



Arkansas Initiative for Instructional Materials

The Division of Elementary and Secondary Education (DESE) is committed to ensuring that every student in Arkansas has equitable access to high-quality instructional materials (HQIM), grade-level instruction, and responsive practices, leading to opportunities to reach college, career, and life goals. The **AIIM: Making the Case Toolkit** is designed to assist educational partners in the communication of the benefits of HQIM.

Steps

- Familiarize self with HQIM Information Card
- Review HQIM Presentation
- Determine best ways to communicate message (approx. 1 hour)
- Share Informational Videos (social media, during presentation)
- **Coming Soon:** Summer 2022, professional learning on the use of the Arkansas EdReports Catalog

For additional information and communication resources, please reach out to the Coordinator of Special Projects in Learning Services.

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[AIIM Webpage](#)



AIIM: Making the Case Toolkit

AIIM: Making the Case Toolkit One Pager can be found on the DESE AIIM webpage under Related Files. Resource links are active on the digital PDF.



Resource	Audience	Description	Link
HQIM Information Card	District & Building Level Leaders, EPPs	The HQIM Information Card is a brochure that highlights the key points of the Arkansas Initiative for Instructional Materials (AIIM).	RESOURCE
HQIM Presentation	District & Building Level Leaders, EPPs	The HQIM Presentation is designed to facilitate the discussion of the content provided in the HQIM Informational Card. Notes are provided with presentation to assist.	RESOURCE
Making the Case Video: What is HQIM?	Parents & Communities	Bitesized video intended for social media that highlights the scope of HQIM. Suggested post: What is HQIM? Teachers using HQIM enhance the instruction, curriculum, and impact that elevates student learning in the classroom. #ARHQIM #HQIM #AIIM	RESOURCE
Making the Case Video: HQIM Impact	Parents & Communities	Bitesized video intended for social media that highlights the potential impact of HQIM. Suggested post: HQIM Impact: Using HQIM save valuable time, allowing teachers to focus their energy and creativity on the needs of students. #ARHQIM #HQIM #AIIM	RESOURCE
Making the Case Video: HQIM & EPPs	Educator Preparation Programs (EPPs)	The intended audience for this video are Educator Preparation Programs (EPPs) and outlines the importance of EPPs role in supporting HQIM through teacher preparation.	RESOURCE



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