

**STATE BOARD OF EDUCATION WORK AND COMMUNICATIONS PLANS**

**BACKGROUND**

At the July retreat, the Board prioritized its work for the year. Staff has created a work plan and communications plan for Board review.

**EXPECTED ACTION**

The Board will review the work and communication plans on the first day and consider adoption of the work plan and communications plan on the second day of this meeting. Staff will be available to answer questions. In particular, staff is seeking feedback on the measurable outcomes for the Board's priorities

**Work Plan  
2009 – 2010**

**Edie Harding  
Executive Director  
Presented to the Washington State Board of Education  
September 17, 2009**

## **Mission**

The State Board's role in the K-12 system is to lead the development of state policy, provide system oversight, and advocate for student success.

## **Vision**

The State Board envisions a learner-focused state education system that is accountable for the individual growth of each student, so that students can thrive in a competitive global economy and in life.

## **Goals**

The Board has three overarching goals:

1. Improve achievement for all students.
2. Improve graduation rates.
3. Improve student preparation for post-secondary education and the 21st century world of work and citizenship.

## **Board Priorities for 2009-2010**

1. Complete work on CORE 24 implementation, taking into consideration recommendations from the Implementation Task Force, including phase-in of the high school graduation requirements.
2. Refine the SBE Accountability framework, including a revised Accountability Index with the specific steps outlined for Required Action for districts with low performing schools.
3. Institute a collaborative system with OSPI for recognizing high performing schools.
4. Participate in work with the following stakeholders under HB 2261 Education Reform implementation: Quality Education Council, Data Governance, Finance, and other groups as needed.
5. Assist in Washington State's Race to the Top application (the Chair of SBE is one of the co-signers).
6. Understand OSPI plans for assessment work and prepare for SBE's role in cut scores of new tests in math and science.
7. Ensure that the achievement gap and dropout issues are part of Accountability work.
8. Create a new waiver process for the 180 day waivers.
9. Begin examination of quality teaching issues (joint meetings with PESB and focused strategy session on what our role will be).

## **Measurable Outcomes for Priorities**

1. CORE 24/Meaningful High School Diploma:
  - a. Implementation Task Force completes work and forwards recommendations for SBE consideration.
  - b. MHSD Work Group completes policy work and forwards recommendations for SBE consideration.
  - c. CORE 24 phase-in plan is part of QEC's interim report.
  - d. Rules needed to prepare for implementation of CORE 24 are drafted.

2. SBE Accountability Framework:
  - a. More specific steps are developed for Voluntary and Required Action within the framework with input from a wide variety of stakeholders.
  - b. The policy document/legislation on Required Action is prepared.
  - c. The legislature adopts the SBE recommended Required Action in 2010 Legislative Session.
  - d. The Innovation Zone program (under OSPI's Voluntary Action program) is developed and ready for district implementation.
  - e. Essential accountability components, such as the Framework, Required Action, and Voluntary Action, are presented in easy-to-read flyers, correspondence, PowerPoints, and website pages.
  - f. Current partnerships are expanded to support the SBE Accountability Framework during the 2010 Legislative Session.
  - g. The Accountability Index is revised based on feedback.
  - h. A coalition of other states and federal buy-in is obtained for the new Accountability Index under the Reauthorization of No Child Left Behind.
  - i. SBE rules are revised for school improvement plan and potential district improvement plan.
3. Joint Recognition Program of Schools with OSPI:
  - a. Documents are produced that clearly define the new SBE/OSPI joint recognition system.
  - b. Award materials are developed (correspondence, banners, plaques) for high performing schools.
  - c. Successful award ceremonies are conducted at ESDs.
  - d. Successful model for future recognition ceremonies created.
4. HB 2261 Implementation:
  - a. The Quality Education Council accepts key components of SBE's work.
  - b. The Accountability refinements and CORE 24 phase-in listed above become part of Phase II of HB 2261.
  - c. SBE ensures its policy priorities are reflected in the Data Governance and Funding work groups.
5. Race to the Top Application:
  - a. A quality application is completed that addresses key SBE priorities.
  - b. The US Department of Education provides a grant to Washington.
6. Assessment Scores:
  - a. SBE adopts cuts scores for math grades 3-8.
7. Accountability work to include achievement gap and dropout issues:
  - a. School Improvement and potential new District Improvement Plans address achievement gap and dropout issues.
  - b. SBE creates set of state-wide goals to include the achievement gap and dropout issues.
8. 180 Day Waiver Process:
  - a. The 180 day waiver process is revised to reflect SBE priorities for districts and schools to use waivers for innovative practices.
9. Quality Teaching:
  - a. Clear strategies and actions are developed on joint quality teaching strategy work with PESB, OSPI, and other stakeholders.
  - b. The study on mobility and retention of National Board Certified teachers is completed.

