



---

# State Board of Education

## NGSS Communication Update

Alissa Muller & Jeff Estes, SBE  
Ingrid Stegemoeller, Ready Washington  
March 2018 Board Meeting

---



# Work Thus Far...

- Identified explicit goals...
- Connected the work to explicit policy considerations.
- Settled on a set of principles and best practices for communications that will guide our work.
- Identified the set of NGSS messaging challenges that we think we face.
- Identified our communication targets.
- Identified a beginning set of partners...met with them to gain their initial commitment to collaborate...now working with them to explicitly describe what our collaboration will look like. (Ready Washington is our guest today)
- Identified logic model template to guide the “big picture” of our work.
- Chose a project life cycle approach to implement our efforts. We are in the design phase.
- Adapted a district-wide science education improvement approach (from BSCS) to invite Board members to engage in this communications effort.



# Work Thus Far...

- **Identified explicit goals...**
- **Connected the work to explicit policy considerations.**
- **Settled on a set of principles and best practices for communications that will guide our work.**
- **Identified the set of NGSS messaging challenges that we think we face.**
- Identified our communication targets.
- Identified a beginning set of partners...met with them to gain their initial commitment to collaborate...now working with them to explicitly describe what our collaboration will look like. (Ready Washington is our guest today)
- **Identified logic model template to guide the “big picture” of our work.**
- **Chose a project life cycle approach to implement our efforts. We are in the design phase.**
- **Adapted a district-wide science education improvement approach (from BSCS) to invite Board members to engage in this communications effort.**



# SBE's NGSS Communication Goals

- **Goal #1** – Ensure alignment of NGSS communication plan with the overall SBE roles, responsibilities, authorities and accountabilities in K-12 science education.
- **Goal #2** – Maximize the relationship between the SBE's broad interest in educational equity and the foundational goal of the NGSS to promote educational equity in science.
- **Goal #3** – Provide opportunities for individual SBE members to engaged with and support the NGSS implementation communication plan.
- **Goal #4** – Working with like-minded partners, develop and execute a communication plan that seeks to catalyze the implementation of the NGSS standards with fidelity within and across districts, agencies and sectors, affecting both education practitioners and stakeholders.



# Best Practices

- Enact the communication principles found in Made to Stick (Heath & Heath, 2007).
  - Communicate “core messages” that deliver key/timely NGSS information, including our equity message, that is tailored to audience interests/needs;
  - Capture and hold audience attention regarding NGSS implementation and equity in science;
  - Help audiences understand and remember what is critical to know about NGSS implementation and equity in science;
  - Get people to believe in the value of implementing NGSS with fidelity and emphasizing the many facets of equity;
  - Get people to care about how NGSS is implemented, including its emphasis on equity in science; and
  - Get people to act in ways that support our NGSS implementation/equity in science agenda.



# Make Sure Practitioners/Stakeholders Know and Believe...

(Top Level Messaging Challenges from NGSS Appendices)

- **Message #1:** *NGSS implementation will require a systems approach with sustained commitment and funding.*
- **Message #2:** *NGSS reflects a new vision for American science education. It will (may) require practitioners and stakeholders to “shift their thinking” about what is new and different.*
- **Message #3:** *The public was integrally involved in the review and improvement of the NGSS.*
- **Message #4:** *NGSS is critically linked to the WA State focus on career and college readiness.*
- **Message #5:** *NGSS embraces the idea of “All Standards, All Students” – Making NGSS Accessible to All Students.*



# Make Sure Practitioners/Stakeholders Know and Believe...

(Second Level Messaging Challenges from NGSS Appendices)

- **Message #6:** *NGSS engages students with the practices that scientists and engineers use everyday.*
- **Message #7:** *NGSS uses crosscutting concepts that help students connect the core ideas of science and engineering and enable them to apply the practices they have learned.*
- **Message #8:** *NGSS focuses on the essential ideas in science, as well as key ideas about engineering, technology and applications of science that should be experienced in K-12.*
- **Message #9:** *NGSS helps students understand the “nature of science” through its emphasis on the intersection of practices, cross-cutting concepts and core ideas (aka 3-dimensions of science).*
- **Message #10:** *NGSS integrates engineering design into science education and emphasizes the interdependence of science inquiry, engineering design and technology development.*



