



## THE WASHINGTON STATE BOARD OF EDUCATION

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

<b>Title:</b>	Communications Update	
<b>As Related To:</b>	<input checked="" type="checkbox"/> Goal One: Develop and support policies to close the achievement and opportunity gaps.	<input checked="" type="checkbox"/> Goal Three: Ensure that every student has the opportunity to meet career and college ready standards.
	<input checked="" type="checkbox"/> Goal Two: Develop comprehensive accountability, recognition, and supports for students, schools, and districts.	<input checked="" type="checkbox"/> Goal Four: Provide effective oversight of the K-12 system.
		<input checked="" type="checkbox"/> Other
<b>Relevant To Board Roles:</b>	<input checked="" type="checkbox"/> Policy Leadership <input checked="" type="checkbox"/> System Oversight <input checked="" type="checkbox"/> Advocacy	<input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Convening and Facilitating
<b>Policy Considerations / Key Questions:</b>		
<b>Possible Board Action:</b>	<input checked="" type="checkbox"/> Review <input type="checkbox"/> Approve	<input type="checkbox"/> Adopt <input type="checkbox"/> Other
<b>Materials Included in Packet:</b>	<input type="checkbox"/> Memo <input checked="" type="checkbox"/> Graphs / Graphics <input type="checkbox"/> Third-Party Materials <input type="checkbox"/> PowerPoint	
<b>Synopsis:</b>	This section of the packet includes a copy of the State Board of Education communications plan and an update on communications projects and accomplishments of the past six months.	



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## Communications Strategy

### **Vision**

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

### **Communications Plan Executive Summary**

The mission of the State Board of Education is to lead the development of state policy, provide system oversight, and advocate for student success. Communication plays an important role in fulfillment of the mission. Through this plan, the Board will be recognized as the leading source of education oversight information, policy perspective, and a valuable partner to education experts in Washington State.

This plan addresses the key goals of communication strategy at the Washington State Board of Education: clear communication with stakeholder groups on the policies and positions advocated by the Board, and easy access to resources for board members doing the important work of the State Board of Education. Communication about policies and positions will support the 2015-2018 Strategic Plan adopted by the Board in January 2015. Communication with board members will be improved through ongoing feedback processes and more responsive communication channels.

The Board's vision is of a high-quality education system that prepares all students for college, career, and life. This plan's purpose is to share that vision and a process to achieve it in plain, clear language with key stakeholder groups.

### **Background**

Communication is key to the State Board of Education's strategic plan. Most sections of the Board's plan contain communication and outreach components. Regular communication with the public, and transparency of board deliberations, is key to pursuit of these goals.

### **Focus**

#### **Strategic Plan:**

- Develop and support policies to close the achievement and opportunity gaps.
- Develop comprehensive accountability, recognition, and supports for students, schools, and districts.
- Ensure that every student has the opportunity to meet career and college ready standards.
- Provide effective oversight of the K-12 system.
- Each of these goals in the SBE Strategic Plan contain regular measures of progress. This communications plan will incorporate regular communication of the measure reports to support the strategic plan. Convey information about SBE activity without contributing to information overload.

#### **Positioning:**

The Washington State Board of Education has the most comprehensive and authoritative perspective on what's best for the education system in Washington state.



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## Situational Analysis (as of /2016)

<b>Strengths</b>	<b>Weaknesses</b>
<p>Clear strategic plan that aligns with statutory duties</p> <p>Board members can communicate about the board</p> <p>Public comment – we can be responsive to topics in public comment (Outreach)</p> <p>Social media accounts well-established</p> <p>Stakeholders appreciate email notifications</p> <p>Analysis</p> <p>We have some strong digital communication channels.</p> <p>The website has been greatly improved by Sarah Lane. We can continue to build on those improvements with usability testing and changes.</p> <p>Meeting materials have become more succinct</p> <p>We use communications best practices – create blog posts and create helpful informative short summaries to drive traffic to blog from email and social</p> <p>Written social media policy</p> <p>Improved highlights go out immediately</p> <p>Plain talked materials have excellent analytics</p> <p>We target audiences with information they want</p>	<p>No formal plans to use board members to communicate about board activities</p> <p>Small team – some outputs, such as video, take a lot of resources.</p> <p>Meeting materials are still sometimes heavy and long, even for policy partners. We don't always plain talk the materials after the fact to share them.</p> <p>Balancing communication with board members with communicating on behalf of the board</p> <p>A lot of effort and resources go into producing information for board, without a translation for stakeholder groups.</p> <p>Information must be simplified – let's plain talk more.</p> <p>Be sure to use channels in a cohesive way – schedule social posts.</p> <p>The website is too big. It's hard for users to find information. It's beginning to look outdated.</p> <p>We don't share much besides SBE news on social. It would be good to develop a strategy for sharing other items.</p>
<b>Opportunities</b>	<b>Threats</b>
<p>Good working relationships with several education groups</p> <p>Potential for broader community engagement</p> <p>We can establish communications channels in these orgs' regular newsletters, blogs, etc.</p>	<p>Audiences experiencing information overload</p> <p>Developing relationships with some education groups</p> <p>Legislative action to restructure SBE</p> <p>Misinformation about the board and its authority</p> <p>Complex subject matter – frequently oversimplified in earned media</p> <p>People can't always tell SBE from OSPI or SBCTC</p>



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## Goals

- Produce regular updates on the Board’s actions and positions in plain language.
- Improve the public’s understanding of what SBE does.
- Improve transparency and professional relationships with audiences.
- Open channels for communication and outreach.
- Develop better working relationships with stakeholder groups.
- More usable website.

