



# Teacher Experience Design and Why it Matters Now

Webinar

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February 18, 2021

# OPENING | Let's Check-In!

LET US KNOW BY  
RESPONDING IN THE  
CHAT!



On a 1-9 rubber duck scale, how are things going today?

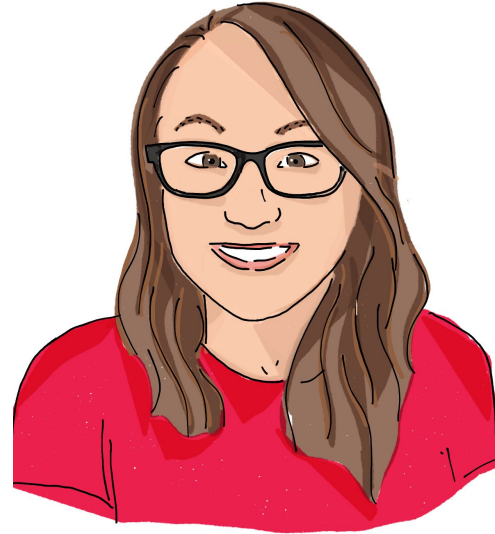


# Introductions



**Justin de Leon**

Partner - Education Elements  
justin@edelements.com



**Andrea Goetchius**

Associate Partner - Education Elements  
andrea@edelements.com



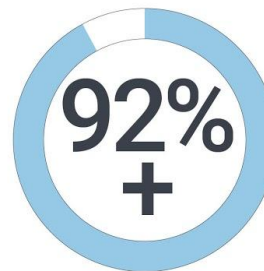
# Schools grow when people grow.



TRANSFORM YOUR SCHOOL OR DISTRICT WITH A PERSONALIZED APPROACH.

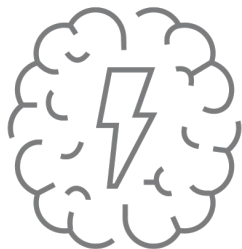


**1000+**  
Schools  
and Districts



of attendees find our  
workshops excellent  
or very good

# Elements of Building Knowledge



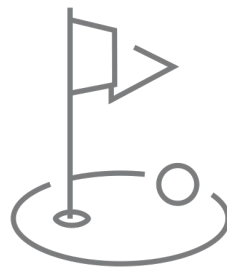
## SPARK

Understand why this idea matters through first-hand experiences



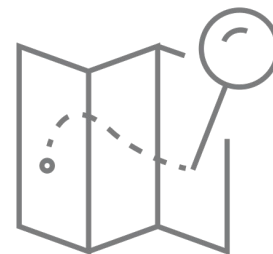
## EXPAND

Explore resources and deepen knowledge related to idea



## PRACTICE

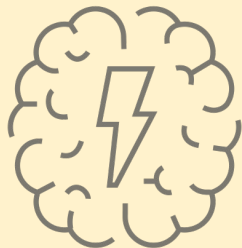
Try using the idea in small, safe ways to prepare for application



## PLAN

Develop a hypothesis to test and determine the supports you need

# Elements of Building Knowledge



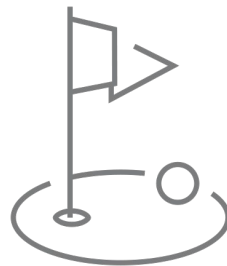
## SPARK

Why does teacher experience matter?



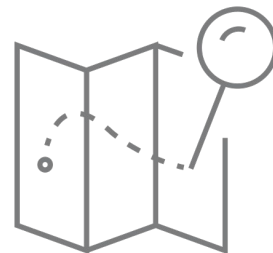
## EXPAND

What is employee experience design and how does it relate to teachers?



## PRACTICE

What are strategies I can use to influence teacher experience?



## PLAN

What aspect of the teacher experience might I redesign?

# The Teacher Experience In a Pandemic

## The Appalachian

Campus Coronavirus News

### Trending Stories

- 1 App State student found unresponsive in apartment
- 2 Transfer Hall coming to App State fall 2021, replaces sorority dorm
- 3 Boone Town Council introduces LGBTQ anti-discrimination ordinance

## Burnout Prevention series aids aspiring and current teachers with pandemic fatigue

### Teachers grapple with being bullied during pandemic learning

"I have not seen such collective bullying like I have seen with this."



Katty Huertas / TODAY

## COVID-19 is driving many California teachers to early retirement, CalSTRS says

BY ANDREW SHEELER

FEBRUARY 11, 2021 05:00 AM, UPDATED 11 HOURS 32 MINUTES AGO



How will California fix its underfunded teacher pensions?

