

# GENERAL OBSERVATIONS:

- SEAs are more alike than they are different.
- Effective communication is about establishing a clear and consistent vocabulary.
- Great materials produced in one state can be reused/repurposed in another.
- The modern web allows content specialists to be content developers!

# OBSERVATIONS:

Put 100 assessment specialist in a room and ask them about a topic and you'll hear 150 different points of view. Our field does not speak with one voice. But that's OK.