* in our schools, ensuring every school reaches the minimum threshold response rate of fifty percent.

\* ESPs are clerical and secretarial staff and teaching assistants.

**TELL Maryland** is an anonymous, perceptual statewide survey initiated by Governor O'Malley, and supported by the Maryland Association of Boards of Education, the Maryland Association of Elementary School Principals, the Maryland Association of Secondary School Principals, the Maryland State Board of Education, Maryland State Department of Education, Maryland State Education Association, the Public School Superintendents Association of Maryland, and the American Federation of Teachers Maryland. On behalf of the partners, we want to thank you for your efforts in 2009 and 2011. It is because of such collaborative partnerships as **TELL Maryland** and you that our state received more than 89,000 responses from educators since 2009 on the **TELL Maryland Survey**, and why we continue to be rated first in the nation's public schools.

Included in this packet are the letters from Governor O'Malley to each certificated educator and designated ESPs in your school. Each letter has a different anonymous access code that can only be used one time.

Please follow these instructions to prepare for and to disseminate the attached letters:

- Work collaboratively with your school leadership to set up a faculty meeting to take place on or before February 4, 2013.
- Before the meeting, go to [www.tellmaryland.org](http://www.tellmaryland.org) and familiarize yourself with the information in the Frequently Asked Questions (FAQs). You may want to print out and provide copies to staff members at the meeting.
- To help reinforce the anonymous nature of the survey, **DO NOT** ask attendees to sign in, but do try to remember who was not there and meet with them as soon as possible afterwards.
- During the meeting, share information about the upcoming survey.
- Hand out the letters to certificated educators and designated ESPs at the meeting and indicate where the anonymous access code is located on the letter.
- Another step that many leaders use is to suggest to your staff that they may trade letters with anyone they wish, dramatically illustrating the confidentiality and anonymous nature of the survey.
- And, encourage them to complete the survey ASAP, from ANY Internet location!

For those not at the meeting, please *personally meet with them* to explain the process for completing the survey. **DO NOT PLACE THESE LETTERS IN THE TEACHERS' MAILBOXES.**

If you have any questions about the process, or need additional letters/access codes, please visit [www.tellmaryland.org](http://www.tellmaryland.org) or call the Help Desk at **1-855-258-2818** beginning February 4, 2013.



*Maryland State Board of Education*

