

# 2009-2010 Work Plan/Communications



**Edie Harding / Aaron Wyatt**

**Presentation to the  
Washington State Board of  
Education**

**September 18 , 2009**

# 2009 -2010 Board Priorities

- Complete work on CORE 24 implementation.
- Refine the SBE Accountability framework.
- Institute a collaborative system with OSPI for recognizing high performing schools.
- Work with stakeholders to further implement HB 2261 Education Reform.
- Assist in Washington state's Race to the Top application.
- Understand OSPI plans for assessment work and prepare for SBE's role in cut scores of new tests in math and science.
- Ensure that the achievement gap and dropout issues are part of Accountability work.
- Create a new waiver process for the 180 day waivers.
- Begin examination of quality teaching issues.

# Primary Communication Objectives



1. Support the Board's work, including the Accountability Framework and CORE 24, through clear and concise communications to diverse audiences.
2. Develop and maintain a timely and relevant SBE site.
3. Institute a collaborative system with OSPI for Recognizing high performing schools.

# Key Communications Challenges



1. Keeping the focus on our kids.
2. Repackaging CORE 24 materials into a new look incorporating ITF's work.
3. Developing materials that explain and support the various components of our Accountability Framework.

# Graphics



1. Berk Contract
  - Accountability, CORE 24, and more
2. PowerPoints
3. Website
4. Flyers

# Outreach



1. Media:
  - a. Advisories, 5+ press releases, 3+ op/eds.
2. Stakeholders
  - a. Communication Roundtable with media guide.
  - b. Handout/Flyers/PPT support for Board members in their outreach.

# Goals



The communications plan (in your Board packet) outlines at least 15 communication targets for 2009-2010.

# Work Plan/Communications Discussion



What is missing from the work / communications plan? What needs greater emphasis?