

# ED TALKS

101

## An Introduction for Potential Speakers

Based on the TEDTalks model, our Minneapolis-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. Please note that the focus of our 2020-21 season is on elevating Black and Brown voices. Therefore the planning team will only be selecting BIPOC (Black, Indigenous, People of Color) speakers.

### 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)

For the 2020-21 season, we will host six EDTalks with 12 speakers.

### 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.

achievements



Citizens League

Common ground. Common good.

## 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.

## What kind of support and training do we offer?

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

## Our commitment to you:

We provide the following for our EDTalks speakers:

- Honorarium (amount determined by funding; typically \$300/speaker)
- Speaker training and support
- Professionally-produced video and audio recordings of each speaker posted to YouTube and Soundcloud
- Professional development and portfolio-building opportunity

## Application and selection process:

All speakers submit an application via the AchieveMpls website (a paper copy can be provided if needed). The final deadline for the 2020-21 season is January 3, 2021. As previously stated, the 2020-21 season is focused on BIPOC applicants.

The EDTalks Planning Committee, which consists of staff from host organizations AchieveMpls and Citizens League, along with additional community members selected by the team, reviews all applications. For the 2020-2021 season, eight speakers were selected in the fall, with the remaining four speakers to be selected in January.

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
- Speaker has submitted a thoughtful application

## COVID-19:

Due to the sustained presence of the COVID-19 virus and in response to recommendations made by the Centers for Disease Control and the State of Minnesota, all EDTalks events will be held virtually this year to ensure the safety of our speakers, audience and crew. More details are available on our website at [www.achievempls.org/EDTalks](http://www.achievempls.org/EDTalks).



Not Your Typical  
Education Conversation

## For more information:

Be sure to visit our EDTalks website at [www.achievempls.org/EDTalks](http://www.achievempls.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 D. Johnson at [hjohnson@achievempls.org](mailto:hjohnson@achievempls.org) or 612-455-1559.