**SBE Work Plan -Major Themes**

- Education Reform.
- Meaningful High School Diploma (MHSD) and CORE graduation requirements: Preparing for the Class of 2013 and Beyond.
- System performance accountability (SPA).
- Assessment.
- Quality Teaching.
- 180 Day Waivers Revision.

**Work Plan Calendar****Part One: October - February**

Topic Areas	October 2009	November 2009	December 2009	January 2010	February 2010
<b>Board Meetings</b>		Board agenda items for November 12-13 meeting: <ul style="list-style-type: none"> <li>• Review and adopt report to legislature on Accountability Framework (Index, Voluntary Action, and Required Action).</li> <li>• Review and discuss CORE 24 ITF.</li> <li>• Examine our readiness for the Class of 2013 (math and science action plans).</li> <li>• Discuss legislative strategy.</li> <li>• Joint meeting with PESB regarding HB 2261 and Race to the Top "Education Reform Issues" (data, common standards, quality teaching).</li> </ul>		Board agenda items for January 13-14 meeting: <ul style="list-style-type: none"> <li>• Preview of 2010 Legislative Session and potential visit with legislators .</li> <li>• Half day retreat to finish discussion on Board roles</li> <li>• Presentation on NBCT mobility study.</li> <li>• Draft revisions to current 180 day waiver process.</li> <li>• Review new 180 day waiver rule policy draft.</li> <li>• BERC Group Report on Transcript Studies.</li> </ul>	

Topic Areas	October 2009	November 2009	December 2009	January 2010	February 2010
<b>Sessions, Public Outreach, and Meetings</b>	<p>Present to WSSDA Legislative Assembly September 25.</p> <p>Brief QEC September 29-30?</p> <p>Presentation to Senate Education Committee October 1-2.</p> <p>NASBE Annual Meeting October 14-16.</p> <p>Outreach to stakeholders and legislators on accountability proposals.</p> <p>Work sessions on:</p> <ul style="list-style-type: none"> <li>• CORE 24 September 28.</li> <li>• MHSD October 30.</li> <li>• SPA October 13 (finish discussion on Voluntary and Required Action).</li> <li>• Executive Committee face to face with AWSP, WASA, and WSSDA Mid October.</li> <li>• Executive Committee meeting with SPI September 24.</li> </ul>	<p>Work Session on CORE 24 ITF November 2.</p> <p>Present at WSSDA Annual Conference November 20.</p>			<p>SPA work session in February (discuss school and district improvement plans).</p> <p>CORE 24 ITF work session in February.</p>

