

Communications Strategy September 2009- August 2010

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Primary Objectives

1. Support the continued implementation of the [Accountability Framework](#) and [Core 24](#) and their mutual importance in reducing the achievement gap and better preparing all students for post secondary education, work, and citizenship.
2. Institute a collaborative system with OSPI for recognizing high performing schools.

Messaging Principles

1. Clear and concise delivery of message.
2. Awareness of audience.
3. Consistent SBE branding.
4. Continuous reiteration of SBE's role in education reform.

Key Challenges

1. Keeping the spotlight on education. We need to continually remind people about the importance of our work for students.
2. Repackaging of "[CORE 24](#)". The work of the [CORE 24 Implementation Task Force](#) is vital in creating a strategy for how best to advocate for the implementation of [CORE 24's key components](#). We need to convey the group's work and discovery in easy to read flyers/graphics/documents.
3. Stakeholder acceptance of [SBE's Accountability System](#): The [Accountability Index](#) is a clear, concise, and fair means of assessing schools/districts, but the components of the [Index](#) are still difficult to express in 'everyday' language. In garnering support for the Board's work, we must develop clear and persuasive material that supports the new Accountability Framework, including the Voluntary and Required Action components.

Materials Needed

1. [Talking points](#) to Board members. Largely these will be pre-existing handouts, but I will also tailor materials to suit the needs of Board representatives when necessary.
2. PowerPoint presentations that are consistent with SBE branding, updated with the latest information/language and tailored to fit the particular audience.
3. Easy to find website information that contains the most recent examples of our work, with an initial focus on the [Frequently Asked Questions Page](#).
4. Handouts/Flyers that offer stakeholders and the general public an overview of our work in [Accountability](#) and the [implementation of CORE 24](#). These graphics may include pieces on:
 - a. [Core 24 overview](#)
 - b. [The work of the CORE 24 Task Force](#)
 - c. [Accountability Framework](#)
 - d. [An overview of the index](#)
 - e. [An overview of voluntary action](#)
 - f. [An overview of required action](#)

5. A longer print and electronic report outlining SBE's work to impact student achievement.

Media Outreach

The general strategy for the remainder of 2009 and into 2010 is as follows:

1. Continue to construct media advisories for all upcoming Board meetings.
2. Develop and distribute press releases about Board related work as needed.
 - a. Possible press releases for 2009-2010 may include:
 - November 2009: Adoption of the Accountability Report.
 - December 2009: Election Results for State Board Races.
 - March 2010: Approval of the new 180 day waiver policy.
 - March 2010: Adoption of the new school and district improvement plan policy.
 - August 2010: Assessment cut scores released for grades 3-8.
3. Produce or promote op-eds on SBE related actions as needed. The following venues represent possible op-ed/editorial board sources for 2009-2010.
 - November 2009: The Columbian / The Daily News
 - January 2010: The Olympian
 - March 2010: Tacoma News Tribune
 - May 2010: The Spokesman Review
 - June 2010: The Bellingham Herald
 - August 2010: The Seattle Times

Stakeholder Outreach

From September through November 2009, representatives of the Board will outreach to several education stakeholders in order to share our work and gather feedback on the Provisional Accountability Framework. The information gathered through these meetings will provide greater focus as we develop and present our final report to the legislature on December 1.

Additionally, several Board members will attend WSSDA regional events. These events allow for [15 minutes](#) when Board attendees can address local directors on policy issues under consideration.

Board members may also attend conferences for the PTA, WASA/AWSP, and WASC.

In all cases of stakeholder outreach, Board members will have full access to resources (talking points, handouts, PowerPoints) that will aid them in message delivery.

2009 Meeting Times/Dates

Meeting	Location	Month	Day(s)	Attending	Attendees	Comments
WSPTA Annual Convention	SeaTac	May	1-3	yes	Kathe	
WSSDA Board of Directors Meeting	Olympia	June	26-27	Yes	Warren	
WASA/AWSP Summer Conference	Spokane	June	28-30	yes	Edie	
Annual Conference	Seattle	November	18-21	yes	Edie	
WSSDA ESD 113 Regional Meeting		September October	9 14		Jack	
WSSDA Legislative Committee Meeting / Board of Directors	Hilton, Vancouver	September	25-26	Yes	Bob/ Edie/ Steve/ Connie	
Education Stakeholder Outreach (3-4 meetings)	Varies	September – November			Edie & Board Representatives	
OEC Briefing	Olympia	TBD				
Senate Ed. Committee	Olympia	October	1		Edie	
House Ed. Committee	Olympia	October	2		Edie	
WSSDA ESD 189 Regional Meeting	Bellingham	October	1	Yes	Sheila/ Connie	
WSSDA ESD 123 Regional Meeting	Richland	October	5	Yes	Bernal/ Phyllis	
WSSDA North Central ESD	Coulee City	October	6	Yes	Steve/ Phyllis	
WSSDA ESD 101 Regional Meeting	Spokane	October	7	Yes	Steve/ Phyllis	
WSSDA ESD 105	Ritzville	October	8	Yes	Steve/ Phyllis	
AWSP /	Olympia	TBD		Yes		

