



THE WASHINGTON STATE BOARD OF EDUCATION

A high-quality education system that prepares all students for college, career, and life.

Title: Next Generation Science Standards (NGSS) Communication Plan - Update		
As related to:	<input checked="" type="checkbox"/> Goal One: Develop and support policies to close the achievement and opportunity gaps. <input type="checkbox"/> Goal Two: Develop comprehensive accountability, recognition, and supports for students, schools, and districts.	<input checked="" type="checkbox"/> Goal Three: Ensure that every student has the opportunity to meet career and college ready standards. <input type="checkbox"/> Goal Four: Provide effective oversight of the K-12 system. <input type="checkbox"/> Other
Relevant to Board roles:	<input checked="" type="checkbox"/> Policy leadership <input type="checkbox"/> System oversight <input checked="" type="checkbox"/> Advocacy	<input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Convening and facilitating
Policy considerations / Key questions:	How can the Board strengthen its collaboration with other organizations and utilize the Board's advocacy role to advance the continued sustainability of the NGSS?	
Relevant to business item:	N/A	
Materials included in packet:	NGSS Communication Plan Progress Memo NGSS Communication Plan Draft Ready WA One Pager	
Synopsis:		

At the March meeting, members will hear from a panel that will include Ingrid Stegemoeller, Partnership for Learning, Communications Manager; Member Jeff Estes; as well as State Board of Education (SBE) staff Alissa Muller. This will be an update on a recommendation for a NGSS communication plan as well as a report on the progress staff has made in lining up collaboration agreements with partner organizations.



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NGSS COMMUNICATION PLAN PROGRESS

Background

In [January](#), the Board heard from staff, Jeff Estes, Dr. Ellen Ebert, and Dr. Philip Bell regarding a rationale for why a communication plan supporting the Next Generation Science Standards (NGSS) would align well with the State Board of Education's (SBE) statutory responsibilities.

The Board also approved a motion directing staff to create a recommendation for a communication plan to utilize the Board's advocacy role to advance the successful implementation of Next Generation Science Standards and report back to the Board.

After developing a draft communication plan, staff met with various partner agencies to gauge interest in this work, see what work on behalf of NGSS communication was being undertaken already by partners, and to obtain specific commitments from partner organizations to work together on a sustained NGSS communication effort to support high-quality science education in the state.

The organizations staff met with were all supportive and excited about this work, and all agreed to support this work in different ways (see the following section for specifics).

An attached draft communication plan follows this memo, for your consideration and feedback.

Partner Commitment

Partners that have indicated a willingness to collaborate include the following:

1. ***Ready Washington*** – a coalition of state and local education agencies, associations and advocacy organizations that support college- and career-ready learning standards and assessments: Common Core Standards, Next Generation Science Standards and Smarter Balanced assessments. The coalition believes all students should be better prepared for college, work and life to build the skills to compete for the quality jobs that our state has to offer.

Ingrid Stegemoeller, the Partnership for Learning Communications Manager who leads the Ready Washington coalition, will be presenting on Ready Washington's NGSS communication plans at our Board March meeting.

Ready Washington has explicitly agreed to partner with SBE on this NGSS communication effort in the following ways:

Ready Washington has agreed to lead on:

- Content creation and dissemination to several audiences. They have relationships with all of our key audiences, except for legislators (district and school administration and school boards, science teachers, families and students, and industry, higher education and communities).

- Creation and funding of one pagers (targeted to school administration) and posters (targeted to teachers and students at the elementary, middle and high school levels).
- Press outreach: Setting up visits with state editorial boards across the state, having teachers, administrators, and students write OpEds, and inviting reporters to visit high performing science classrooms. This could also be done in partnership with Education Service Districts.
- Developing an editorial calendar (timeline for key messages and dates for a communication campaign) that all lead partners agree to focus efforts around.
- Lead and support social media efforts.

