

The background of the entire page is a photograph showing two hands interacting with a tablet. One hand is pointing at the screen while the other is near it. The image is overlaid with semi-transparent geometric shapes in shades of blue and black.

# REPETOIRE

## CONTENT CREATOR

The Professional Writing App  
For Instructional Leaders

# Leading By Writing

## Precise Professional Language At Your Fingertips

Dear Instructional Leader,

School leadership is a people-centric job, and much of our work happens face-to-face. But every school leader carries an invisible burden: the behind-the-scenes work of professional writing that's so essential for effective documentation and communication.

When we write well, it strengthens and accelerates our interpersonal efforts to lead improvement. But when we're pressed for time—as leaders almost always are—writing becomes difficult, and we may not even have a chance to write at all. As a result, critical communication and documentation may simply fail to happen.

Fortunately, the cyclical nature of our work makes it possible to build on our previous writing in each new situation—if we have the right tools in place.

That's why I'm proud to present Repertoire Content Creator, the professional writing app for instructional leaders. Repertoire Content Creator is designed to help you document your classroom observations and communicate with stakeholders in clear, purposeful language—in a fraction of the usual time.

In the pages that follow, you'll learn how to conduct observations and craft documents using Repertoire Content Creator's time-saving, game-changing technology. I can't wait to see how it multiplies your impact on student learning.

Sincerely,



Justin Baeder, PhD  
Director, The Principal Center  
1-800-861-5172



# Build Your Writing Repertoire

## Saving and Reusing Your Best Writing



Throughout your career, you'll develop an ever-growing repertoire of professional language you can use in high-stakes professional writing, such as teacher evaluations and letters to your school community. Because we encounter many of the same situations over and over again, we have the opportunity to save and use this writing whenever it's appropriate.

However, it's not always easy to find your previous writing when you need it. For example, if you receive an email from a concerned parent, you may be able to send a high-quality response more quickly by copying from a previous message—if you can find one. But recalling the name of the parent, or the exact search term, may not be easy.

Saving your writing for future use, then finding it when you need it, can be as time-consuming as starting from scratch each time. But there's a better way.

Repertoire Content Creator makes it easy to save four kinds of writing. For teacher observations, you can save **short snippets** (such as individual evaluation criteria) as well as **longer templates** to structure your notes. For

correspondence, you can save **short phrases** as well as **complete document templates**, with fill-in fields and multiple-choice options for each phrase.

Observation Templates	Snippets
Document Templates	Phrases

These tools prevent details you've copied from your previous writing from ending up somewhere they don't belong. For example, if you reuse a letter you wrote at your previous school, you may update the name of the school, but forget to change the mascot—an embarrassing misstep.

Repertoire's templates and variables allow you to reuse your writing with confidence that you've updated everything—simply fill in the necessary fields, and Repertoire will take care of the rest. For example, you can use templates to respond to parent emails by updating the parent's name, the student's name, pronouns, and other variables with a single click.

The more you use your saved phrases and templates, the more easily the precise professional language will come to mind—even when you aren't using Repertoire. And because Repertoire automatically saves everything you write, there's never a question of where to find it.



# How Repertoire Makes Evidence-Driven Observations Easy

## Overview

1

Start an observation from a template, or from scratch

2

Type your notes and feedback into the "Snippets" box, and Repertoire will suggest matching snippets that you've already typed

3

New snippets are automatically saved to your personal database, and can be deleted with one click

4

Each snippet you type or select is added to your message

5

Make additional edits to your message as needed

6

Send the email to yourself, to the teacher you're observing, and up to two additional email accounts

