

An Introduction for Potential Speakers

Based on the TEDTalks model, our Twin Cities-based EDTalks are lively happy hour events featuring two compelling presentations by cutting-edge educators, youth advocates, journalists, artists, policy-makers and others on a wide range of issues impacting young people and public education. Each program includes a Q & A portion at the end, ensuring that the audience has an opportunity to dive deeper into the topics presented by our speakers.

2022-23 Season theme: What's Next?

The challenges of the past three years – including the COVID-19 pandemic, political turmoil, police violence, civil unrest, new campaigns to ban books and whitewash history and limit conversations on sexual identity – have disrupted our communities and systems and laid bare the many issues impacting our young people and public education. In this unprecedented time, it begs the question: What's next? Where does education go from here?

We're looking for EDTalks speakers who can dive deep into this theme to explore both the problems and the solutions, examine their own successes and challenges, and reflect on the larger cultural, political and emotional shifts of recent years. We want to hear from educators who are innovating in the classroom, administrators who are shaking up systems, community leaders who are reshaping conversations and young people who are experiencing education in new ways that are profoundly affecting their learning and growth, amongst others. We want to hear what you have to say!

For the 2022-23 season, we will host four EDTalks with eight speakers or speaking groups.

What makes a good EDTalk?

While there isn't an exact formula, we have found that EDTalk speakers experience the most success when:

- **They are organized and prepared:** Making time to practice is essential! Each talk is roughly 20 minutes in length.
- **They are speaking to a topic that is timely and relevant:** There are so many issues to cover within the realm of youth and education. We want to be sure EDTalks speakers are presenting the most up-to-date information on any given topic.
- **They build their talk from scratch:** For experienced speakers, it may be tempting to edit a presentation you have previously given. We like to challenge all speakers to build their talk from scratch with the EDTalks formula (and audience) in mind.
- **They are conversational and casual in their presentation:** There should be a good balance between anecdotal and data-based information in your talk.
- **When possible, they include student voices:** Our audiences love hearing directly from students. If you can incorporate student voices in your presentation (including being a co-presenter), please do!

Who is our target audience?

EDTalks are designed for adult audiences who are interested and invested in public education and our young people. Audiences tend to vary based on the speaker and topic, but generally fall into one (or more) of these groups:

- Educators
- Youth advocates
- Policy-makers
- Parents/caregivers
- Community leaders
- Community members who care about the well-being of our young people

While we strive for EDTalks to have a wide appeal, crafting your talk with a certain audience in mind is the best approach, as it will help provide direction and determine the main content for your presentation.

Past EDTalks include (to name a few):

- The Power of Strong Relationships for Student Success (Salma Hussein)
- Are Education Reporters Making the Grade? (Beth Hawkins)
- Trauma Informed Classrooms (Mark Sander)
- Critical Theory of Blackness in K-12 Classrooms (Dr. Keith Mayes)
- Self-Care for Educators and Advocates (Rebeka Ndosi)
- Creating Gender Inclusive Schools (Jason Bucklin)
- Beyond Test Scores: Schools as Vibrant Workplaces (Nate Eklund)

What kind of support and training do we offer?

We provide one-on-one training for each EDTalks event team (two speakers or speaking groups) with additional follow-up to review and strengthen your presentation.

What kind of speaking experience is required?

We are looking for speakers who are passionate about their subject matter. So whether you're a seasoned presenter or someone looking to gain experience, we want to hear from you! We provide professional coaching to our speakers to help strengthen their presentations. If you're brand new at this – never fear! We will be here to support you along your EDTalks journey.

Your commitment to us:

- **Good communication** - we ask that speakers respond to emails in a timely manner. If another method of communication is preferred, speakers should make that indication on their application.
- **Direct communication** - we are unable to work with "third party" representatives of speakers (ie: public relations representatives, organization leaders, etc.) We must be able to communicate directly with you!
- **Speaker training** - we require that all speakers, at minimum, attend the introductory training session (virtually) and encourage speakers to use all training time allotted to them.

Application and selection process:

All speakers submit an application via the Achieve Twin Cities website (a paper copy can be provided if needed). The final deadline for the 2022-23 season is Friday, July 22, 2022. Please review the "Season Theme" information on the first page to ensure that your topic is appropriate before submitting your application.

The EDTalks Planning Committee, which consists of staff from host organizations Achieve Twin Cities and Graves Ventures, a project of The Graves Foundation, promotional partner Citizens League and additional community members selected by the team, reviews all applications. As previously stated, eight speakers or speaking groups will be selected for four events.

EDTalks is committed to selecting speakers who are passionate about their subject matter and represent the communities we serve. Our selection process is guided by these equity values: embracing differences – race, culture, religion, ability, gender, gender expression, sexual orientation and class – eliminating racism and other forms of bias, and creating inclusive spaces where all persons feel valued, heard and respected.

Selection criteria:

- The topic selected by the speaker "fits" within the full scope of the EDTalks season
- Speaker brings new ideas and concepts to the conversation
- Speaker demonstrates expertise in subject matter and concern for young people

For more information:

Be sure to visit our EDTalks website at www.achievetwincities.org/EDTalks to learn more and link to EDTalks videos and podcasts. We invite you to follow us on Twitter, Facebook and Instagram via #EDTalksMN.

We would love to connect with you! Please reach out if you have any questions or concerns to Heidi Draskoci-Fricke at events@achievetwincities.org.