Meeting	Location	Month	Day(s)	Attending	Attendees	Comments
WASA Conference						
WSSDA Regional Meeting	Tukwila	October	15	Yes	Warren/ Connie	
WSSDA ESD 105 Regional Meeting	Union Gap	October	19	Yes	Phyllis/ Steve	
WSSDA ESD Puget Sound Pierce County	Puyallup	October	20	Yes	Warren/ Anna Laura/ Connie	

Legislative Outreach

In the fall, we need to maintain positive contacts about the Board's work. Materials will be produced and provided for the fall and winter Legislative week and the Quality Education council as needed.

Key legislators include but are not limited to:

House		Senate	
Democrat	Republican	Democrat	Republican
Pat Sullivan – Covington	Bruce Dammeier - Puyallup	Kevin Ranker - Bellingham	Linda Parlette - Wenatchee
Tim Probst – Vancouver	Norm Johnson - Yakima	Claudia Kauffman - Covington	Curtis King - Yakima
Marcie Maxwell – Bellevue		Eric Oemig - Woodinville	
Sam Hunt – Olympia		Rosemary McAuliffe - Bothel	
Dave Quall - Bellingham			

Measurable Goals

1. Produce a report on the State Board's work.
2. Produce a 1-2 page legislative leave behind.
3. Work with Berk and Associates to create several flyers, including but not limited to:
 - [Core 24 overview](#)
 - [The work of the CORE 24 Task Force](#)
 - [Accountability Framework](#)
 - [An overview of voluntary action](#)
 - [An overview of required action](#)
4. Assist staff and Board members with their outreach, producing [materials](#) for such events in a timely and effective manner. These materials include correspondence, powerpoints, website pages, and more.
5. Develop and present the 2009 joint SBE/OSPI recognition program.
6. Transfer the website to a new server.
7. Install analytic scripts to better gauge server traffic (dependant on transfer to third party server).
8. Produce or promote four positive op-eds from September 2009 – August 2010.
9. Produce at least three press releases for significant Board action (i.e., adoption of steps of Required Action).
10. Produce six e-newsletters.
11. Update media contacts and make personal outreach to each one (06.22.10).
12. Develop and maintain networking with other stakeholder communications professionals OSPI, LEV, PTA, WSSDA, ASWP (07.06.10).
13. Create a report of newsletters for who opened, most viewed links, main page, for each month beginning in September 2009.
14. Create a web traffic report.
15. Develop an end of the year summary that evaluates our attainment/failure to attain these objectives.

ATTACHMENT

Tasks

Date	Task	Comments
08.28.09 (weekly):	Distribute eclips Weekly, beginning Friday August 28.	
08.28-09 (bi weekly)	Check the front page of the SBE website to ensure that our materials are timely and accurate.	
09.02.09 (weekly)	Weekly telephone/web conference with Berk to review production of graphic deliverables.	
08.29.09	Fall Meetings - SBE & Accountability: Talk to Edie on Friday about the WEA meeting possibilities	
08.29.09	Request DNS transfer to a new server.	Completed on the week of 08-26
08.31.09	Email Erin Jones about Accountability Potential (cooperative meeting to see if SBE might be able to present at an upcoming function).	
09.02.09	WASA Conference.	
09.02.09	Check with Brad to see what the SBE has lined up regarding the fall PTA convention.	
09.07.09	Contact TVW with new year's meeting dates at programming@twv.org.	
09.08.09	Update media guide on Google Docs with SBE information.	
09.11.09	Create a workplan/communications plan ppt for the September Board Meeting.	
09.14.09	Release September media advisory for the Board meeting.	
09.14.09	Work with PESB to remove any inconsistencies in our Accountability Framework language.	
09.14.09	Outline due for Accountability and CORE 24 Overview graphics.	
09.14.09	Follow up with Nate Olson regarding OSPI listening tours.	
09.14.09	WSSDA regional meeting (Jack Schuster). Offer supporting materials as needed.	
09.15.09	WSSDA regional meeting (Kris Mayer). Offer supporting materials as needed.	
09.18.09	Create Highlights for the September Board Meeting.	
09.24.09	Make sure Edie has the materials she needs for the WSSDA conference.	
09.25.09	Email Edie to see what materials I can provide for the WSSDA November 18-21 Annual Conference.	
09.28.09	Make sure Kathe has the materials she needs for the CORE 24 work session.	
09.29.09	Provide supporting materials to the QEC.	
09.30.09 (bimonthly)	Attend communications roundtable.	
10.01.09	Share listening session information with communication stakeholders.	
10.01.09	First Draft Due – Recognizing Washington's Best Schools Flyer.	
10.01.09	Provide supporting materials to the Senate Education Committee as needed.	