7

Copy and paste into any other apps you use for feedback and documentation

8

The teacher receives a normal email—not an impersonal form

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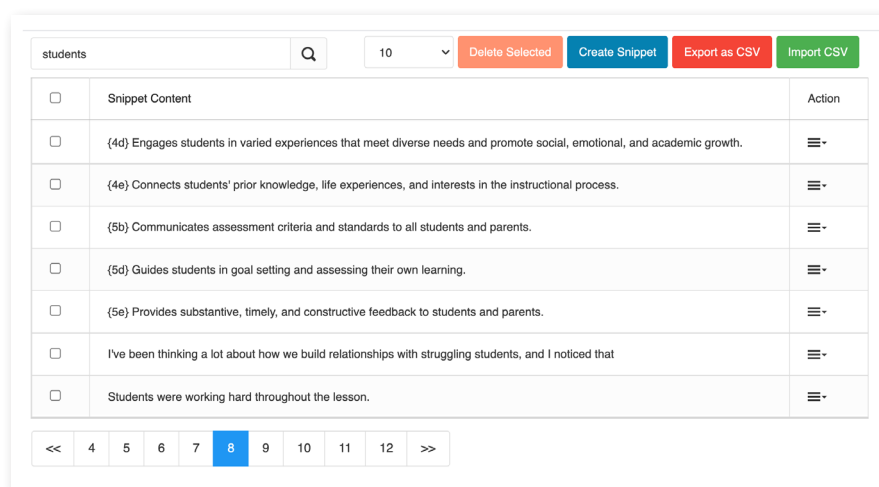
# How Snippets Work, And How They Help

Repertoire's Snippet feature increases your capacity for instructional leadership in three ways:

- 1 **Reduced typing time**—instead of typing an entire phrase or sentence all over again, you can simply tap or click to select it, then hit enter to add it to the message you're writing. The time savings are even greater when you're on a smartphone or tablet.
- 2 **Reduced cognitive load**—instead of coming up with just the right turn of phrase from scratch, you can draw on—and expand on—your previous thinking to provide richer descriptions of teacher practice and start better conversations about teaching and learning
- 3 **External memory**—instead of relying on your brain's memory for the exact wording of dozens or hundreds of standards, criteria, and practices, you can extend your brain's repertoire using technology. By accessing and using this repertoire more frequently, you'll rapidly expand your expertise and skill in providing instructional leadership across a vast range of issues and domains.

You can keep just about any kind of text in Repertoire Snippets:

- Long or hard-to-type single words, like *differentiation*
- Carefully wordsmithed phrases to convey nuanced meaning
- Boilerplate phrases such as salutations and requests
- Reference information, such as your evaluation criteria, that you may want to find via keyword, even if you don't include the criteria in your message



The screenshot shows the Repertoire Snippets interface. At the top, there is a search bar with the text "students" and a magnifying glass icon. To the right of the search bar is a dropdown menu showing "10". Further right are four buttons: "Delete Selected" (orange), "Create Snippet" (blue), "Export as CSV" (red), and "Import CSV" (green). Below these is a table with two columns: "Snippet Content" and "Action". The table contains eight rows of snippets, each with a checkbox in the "Action" column. The snippets are:

Snippet Content	Action
(4d) Engages students in varied experiences that meet diverse needs and promote social, emotional, and academic growth.	<input type="checkbox"/>
(4e) Connects students' prior knowledge, life experiences, and interests in the instructional process.	<input type="checkbox"/>
(5b) Communicates assessment criteria and standards to all students and parents.	<input type="checkbox"/>
(5d) Guides students in goal setting and assessing their own learning.	<input type="checkbox"/>
(5e) Provides substantive, timely, and constructive feedback to students and parents.	<input type="checkbox"/>
I've been thinking a lot about how we build relationships with struggling students, and I noticed that	<input type="checkbox"/>
Students were working hard throughout the lesson.	<input type="checkbox"/>

At the bottom of the table is a pagination bar with the text "<< 4 5 6 7 8 9 10 11 12 >>". The number "8" is highlighted in blue.

You can copy and paste whatever text you'd like into the Snippet box, or you can upload a spreadsheet to bulk-import an entire library of words, phrases, standards, criteria, or anything else.