Topic Areas	October 2009	November 2009	December 2009	January 2010	February 2010
<p><b>Staff Follow up</b></p>	<p>Work with CORE 24 Implementation Task Force and MHSD Work Group.</p> <p>Work on refinements for Accountability Framework with emphasis on Voluntary and Required Action pieces.</p> <p>Outreach to stakeholders on Accountability proposals.</p> <p>Work with OSPI to recognize high performing schools and districts, via the SBE Accountability Index.</p> <p>Work with PESB on plans for November meeting.</p> <p>Work on revised 180 day waiver process.</p> <p>Work with Governor, OSPI, and others on Race to the Top.</p> <p>Monitor HB 2261 and QEC work.</p> <p>Conduct SBE rule revisions.</p>	<p>Work with CORE 24 Implementation Task Force .</p> <p>Work on refinements for Accountability Framework with emphasis on Voluntary and Required Action pieces.</p> <p>Outreach to Stakeholders on Accountability proposals.</p> <p>Work with PESB on plans for November meeting.</p> <p>Work on revised 180 day waiver process.</p> <p>Work with the Governor, OSPI, and others on Race to the Top.</p> <p>Monitor HB 2261 and QEC work.</p> <p>Conduct SBE rule revisions.</p>	<p>Prepare for legislative session.</p> <p>Work on revised 180 day waiver process.</p> <p>Work with Governor, OSPI, and others on Race to the Top.</p> <p>Monitor HB 2261 and QEC work.</p> <p>Examine rule revisions.</p>	<p>Work on SBE and other education legislative agendas.</p> <p>Begin work with OSPI and Feds on new Accountability Index.</p> <p>Work on SBE and other education legislative agendas.</p> <p>Examine how Accountability Framework can integrate prototype schools (legislative requirement, no deadline under HB 2261).</p> <p>Conduct SBE rule revisions.</p> <p>Prepare Innovation Zone RFP for firm to manage, several districts to participate.</p> <p>Prepare final report to Gates on grant.</p> <p>Potential orientation for new Board members if elected or appointed.</p>	

Topic Areas	October 2009	November 2009	December 2009	January 2010	February 2010
<b>Reports/ Studies due</b>			Accountability Framework Report due to legislature December 1, 2009.	BERC Transcript Study.  CTE/Math Update.  World Languages Update.	
<b>Board Key Decisions Due</b>		Approve Required Action Legislative Proposal.  Approve revised Accountability Index for proposal to Feds.  Adopt amendment to rule on community college high school diploma programs due to a change in law as set forth by SHB 1758.		Determine how to begin processes for revising SBE strategic plan (due June) and July Board retreat.  Certify that school districts are in compliance with the Basic Education Act requirements.	
<b>Current contracts</b>	Accountability Pete Bylsma: accountability  Graphic Support: BERK & Associates  Transcript study: BERC Group  National Board Certified Teachers Mobility and Retention Study	Accountability Pete Bylsma: accountability  Graphic Support: BERK & Associates Transcript study: BERC Group  National Board Certified Teachers Mobility and Retention Study	Accountability Pete Bylsma: accountability  Graphic Support: BERK & Associates Transcript study: BERC Group  National Board Certified Teachers Mobility and Retention Study		
<b>On The Radar Screen</b>	<ul style="list-style-type: none"> <li>• NCLB reauthorization</li> <li>• Getting ready for Class of 2013 (math and science)</li> <li>• Common core standards and curriculum</li> <li>• Data issues</li> <li>• Alternative Education policies</li> <li>• Online policies</li> <li>• Achievement Gap issues</li> <li>• ELL</li> <li>• SBE rules review</li> </ul>				



## Part Two: March - September

Topic Areas	March/April 2010	May/June 2010	July 2010	August 2010	September 2010
<b>Board meetings</b>	<p>Potential Board agenda items for March meeting:</p> <ul style="list-style-type: none"> <li>• Elect new members to executive committee (chair, vice chair, 2 at large members). Past chair position will be filled by Mary Jean.</li> <li>• Receive SPA update.</li> <li>• Adopt final CORE 24 ITF report.</li> <li>• Legislative session update.</li> <li>• Review draft of new school and district improvement plan rule.</li> <li>• Nominate committee to begin strategic planning process.</li> <li>• Adopt new 180 day waiver rule policy.</li> </ul>	<p>Potential Board agenda items for May meeting:</p> <ul style="list-style-type: none"> <li>• Review standard setting process for math assessments grades 3-8.</li> <li>• Adopt final new school and district improvement plan rule.</li> <li>• Adopt draft strategic plan, which will be refined further at retreat.</li> <li>• Review draft CORE 24 rule.</li> </ul>	<p>Potential Board agenda items for July meeting:</p> <ul style="list-style-type: none"> <li>• Retreat- one and a half days- Strategic Plan and reflection on Board work.</li> <li>• Approve draft CORE 24 rule.</li> </ul>	<p>Special meeting:</p> <ul style="list-style-type: none"> <li>• Adopt math cut scores for grades 3-8.</li> </ul>	<p>Potential Board agenda items for September meeting:</p> <ul style="list-style-type: none"> <li>• Assessment update.</li> <li>• Work plan.</li> </ul>