Additionally, Ready WA had a video filming in February at Cedarcrest Middle School in Marysville and another in Yakima focused on the value of the new science standards. We will co-brand this video, and it will be released later this spring.

2. **OSPI – Office of Science Teaching and Learning** – provides guidance for the development and implementation of Washington learning standards. The office conducts a portfolio of outreach efforts in the areas of leadership, professional learning and resource dissemination.

The OSPI Office of Science Teaching and Learning has explicitly agreed to partner with SBE on this NGSS communications effort in the following ways:

OSPI Science has agreed to brainstorm and help provide content expertise in developing materials, reviewing materials, as well as disseminating materials through the [Science Fellows network](#). The Fellows’ Network is a group of instructional leaders convened by the Office of Superintendent of Public Instruction (OSPI) and the Association of Educational Service Districts (AESD) to support district and community implementation of state learning standards in mathematics, English Language Arts (ELA), and science, and the Early Learning Guidelines. The Fellows engage in professional development 3-4 times a year, and then go back and train teachers in their own school or district.

OSPI Communications has agreed to help develop and disseminate materials, as well as to help film additional videos demonstrating how schools are responding to the NGSS.

3. ***Washington Association of Educational Service Districts (WAESD)*** – The nine ESDs are united in a shared goal to help all students succeed. Working in partnership with OSPI, the ESDs deliver statewide initiatives that benefit schools and local communities. This includes an effort to improve NGSS-focused science instruction by providing equitable access to technical assistance and professional development. These ESD efforts are often complimented by community-based STEM education networks sponsored by the non-profit organization, Washington STEM.

The WAESD (or individual ESDs) has agreed to explicitly partner with SBE on this NGSS communications effort in the following ways:

WAESD is very supportive of this effort, and has asked to be kept up to date on this effort. They are willing to help as they have capacity, but at a minimum, to disseminate materials through the [Science Fellows network](#).

4. ***Washington Student Achievement Council (WSAC)*** – provides strategic planning, oversight and advocacy to support increased student success and higher levels of educational attainment in Washington.

WSAC has explicitly agreed to partner with SBE on this NGSS communications effort in the following ways:

WSAC Communications has agreed to review, provide feedback, and then disseminate materials.

WSAC (Stephanie Gardner, Associate Director, Academic Affairs and Policy) has agreed to help brainstorm and provide review of materials.

5. ***Washington STEM*** – Its mission is to advance excellence, equity and innovation in STEM education for all Washington students.

Washington STEM has explicitly agreed to partner with SBE on this NGSS communications effort in the following ways:

Washington STEM is looking forward to collaborating with SBE to promote our work and to have us promote their work in this endeavor. They are already in the process of recruiting twenty 18-24 year old advocates from around the state to promote the importance of STEM and career-connected learning. They will have two advocates from each of the ten STEM districts, and each advocate will be paid a small stipend for their year-long commitment. Part of this program will include producing three videos focused on STEM that SBE will be able to promote as part of this work.

6. ***Governor's STEM Education Innovation Alliance*** – Brings together leaders from a broad range of business, labor, education, government, and nonprofit organizations, with the role of advising Washington's Governor and Legislature on policy and strategic planning in support of STEM education initiatives.

The STEM Education Innovation Alliance has explicitly agreed to partner with SBE on this NGSS communications effort in the following ways:

The STEM Education Innovation Alliance is very supportive of this effort, and individual members of the alliance have been in touch with staff regarding how to partner. Individual members that have been in touch include the Logan Center for Education, the Washington State Opportunity Scholarship, and Everett Public Schools.

Policy Considerations

The SBE is required under [RCW 28A.305.130\(4\)\(b\)](#) to identify the scores students must achieve to meet standard on statewide assessments. At the January 2018 Board meeting, SBE heard a presentation from OSPI regarding the recommended process for score-setting for the [Washington Comprehensive Assessment of Science \(WCAS\)](#). The WCAS is aligned to the Next Generation Science Standards (NGSS).