For example, if you type "1c3" you can pull up the Danielson Framework's Domain 1, Component C, Level 3 descriptor so you have language describing "proficient" practice for "setting instructional outcomes" at your fingertips.

Or if you type "clauses" you can pull up "L.7.1c. Place phrases and clauses within a sentence, recognizing and correcting misplaced and dangling modifiers" if you've added the Common Core State Standards Language Progressive Skills to your library.

It's entirely up to you. There's no clutter, because your Snippet library only contains snippets that you've actually typed, or that you've imported to enhance your repertoire.

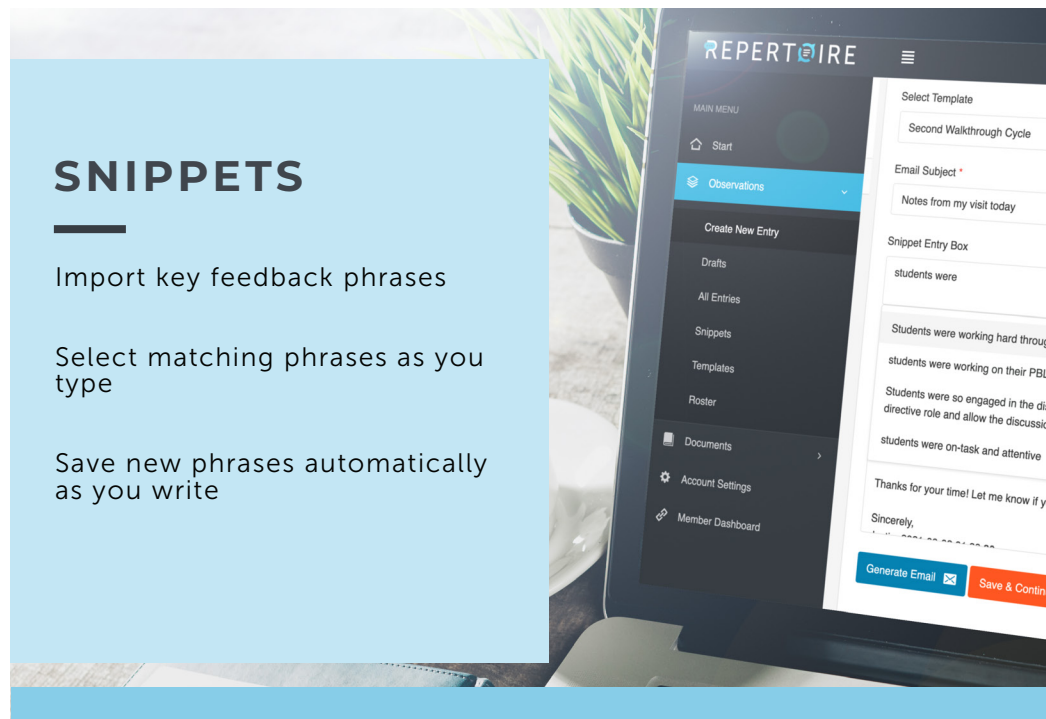
# Use & Reuse Precise Professional Language with Snippets

Repertoire's Observations tool makes it easy to use precise professional language as you take notes and provide written feedback. The Snippets feature listens as you write, suggesting matching phrases and saving new phrases to your Snippet database automatically.

For example, if you're observing in a classroom, you might begin to type "students are on task" in the Snippet box. As soon as you type the word *students*, Repertoire will suggest existing phrases that you've imported or used before, such as "Students were on task and attentive" and "Students understand the learning targets for the lesson and criteria for success." Simply press the down arrow to select one of these phrases, then hit enter to add it to your observation.

Or, keep typing, and press enter to save a new phrase to your Snippet database and simultaneously insert it into your observation. As you write each observation phrase by phrase, you're also building your Snippet repertoire, so you can use the same writing over and over again.