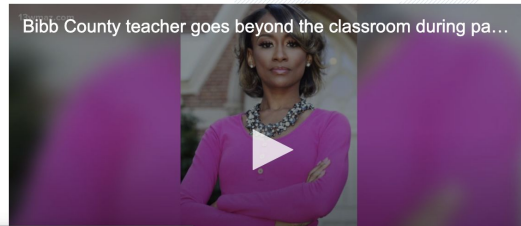
## Teachers stressed and hopeful as learning amid a pandemic continues

LOCAL NEWS

### Bibb County teacher goes beyond the classroom during pandemic to educate students with new business and book

Kimberly Abad is inspiring young girls to reach new heights with the release of her interactive book while teaching at Northeast High School and running her business

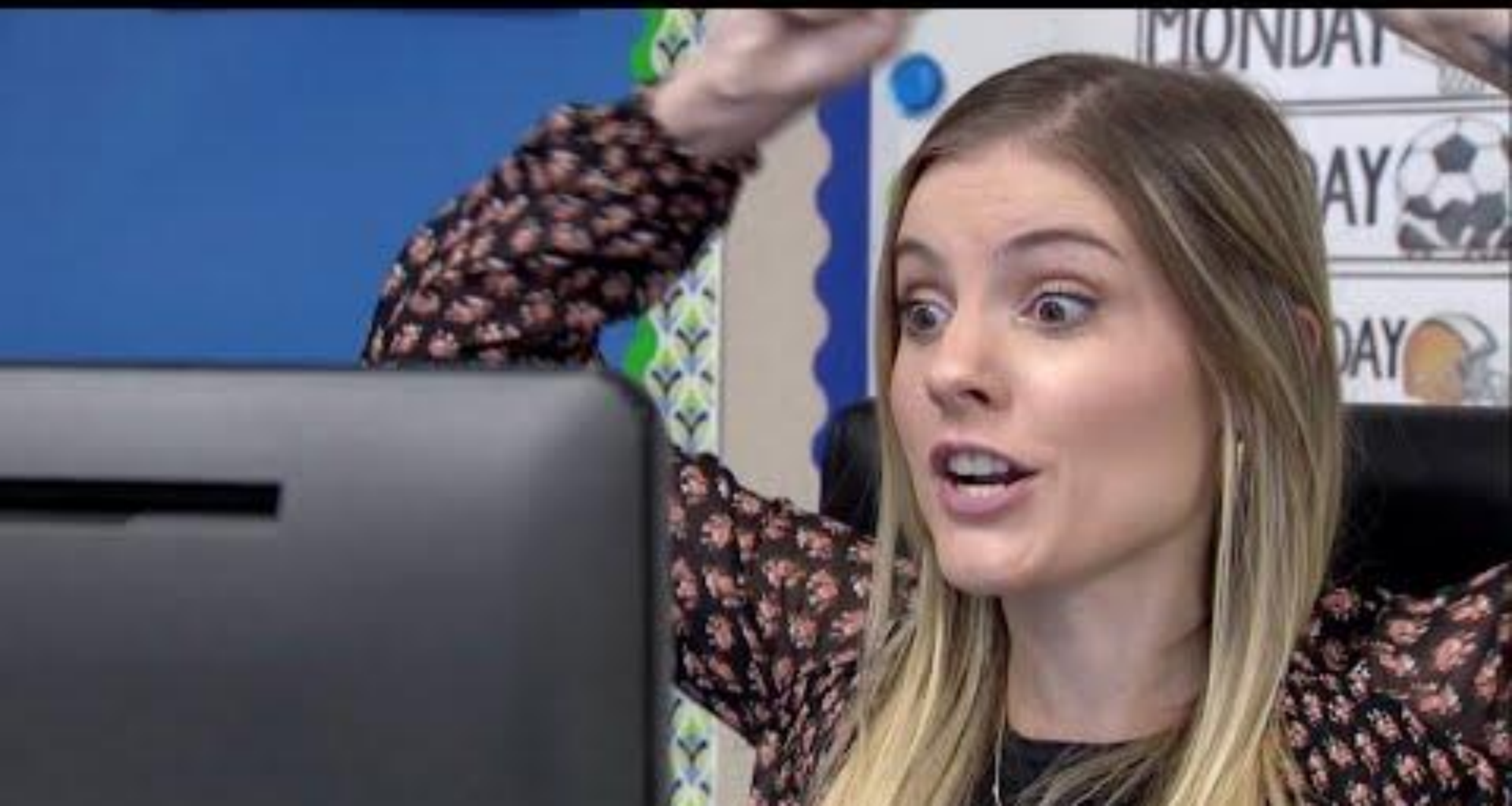
Bibb County teacher goes beyond the classroom during pa...



### Resources and Information

- File an unemployment claim
- Colorado COVID-19 info
- COVID-19 symptom checker
- Resources for healthcare providers
- COVID-19 & people living with HIV
- Read public health & executive orders
- Latest COVID-19 numbers in Colorado
- [Denver Coronavirus updates](#)
- Metro Denver Homeless Initiative
- List of open businesses: We're Open Colorado
- Colorado Mask Project

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# The Realities of Teaching in a Pandemic

New skills for students  
requires new instruction  
for teachers

Learning new teacher  
skills while under stress

Receiving immediate  
feedback from students is  
disrupted

Burden of student  
expectations coupled with  
empathy for student stress

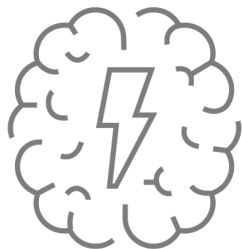
Balancing student needs  
with those of self and  
loved-ones

Facing disruptions and  
change of plans  
constantly



How has the teacher experience changed over the past 10 months?