Topic Areas	March/April 2010	May/June 2010	July 2010	August 2010	September 2010
<p><b>Board Work Sessions, Public Outreach, and Meetings</b></p>	<p>Hold focused strategy session on Quality Teaching.</p> <p>CORE 24 ITF Work Session (tentative).</p>				<p>Potential Board agenda items for September:</p> <ul style="list-style-type: none"> <li>• Review work plan and communication s plan for the year.</li> <li>• Review legislative and budget proposals.</li> <li>• Adoption of work plan for 2008-09.</li> </ul> <p>October 14 SPA work session on school improvement plan rule.</p>
<p><b>Staff Follow up</b></p>	<p>Continue CORE 24 and SPA work.</p> <p>Work with Feds on NCLB reauthorization.</p> <p>Conduct SBE rules review.</p>	<p>Continue CORE 24 and SPA work.</p> <p>Work with Feds on NCLB reauthorization.</p> <p>Conduct SBE rules review.</p>			
<p><b>Reports/ Studies/ Other Requirements Due</b></p>					

Topic Areas	March/April 2010	May/June 2010	July 2010	August 2010	September 2010
<b>Board decisions due</b>		Approve SBE draft Strategic Plan (due to OFM Mid June).	Approve SBE annual budget.	Adopt math cut scores for grades 3-8.	Approve work plan and communications plan.  Finalize legislative and budget requests for 2011-13 biennium.
<b>Current contracts</b>					
<b>Other Board potential issues</b>	<ul style="list-style-type: none"> <li>• NCLB reauthorization.</li> <li>• Getting ready for Class of 2013 (math and science).</li> <li>• Common core standards and curriculum.</li> <li>• Data issues.</li> <li>• Alternative Education policies.</li> <li>• Online policies.</li> <li>• Achievement Gap issues.</li> <li>• ELL.</li> <li>• SBE rules review .</li> </ul>				

**Communications Strategy  
September 2009- August 2010**

**Aaron Wyatt  
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The Washington State Board of Education  
September 2, 2009**

## **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**

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

Meeting	Location	Month	Day(s)	Attending	Attendees	Comments
<b>WASA Conference</b>						
<b>WSSDA Regional Meeting</b>	Tukwila	October	15	Yes	Warren/ Connie	
<b>WSSDA ESD 105 Regional Meeting</b>	Union Gap	October	19	Yes	Phyllis/ Steve	
<b>WSSDA ESD Puget Sound Pierce County</b>	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
<a href="#">Pat Sullivan</a> - Covington	<a href="#">Bruce Dammeier</a> - Puyallup	<a href="#">Kevin Ranker</a> - Bellingham	<a href="#">Linda Parlette</a> - Wenatchee
<a href="#">Tim Probst</a> - Vancouver	<a href="#">Norm Johnson</a> - Yakima	<a href="#">Claudia Kauffman</a> - Covington	<a href="#">Curtis King</a> - Yakima
<a href="#">Marcie Maxwell</a> - Bellevue		<a href="#">Eric Oemig</a> - Woodinville	
<a href="#">Sam Hunt</a> - Olympia		<a href="#">Rosemary McAuliffe</a> - Bothel	
<a href="#">Dave Quall</a> - 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**

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

<b>Date</b>	<b>Task</b>	<b>Comments</b>
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.	