



the TEACHERS GUILD

Impact Report

2015-2016

“There is this shared belief among educators today that the status quo is not okay. And that we are actually in the position to do something about it.”

— ANU OZA, 7TH GRADE ENGLISH TEACHER



Dear Friends,

Our team is inspired by the everyday innovation of our teachers. In the past 18 months, we launched an online community of 6,500 teachers and traveled across the United States to learn from their experience. From the U.S./Mexico border in El Paso, to Silicon Valley, to New York City, to Atlanta and South Carolina, what we know is that when you peek into school walls, and see how teachers strive to inspire and engage their students, it's remarkable.

Teachers are transforming their classrooms with impactful approaches like personalized and project-based learning. They are building new skills in technology and data management. And in this divisive time, teachers are leading courageous discussions about race, immigration, religion, and privilege with their students, schools, and communities. However, while teachers have the greatest impact on our students, their innovations go unseen and their expertise goes unrecognized. Teachers too often are left out of the decision-making. Together, with all of you, we want to change that. The time for teachers is now, and we hope our community will honor teachers as creative leaders, create better solutions for our students and schools, and catalyze a system that welcomes and adopts teacher-designed solutions.

Thank you for making the Guild a reality and I hope you enjoy our first impact report!

Molly McMahon
Director
The Teachers Guild



The Teachers Guild journey began in 2011 with the Design Thinking for Educators Toolkit.

The toolkit was created by IDEO and Riverdale Country School to support teachers as designers, problem-solving for their students every day. It introduces educators to design thinking and provides scaffolding and resources to support teachers in creating new solutions for their classrooms, schools, and communities. The toolkit became a global phenomenon as educators discovered a process that enabled them to be more human-centered, optimistic, collaborative, and experimental in their practice.



- **100,000+** toolkit downloads
- **30%** of downloads outside the U.S.
- The toolkit has been translated into **6** languages

A group of teachers are gathered in a modern office or meeting room. In the foreground, a man in a blue patterned shirt is smiling and gesturing with his hands. Behind him, a woman with long blonde hair is also smiling. To the right, a woman with dark hair is gesturing with her hands, and another woman in the background is cheering with her arms raised. The room has large windows and modern furniture.

**Teachers
asked what
was next...**

In summer 2015, we **founded** **The Teachers** **Guild.**

The Teachers Guild is a member-led community where teachers can create systemic change for and from their classroom. Our hope is that by consistently innovating for students' evolving needs, teachers will transform their profession into a creative force.

OUR DESIRED IMPACT



Teachers honored as creative leaders



Better solutions for our students and schools



A system that welcomes and adopts
teacher-designed solutions

**We are inspired
by teachers’
passion to
imagine and
design a better
future with and
for their students.**

We designed an experience—both online and in person—that allows educators to **collaborate and create solutions** for their students’ unique needs.

