



COALITION FOR MULTIPLE PATHWAYS

Building Awareness Working Group

Goal:

Build awareness of and support for multiple pathways 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 multiple pathways to address particular stakeholder groups.
2. Build awareness and in-depth understanding of multiple pathways through conference presentations, trade publications, and media attention.
3. Expand by 25% the number of organizations in the Coalition for Multiple Pathways for stronger representation and a broader range of constituency groups.

Work to Date:

- Determined key aspects of multiple pathways messaging that needed clarifying through:
 - Reviewing focus groups and interview reports detailing stakeholder views on multiple pathways, 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 multiple pathways
- Suggested tools needed to share messages about multiple pathways; 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 multiple pathways; contributed to lists of potential conferences to present at and publications to submit articles to on multiple pathways.
- Brainstormed possible new Coalition members to recruit.
- Discussed ways of keeping Coalition members informed through emails, Coalition 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 Coalition input provided at the January 2009 convening.
- Provided input on draft parent brochures and a multiple pathways diagram.
- Discussed proposed new name for “multiple pathways”.



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Building Awareness Working Group Continued

Current Members:

Co-Chairs: Hilary McLean, Office of State Superintendent of Public Instruction Jack O'Connell
Arif Shaikh, UCLA/IDEA

Mallory Angeli, California Postsecondary Education Commission (CPEC)
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 (ICC)
Mike Egan, California Teachers Association (CTA)
Janet Harden, California Regional Occupational Centers & Programs (CAROCP)
Monica Henestroza, Public Advocates
Karen Humphrey, California Postsecondary Education Commission (CPEC)
Carmen Iniguez, Californians for Justice
Mike Patterson, California Teachers Association (CTA)
Jane Patton, California Community Colleges Chancellor's Office (CCCCO)
Matt Perry, Sacramento Unified School District
Marisa Saunders, University of California (UC)
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)