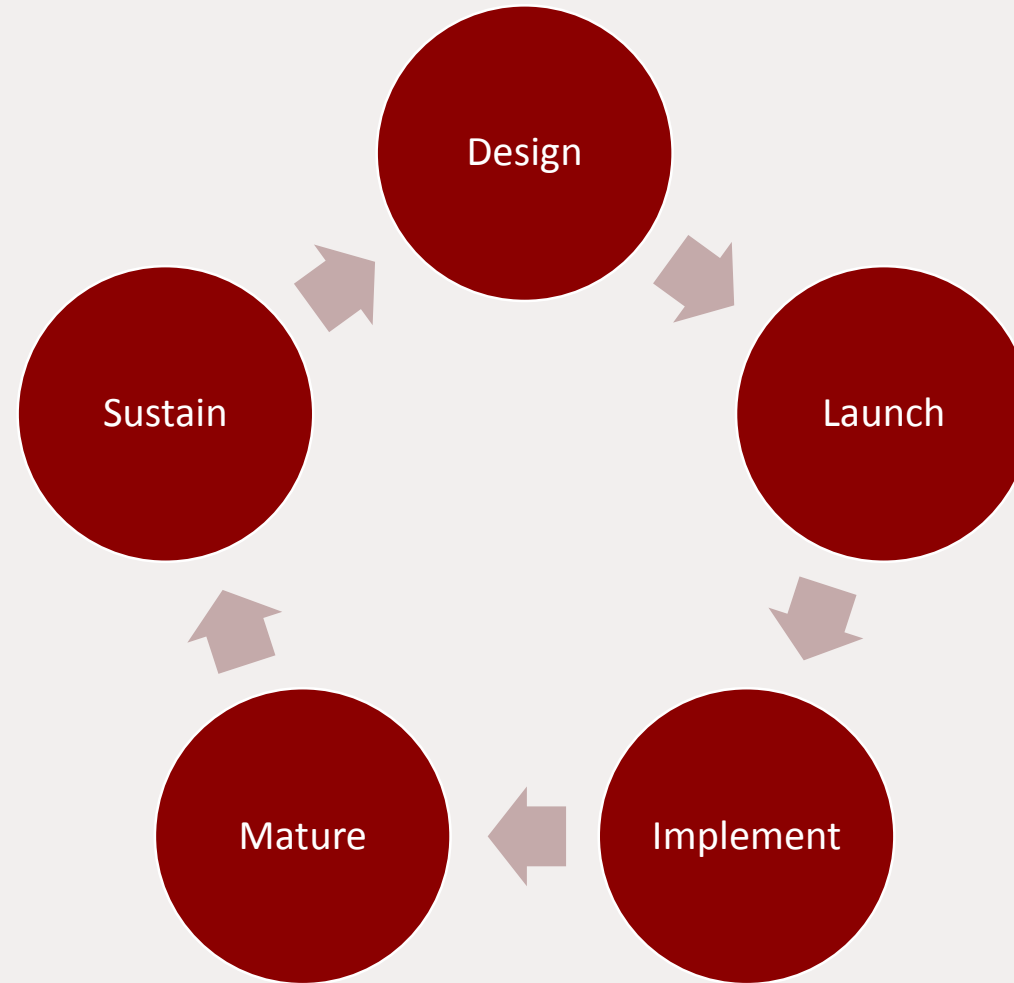
# Logic Model Template

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
Resources dedicated to or consumed by the NGSS communication effort.	What SBE and its collaborators on the NGSS communication effort do with their inputs/resources to fulfill the project's purpose.	The volume of work that SBE and its collaborators accomplish.	Benefits or changes, vis-à-vis NGSS implementation, as a result of the NGSS communication effort.	The long-term consequences of the NGSS communication effort for high-quality science education.
<b>Our Planned Work</b>		<b>Our Intended Results</b>		

**Project Purpose:** *SBE will utilize its leadership and advocacy role within the state to advance and amplify the successful implementation of NGSS and continued sustainability of high-quality science.*



# Project Lifecycle



# Communications Strategy: Science Stories from the Field

*Do you know of a NGSS implementation story?*



Component	Operational Definition	Selected Examples of District/School Efforts
Purpose	<ul style="list-style-type: none"> <li>Aims, goals and rationales of a K-12 NGSS education effort</li> </ul>	<ul style="list-style-type: none"> <li>NGSS as part of preparing students for 21<sup>st</sup> century                             <ul style="list-style-type: none"> <li>Next generation of scientists &amp; engineers</li> <li>STEM-capable workforce</li> <li>Scientific literate citizens</li> </ul> </li> </ul>
Policies	<ul style="list-style-type: none"> <li>Executive actions, adoptions, rules, requirements, resolutions, guidance, etc. designed to achieve the NGSS purpose statement above</li> </ul>	<ul style="list-style-type: none"> <li>District/school:                             <ul style="list-style-type: none"> <li>Policies to support NGSS implementation, including “<i>All Standards, All Students</i>”</li> <li>Commitments to implement K-8 science, as well as HS graduation requirements (3 credits)</li> <li>Actions to implement the OSPE/SBE definition of “lab science”</li> <li>Decisions to implement science-CTE course equivalents</li> </ul> </li> </ul>
Programs	<ul style="list-style-type: none"> <li>System elements that, when implemented well, realize the policies and purposes of this NGSS effort</li> </ul>	<ul style="list-style-type: none"> <li>System-wide implementation of elements (K-12 or at EL, MS, HS):                             <ul style="list-style-type: none"> <li>NGSS aligned curriculum adoption/adaptation</li> <li>Course of study requirements/options</li> <li>Assessment efforts (individual &amp; program)</li> <li>Professional development for educators</li> <li>Materials &amp; equipment commitments</li> <li>Administrative and community supports (including opportunity to learn efforts)</li> </ul> </li> </ul>
Practices	<ul style="list-style-type: none"> <li>Specific actions of educators based on an understanding of the purpose, policies and programs.</li> </ul>	<ul style="list-style-type: none"> <li>Three dimensional (3D) learning &amp; teaching focused on “<i>All Students. All Standards</i>”                             <ul style="list-style-type: none"> <li>Administrators</li> <li>Teachers</li> </ul> </li> </ul>
Partners	<ul style="list-style-type: none"> <li>K-12 education practitioners &amp; stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>What were their roles, responsibilities, authorities &amp; accountabilities?</li> </ul>