OUR OFFERINGS



TOOLKIT

Learn creative problem-solving methods and mindsets



ONLINE PLATFORM

Collaborate and create better solutions



COACHING AND MENTORSHIP

Develop creative capacity



LOCAL IN-PERSON EVENTS

Expand creative leadership



PARTNER NETWORK

Bring teacher-designed solutions to life

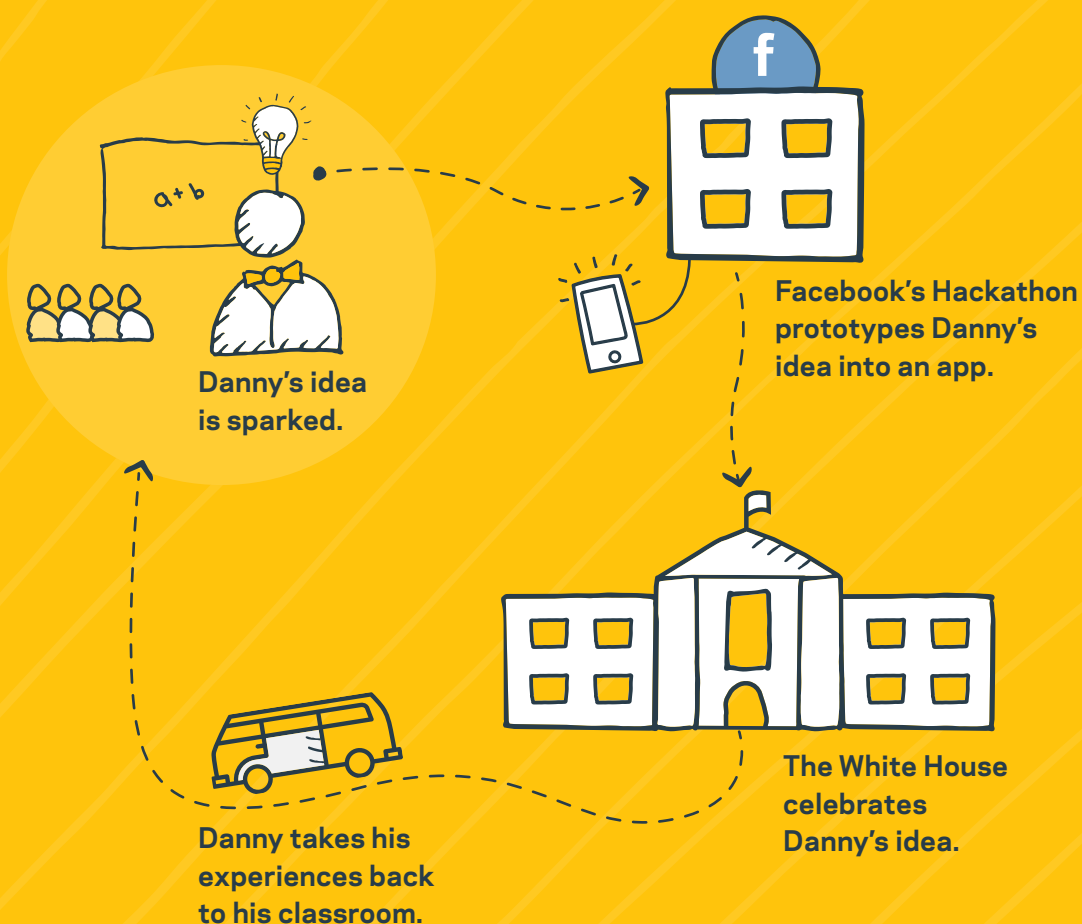
A woman with dark hair and black-rimmed glasses is shown in profile, looking upwards and to the right. She is wearing a bright yellow short-sleeved button-down shirt. In the background, two other people are visible but out of focus: a woman with blonde hair and a man in a plaid shirt. The setting appears to be an indoor meeting or workshop. A semi-transparent dark grey box containing white text is positioned on the right side of the image.

**We are
beginning
to see the
impact of
teachers as
a creative
force.**



Meet Danny Scuderi

DANNY'S CREATIVITY IS RECOGNIZED
AND STRENGTHENED



How might we celebrate teachers more broadly as creative leaders?

"I really wanted to contribute to something beyond my job, something on a broader scale," reflects Danny Scuderi, a middle school English teacher at Marin Horizon School in California. After seven years in the classroom, Danny was eager for new opportunities to grow further as a teacher-leader.

"I realized I could create something outside my job with reach beyond my school... like all the way to the White House!"

As part of the Guild's design collaboration for college readiness, Danny developed an idea called "Survival Week" that supports soon-to-graduate high school seniors in successfully

transitioning to college. As a Guild partner, Facebook developed "Survival Week" into a gaming app during a hackathon they hosted with students, teachers, and engineers.

Additionally, Danny's idea was selected as a "favorite" by First Lady Michelle Obama's Reach Higher initiative, and in July 2016, he joined five Guild educators at a White House summit for first-generation college students. Danny shares about the experience: "To be a part of an event with kids who were beating the odds—to be a part of their story—was unbelievable."



Meet Charlie Shryock

CHARLIE LEADS BY CREATIVE EXAMPLE



How might we offer teachers new leadership pathways in creativity? Charlie Shryock, an English teacher in Maryland with 15 years of experience, reflects on his teaching practice: "I'm the kind of person who can't help noticing ways things can be improved."