## Objectives (how we achieve our communication goals)

### Communicate on the board’s Strategic Plan:

- Develop and support policies to close the achievement and opportunity gaps.
- Develop comprehensive accountability, recognition, and supports for students, schools, and districts.
- Ensure that every student has the opportunity to meet career and college ready standards.
- Provide effective oversight of the K-12 system.

#### Tools:

- Blog posts
- Board meeting streaming
- Legislative session updates
- Data spotlights
- Research page updates
- 5491 Report/Educational System Health
- Resolutions
- Press releases

### Communicate on Accountability

Recognition, accountability, and avenues to share best practices.

#### Tools:

- Achievement Index
- Data Spotlight
- Research page
- Press releases

### Communicate on Board actions

Before, during, and after board meetings. Keep stakeholders in the loop. If they want to know what the board is doing, we will make it easy to find out.

#### Tools:

- Meeting agendas
- Highlights
- Live streaming of board meetings
- Blog posts
- Press releases



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## Outreach:

- School visits
- Partner with ed. partner orgs to identify opportunities.
- Regular outreach meetings
- Expanded invitation list for Community Forum
- Link to forum on SBE website and social
- Outreach events on calendars

## Target Audience:

### Several key audiences:

Administrators (school and district)  
School boards  
Teachers

Education partners  
Students and families  
Legislators

## Methods:

### Channels:

- Website
- Constant Contact
- Social Media
- Live Streaming
- Board member presentations
- Outreach

## Create communication project plans as needed:

### 2015 Communications Projects:

- Smarter Balanced graduation score-setting
- Indicators of Educational System Health video
- Board meeting streaming testing: Periscope solution for 2016
- Diverse communities outreach
- Switch from Listserv to Constant Contact – better tracking and analytics

### 2016 Communications Projects:

- Legislative priorities
- Periscope streaming of board meetings
- Presentations and talking points for board members at WSSDA meetings
- Video strategy
- 24 credit graduation requirement outreach

### Other topics as appropriate

- Opportunity and Achievement Gaps
- School funding
- CTE equivalencies
- Assessment alternatives
- Charter Schools (legislation-dependent)

### Measurements

#### Analytics reports

- Social media
- Constant Contact
- Website
- Blog posts
- Video

Media tracking  
Surveys



# Communications Update and Analytics

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Stefanie Randolph, SBE Communications Manager



# Constant Contact

Get updates from the Washington State Board of Education

Sign up to receive email notification of changes to the website, blog updates, and board meeting schedules.

\* Email Address

First Name

Email Lists

- Blog
- Board meetings
- Legislative updates
- News releases
- Rule activity
- Website updates