Date	Task	Comments
10.01.09	WSSDA regional meeting (Sheila Fox). Offer supporting materials as needed.	
10.02.09	Complete October newsletter.	
10.05.09	WSSDA regional meeting (Steve Dal Porto/ Bunker Frank). Offer supporting materials as needed.	
10.06.09	WSSDA regional meeting (Steve Dal Porto/ Bunker Frank). Offer supporting materials as needed.	
10.07.09	WSSDA regional meeting (Steve Dal Porto/ Bunker Frank). Offer supporting materials as needed.	
10.08.09	WSSDA regional meeting (Steve Dal Porto/ Bunker Frank). Offer supporting materials as needed.	
10.09.09	Provide students with materials for the WASC conference (as necessary)	
10.10.09	Make sure Bernal has the materials needed for the WSSDA conference.	
10.12.09	First Draft – Building Success in Public Schools – Required Action.	
10.12.09	First Draft – Graphic Due – Accountability Index Introduction	
10.12.09	First Draft – Building Success in Public Schools – Voluntary Action.	
10.13.09	Make sure SPA group has necessary support materials.	
10.14.09	Make sure attendees have necessary materials for the NASBE annual meeting.	
10.15.09	WSSDA regional meeting (Warren Smith). Offer supporting materials as needed.	
10.15.09	Final Draft – Recognizing Washington’s Best Schools.	
10.19.09	WSSDA regional meeting (Bunker Frank/ Steve Dal Porto). Offer supporting materials as needed.	
10.20.09	WSSDA regional meeting (Warren Smith/ Anna Laura Kastama). Offer supporting materials as needed.	
10.30.09	MHSD meeting. Provide support materials as necessary.	
11.02.09	Work Session on CORE 24 ITF. Materials provided as needed.	
11.03.09	Final draft: Statewide Accountability. Ensuring Excellence for All.	
11.09.09	First Draft: CORE 24 – A Key that Opens all Doors.	
11.09.09	Write the media advisory for the November Board meeting.	
11.10.09	PowerPoint due: Accountability Overview.	
11.10.09	Powerpoint – CORE 24 Overview.	
11.10.09	Final Draft: CORE 24 Overview Flyer.	
11.12.09	TDN/Columbia Editorial Board or Op-Ed.	
11.13.09	November Board Meeting Highlights Distributed.	
11.13.09	Possible Press Release regarding the adoption of the Accountability report.	
11.20.09	WSSDA Annual Conference. Materials provided as needed.	
11.24.09	First Draft - Equipped and Ready - Ensuring all Students Learn - An SBE Report on Student Achievement.	
11.30.09	Final Draft: Building Success In Washington's Public Schools - Voluntary Action.	
11.30.09	Final Draft: Building Success in Washington's Public Schools: Required Action Overview.	
11.30.09	Final Draft: The Accountability Index: An Introduction.	

Date	Task	Comments
12.04.09	Website prototype completed.	
12.15.09	Final Draft: Equipped and Ready - Ensuring all students learn - An SBE report on student achievement.	
12.18.09	Complete December enewsletter.	
12.30.09	Final Draft: CORE 24: - A Key that Opens All Doors.	
01.11.10	Write a media advisory for the January Board Meeting.	
01.13.10	Olympian Op-Ed or Editorial Board.	
01.13.10	Write highlights for the January Board Meeting.	
02.02.10	SPA Work Session. Materials provided as needed.	
02.04.10	CORE 24 ITF meeting. Materials provided as needed.	
02.18.10	Complete February enewsletter.	
03.15.10	Release March Board meeting media advisory.	
03.18.10	Tacoma News Tribune OP Ed – Editorial Board.	
03.18.10	Write a press release for the new 180 day waiver policy.	
03.19.10	Release Highlights for the March 18 Board Meeting.	
03.22.10	Write press release for adoption of new school and district improvement plan adoption.	
04.22.10	Complete April enewsletter.	
05.10.10	Write May Board meeting media advisory.	
05.13.10	Spokesman Review Op-Ed/ Editorial Board.	
05.14.10	Draft a Press Release on the new School and District Improvement Plan Rule.	
05.14.10	Write May Board Meeting Highlights.	
06.22.10	Complete June enewsletter.	
07.12.10	Write media advisory for the July Board Meeting.	
07.14.10	Bellingham Herald Op-Ed/ Editorial Board.	
07.16.10	Create highlights for the July 14-16 Board meeting.	
08.02.10	Identify the date and write a press release regarding the math cut scores for grades 3-8.	
08.09.10	Complete new communications strategy for 2010-2011.	
08.26.10	Complete August enewsletter.	