



COALITION FOR MULTIPLE PATHWAYS

Building Awareness Working Group

November 6, 2008

Meeting Notes

Participants

Jose Castro, California Regional Occupational Centers & Programs (CAROCP)
Karen Humphrey, California Postsecondary Education Commission (CPEC)
Hilary McLean, California Department of Education
Mike Patterson, California Teachers Association
Matt Perry, Arthur A Benjamin Health Professions High School
Arif Shaikh, UCLA IDEA
Merrill Vargo, Springboard
Gary Hoachlander, Jose Hernandez, and Carol Studier
ConnectEd: The California Center for College and Career

Welcome, Introductions, Agenda Review

Carol Studier, Director of Communications for ConnectEd, introduced herself and the Building Awareness Working Group Co-Chairs, Hilary McLean and Arif Shaikh and after thanking them for taking on that role, explained that they would be leading the meeting. Hilary led the table in introductions and then reviewed the agenda for the meeting.

Update from Last Meeting

Carol explained that at previous meetings the group had reviewed various documents to give input on their content and format. These included a Style Guide on multiple pathways, a 1-page fact sheet requested by the group, and an updated Frequently Asked Questions page on multiple pathways. She had incorporated the group's input from previous meetings and brought those materials to the group for approval. She also reminded the group that they had discussed convening a media subcommittee and assured them that this would happen after the next full convening of the Coalition. Still to develop are a PowerPoint template for presentations, a diagram on multiple pathways and an online resource bank of materials such as op-eds, pitch letter, and links to other organizations with helpful materials.

Carol also reminded the group of an email sent in advance of the meeting with more tools for their review. One was a template to help Coalition members write articles on multiple pathways for various publications. She reminded the group that ConnectEd staff can serve as copresenters if members signed up to present on multiple pathways at conferences. She also offered ConnectEd's assistance in helping members find a hook for articles or presentations should they choose to pursue them. Arif said that in Los Angeles, he had drafted a template for use by Jeannie Oakes and Monica Garcia for an op-ed that they had placed by New American Media. Arif agreed to provide the group with a copy of the template.

Multiple pathways are gaining momentum. Arif informed the group about the LA Resolution which endorses a multiple pathways strategy, aiming for LA to become the largest MP district with all students graduating, passing the CAHSEE, and being college and career ready upon leaving high school. Carol highlighted the District Initiative that ConnectEd is supporting and said that 27 districts applied for planning grants to develop plans to implement systems of multiple pathways, which indicates broad interest. Gary pointed out that there were many strong proposals but we only had funding to support 10 districts.

Second Video Screening

The group viewed the Health Professions High School video and was enthusiastic about it. They liked it because it shows that there is a pathway to something and that we are often thinking about the details of how to make pathways happen and that the videos showed the real focus of students and outcomes. Someone suggested showing data at the end of the video of school demographics – income level, English learners, etc. Someone else suggested profiling a student who went to Health Professions but then became a chef; explain how the program helped him prepare none the less. Matt said that about 60% of the students in his school (in the video) want to go into healthcare and the other 40% are looking at other areas. Carol said she would pass the information on to Dave Yanofsky at ConnectEd who produced the videos.

Tactics for Clarifying the Message

Carol explained that even though past meetings had focused on clarifying the message about multiple pathways that it still came up in many discussions including ones with the new co-chairs for the group. The co-chairs and she had agreed to bring the topic up again and Carol asked what had really helped people “get it” when someone explained multiple pathways to them. Karen commented that the Fact Sheet was very helpful. Others wondered whether the message about how pathways use a-g courses was clear enough.

Full Convening Planning

Arif asked the group to consider how the Building Awareness Working Group might get the full Coalition involved at the full convening in January. He talked about developing a tagline for multiple pathways that might clarify its meaning, developing visuals to get their reactions, and introducing the style guide, as some examples. Ideas proposed included:

- Helping people understand what they need to be doing. Give them a list of options of what to do and then let them pose further ideas.
- Keeping members up to speed on policy changes.
- Walking others through what LAUSD did to show how you can influence change on the local level.
- Organizing a panel of students and teachers from multiple pathways academies or a panel of school team that made this happen.
- Offering tools from exemplary programs and/or a case study
- Adapting the Style Guide so it is useful to a broader range of constituents and adding the Coalition logo to the Style Guide to give members more ownership of it.
- Getting schools involved in finding a tagline for multiple pathways by having students submit entries.

Next Steps

Carol reminded the group that the next full convening of the Coalition may be on January 7, 2009. The date for the next Building Awareness meeting would be decided after that event has occurred.

The following items were identified as next steps.

- ⊗ Arif will send the template he developed for Jeannie Oakes to Carol.
- ⊗ Carol will convey feedback on the video to the staff’s videographer.
- ⊗ Carol will develop a list of ways that Coalition members can get involved in promoting multiple pathways.
- ⊗ Carol will adapt the Style Guide with suggested changes.
- ⊗ Arif, Hilary, Carol and Jose Hernandez will discuss further how to engage the full Coalition in building awareness about multiple pathways and will come up with a session strategy.

Adjourn