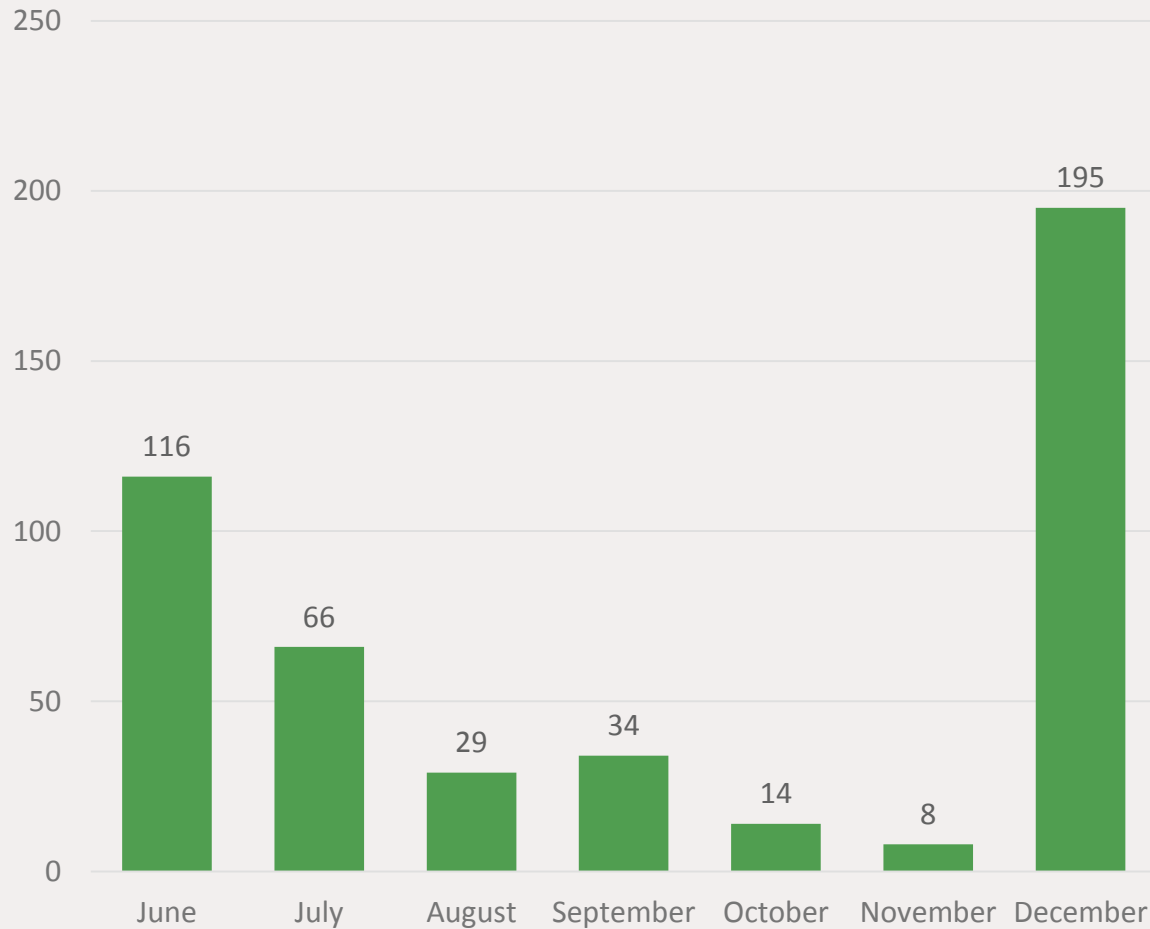
**Sign Up**

We use Constant Contact to share:

- Blog posts
- Videos
- Website updates
- Data and Research updates
- News Releases
- More!



# New Subscribers

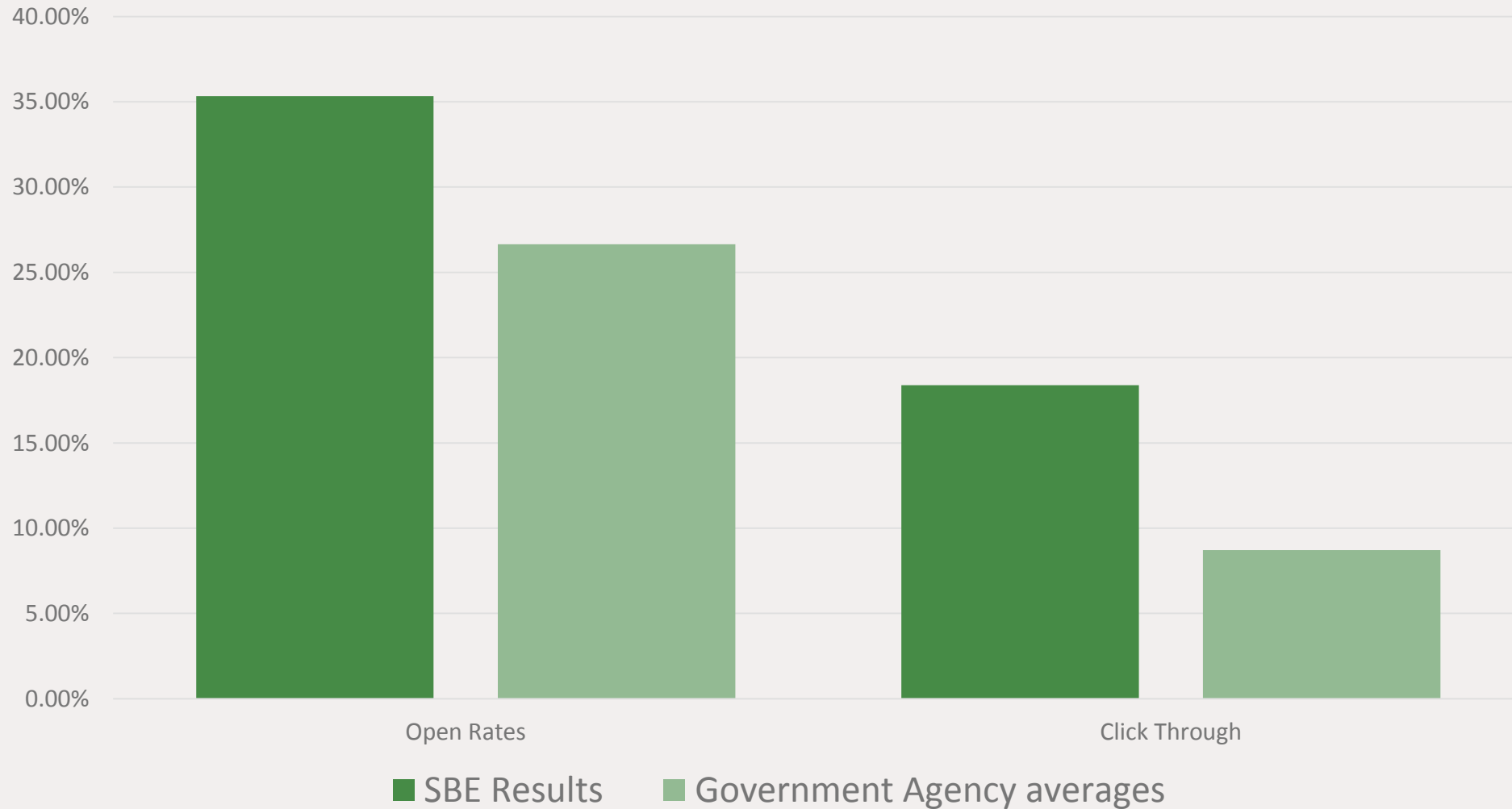


- First email to Listserv about switch to Constant Contact: June 2015
- Reminder email: September 2015
- End of ListServ: September 30, 2015
- December 24-credit graduation requirement workshops registrations = email signups
- Total subscribers: 5,506

