***Examples of how administrators and coaches have created a “buzz” about*** ***Keys to Literacy:***

* Administrator began the faculty meeting on the first day of school with a “pep rally” related to KTL. Coaches wore caps and t-shirts with the KTL logo and carried signs with KTL strategies.
* School printed and distributed book markers to students and teachers with the KTL logo on them and something related to a KTL strategies (e.g., list of transitions, question terms, common prefixes, sentence starters, etc.)
* Administrator created a “contest” for teachers to encourage sharing of KTL related lessons: teachers receive points for each share – at the end of each month the teacher with the most points receives a prize for his/her classroom.
* Administrator gave reduced lunch or bus duty to teachers who took the time to prepare a KTL artifact (school bulleting board, sample lesson to share at a department meeting, etc.)
* To support question generation at all levels of Bloom’s Taxonomy (Key Comprehension Routine): school bought rainbow colored plastic cups with colored craft sticks for each classroom; school provided Bloom’s Taxonomy posters and poster-sized lists of question terms for all classrooms.
* Administrators set aside some time at every faculty meeting for teachers to showcase how they have used a KTL instructional practice.
* District set up a district-wide newsletter blog and encourage teachers to post questions, share lesson plans, etc. The school building that participated the most received a prize.
* Administrator passed out an “infographic” about the KTL to parents at the parent night and in parent newsletters.
* Coaches and administrators set up a district-wide shared site for sharing KTL related lessons and classroom examples.
* Administrators asked teachers to make a connection between a KTL instructional practice and their teacher evaluation SMART goals.
* Administrators asked teachers to complete KTL implementation survey every quarter (unanimous and completed online).