As part of the Guild's design collaboration to foster a culture of innovation in schools, Charlie developed an idea that flips the energy of teacher absences from dispiriting to inspirational—

“I’m part of the Guild because I want teachers to have a voice in creating change.”

where students pursue their own passion projects during substitute coverage.

Charlie's students and the Guild community helped him prototype his idea in his classroom, and the momentum grew from there.

Across the country in California, West Contra Costa School District adapted and implemented Charlie's idea. As a Guild partner, Google for Education helped to spread Charlie's idea further. Other teachers and schools across the country adapted Charlie's idea through the Guild platform.

Invigorated by his experience, Charlie now leads workshops as a Guild coach and inspires fellow teachers to imagine better solutions together. Looking forward, Charlie sees himself “now helping others gain the same confidence needed to design solutions for their communities.”



Meet Jennifer Gaspar-Santos

JENNIFER'S IDEA REACHES 5 MILLION PEOPLE



How might we accelerate education innovation by making teachers' ideas more accessible and adaptable by fellow educators?

Jennifer Gaspar-Santos was seeking a collaborative community that could take her classroom ideas to the next level.

"I wanted to reimagine report cards in a way that illuminated the learning journey, rather than just focusing on grades and outcomes." Jennifer shared her idea with fellow Guild teachers and coaches who jumped in to help her deepen and refine her idea of redesigning report cards as engaging infographics.

“In a profession where you often plan on your own, support like [the Guild community] is truly wonderful.

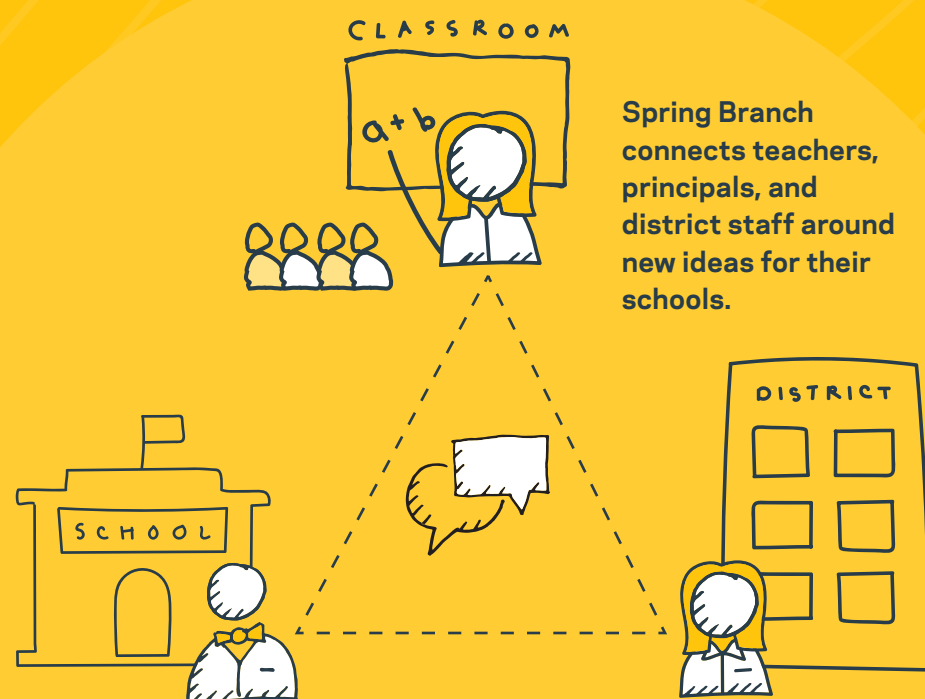
The Teachers Guild connected Jennifer with mentors from two of our partner organizations: the Royal Society of Arts in the U.K., and Piktochart, the online platform she used to design her idea. Together, they helped Jennifer pilot, evaluate, and launch her idea.

These relationships inspired Piktochart to build a template based on Jennifer's infographic so that any educator across the globe can use her idea for free. Through the Guild, Jennifer's idea and influence have scaled well beyond the four walls of her classroom to more than five million Piktochart users worldwide.