# Elements of Building Knowledge



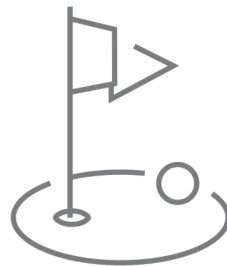
## SPARK

Why does teacher experience matter?



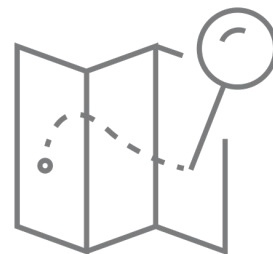
## EXPAND

What is employee experience design and how does it relate to teachers?



## PRACTICE

What are strategies I can use to influence teacher experience?



## PLAN

What aspect of the teacher experience might I redesign?

Twice the Innovation - 24% vs. 51%

*% revenue from new products + services last 2 years*

Double the Customer Satisfaction - 14 vs. 32


*Industry adjusted net promoter score*

25% Greater Profitability - 58% vs. 73%

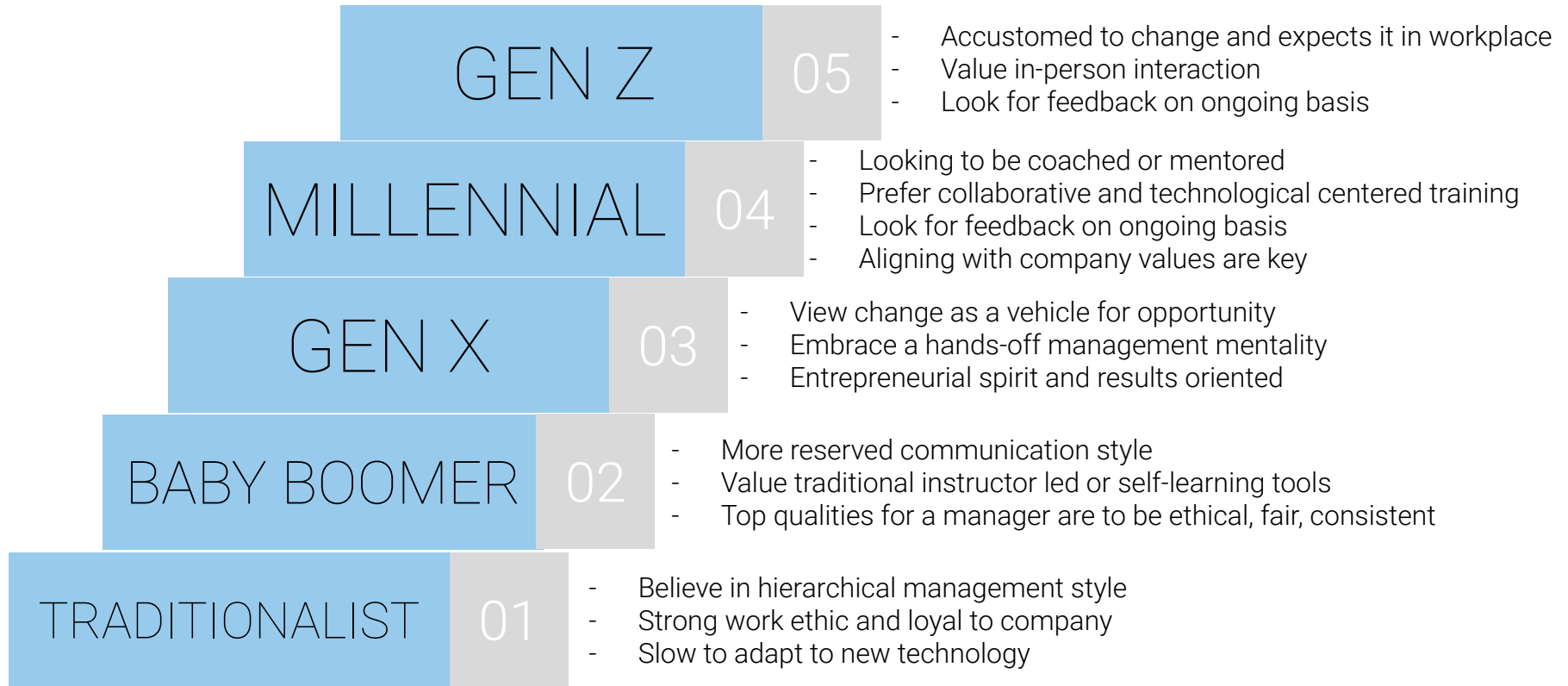
*Profitability compared to competitors*

Source: [MIT Sloan Center for Information Systems Research](#)

Companies with great employee experience are more innovative, profitable and have higher levels of customer satisfaction

 Bottom Quartile of Employee Experience

 Top Quartile of Employee Experience



Generations value different experiences

“Employee Experience -- the sum of all interactions an employee has with an organization, from recruiting to an exit interview... Employee experience involves far more than human resources functions, including facilities, internal communications, IT and even corporate social responsibility.”