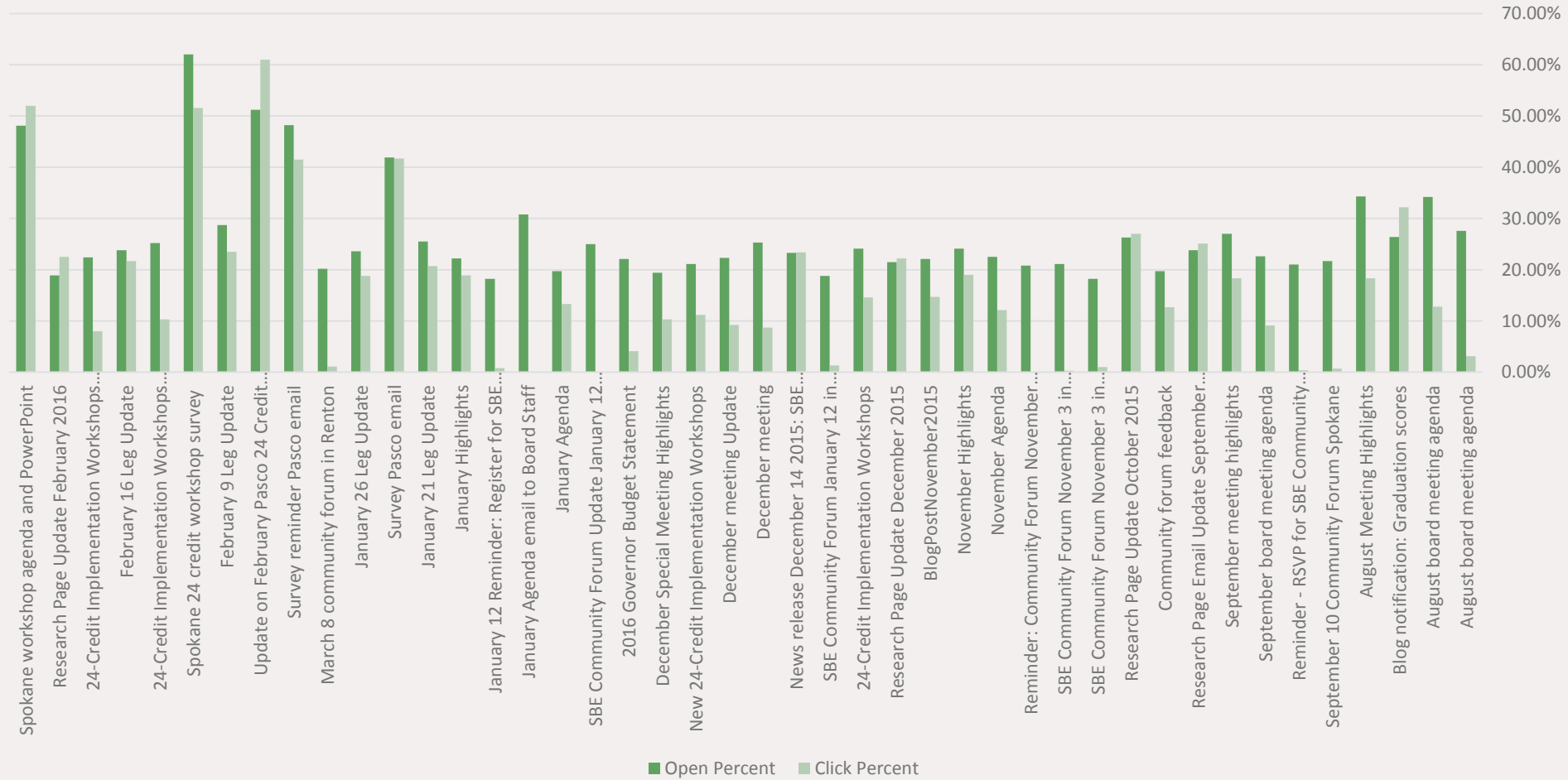




# Constant Contact: Open and Click rates



# Constant Contact: since 7/2015





# Smarter Balanced graduation scores

- Two blog posts
- Media coverage
  - Press conference
  - TVW coverage
  - Nine separate stories about board's action
- This chart of the scores was shared widely