Meet Spring Branch

—
SPRING BRANCH FOSTERS CREATIVE
PROBLEM-SOLVING ACROSS A DISTRICT



How might education innovation improve if districts joined forces with teachers to amplify teachers' creativity? The Guild recently partnered with Spring Branch Independent School District, which sought to boost their teachers' confidence as creative leaders after becoming a new Texas District of Innovation.

“It wasn’t just me sitting in a meeting; it was me changing the way I’m teaching for the better of my students.”

— MARIA REZA, SECOND GRADE TEACHER

Maria Reza, a second grade Spring Branch teacher, reflected on her collaboration with the Guild community around novel STEM solutions: “It was a very different, action-based kind of professional development. It freed my brain in so many ways, and I was able to get creative. We are so excited about it!”

As Spring Branch’s Strategic Initiatives Special Projects Liaison, Skyler Rossacci shared: “We were moving as a district towards personalized learning and innovation and needed to find a new way of engaging every teacher in the process. The Guild created a culture of empowerment and encouraged risk-taking. Teachers who didn’t think they could make change now know that they can.”

Building on their Guild experience, Spring Branch now hosts its own design challenges and launched an “Innovation Portfolio” that gathers teacher ideas and shares them across the district for fellow teachers to implement.



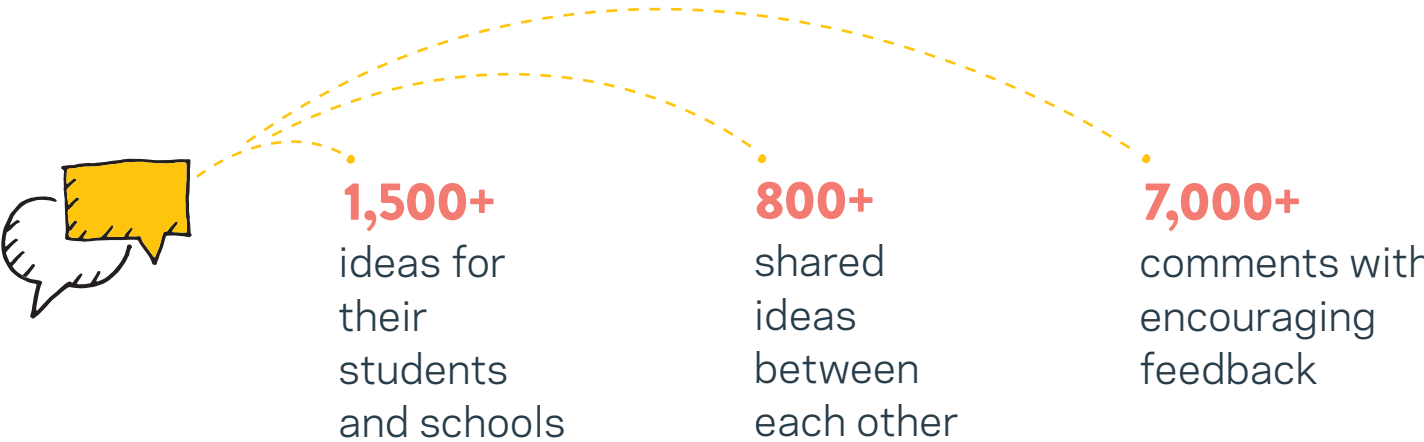
Our community connects teachers to design better solutions for the most pressing topics in education.

As we launched, we focused on connecting a nationwide community of creative and collaborative teachers.

Through our platform, teachers participated in 9 design collaborations in 18 months.