You can upload a spreadsheet of feedback phrases, or send your instructional framework documents to our customer service team, and we'll take care of the import. And as you write, your Snippet database will grow phrase by phrase—no need to save phrases manually.



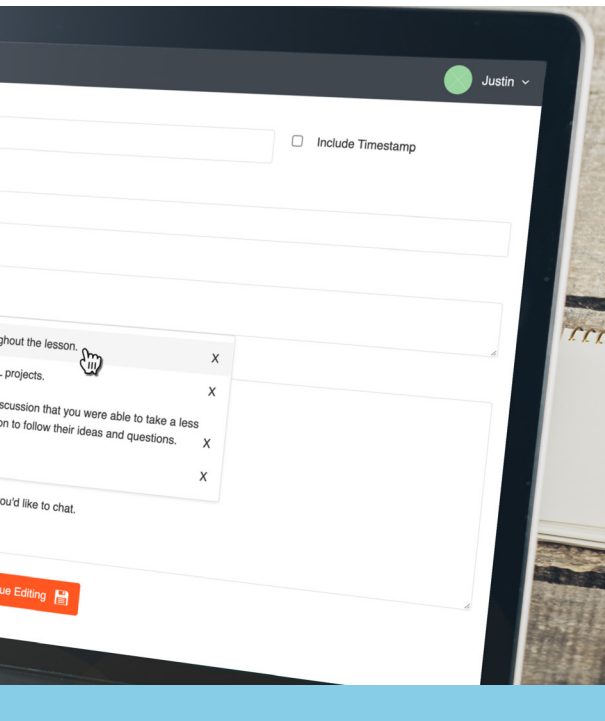
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# Import Your Instructional Framework

## Use Teacher Evaluation Language in Snippets

Repertoire will make your writing faster and more consistent even if you don't import language to use in Snippets. But to truly unlock your writing's potential, upload the language of your instructional framework, so it's always at your fingertips.



Repertoire's Snippets feature will automatically scour your database for matching phrases as you type, so there's no need to remember the exact wording. Simply type a term like "question" to see language related to questions, questioning, etc.

Anything in {curly braces} will work as a search term, but won't be inserted with the rest of the snippet, so you can annotate snippets with search keywords, standard numbers, or your own notations, so it's always easy to find the right snippet.

You may want to upload:

- Teacher evaluation criteria
- Goals from your strategic plan
- Specific instructional strategies and other documents containing shared terminology or phrases you might want to use in your writing.

### Snippet Entry Box

question

T: That's a great question!	X
{2.4}Questioning Strategies	X
{2.4b}Teacher consistently uses wait time effectively both after posing a question and before helping students think through a response.	X
{2.4c}Teacher consistently asks questions that are varied, high quality, and provide a balance of question types (i.e. knowledge, comprehension, application, analysis, creation, and evaluation).	X
Students were so engaged in the discussion that you were able to take a less directive role and allow the discussion to follow their ideas and questions.	X

And of course, Repertoire will remember each phrase you type, too, so you can reuse your own writing as well as imported language.



## Capture Details With Timestamps

Repertoire makes it easy to take detailed, low-inference notes as you observe in classrooms. Simply type in the Snippet box and hit enter to add a new note about what you're seeing.

If you'd like each Snippet to be timestamped, simply check the "Include Timestamp" box. Each time you type in the Snippet box or select an existing Snippet and hit enter, your text will be timestamped, so it's easy to reconstruct the flow of the lesson when you're talking about it later.

Have other comments you don't want to be timestamped? Simply uncheck the box when you're done taking verbatim notes, and you can add additional text with no timestamps.

## Email Your Observation Notes To Teachers

Unlike form-based apps, Repertoire is designed to help you communicate naturally. For face-to-face conversations, Repertoire makes it easy to take detailed, low-inference notes, so you can have evidence-driven discussions with teachers about their practice.

Repertoire also makes it easy to send your notes via email, so the teacher has a copy and isn't left to wonder what you wrote down.

