

## Building Awareness Working Group

June 22, 2010

### Meeting Notes

#### Participants:

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)  
Don Daves-Rougeaux, University of California Office of the President (UCOP)  
Leslie Flores-Valmonte, Alliance for a Better Community  
Jaymie Gustafson, Spitfire Strategies  
Alejandro Guzman, Los Angeles Area Chamber of Commerce  
Jose Hernandez, ConnectEd: The California Center for College and Career  
Deb Kennedy, California Department of Education  
Maria Lopez, California Department of Education  
Liz Mason, United Way  
Thuy Nguyen, The James Irvine Foundation  
Jennifer Ortega, America's Edge  
Mike Patterson, California Teachers Association (CTA)  
Matt Perry, Sacramento City Unified School District  
Daniel Silverman, The James Irvine Foundation  
Carol Studier, ConnectEd: The California Center for College and Career

#### Welcome and Introductions

Hilary McLean welcomed the group which included a grouping in Sacramento, another in Los Angeles, and various other parties calling in.

#### Linked Learning Marketing Plan

Daniel Silverman walked the group through the Strategic Communications Plan for the Linked Learning Field. He explained that they didn't name it the Linked Learning Alliance plan because there is not yet a governance structure formalized to adopt such a plan. But they do assume that Linked Learning Alliance members will help with the tasks outlined. He explained that the marketing that the field does will be in support of the objectives outlined in the plan and that other efforts in the field will be working directly on those objectives such as increasing the number of students participating in Linked Learning. He pointed out that page 6 is the core of the plan with storytelling about how powerful the approach is playing a critical role. We need to share clear evidence that the approach works. The District Initiative evaluation will provide more outcomes data when it is completed and Spitfire is asking districts for evidence.

Suggestions by the working group on the core strategies included:

- Telling the "before and after" Linked Learning (LL) story where students share their experience in school with and without pathways.
- Students should share the pivot point in terms of the change from before/after LL.
- We should reach peers through peers – students talk to students, parents to parents, teachers to teachers.

We discussed the target audiences and the group suggested adding teachers, postsecondary, business and industry, and counselors to the list. A question of how to target the audiences in

the current plan and add these additional audiences might be addressed by prioritizing the audiences and then outlining the activities in phases. Irvine and Spitfire will revise the plan and redistribute before the next meeting.

Some reported on work happening already with the target audiences and that we should be communicating within the Alliance what others are doing. ConnectEd has developed a Work in Progress document distributed at convenings that starts this process. Spitfire will develop a matrix showing what members are doing to build awareness. A few members mentioned work in the field currently that might be expanded, adapted, considered:

- ABC is developing a campaign to reach parents and students – targeting even those who do not currently have access to pathways. They are also working with teachers.
- Don Daves-Rougeaux reported that CSU and UC will hold a conference on 9/20 for high school counselors and this could be a good opportunity to present to that audience on LL.
- America's Edge is specifically targeting businesses.
- ConnectEd is developing an outreach packet for teachers, targeting specifically those in the District Initiative.
- Sacramento City Unified has been using Nancy Hill and Ruth Chow of Harvard's new book *Families, Schools and the Adolescent* which addresses parent engagement at the secondary level to ensure that they reaching parents in a way that is most effective.

### **Media Coverage on Linked Learning**

Media outreach will happen both from a central Communications Desk, manned by Spitfire, and by Alliance members throughout the state. The group discussed media opportunities to get the word out about Linked Learning. Suggestions included:

- A memo to education reporters announcing the name change and detailing the approach and locations implementing it. Spitfire could develop this in a template format which could be adapted for local markets, announcing news in that region or with particular pathways. This might include the launching of new schools, a change to an interesting new industry setting, alignment with innovative reforms such as the Zone of Choice in LA, or other items.
- The orientation for incoming 9<sup>th</sup> graders in early August could be a good event to highlight.
- An Open House for education reporters at various locations. LA District 4 did this with a great media response.
- Students from a media pathway developing a news announcement on the shift in the name. If it was done to a professional level, it could be sent out to media. Richmond HS students might be able to do this with advisor Paul Shane's help.
- Students could produce short television shows where we would ask them what to cover and let them create the content. This could include having schools in the District Initiative talking about pathways and then putting it on the district website. Industry advisors could help with this.
- PPIC just released a skills gap report for 2030 and we could combine a new name announcement with information on this report and how LL will address that issue.

### **Linked Learning Alliance Website**

Jaymie Gustafson from Spitfire explained that the website is a work in progress. The home page will have a rotating box that highlights what Alliance members are doing in the field. The site will describe LL as an approach and the LL Alliance, while also trying to drive site visitors out to other member websites to learn more about what these organizations are doing. Links within the site

will help accomplish this. It is still under discussion which LL pathways sites would be listed on this website. Those listed would include a link that takes you to their district website that ideally would include information about pathways in their district. More information would be posted on the LL site if the district did not have much information on their own site. Some questioned whether there would be an explicit directory or regional listings that would help a site visitor to determine how to find out more in their particular area. Some felt there should be more information listed on the site about LLA members and their work. This led to the suggestion that the home page text be expanded to provide more news and to promote more explicitly. Spitfire agreed to look into that with their web designers. People were interested in seeing more on the policy page than just the Legislative Watch which would not cover local or federal policy. Jose Hernandez said that ConnectEd plans to start tracking information in those areas.

Some questioned how content would be refreshed on the website and what the staffing would be. Spitfire will update it for now, but currently there is no one to track the legislative updates. The Leadership Council will look at a long term solution for that. The projected launch date for the website is October, once the approval process is completed. That launch will be another media opportunity. Social networking sites such as Facebook will link back to the LL site.

### **Next Steps**

- Irvine and Spitfire will revise the LL marketing plan and redistribute it before the next meeting.
- Spitfire will develop a matrix showing what Alliance members are doing to build awareness.
- Spitfire will consider developing a memo to reporters on the name change, which would be in a template format that LL Alliance members could adapt to address local issues.
- Spitfire will talk to their web designers about changing the LL website home page to expand the text to share more information about member actions to promote LL.