-Denise Lee Yohn

Source: [Why Every Company Needs a Chief Experience Officer, Harvard Business Review](#)

## Reflect

What are the key moments or interactions that have shaped your experience as an educator?

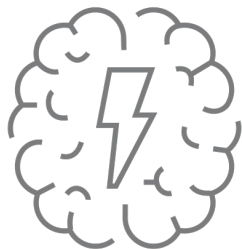
***Share in the chat.***

# Teachers' Interactions Span Many People + Environments

	Classroom	Team + School	District + Community
Informal	Conversations with students	Lunch with colleague	Seeing parent at grocery store
Individual	Lesson planning	Completing PD module	Updating benefits information
Collaborative	Facilitating learning with students	Grade level team meetings	Back to school event
Digital	Adding grades to online gradebook	Responding to colleagues' emails	Reading district newsletter
Required	Submitting attendance	Submitting annual growth and development plan	Mandatory bias training



# Elements of Building Knowledge



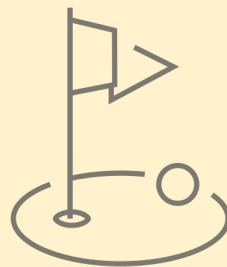
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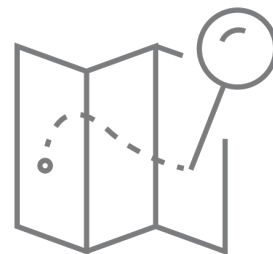
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# Teacher Experience Design

*3 strategies to get you started*

- 
1. **Journey Map** - *Understand the high level experience*
  2. **Quick Write** - *Zoom in and build empathy*
  3. **Peak Moments** - *Improve an experience by design*

# JOURNEY MAP

*Understand the high level experience*

# What is a journey map?

## WHAT

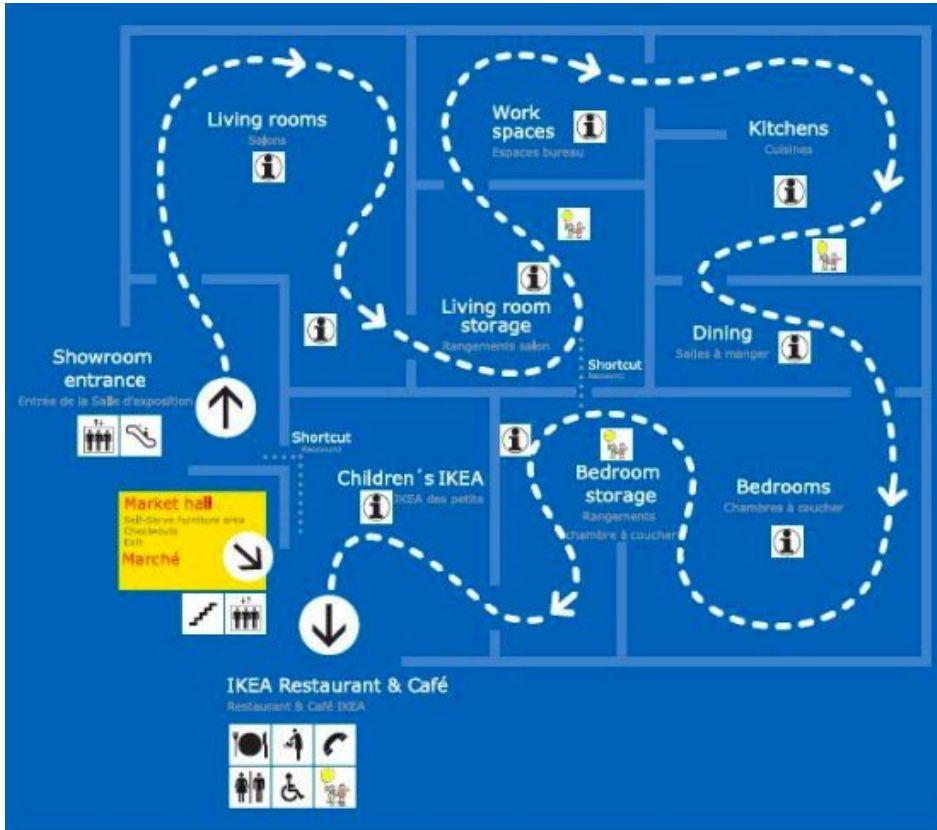
A customer journey map is a visual or graphic interpretation of the overall story from an individual's perspective of their relationship with an organization, service, product or brand, over time and across channels.

## WHY

A journey map encourages people across the organization to consider the user's feelings, questions and needs.