Everything is saved to your database, and can be easily downloaded to look for schoolwide patterns or write evaluations. You can export all observations for all teachers, or everything for a specific teacher.

The screenshot displays a user interface for generating an email from observation notes. It includes a 'Select Template' dropdown menu, a checked 'Include Timestamp' checkbox, an 'Email Subject' field with the text 'Notes from my visit today', a 'Snippet Entry Box' containing the text 'T moves to help group at back get started', and a 'Message' text area containing a list of timestamped observations. At the bottom, there are two buttons: 'Generate Email' with an envelope icon and 'Save & Continue Editing' with a document icon.

Select Template

Select Template

☒ Include Timestamp

Email Subject

Notes from my visit today

Snippet Entry Box

T moves to help group at back get started

Message

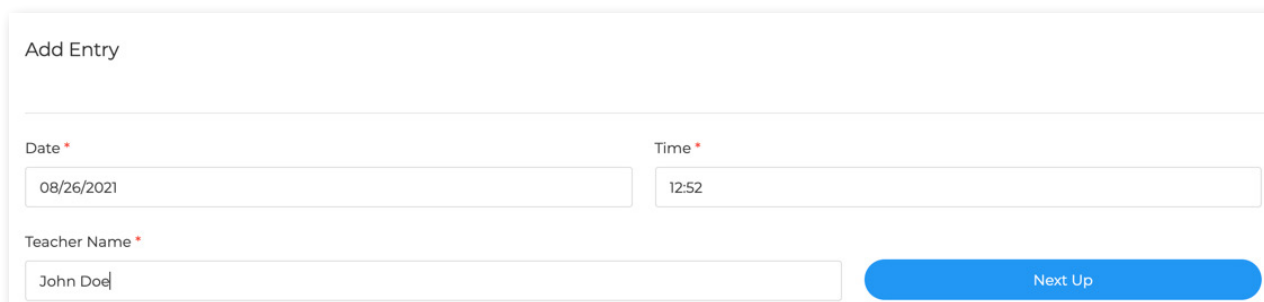
02:55:02 : T: Could I have your attention please?  
02:55:34 : Giving directions for group activity  
02:56:27 : S: Do we each get a sheet, or one for the group?  
02:56:33 : T: Just one per group  
02:56:52 : Students move into groups

Generate Email

Save & Continue Editing

## Next Up: Get To Every Teacher

Repertoire’s “Next Up” button automatically finds the teacher you need to observe next, so you never miss anyone. Simply enter your staff roster and the app will pick teachers at random for your first cycle of observations. Or, you can visit teachers in whatever order you prefer, e.g. by team or department.



Add Entry

Date \* 08/26/2021 Time \* 12:52

Teacher Name \* John Doe

Next Up

Then, once you’ve visited everyone once, Repertoire will select the teacher you haven’t observed in the longest time. That way, you won’t miss anyone, and you won’t avoid anyone.

And if someone is absent or isn’t teaching at the moment, you can hit “Next Up” again to jump to the next teacher—and the teacher you skipped will be selected next time you hit the button.

## Structure Your Observations with Templates

Want to ensure that you’re providing feedback in a consistent format? Repertoire’s Observation Templates feature allows you to create a template complete with sentence or paragraph starters, prefilled fields like the date and the teacher’s name, and room to add specific evidence.

Unlike form builders like Google Forms, Repertoire is designed for person-to-person writing. Email you send from Repertoire will look like any other email, so your communication isn’t hampered by an impersonal form.

You can create your own templates for:

- Specific areas of focus—for example, a monthly improvement theme
- Different instructional formats—for example, you could use one template to give feedback on whole-group instruction, and another to give feedback on small-group instruction
- Different stages in the goal-setting and evaluation process, e.g. a letter to follow up mid-year on each teacher’s goals

# Easy Professional Writing with Repertoire Content Creator

Repertoire Content Creator's Documents feature makes it easy to craft flawless, high-quality documents and emails in a fraction of the time.