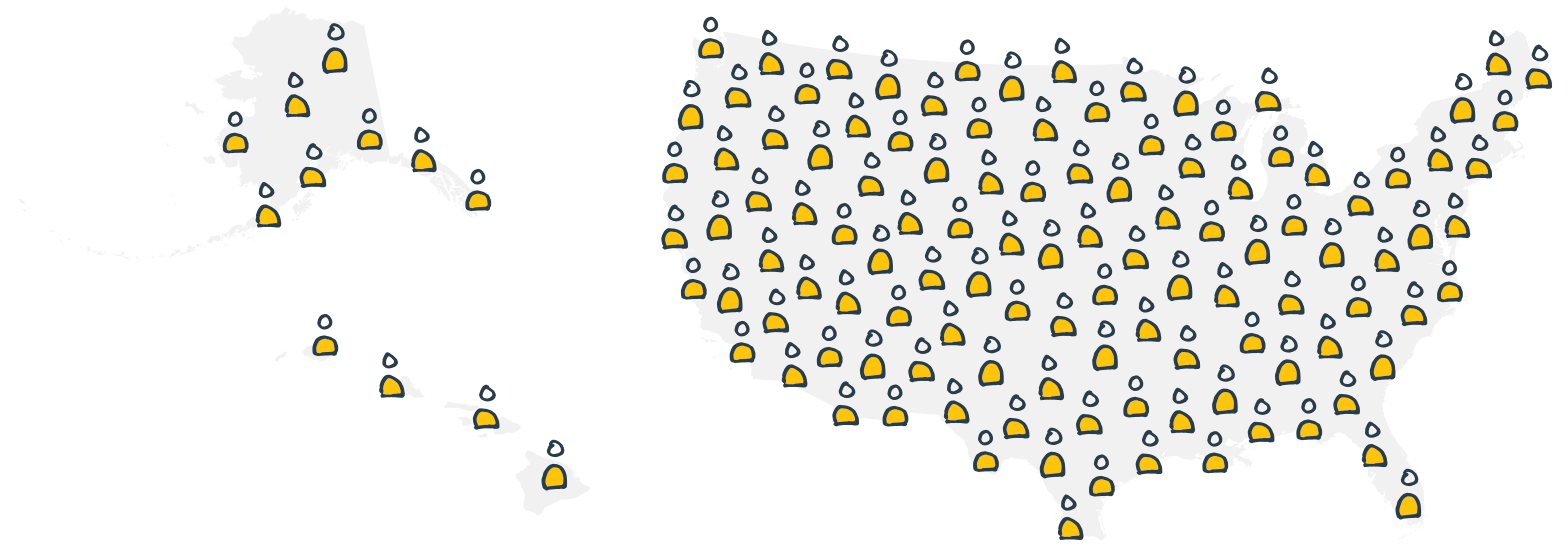
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|-------------------------------|----------------------------|--------------------|
| A CULTURE OF INNOVATION | TO AND THROUGH COLLEGE | CHARACTER BUILDING |
| STUDENT CURIOSITY | STUDENTS AS MAKERS | STEM |
| TEACHER PROFESSIONAL LEARNING | PARENT-TEACHER CONFERENCES | CIVIC ENGAGEMENT |

Guild teachers help each other refine, share, and adapt each others’ solutions.



Our early engagement numbers suggest we are on to something powerful.

Our community includes **6,500+** teacher members from all **50** states.



Our teachers—**some of the busiest people out there**—engage actively with the Guild.



Time per visit on Guild's website—**13** minutes—is twice as high as Pinterest's



1,000,000+ social media impressions for our two most popular design collaborations: College Access and STEM

**Through their
Guild experience,
teachers expanded
their own creative
leadership.**



93%

agreed that they “can effect change in education beyond my classroom”



69%

reported that “connecting with like-minded educators” was valuable



59%

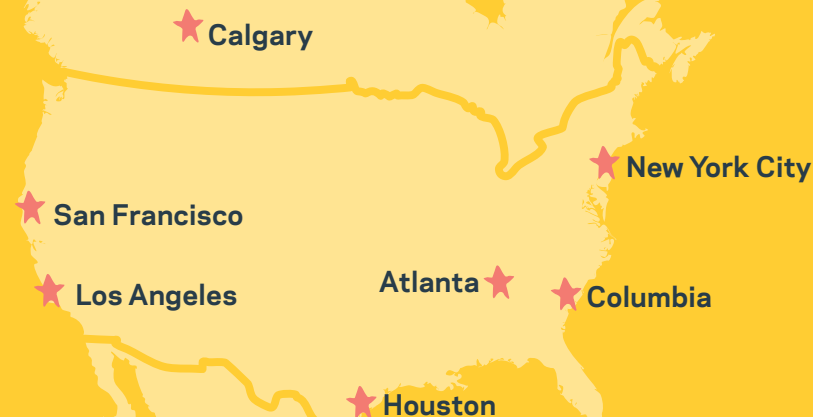
learned to “gather insight to inspire new ideas”



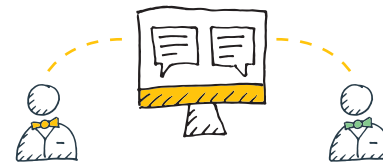
“As a global community of active and dynamic educators, we collaborate, test out ideas, and ‘create best practices.’ This is what 21st-century education is supposed to look like.”

