

## **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 Coalition 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 Coalition members to recruit.
- Discussed ways of keeping Coalition members informed through emails, Coalition website, and other tools.

## Building Awareness Working Group Continued

- 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 Coalition input provided at the January 2009 convening.
- Provided input on draft parent brochures and a Linked Learning diagram.
- 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.