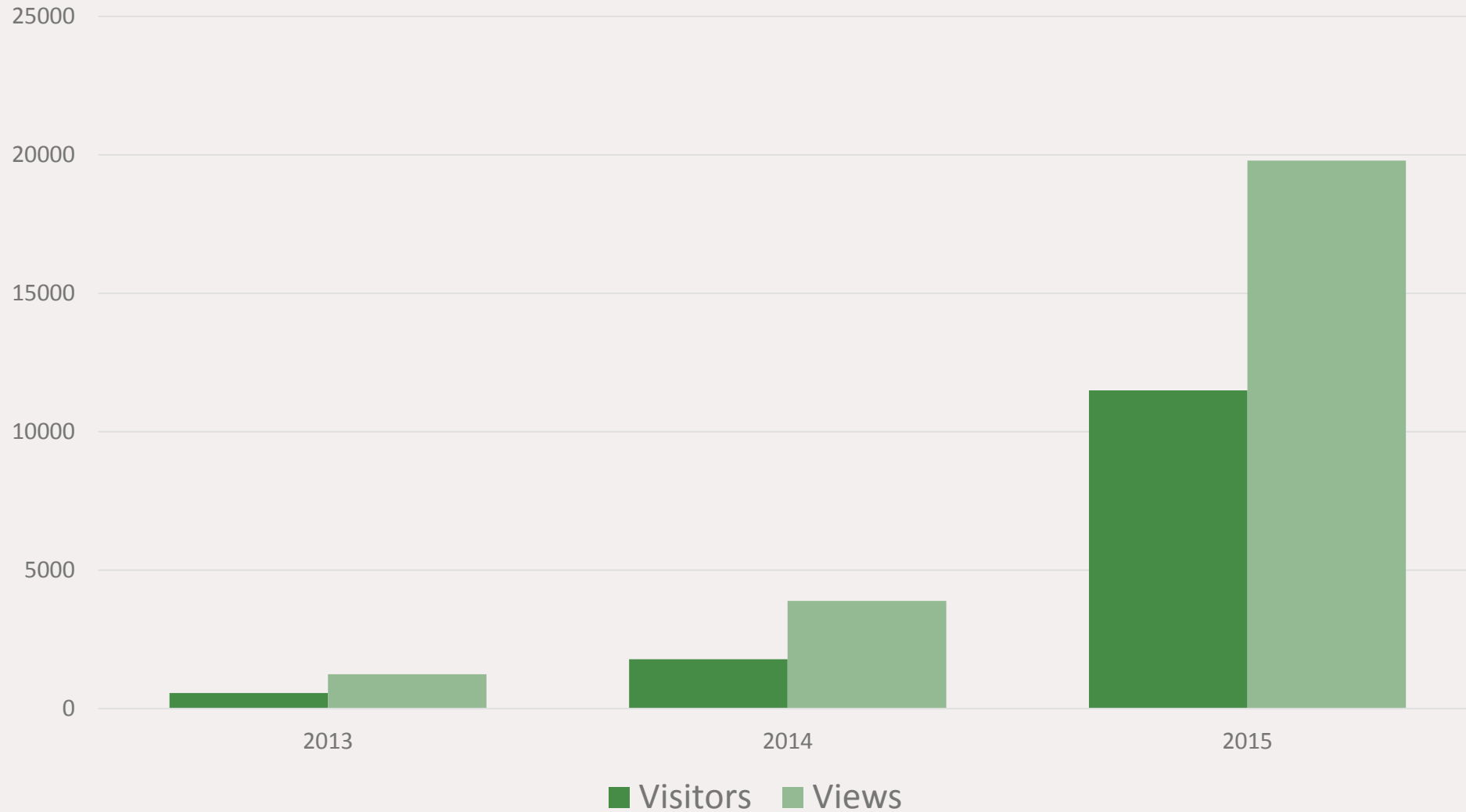
	2299-2492	2493-2582	2583-2681	2682-2795
	Level 1	Level 2	Level 3	Level 4
<b>English Language Arts</b>	2299-2492	2493-2582	2583-2681	2682-2795
<b>Math</b>	2280-2542	2543-2627	2628-2717	2718-2862

Washington Minimum Graduation Score: 2548 (indicated by a downward arrow pointing to the Level 2 score range for English Language Arts)

Washington Minimum Graduation Score: 2595 (indicated by an upward arrow pointing to the Level 2 score range for Math)