— ALAIN CLAPHAM, LONDON, ENGLAND

Teachers expanded their creative capacity with the help of teacher coaches from across North America.



Our coaches—over 25 teacher-designers—**encourage Guild teachers** to try new creative methods and mindsets. Each coach is committed to greeting every new community member.



800 ideas advised



6:1 teacher-to-coach ratio when building ideas



“I do not think I have ever felt so encouraged and supported by a professional learning community in my 15 years of teaching.”

— LAUREN SAYER, MELBOURNE, AUSTRALIA

Teachers were exposed to new expertise and pathways to take their innovations beyond the classroom.

More than 100 mentors with design, business, and operations expertise joined, advised, and supported Guild teachers.

DISTRICT INNOVATORS

Nueva

Spring Branch
Independent School District

Sonoma County
Office of Education

RICHLAND
SCHOOL DISTRICT
TWO



El Paso
Independent
School District.

EDUCATION LEADERS

BETTER
MAKE ROOM

REACH HIGHER
Complete your education. Own your future.

MVIFI
MOUNT VERNON
INSTITUTE FOR INNOVATION

ie

ASCD®

d.K12 LAB

100Kin10
ANSWERING THE NATION'S CALL

INDUSTRY BUILDERS

salesforce.org

facebook

Google for Education

CALIFORNIA
ACADEMY OF
SCIENCES

Bay Area
Discovery
Museum

Steelcase

AUTODESK.

ONENOTE
PLACE

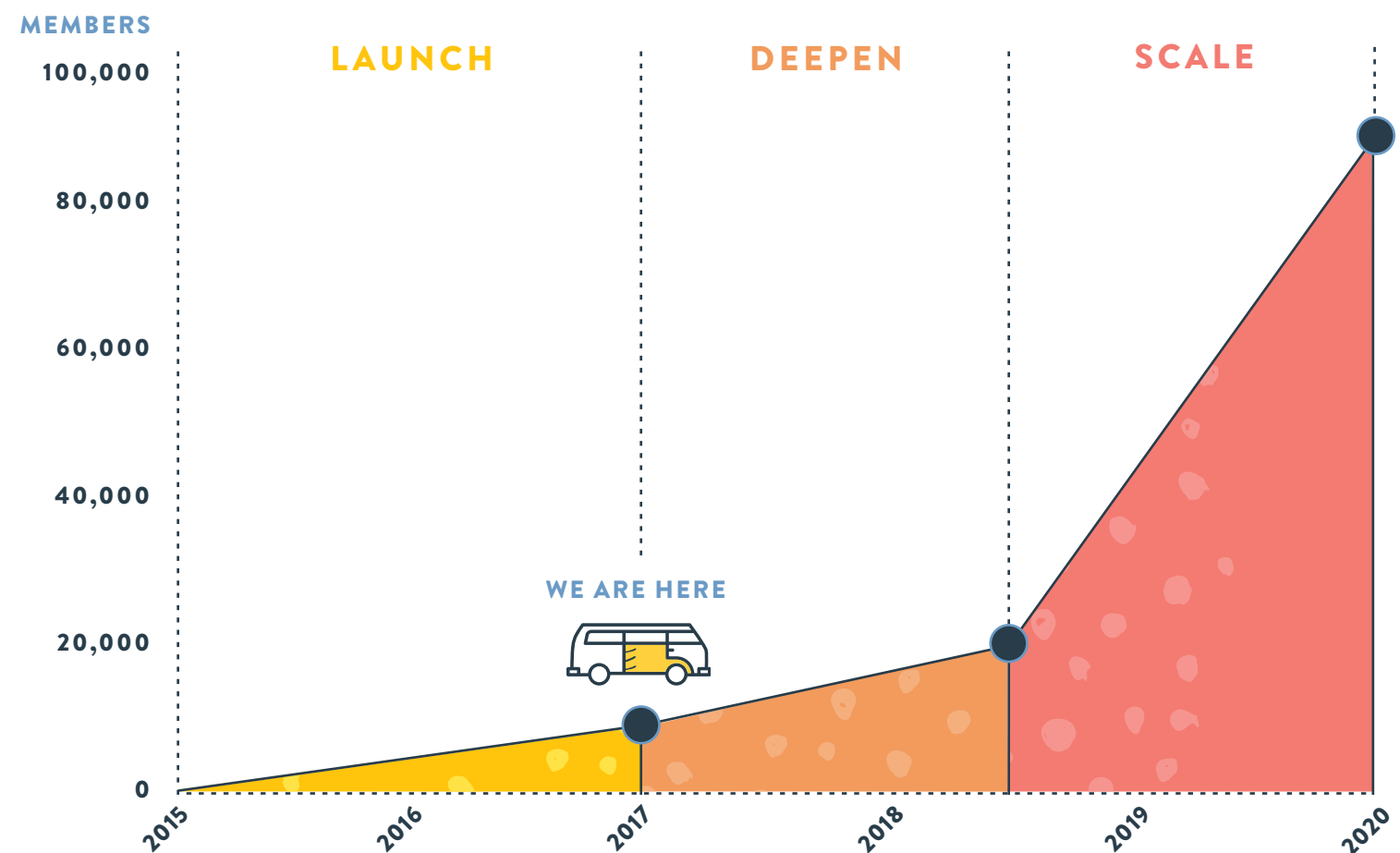
A woman with dark hair is shown in profile, looking towards the right. She is wearing a light-colored collared shirt. In the foreground, the nose and part of the face of another person are blurred. In the background, another person is visible, also looking forward. The text is overlaid on the lower half of the image.