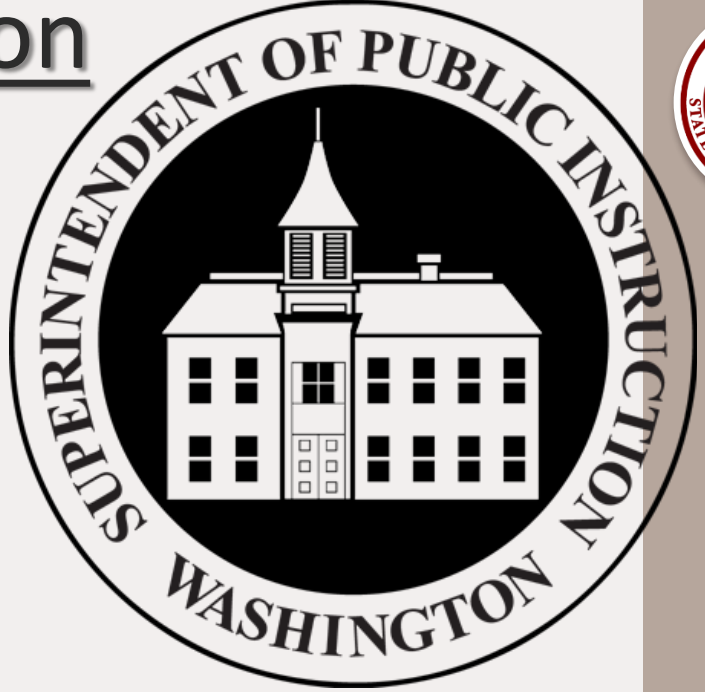
# Work Thus Far...

- Identified explicit goals...
- Connected the work to explicit policy considerations.
- Settled on a set of principles and best practices for communications that will guide our work.
- Identified the set of NGSS messaging challenges that we think we face.
- **Identified our communication targets.**
- **Identified a beginning set of partners...met with them to gain their initial commitment to collaborate...now working with them to explicitly describe what our collaboration will look like. (Ready Washington is our guest today)**
- Identified logic model template to guide the “big picture” of our work.
- Chose a project life cycle approach to implement our efforts. We are in the design phase.
- Adapted a district-wide science education improvement approach (from BSCS) to invite Board members to engage in this communications effort.

# Lead Partners for NGSS Communication



**A coalition supporting college- and career-ready learning standards**



**AESD** ASSOCIATION OF EDUCATIONAL SERVICE DISTRICTS

**Nine ESDs. One Network.**  
Supporting Washington's Schools and Communities.

# Target Audiences: NGSS Communication Plan

- Primary Audiences
  - District and school administrators
  - School boards
  - Legislators
- Secondary Audiences:
  - Science teachers
  - Families and students
  - Community stakeholders



# Communication Channels & Vehicles

- Create short videos on NGSS
- Posters and one pagers sent to districts
- Social media
- Webpage for NGSS information & resources
- Press outreach
- SBE community forums
- Lead partner organizations' events



# Timeline

- Late February: Ready WA video filmed on NGSS
  - (Yakima/Marysville schools)
- Early March: Editorial calendar created for all lead partners
- Spring 2018: Begin designing one pagers & posters
- Early April: SBE/OSPI NGSS videos filmed in Olympia & Tacoma schools
- Summer: SBE/OSPI NGSS video filmed in Spokane school
- Fall: Launch event around Back to School



# Lead Partners for NGSS Communication



A coalition supporting college- and career-ready learning standards



**AESD** ASSOCIATION OF EDUCATIONAL SERVICE DISTRICTS

Nine ESDs. One Network.  
Supporting Washington's Schools and Communities.



# Ready Washington

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

March 6, 2018



[www.ReadyWA.org](http://www.ReadyWA.org)

# Ready Washington Coalition Video

- [Ready WA animation video](#)



# Ready Washington Coalition

**Ready Washington believes all students should be prepared for college, work, and life.**

**We help 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.**



# Ready Washington Coalition



# WA Science Learning Standards Communications

## Objective

Coordinate and collaborate with members to raise awareness among key audiences about the value of the Washington State Science Learning Standards and aligned Washington Comprehensive Assessment of Science.



**Thank you!**

**Ingrid Stegemoeller**  
**Partnership for Learning**  
**[Ingrid@partnership4learning.org](mailto:Ingrid@partnership4learning.org)**  
**206.625.9655**