# Sounding Board blog: annual performance



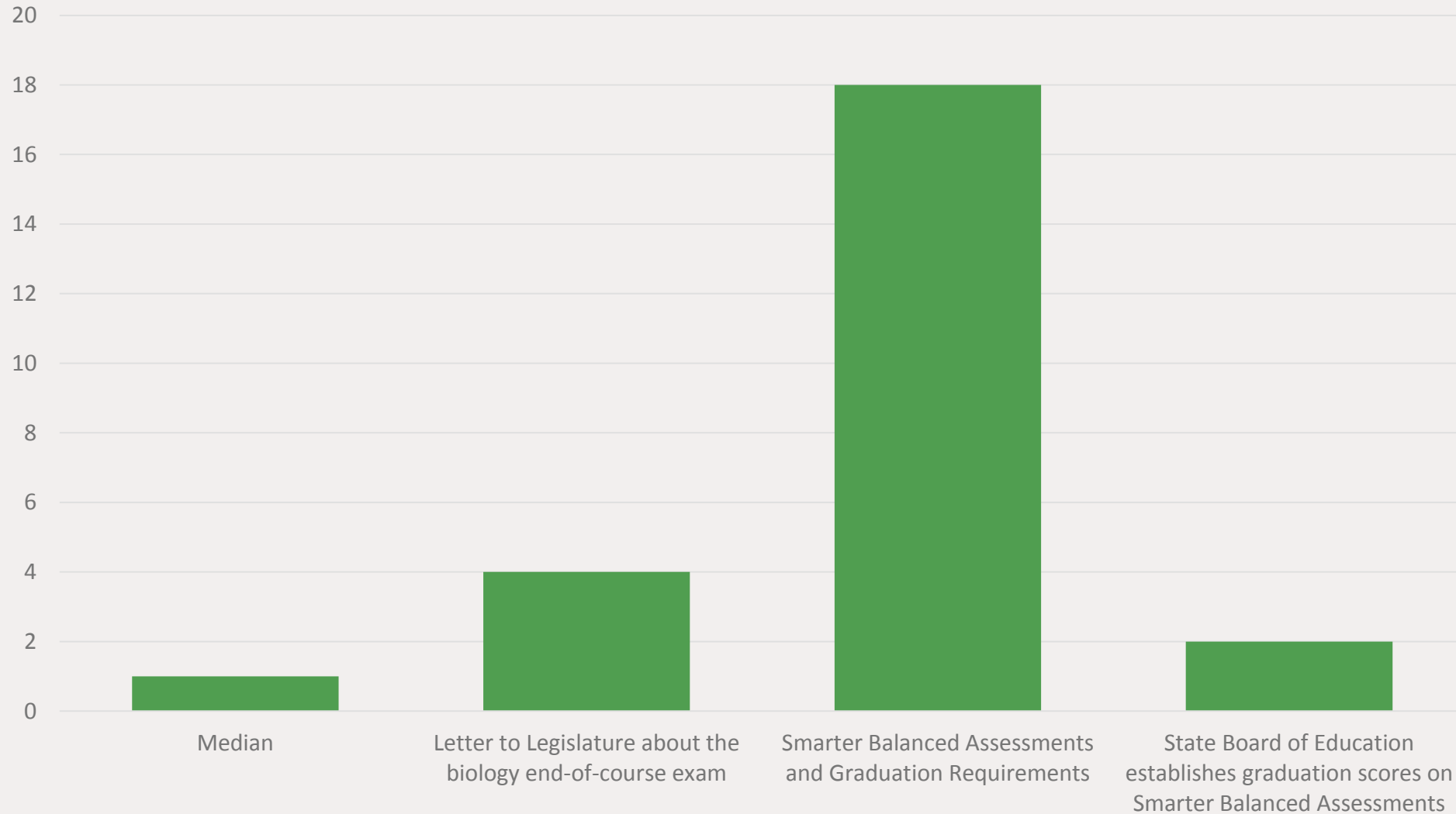


# Top blog posts since 7/2015: Views





# Comments on top posts since 7/2015



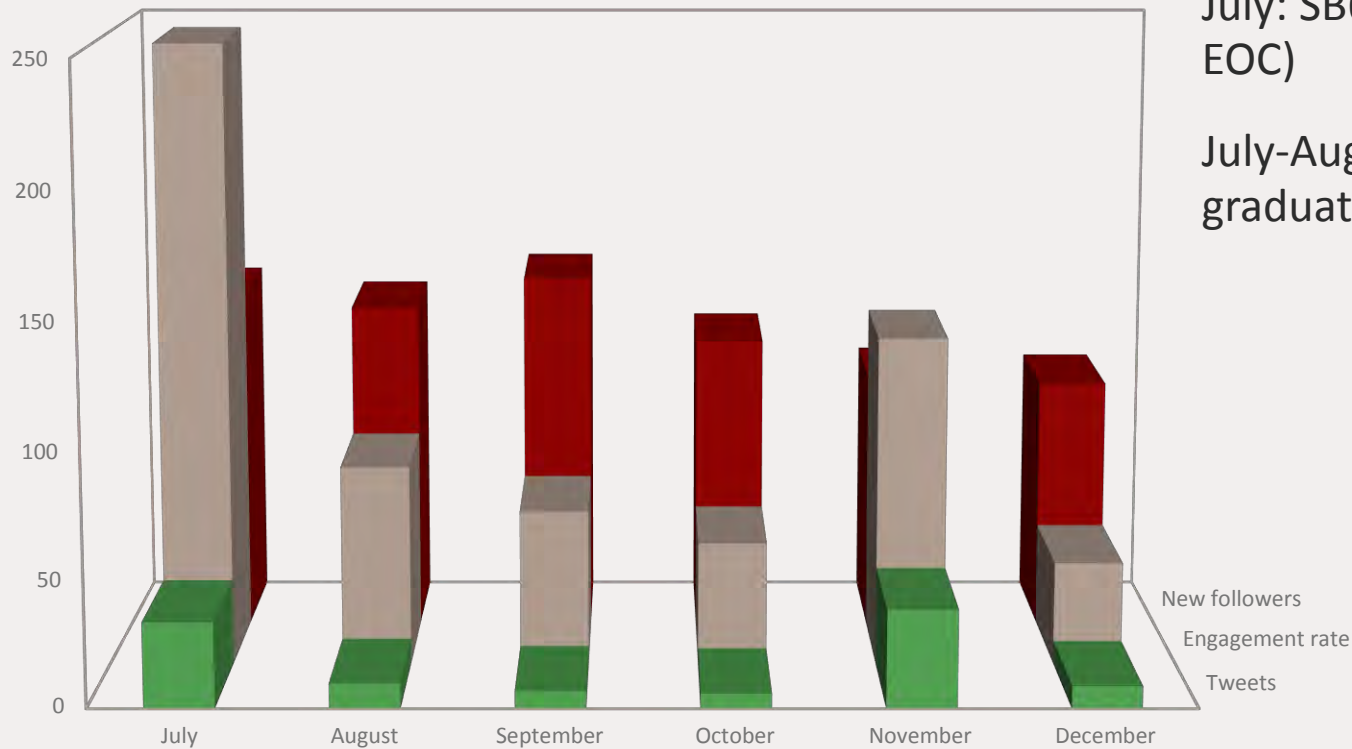


# Social Media: Twitter

Twitter topics that performed well:

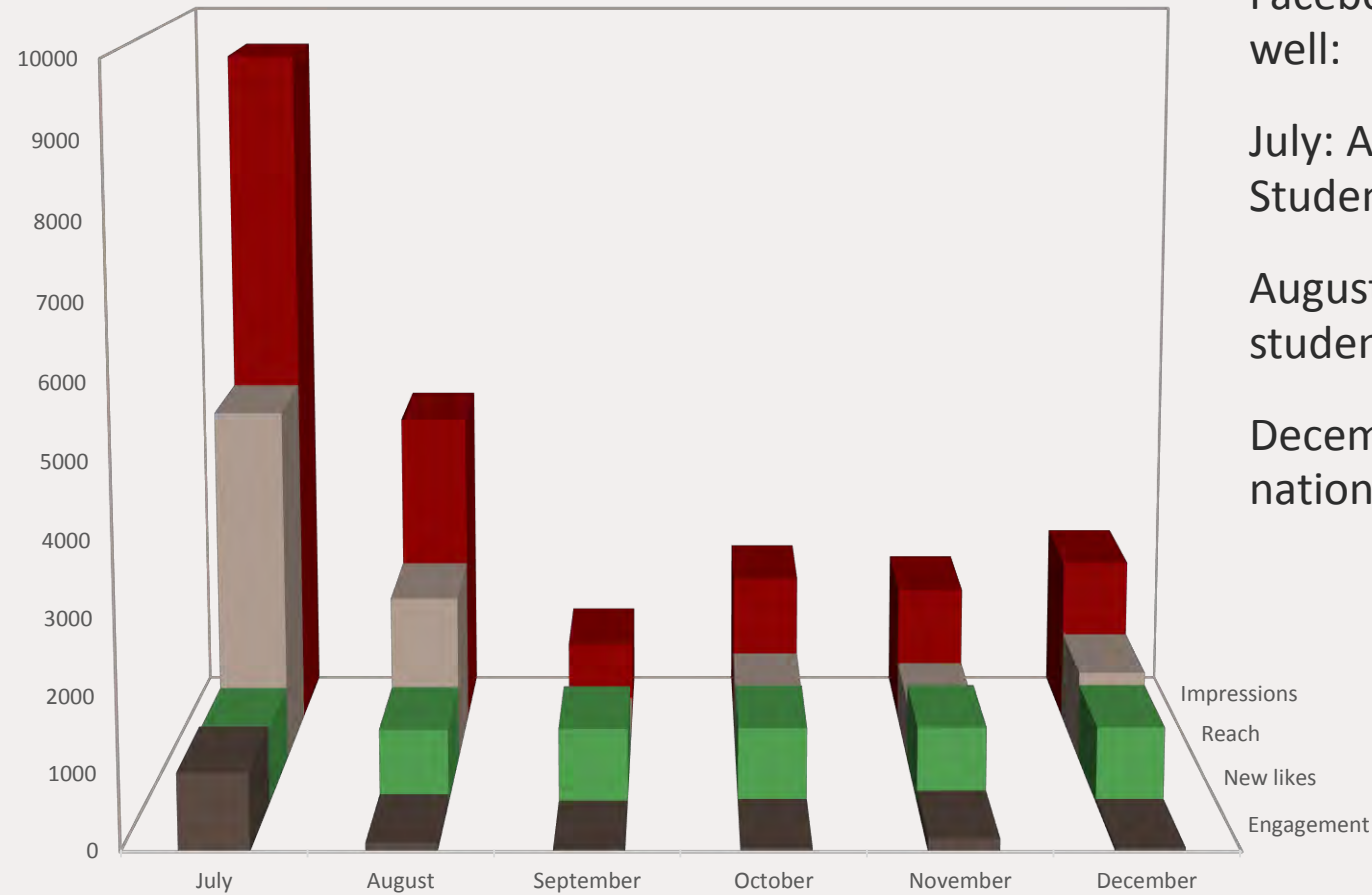
July: SB6145 (suspending BIO EOC)

July-August: Smarter Balanced graduation score-setting





# Social Media: Facebook



Facebook topics that performed well:

