

Building Awareness Working Group

October 7, 2010

Meeting Notes

Participants:

Chair: Hilary McLean, Office of State Superintendent of Public Instruction Jack O'Connell
Claudia Bustamante, UCLA-IDEA
Jaymie Gustafson, Spitfire Strategies
Alejandro Guzman, Los Angeles Area Chamber of Commerce
Deb Kennedy, California Department of Education (CDE)
Maria Lopez, California Department of Education (CDE)
Liz Mason, United Way
Mike Patterson, California Teachers Association (CTA)
Daniel Silverman, The James Irvine Foundation
Maria Chiara Simani, University of California Riverside
Anjelica Solis, Alliance for a Better Community
John Wingo, California Teachers Association (CTA)
Carol Studier, ConnectEd: The California Center for College and Career

Welcome and Introductions

Hilary McLean welcomed the group and those in the room and on the phone introduced themselves.

Updates Since Last Meeting

- Daniel Silverman reported on the evolution of the governance of the Linked Learning Alliance. He explained that an RFP has been released to find an organization or individual who can help run the Alliance doing the nuts and bolts work behind the scenes. A Leadership Council will continue to play a role in operations though. The current Leadership Council will run the Alliance for the next year, but then the Alliance will likely hold elections for a governing council after that. A Bylaws Committee will outline the details for those elections and the transition. In response to group interest, Daniel said he would look into whether minutes from the Leadership Council meetings are kept and will let the group know. [Note: Daniel has reported back that the Leadership Council has not produced formal, legal minutes, in part because the Alliance isn't an independent, incorporated entity.]
- Angelica Solis reported on two topics:
 - First she reported on the focus groups that ABC, the United Way, and others are conducting in conjunction with the Neimand Collaborative. The focus groups have not yet started, but next week the four associated nonprofits who will reach out to parents and youth will meet with the Neimand Collaborative to further outline the questions and process. There will be 2-3 focus groups with 8 parents each. Their input will help inform work locally and inform messaging for the statewide effort to expand Linked Learning. Another effort is happening in Northern California and each will help develop localized messaging that is customized for specific geographic needs.
 - Angelica also reported that ABC will be releasing The Bottom Up Approach to Quality Education, which outlines the importance of youth and parent organizing

as a movement in California. It provides Tools for advocates and administrators that will help them invite parents and youth into the discussion on Linked Learning. It offers case studies on other efforts that engaged parents and youth in launching initiatives. ABC will email the report out and then in mid to late November will host a webinar to get people talking about current efforts related to Linked Learning and engaging parents. They will have a media release and local press conference to announce the report's release.

- Alejandro Guzman reported on a media event being organized in Los Angeles to highlight U.S. Congresswoman Judy Chu's recently proposed federal legislation on Linked Learning. He said it would likely be a "media availability" event rather than a podium and microphone event. Chu will likely tour classrooms, explain the effectiveness of Linked Learning, and highlight what she is proposing at the federal level.
- Carol Studier offered information on two recent events recognizing the first two Certified Linked Learning Pathways. On September 30, at the School of Digital Media and Design, Jack O'Connell, Assemblymember Marty Block, the San Diego schools superintendent and school board president, a representative from Time Warner Cable, and ConnectEd's Gary Hoachlander recognized the school for its accomplishment. Four TV stations and the San Diego Union Tribune and other local papers covered the event. The following day at ACE Academy in Long Beach a similar array of noteworthy people recognized the school and local papers covered the event. These two pathways are the first to become certified, but we expect another 25 to pursue certification this year. It was suggested that we feed Linked Learning materials to the SIA Cabinet Report which is an online news service that targets educators in the field and those in the capital.

Linked Learning Website Update

Jaymie thanked everyone who reviewed the LinkedLearning.org website content and shared feedback. She explained that those comments are being incorporated into the site. Following those updates, the revised site will go to the Leadership Council and Beta testers for review and approval. The final site will be live in six weeks.

Review of Updated Linked Learning Field Communications Plan

Jaymie explained that at the last meeting we'd reviewed the draft Linked Learning Field Communications Plan and that input given at that meeting had resulted in the latest version. Spitfire had prioritized the audiences listed and organized the activities into two sections—those that would be led by the Alliance and those led by its members. In the section of activities to be led by members, the group discussed how, in addition to "creating events", that members might weave Linked Learning into their current events by having a keynote or plenary session on Linked Learning. Ideas for a few specific event or venue targets were brought up by members:

- Health Professions High School is holding an experiential site visit for policymakers. It was suggested that they also bring in businesses to show them how this is done in the healthcare pathway and to give them ideas of how to get involved in a school offering a pathway related to their industry. The local chamber and its education committee could be invited to the event, as well as LEED.
- PPIC will have an event on the Future of California on December 7. One area covered at the event is education. We should try to get Linked Learning on the agenda or included in the materials. Someone should inform Mark Baldessari about Linked Learning.
- Facebook can be a useful vehicle in appealing to students, who are the most likely audience for such a venue. Getting students to blog about their experiences could be one way to draw attention to the page.
- Videos could be added to TeacherTube on a Linked Learning channel. Carol suggested that ConnectEd could set that up and add its existing videos.

- Persistently Low-Achieving Schools with School Improvement Grants might include Linked Learning when they write their plans to improve their schools. Getting this idea in front of the school improvement director at CDE would be a good idea.

A broader discussion ensued on how to get the Building Awareness plan moving. Does each member contact 20 members to encourage them to make changes? Do we use the full Alliance convening twice a year to motivate members? There currently is no accountability or outcomes tracking around what the Working Group hopes to accomplish.

Upcoming Communications Opportunities

Hilary asked the group whether there were any upcoming communications opportunities that would relate to the communications plan and reminded the group about the earlier announcements about the Chu event and the parent report media event and webinar.

When the Linked Learning website is launched the Alliance should put on event for the media—a sort of orientation on Linked Learning. The winter break is a lull for reporters in Sacramento and they are looking for stories then. We should time that for the end of November/mid-December. Gates and Biden are promoting community college readiness. We might connect to their efforts. We might coordinate with legislators on hearings for bills related to Linked Learning. We should reach out to policymakers after the election. Alejandro offered to help connect the Alliance to business and industry when their presence or support is needed.

Daniel suggested that these ideas will help the consultant or firm who will run the Alliance (when that is finalized) to make headway in building awareness. The next full convening of the Alliance will be in 2011.

Next Steps

- Carol will look into who from ConnectEd might contact Mark Baldessari at PPIC to introduce him to Linked Learning and see if we can get it on the 12/7 Future of California agenda.
- Carol will suggest to ConnectEd's media director that we set up a Linked Learning channel on Teacher Tube and post ConnectEd's videos.
- Hilary will introduce Linked Learning to the school improvement director at CDE so he/she might encourage schools to consider Linked Learning as they write their improvement plans.
- Daniel/Carol/Hilary/Jaymie will pass on ideas shared in the meeting to the person/organization who is identified to run the Alliance.
- Jaymie/Spitfire will help Alliance members with the Judy Chu and parent advocacy events.