1

*Start with a template, build your own, or copy an existing document*

2

*Insert phrases and paragraph breaks to structure your document*

3

*Choose from up to 8 options for each phrase, so you can get the tone and specifics right*

## Edit Phrase Values

☒ As you review my résumé and letters of recommendation, I trust you will find ample evidence of my readiness to succeed in this role.

Insert Field

☐ As you review the enclosed résumé and recommendation letters, I trust you will discern a portrait of a leader who is prepared to succeed.

Insert Field

☐ As you review the enclosed résumé and recommendation letters, you will see further examples of the work I've done over the past 17 years.

Insert Field

☐ As my résumé and letters of recommendation will demonstrate, I have the skills it will take to be highly successful in this role.

Insert Field

6

*Reuse the template each time the same situation arises*

## Layout Editor

Type New Phrase &amp; Hit Enter

Add Phrase +

Add

My name is Justin Baeder. Enclosed you will find my résumé for your consideration for the Principal position at Badger Hill Elementary.

For the past 6 years, I have served as an Assistant Principal, and

I am seeking a role that enables me to

help culturally and linguistically diverse students achieve at high levels.

I have spent my career working in settings similar to Badger Hill Elementary, and believe I would be an excellent fit for the Principal role.

— Paragraph Break —

Because I hold a deep conviction that

all students can learn at high levels when provided with the appropriate supports,

I am committed to keeping students on track in both academics and average daily attendance.

4

*Create and edit custom fields for names, pronouns, and other details that need to be updated for each situation*

5

*Copy and paste into your email app or word processor*

Sincerely,



— Paragraph Break —



Justin Baeder



Document Output

Edit Fields

Copy to Clipboard

continuing to develop such partnerships in Morningstar School District.

I see it as my responsibility to provide every student with the tools and supports they need to learn from caring teachers who are dedicated to building relationships and creating memorable learning experiences. I believe my skills and experience make me precisely the kind of candidate Morningstar School District is looking for.

As you review my résumé and letters of recommendation, I trust you will find ample evidence of my readiness to succeed in this role. I would appreciate the opportunity to interview for this position, and look forward to hearing from you at your earliest convenience. Thank you for taking the time to review my application materials and seriously consider my qualifications.

Sincerely,

Justin Baeder



# Built-In Document Templates

Repertoire is pre-configured with a growing library of ready-to-use templates for a variety of professional writing situations, including:

- Cover letter for a job application
  - Response to a parent concerned about a bullying or discipline issue
  - Employee letter of concern to address performance issues
  - Response to a request to assign student to another teacher
  - Letter informing parents of a change of teacher
  - Head lice notification to parents
  - Disciplinary notice to parents
  - Speeches for school events
- ...and much more.

Each template is easy to customize, so you can always get the details—and the tone—just right. Each Phrase can contain up to 8 different options, so you can choose or create an option for every writing situation.

For example, you may want to take a more formal tone when responding to a parent who's clearly angry, and a more casual tone when replying to a parent who's simply asking a question. Since every phrase in a Repertoire document is customizable, you can use the same template every time, no matter how much the individual circumstances may vary.

You can also build your own templates for high-frequency, high-stakes writing. Simply add phrases and paragraph breaks to create the overall structure of your document, then add Phrase options and custom Fields to make it easy to adapt the template for reuse in new situations.

And if you ever have a request, just reach out, and we'll be happy to create a template for you.

