



The
understandings,
skills and supports
to help you
become an
advocate for
education!

Overview

We are thrilled to have you join us in The Worthy Educator EDInfluencers Advocacy Microcredential Program!

Through our work with educators over time, we understood the need to acquire the understandings, skills and supports that help advocate for what is best for children and the institution of public education. Through these ten modules, you will become a full-fledged EDInfluencer while maintaining the highest standards of professionalism and ethics. You can find the documentation on requirements, competencies and outcomes below and in the introduction to each module. You can target specific modules a la carte to acquire immediate skills you need, or complete all then to earn the full-fledged microcredential.

Pace yourself to complete each step within your busy schedule, come back when you can, and finish up as you're able. Need support? We are here to help!

Rubric

Worthy Educator EDInfluencer Advocacy Microcredential Rubric

Criteria	3 Outstanding	2 Adequate	1 Needs Improvement
Voice	A compelling introduction Grabs the reader's attention Relates personal perspective Appeals to stakeholder perspective Offers personal experience and expertise Utilizes an inclusive, professional tone Elevates the narrative on education Confident expression of ideas	A clear introduction Addresses the reader directly Present educator credentials Maintains a consistent tone Avoids blame and polarizing statements Smooth use of syntax and semantics	Uses first-person voice Succinctly states ideas Relates personal opinion Leaves the reader wanting more elaboration
Persuasiveness	Clarity of the purpose of the piece Shows awareness of audience Evidences expertise and credibility Presents solid data and evidence Uses logic and reason Appeals to emotion and experience Makes the case effectively Influences the reader to take action	Directly states premise Shows audience awareness Logical flow of ideas Cites professional experience Espouses personal priorities Makes clear closing statement	Speaks on own behalf Straightforward presentation of ideas Unconvincing presentation Didactic tone
Organization	Begins with clear thesis statement Effective use of language Ideas are logically sequenced Builds to a call to action Creates a satisfying conclusion Documents references cited Adherence to technical conventions Clean formatting	Clear introduction Clear expression of ideas Well-developed structure Documents references cited Technically consistent Clean formatting	Underdeveloped thesis States thoughts in isolation Meets minimum requirements of assignment Technical errors
Substance	High interest topic Relevant to current issues in education Viable treatment of the topic References reliable sources Indicates desired course of action Enlists the support of stakeholders Outlines next steps Describes desired outcome	Knowledgeable on the topic References current events Appeals to popular sentiment Cites personal aspirations Outlines options for action Brings discussion to satisfying conclusion	Surface-level treatment of ideas Uses lists rather than sentences Promotes personal agenda Lacks connection to future
Vision	Makes the case for future needs Universally relevant message Explains what is at stake Outlines consequences of inaction Paints a credible picture Provides clarity and detail Builds a bridge from the present Invites others to help build out the vision	Makes the case for change Connects with the reader Speaks in the present tense Describes possibilities Inspires hope and aspiration Invites others to join in the vision	Describes current circumstances Asks questions without providing answers Reactive rather than proactive Unclear next steps

The Ten Modules that Comprise our EDInfluencers Advocacy Microcredential



Module 1
Reclaiming the Narrative



Module 2
An Educated Citizenry



Module 3
Oversight. Equity & Inclusion



Module 4
Engaging in Lawmaking



Module 5
Influencing Policymaking



Module 6
Understanding Revenue



Module 7
Convening Stakeholders



Module 8
Working with Leaders



Module 9
Building Consensus



Module 10
Creating a Movement