# Example: Ikea Customer Journey

## Journey Map



**Target customer:** adults in their 20s;  
young couples

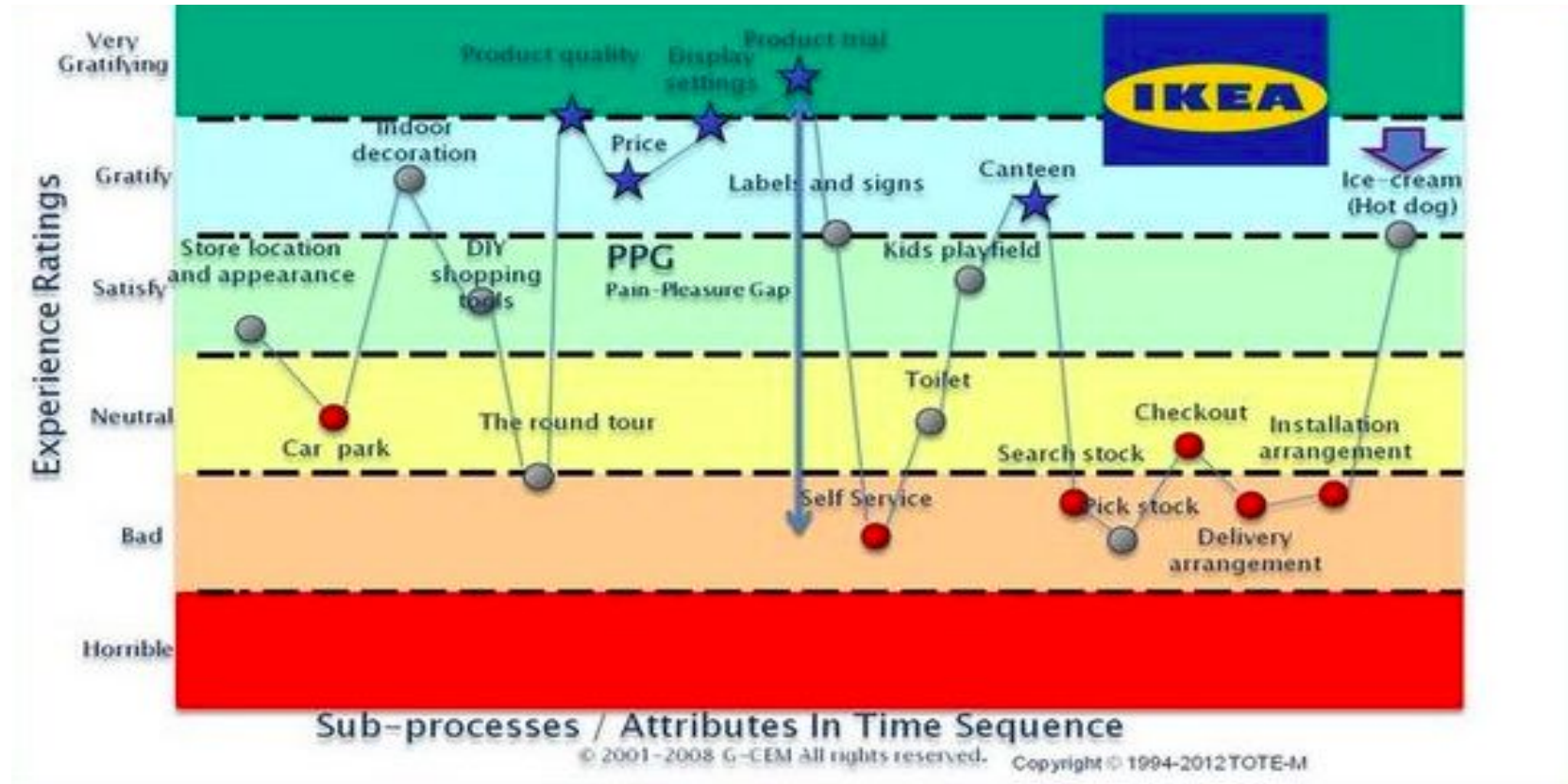
### Customer values:

- Low prices
- Ease of shopping
- Same-day take home
- Helpful co-workers
- Childcare