## 3 Features of Documents in Repertoire Content Creator

### Layout, Phrase, & Field Editors

#### Documents Designed for Reuse

Repertoire's Documents tool makes great professional writing fast and easy, thanks to three key features:

- The drag-and-drop **Layout Editor**, which makes it easy to build customizable, reusable document templates phrase by phrase
- The multiple-choice **Phrase Editor**, which lets you select the perfect phrase to strike the right tone and convey the right message for the situation
- The **Field Editor**, which makes it easy to create and update custom fields for names, pronouns, adjectives, and other situation-specific details

#### Multiple-Choice Phrase Editor

**Edit Phrase Values**

☐ Dear Mr. Rodriguez, Insert Field

☐ Hi Jim, Insert Field

☒ Hi Mr. Rodriguez, Insert Field

**Edit Phrase Values**

☐ My first step is always to consult the teacher. Insert Field

☐ I think the best place to start is with Charlie's teacher. Insert Field

☐ Have you spoken with any of Charlie's teachers? Insert Field

☒ Have you had a chance to bring this up with Ms. Martin? Insert Field

#### Drag-and-Drop Layout Editor

Hi Mr. Rodriguez, 🗑️

— Paragraph Break — 🗑️

Thank you for reaching out about Charlie. 🗑️

Academic achievement is my primary focus as Principal 🗑️

— Paragraph Break — 🗑️

What has Ms. Martin shared with you about Charlie's progress? 🗑️

— Paragraph Break — 🗑️

Let me know what you think, and we can put together a plan to get Charlie on track. 🗑️

If you'd prefer a phone call, please contact the office at 1-800-861-5172. 🗑️

— Paragraph Break — 🗑️

Sincerely, 🗑️

— Paragraph Break — 🗑️

Together, these three features solve the two biggest challenges with reusing your writing—what we call **mismatch** and **FARA**.

**Mismatch** occurs when a new situation doesn't quite match a previous situation, so it won't quite work to reuse your writing. For example, two different parents may email you with similar concerns about similar issues a few weeks or months apart. It should be possible to reuse at least part of your response to the first parent, but if your relationship with the first parent is far more familiar, you may find that the tone isn't appropriate for replying to the second parent. That's why it's so helpful to have multiple options in the Phrase editor, so you can strike just the right tone while communicating the same essential information.

### Custom Field Editor

Edit Fields

Document Fields

System Fields

Add Document Field

↓	Parent Title	Mr.	✕
↓	Parent First Name	Jim	✕
↓	Parent Last Name	Rodriguez	✕
⬇	Student First Name	Charlie	✕
↓	Teacher Title	Ms.	✕
↓	Teacher Last Name	Martin	✕
↓	Student Pronoun (Possessive)	his	✕
↓	Student Pronoun (Subject)	he	✕

Save and Close

**FARA**, short for "**Find-And-Replace Anxiety**," comes from our awareness that reusing our writing can introduce typos and grammatical problems, like noun/pronoun or subject/verb disagreement. For example, an email to a parent about his daughters may have a dozen or more words that need to be updated before the message can be reused to respond to another parent writing about her son.

In high-stakes professional writing, there's no room for embarrassing mistakes—but that doesn't mean you can't reuse your writing. With Repertoire's Fields feature, you can quickly update all of the key nouns, pronouns, adjectives, and other details, so they're perfect every time.

All of Repertoire's built-in templates are designed to solve the mismatch and FARA problems, so you'll see how easy it is to craft your own templates with reusability in mind.



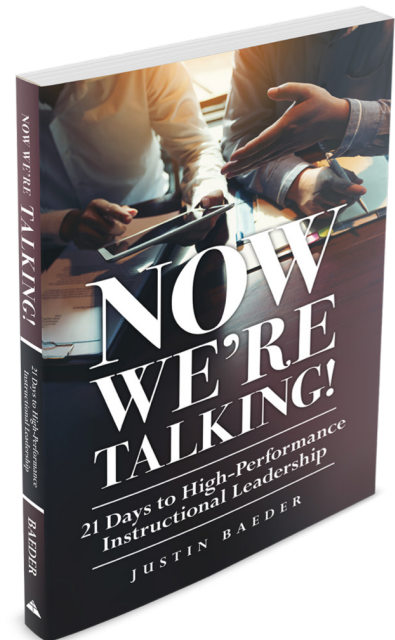
## Book Included: *Now We're Talking!*

### *21 Days to High-Performance Instructional Leadership*

Repertoire is designed to make it easy for school leaders to get into classrooms and have the kinds of feedback conversations Dr. Justin Baeder describes in his book *Now We're Talking! 21 Days to High-Performance Instructional Leadership* (Solution Tree).

