

Building Awareness Working Group

Goal:

Build awareness of and support for Linked Learning as a promising strategy to improve California high schools and student achievement as well as its workforce and economic development.

Working Group Objectives:

1. Clarify misconceptions and advise on key messages about Linked Learning to address particular stakeholder groups.
2. Build awareness and in-depth understanding of Linked Learning through conference presentations, trade publications, and media attention.
3. Expand the number of organizations in the Linked Learning Alliance for stronger representation and a broader range of constituency groups.

Work to Date:

- Determined key aspects of Linked Learning messaging that needed clarifying through:
 - Reviewing focus groups and interview reports detailing stakeholder views on Linked Learning, a-g terminology, and other topics.
 - Reviewing Alliance member feedback from first full convening in May, 2008.
 - Discussing working group member personal experiences in explaining Linked Learning
- Suggested tools needed to share messages about Linked Learning; provided feedback on draft tools prepared by ConnectEd staff.
- Discussed media outreach including message management, media opportunities, media and outreach plan development.
- Determined ways to build awareness about Linked Learning; contributed to lists of potential conferences to present at and publications to submit articles to on Linked Learning.
- Brainstormed possible new Alliance members to recruit.
- Discussed ways of keeping Alliance members informed through emails, Alliance website, and other tools.
- Discussed how federal stimulus funding might be used to expand quality pathways in California.
- Assessed which key audiences were priorities and specific strategies to reach them taking into account full Alliance input provided at the January 2009 convening.
- Provided input on draft parent brochures and a Linked Learning diagram.

Building Awareness Working Group Continued

- Discussed proposed new name for “multiple pathways”.
- Provided feedback from the field on transitioning to the new name Linked Learning.
- Discussed challenges and successes regarding transitioning to the new name.
- Reviewed the framework for a Linked Learning website and provided input on possible changes.

Current Members:

Chair: Hilary McLean, Office of State Superintendent of Public Instruction Jack O’Connell

Mike Aaronian, West Contra Costa Unified School District

Mallory Angeli-Newell, California Postsecondary Education Commission (CPEC)

Claudia Bustamante, UCLA-IDEA

Jose Castro, California Regional Occupational Centers & Programs (CAROCP)

Don Daves-Rougeaux, University of California Office of the President (UCOP)

Penny Edgert, California Education Round Table Intersegmental Coordinating Committee

Leslie Flores-Valmonte, Alliance for a Better Community

Alejandro Guzman, Los Angeles Area Chamber of Commerce

Janet Harden, California Regional Occupational Centers & Programs (CAROCP)

Jose Hernandez, ConnectEd: The California Center for College and Career

Gary Hoachlander, ConnectEd: The California Center for College and Career

Karen Humphrey, California Postsecondary Education Commission (CPEC)

Deb Kennedy, California Department of Education (CDE)

Maria Lopez, California Department of Education (CDE)

Liz Mason, United Way

Jennifer Ortega, America’s Edge

Mike Patterson, California Teachers Association (CTA)

Jane Patton, California Community Colleges Chancellor’s Office (CCCCO)

Matt Perry, Sacramento Unified School District

Norma Provencio Pichardo, Workplace Hollywood

Marisa Saunders, UCLA-IDEA

Maria Chiara Simani, University of California Riverside

Carol Studier, ConnectEd: The California Center for College and Career

Susan Tidyman, Career Academy Support Network (CASN)

Helen Torres, Hispanas Organized for Political Equality (HOPE)

Merrill Vargo, Pivot Learning Partners

Sal Villasenor, Association of CA School Administrators (ACSA)

Sophia Waugh, California Parent Teacher Association (PTA)

Karen Zamarripa, California State University (CSU)