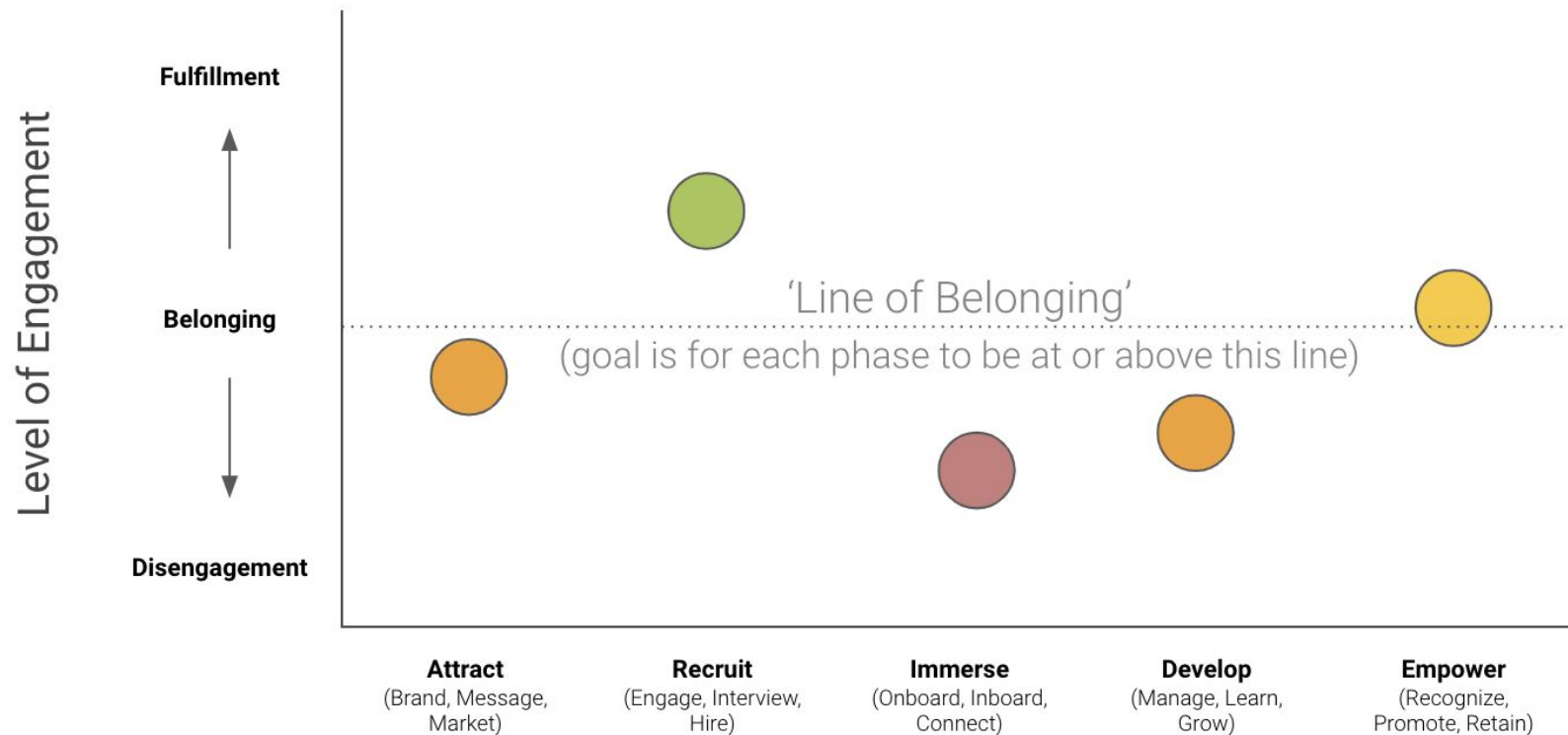
### Core structure:

- Showroom floor
- Packaged in separate location.
- "One-stop shop" -  
childcare + restaurant

# Example: Ikea Customer Journey



## Teacher Engagement by Phase (Sample District)



## Phases of Teacher Engagement

# QUICK WRITE

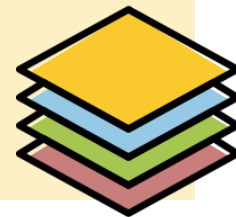
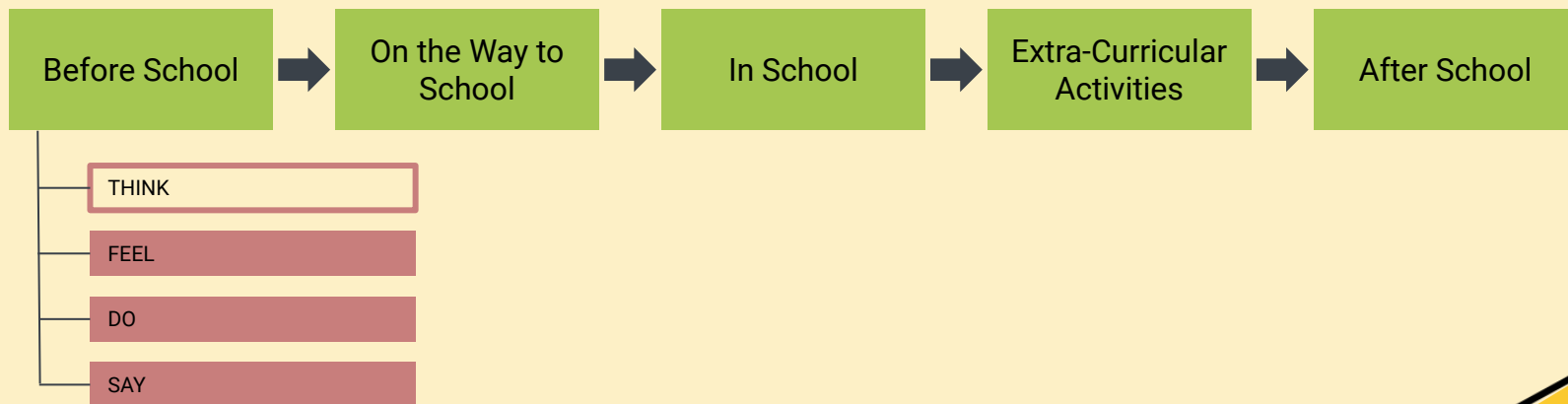
*Zoom in and build empathy*