The High-Performance Instructional Leadership model involves classroom visits that are:

- 1 **Frequent**—18 biweekly visits per teacher per year
- 2 **Brief**—around five to fifteen minutes
- 3 **Substantive**—more than just making an appearance
- 4 **Open-ended**—focused on the teacher's instructional decision-making, not just narrow data collection
- 5 **Evidence-based**—centered on what actually happens in the classroom
- 6 **Criterion-referenced**—linked to a shared set of expectations
- 7 **Conversation-oriented**—designed to lead to rich conversations between teachers and instructional leaders



All Repertoire users receive a signed copy of *Now We're Talking* as well as the audiobook.

*Now We're Talking* will help you implement daily classroom walkthroughs to improve teaching and learning:

- Understand how daily classroom visits can help you make informed decisions that foster rich relationships with teachers, improve professional practices, reduce stress, and increase student learning
- Discover how to conduct teacher evaluations and classroom walkthroughs to improve teaching and learning, fostering high-performance results and high-quality instructional leadership
- Make performing teacher observations and giving feedback to teachers a daily practice
- Learn supervision and instructional leadership skills that establish effective communication in your school
- Gain time-management tips for streamlining your inboxes, staying organized, and prioritizing work so you have time for daily classroom visits and classroom observation feedback

### Week 1: High-Performance Instructional Leadership Fundamentals

- Chapter 1: Understanding Why Instructional Leaders Belong in Classrooms
- Chapter 2: Following the High-Performance Instructional Leadership Model
- Chapter 3: Acknowledging Related Instructional Leadership, Supervision, and Walkthrough Models
- Chapter 4: Conducting Your First Two Cycles of Visits
- Chapter 5: Thinking Ahead to Your Third Cycle of Visits

### Week 3: High-Impact Instructional Conversations

- Chapter 11: Going Beyond Data Collection and the Feedback Sandwich
- Chapter 12: Facilitating Evidence-Based Conversations
- Chapter 13: Bringing a Shared Instructional Framework Into the Conversation
- Chapter 14: Developing Skills for High-Impact Conversations
- Chapter 15: Handling the Toughest Conversations

### Week 2: High-Performance Habits

- Chapter 6: Making Time to Visit Classrooms
- Chapter 7: Keeping Your Communication Channels Under Control
- Chapter 8: Managing the Work You're Not Doing Yet
- Chapter 9: Organizing Your To-Do List
- Chapter 10: Maximizing Your Mental Energy With Habits

### Week 4: High-Performance Instructional Leadership Enhancement

- Chapter 16: Building Your Feedback Repertoire
- Chapter 17: Balancing Your Formal Evaluation Responsibilities
- Chapter 18: Identifying Improvements From Classroom Visits
- Chapter 19: Opening the Door to New Models of Professional Learning
- Chapter 20: Choosing an Instructional Focus for an Observation Cycle
- Chapter 21: Scaling Classroom Visits Across Your School and District

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Repertoire Content Creator is brought to you by The Principal Center, where it's our mission to help school leaders:



*Confidently get into  
classrooms every day*



*Have feedback  
conversations that change  
teacher practice*



*Discover their best  
opportunities for school  
improvement*

Repertoire is designed to help school leaders implement the model described in *Now We're Talking! 21 Days to High-Performance Instructional Leadership* by Dr. Justin Baeder.

Dr. Baeder is Director of The Principal Center, where he helps senior leaders in K-12 organizations build capacity for instructional leadership.

He holds a PhD in Educational Leadership & Policy from the University of Washington, and is the host of Principal Center Radio, where he interviews education thought leaders.



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