The NGSS align with the Board's work regarding the 24 credit graduation requirement and increasing the science credit requirement. In addition, the standards were designed with a commitment to equity in science education, to the extent that implementing the standards with fidelity means a commitment to educational equity. A communication effort on behalf of NGSS standards implementation complements and reinforces the Board's interest in advocacy for equity in education.

The Next Generation Science Standards (NGSS) are internationally benchmarked, rigorous, research-based and aligned with expectations for college and careers. [NGSS](#) are also interdisciplinary and focus on developing both academic and soft skills, as “a high-quality science education means that students will develop an in-depth understanding of content and develop key skills—communication, collaboration, inquiry, problem solving, and flexibility—that will serve them throughout their educational and professional lives.”

Additional policy considerations and how NGSS aligns to SBE’s statutory responsibilities are contained in the NGSS Communication Plan agenda item materials from [January](#).

Resources

The amount of already existing resources for Next Generation Science Standards for educators is truly astounding. As part of our communications effort, we plan to have a webpage on our SBE website as a sort of one-stop-shop for NGSS information and resources. We have begun gathering resources. Here is a sample, in case you want to see the types of information already available:

- [Next Generation Science Standards Website](#):
 - Seven case studies of diverse student groups:
<https://www.nextgenscience.org/appendix-d-case-studies>
 - Parent guides: <https://www.nextgenscience.org/parentguides>
 - Resources you can filter by type and audience:
<https://www.nextgenscience.org/resource-library>
 - Video Hub: <https://www.nextgenscience.org/video-hub/video-hub>
 - Instruction and Assessment Results: <https://www.nextgenscience.org/instruction-and-assessment-supports/instruction-and-assessment-supports>
- [STEM Teaching Tools Website](#)
 - PowerPoint about STEM teaching tools: <https://drive.google.com/file/d/0B1rvxYW3BEHWZmt3UmR0c3ZLdzQ/view>
 - There’s currently 51 practice briefs: <http://stemteachingtools.org/tools>
 - Categorized by topics, including equity: <http://stemteachingtools.org/tgs/Equity>
 - Other PD resources: <http://stemteachingtools.org/pd>
- [National Science Teachers Association](#):
 - Webinar series: http://learningcenter.nsta.org/products/symposia_seminars/NGSS/webseminar.aspx
 - NSTA Web Seminar Archives: http://learningcenter.nsta.org/products/web_seminar_archive_sponsor.aspx?page=NGSS

Action

No formal action will be taken on this agenda item. The Board will have the opportunity to provide feedback on this agenda item to staff to be incorporated as NGSS communication work moves forward.

If you have questions regarding this memo, please contact Alissa Muller at alissa.muller@k12.wa.us.



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2018 NGSS Implementation Communication Plan Draft

Objective: Advance and amplify the successful implementation of NGSS & continued sustainability of high-quality science education in the state of Washington.	
Partners	<ul style="list-style-type: none"> • Ready Washington • Office of Superintendent of Public Instruction (OSPI) • Washington Student Achievement Council (WSAC) • Washington STEM • Association of Educational Service Districts (AESD) • STEM Education Innovation Alliance
Audience (Primary)	<ul style="list-style-type: none"> • District and school administration, school boards • Legislators
Audience (Secondary)	<ul style="list-style-type: none"> • Science teachers • Families and students • Industry, Higher education, Communities
Key Information	<ul style="list-style-type: none"> • WA STEM 2017 Voter Survey: 94% of Washington voters believe that every child in the state should have access to a high-quality STEM education in Washington’s K-12 public schools. • Focus will be on increasing awareness of NGSS resources, grants, etc. <ul style="list-style-type: none"> ○ NGSS implementation has been uneven, leading to inequities ○ While we will not ignore the Washington Comprehensive Assessment of Science (WCAS), it will not be a primary focus
Key Messages	<ul style="list-style-type: none"> • Every student can be scientifically literate • Embracing diversity enhances learning • NGSS includes the critical thinking and communication skills that students need for postsecondary success and citizenship • NGSS weave together three dimensions: disciplinary core ideas, science and engineering practices, and cross-cutting concepts • No problem facing society now is one dimensional: our children need to be able to think across sectors • NGSS includes the opportunity for: 3D science teaching and learning; rigor, relevance, workforce development; business, community and school engagement • How STEM helps students in other subjects and in life • Connecting science learning to student’s interests and experiences
Communication Channels and Vehicles	<ul style="list-style-type: none"> • Webpage (build SBE webpage for NGSS information & resources) • Social media (Combination of articles, fact sheets/one pagers, infographics, blogs) • Posters and one pagers sent to districts • Create short videos • Press outreach: Visits with state editorial boards across the state/OpEds from teachers/administrators/students • Additional relevant meetings, workshops, conferences?