# Understanding the Layers of a Teacher's Day

**Medium-Risk Scenario - Students + Teachers in person w/Social Distancing**

**Persona - Middle School Science Teachers**



# A HS History Teacher

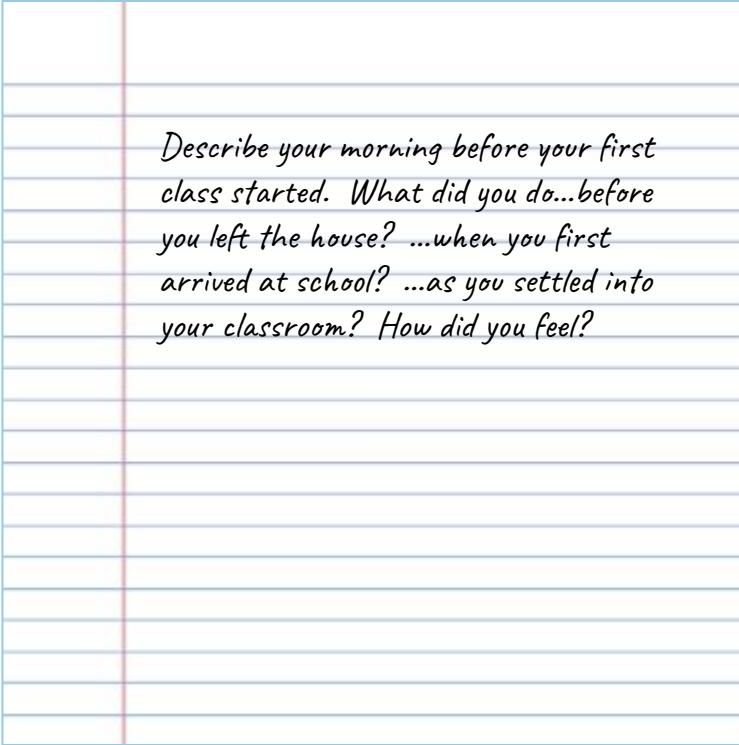
## Quick Write

***Describe your first period class. What does it look like? What does it feel like?***

- It is cold in the room. Usually under 50 degrees. We have to keep the windows open.
  - Most students are online. Depending on the day 3-5 students are in person.
  - The students look down, but are doing their best.
  - Most of the in person students just ate a breakfast of highly processed foods. I worry about their wellness.
  - It is quiet in the classroom. I circulate around the room and help students online, one at a time.
  - Managing a whole group of students at home and in person is just too difficult.
- Reflections from a high school history teacher

# Planning for the Quick Write

## Quick Write



*Describe your morning before your first class started. What did you do...before you left the house? ...when you first arrived at school? ...as you settled into your classroom? How did you feel?*


1. Choose a single interaction (e.g. staff meetings) or a sequence of interactions (e.g., parent-teacher conferences).
2. Develop a prompt.
3. During an upcoming meeting, ask staff members to take ten minutes to respond.
4. Have staff members share.
5. After, review and synthesize trends.



## Reflect


What specific teacher interactions do you need to better understand so you can help improve the experience?


*Share in the chat.*


# PEAK MOMENTS

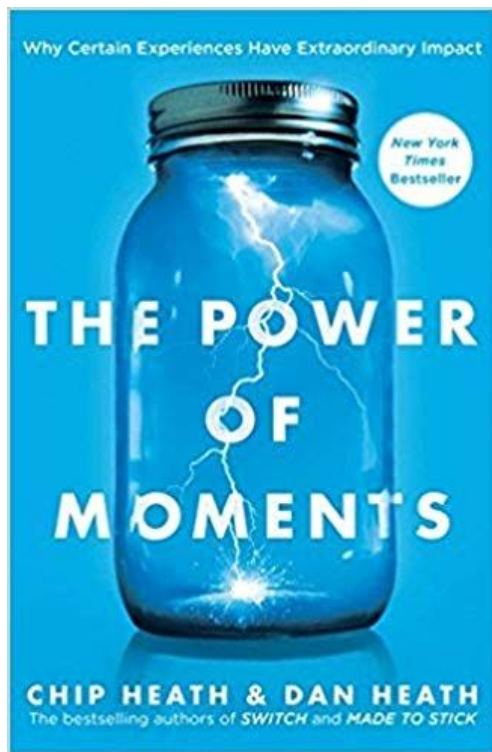
 **Kelly Freiheit** 10:00 AM  
Ready to pack your lunch? Send me what you want from Doordash in your area + your address.