**In 2017, we are building on
our momentum to deepen
and scale our impact.**

By 2020, we
plan to engage
90,000
teacher-
innovators
who will
catalyze the
creativity of
our national
teaching corps.

LOOKING FORWARD TO THE NEXT FEW YEARS...

1. First, we will **deepen** teacher relationships and diversify our community through local chapters and district partnerships.
2. Then, we will **scale** our reach by driving the spread and adoption of teacher-created solutions.



We will deepen and scale our impact by exploring three key questions:

How might we transition from connections to trusting relationships?

WE WILL...

Offer in-person experiences that bring colleagues together and deepen collaboration, such as local Guild chapters and an expanded teacher coaching program.

OUR DESIRED OUTCOMES...

- Integration across roles as teachers, principals, and district staff innovate together
- Schools and districts shift towards a collaborative and creative culture

How might we engage a more diverse community of educators?

WE WILL...

Personalize the Guild's newest professional learning offers—including certifications, in-person training, and assessments—explicitly for diversity and district partnerships.

OUR DESIRED OUTCOMES...

- Guild teachers increasingly serve racially and socioeconomically diverse school communities
- Larger, more active creative collaborative that reflects our national teaching corps

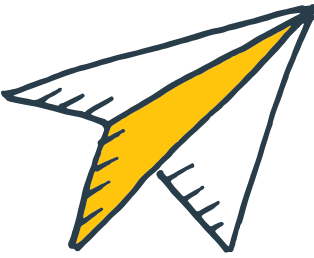
How might we establish new, creative teacher leadership pathways?

WE WILL...

Validate teacher-created solutions by gathering evidence on their impact and encouraging teachers to adapt peers' innovations for their own students and schools.

OUR DESIRED OUTCOMES...

- Teacher-created ideas are adopted in other classrooms, schools, and districts
- Teachers thrive as creatively confident leaders



Join our community...

TEACHERSGUILD.ORG

Let's talk more...

HELLO@TEACHERSGUILD.ORG

Stay in touch...

[@TEACHERSGUILD](https://www.instagram.com/TEACHERSGUILD)

[FB.ME/DARE2DESIGN](https://www.facebook.com/DARE2DESIGN)