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<p>Timeline</p>	<ul style="list-style-type: none"> • End of February: Ready WA video on NGSS (in schools in Yakima/Marysville) • Late February/March: Editorial calendar that all lead partners agree to focus efforts around • After March SBE meeting: <ul style="list-style-type: none"> ○ Meet with other partners (WSSDA, WASA, higher ed, businesses, etc.) ○ Design one pagers/posters for elementary, middle and high schools ○ Shoot more videos as budgets/time allows • Mid-March soft launch/Spring 2018 provide one pagers to school/district administration • March, May and July community forums (Lacey, Yakima, Spokane) • Fall: Launch event: Back to school/fall big push <ul style="list-style-type: none"> ○ In a classroom with students/live stream <ul style="list-style-type: none"> ▪ Have Randy Spaulding and possibly the SPI and Governor attend • Fall: Press release regarding event the upcoming event/the webpage/one pagers & posters being disseminated to schools <ul style="list-style-type: none"> ○ Publicize webpage ○ Release videos strategically
<p>Action Steps</p>	<ul style="list-style-type: none"> • Continue work on SBE NGSS Resource webpage • Begin content for one pagers (school/district administration) and posters (targeted toward teachers/students at elementary, middle, and high schools) <p>Video campaigns:</p> <ul style="list-style-type: none"> • 1. Ready WA video on NGSS (Yakima/Marysville) –End of February • 2. OSPI/Stephanie Liden video collaboration opportunities <ul style="list-style-type: none"> a. Video campaign asking students “What problem do you want to solve?” (Rather than “What do you want to be when you grow up?”) • 3. Additional video campaign (if budget allows): Examples of how schools are responding—bringing recognition to districts across the state and showing how they are proactively taking action to respond to the new science requirements.



A coalition supporting college and career ready learning standards and assessments.

Who we are: The [Ready Washington](#) coalition, led by Partnership for Learning and the Office of Superintendent of Public Instruction, believes all students should be prepared for college, work and life. Ready Washington helps build awareness and understanding about the importance of high expectations to ensure students are mastering the skills and concepts they need to succeed after high school. Coalition members include state education agencies, associations and advocacy organizations that support college and career ready learning standards and aligned assessments.

How we work: Through fact sheets, videos, posters, presentations and digital content, Ready Washington provides families and schools with information about how learning standards and assessments help students get ready for postsecondary education, including college, apprenticeships, industry training or other certification, and career. Learn more at [ReadyWA.org](#).

Where to find us:

Website: www.ReadyWA.org
Facebook: [Facebook.com/ReadyWA](https://www.facebook.com/ReadyWA)
Twitter: [@ReadyWA](https://twitter.com/ReadyWA)
Instagram: [Instagram.com/ReadyWashington](https://www.instagram.com/ReadyWashington)
YouTube: [YouTube/ReadyWA](https://www.youtube.com/ReadyWA)

Resources:



School Poster: What Does Your Future Look Like? Plan your path today.



Flyer: State learning standards and assessments information, in 16 languages.



Video Series: Featuring student and teacher voices.