   **10 replies** Last reply 9 days ago

 **Kelly Freiheit** 10:00 AM  
T minus 2 hrs until we all get to dream big!

 **Justin de Leon** 📁 10:21 AM  
Wow! This makes me so glad--thank you Kelly.

 **Baltazar Benavides** 10:55 AM  
yeah this is unbelievably kind! what a surprise ❤️



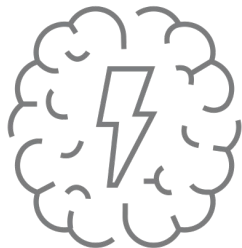
## Reflect

What routine moments during a teacher's day can you make into a "peak moment" through intentional design?

*Share in the chat.*



# Elements of Building Knowledge



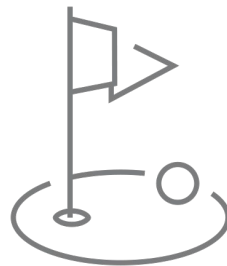
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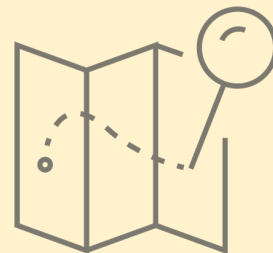
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## PRACTICE

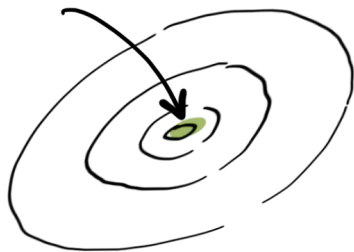
What are strategies I can use to influence teacher experience?



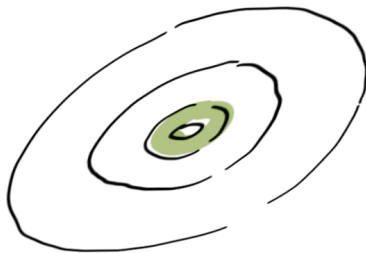
## PLAN

What aspect of the teacher experience might I redesign?

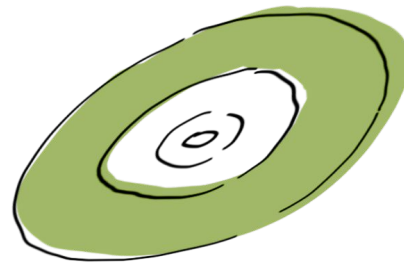
# Small Habits Connect To A Larger Purpose



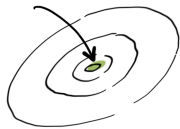
SMALL HABIT



TINY RIPPLE EFFECT



BIG RIPPLE EFFECT



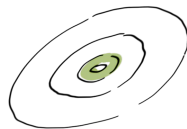
## SMALL HABIT

I'LL START BY...

**Commit to Babbel  
5 min each day**

**Commit to family  
dinner each night**

**Incorporate a check-in  
to all team meetings**



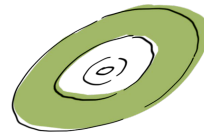
## HYPOTHESIS

SO I NEED TO...

Improve my  
vocabulary

Spend more hours  
each week with family

If I share personal  
stories It will increase



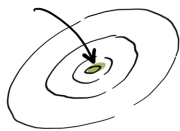
## GOAL

MY GOAL IS TO...

I want to learn  
professional  
PORTUGUESE

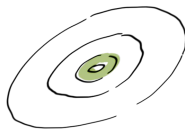
I want more  
family time

Deepen Psychological  
Safety with my Team



SMALL HABIT

I'LL START BY...



HYPOTHESIS

SO I NEED TO...



GOAL

MY GOAL IS TO...

Improve the teacher  
experience

**In the chat:** What is one small habit or takeaway from today's conversation that could help you with this goal?

# Education Elements creates customized approaches

Attract	Recruit	Immerse	Develop	Empower
Brand, Message, Market	Engage, Interview, Hire	Onboard, Inboard, Connect	Manage, Learn, Grow	Recognize, Promote, Retain

*Education Elements can help you identify the part of the employee journey you want to improve develop a custom approach to improve the experience for your staff.*

**IF YOU WOULD LIKE TO TALK ABOUT HOW TO WORK TOGETHER CONTACT US [JUSTIN@EDELEMENTS.COM](mailto:JUSTIN@EDELEMENTS.COM) AND [ANDREA@EDELEMENTS.COM](mailto:ANDREA@EDELEMENTS.COM)**

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# Thank You!

Stay safe, stay healthy!

Access today's slides: **ADD  
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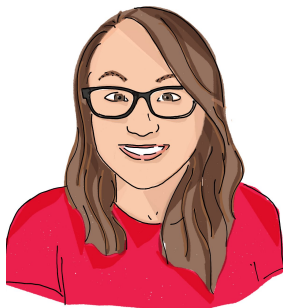


# Interested in learning more? Contact Us



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