July: Achievement Index Post, Student voices video, SB 6145

August: SBA score-setting, and student voices video

December: Kim Reykdal, finalist national counselor of the year

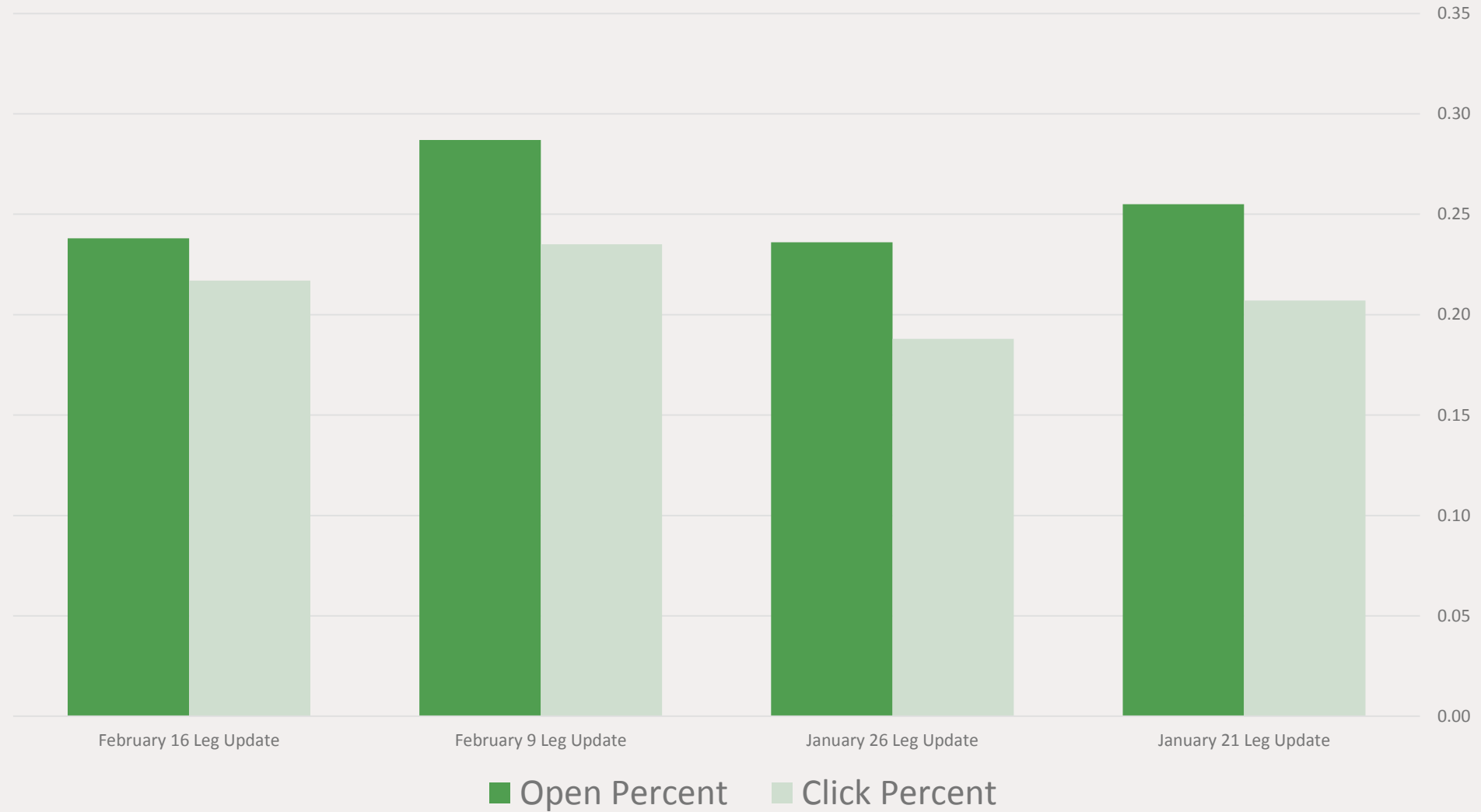


# Washington State Learning First Alliance





# 2016 Legislative Session Updates





# Looking forward

## Topics

- 24 credit graduation requirements
- Research and Data work
- Board actions
- Achievement Index

## Projects

- March Regional WSSDA meetings
- Improve video viewership
- Periscope for meetings

# 2015 community forum meetings



**FIVE** Cities

**217** Participants

**NINE** State Board Members

**17** Pages of Feedback

## Who Participated?

- Superintendents
- School board members
- Teachers
- Parents
- Students
- Community organizers
- PTA members
- Principals
- School leaders
- Legislative staff
- Union officials
- Counselors





## 2015 feedback:

- |   |                    |  |
|---|--------------------|--|
| Tacoma: March<br>38 participants          | 6 board<br>members | <ul style="list-style-type: none"> <li>• Improve parental engagement in schools</li> <li>• Recruit and train teachers who are culturally and linguistically representative of their students</li> <li>• Engage community in policy-making process</li> <li>• Incorporate suggestions for improving outreach to diverse communities</li> </ul>  |
| Pasco: May<br>37 participants             | 7 board<br>members | <ul style="list-style-type: none"> <li>• Concerns about Smarter Balanced Assessments</li> <li>• <i>McCleary</i> implementation</li> <li>• Expand early learning and expanded learning opportunities</li> <li>• Improve teacher retention</li> </ul>  |
| Seattle: July<br>75 participants          | 7 board<br>members | <ul style="list-style-type: none"> <li>• Engage families and community partners – they can also engage parents</li> <li>• Discipline is a whole-system issue and disproportionately affects students of color</li> <li>• Each district has opportunity gaps – evaluate barriers to opportunity</li> <li>• Align assessments with goals of the system. Offer options</li> </ul>   |
| Spokane:<br>September<br>34 participants  | 7 board<br>members | <ul style="list-style-type: none"> <li>• Teach for career readiness</li> <li>• Credit retrieval is difficult when students fall behind</li> <li>• Work to better serve the needs of kids with diverse backgrounds</li> <li>• Communicate better about assessments with schools and public</li> </ul>   |
| Vancouver:<br>November<br>33 participants | 5 board<br>members | <ul style="list-style-type: none"> <li>• Districts are balancing scheduling, kids' medical situations, and more</li> <li>• Working to meet 24-credit graduation requirements</li> <li>• Teacher shortage – challenges with recruiting</li> <li>• Work to better serve needs of kids with diverse backgrounds</li> <li>• Recommend high standards on Smarter Balanced Assessments</li> <li>• Keep pushing on <i>McCleary</i></li> </ul> |



## 2016 meetings

- |                   |                      |
|-------------------|----------------------|
| Tumwater: January | Spokane: July        |
| Renton: March     | Stevenson: September |
| Yakima: May       | Vancouver: November  |



[www.sbe.wa.gov](http://www.sbe.wa.gov)

# Questions?

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# 2016 meetings

Tumwater: January	Spokane: July
Renton: March	Stevenson: September
Yakima: May	Vancouver: November



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