

Title	Roadmap: Next Steps
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Synopsis:	<p>The Council formally submitted the Roadmap report to the Legislature on December 3, 2013. Council members will have an opportunity to review the final copy. Council members will also receive an overview of the following.</p> <ul style="list-style-type: none"> • The media outreach plan, a component of the larger Roadmap communications plan. • A 2014 work plan for the highest priority Roadmap action items and the Strategic Action Plan. • Sample metrics for the Roadmap website.
Guiding questions:	N/A
Possible council action:	<input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other: _____
Documents and attachments:	<input checked="" type="checkbox"/> Brief/Report <input checked="" type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input type="checkbox"/> Other

Roadmap Communications – Media Outreach

Policy Consideration

None

Summary

As identified in the Roadmap communications plan, the Council's communications team will spearhead two media outreach campaigns related to the 2013 Roadmap.

1. **Columns/Op-eds** – We will produce three columns related to the goals and actions contained in the Roadmap report. The first op-ed, highlighting the overarching goals of the Roadmap, is in the final drafting stages and will be distributed in January. The remaining two op-eds will be distributed through March. Op-eds will be provided as possible drafts to Council authors, who may choose to use the language or work that they develop.
2. **Editorial Boards** – Communications staff will solicit editorial board appointments beginning in December and continuing through the legislative session.

We will be reaching out to numerous papers, many of which hosted editorial board meetings in 2013 via the Listening Tour.

1. Seattle Times
2. Spokesman Review
3. Columbian
4. Yakima Herald
5. Olympian
6. Tri-City Herald
7. Walla Walla Union Bulletin

We will likely reach out to other papers as well, such as the Bellingham Herald, Everett Herald, Tacoma News Tribune, the Wenatchee World, and others.

Successful execution of our editorial board appointments will require participation from the following:

1. *Communications*: Responsible for contacting papers and securing a general commitment to hosting an editorial board meeting.
2. *Communications and Government Relations*: Responsible for updating talking points for the meeting. Directors may attend meetings as needed.
3. *Executive Assistant's Team*: Responsible for coordinating schedules with the newspaper, the ED, and attending Council members to find dates/times that will work.
4. *Gene and /Council members*: Responsible for attending meetings when schedules allow. Council members may also need to capitalize on existing relationships with media to secure editorial board appointments.

Evaluation

Our objective is two columns and three editorial board visits. The obstacles to success include the following:

1. Limited resources. Budget, personnel, and printing constraints at our regional papers.
2. Legislative Session: High volume of competing demands.
3. Topic: Education is priority number one, but the topic already gets top bill in many outlets.

Background

The media outreach plan is one part of the comprehensive Roadmap communications plan, presented to the Council in the August 2013 meeting.

The Council previously engaged in editorial board outreach as part of the 2013 listening tour. As part of the tour, Council members had the opportunity to visit with regional editorial boards including, but not limited to, the following:

Date	Paper	Attendees
January 30	Spokesman Review	Bert Caldwell, editor. Jody Lawrence-Turner (ed reporter)
February 11	The Columbian	John Laird (editor) Susan Parrish (education reporter)
February 19	Seattle Times	Lynne Varner (Education Reporter and member of Board) Katherine Long (Higher Ed Reporter) Linda Shaw (K-12 Reporter)
February 26	Tri-City Herald	Chris Sivula (editorial page editor) Ty Beaver (education reporter)
February 26~	Walla Walla Union Bulletin	Rick Eskil (editorial page editor) Maria Gonzalez (education reporter)
March 6	The Olympian	George Masurier (publisher) Brad Shannon (political reporter)

Action

None

- The Roadmap - 2014 Work Plan

Overview

The Roadmap establishes aggressive goals for educational attainment in Washington. Meeting those goals will require new levels of collaboration across sectors and commitment to improving student outcomes. To support these goals the Council has identified 12 actions that will govern much of our work in 2014.

While work or pre-planning for most of the 12 Roadmap actions is already in progress, agency staff have identified the five actions within the objective “Ensure Access” as high-priority areas where more intensive work is currently underway. Below is a list of those action items and the major deliverables expected for 2014.

Summary of 2014 deliverables for the five high-priority Roadmap action items:

Roadmap Action Item	2014 Deliverable(s)
Ensure cost is not a barrier for low income students	<ul style="list-style-type: none"> State Need Grant recommendations due to the Legislature in December Agency budget request for State Need Grant and the College Bound Scholarship for 2015-16
Make college affordable	Recommend basis for new postsecondary funding policy
Ensure high school graduates are career and college ready	<ul style="list-style-type: none"> 11th grade assessment and postsecondary placement policy 12th grade transition courses
Streamline and expand dual-credit and dual-enrollment programs	Dual-credit system recommendations
Increase support for all current and prospective students	<ul style="list-style-type: none"> High School and Beyond Plan recommendations Training and professional development for middle and high school staff College completion conference

The Council, staff, and key partners will also be engaged in the development of the Strategic Action Plan, which will lay out budget and policy priorities for the 2015-17 biennium. The Strategic Action Plan will address the needs of the high-priority Roadmap action items as well as needs related to other action items expected to emerge during the next biennium. The Strategic Action Plan will be completed by September to inform the state’s budget development process for next biennium.

Work plans for each action of the five action items listed above and the Strategic Action Plan are provided in Appendix A.

Coordination of Action Item Implementation

To ensure the work is progressing and all stakeholders are represented, staff propose establishing three Council committees. These standing committees, composed of Council members and top level policy staff from partner organizations, will be supported by Council staff. Roadmap action items will be assigned to the appropriate committee. The committees will approve work plans and establish or assign projects to existing workgroups or create new workgroups if necessary. The committees will make appropriate recommendations to the Council regarding policies and other actions required by the Council. Following is a brief description of each committee and their recommended Roadmap action item assignments. Action items in bold indicate a high-priority action item for 2014.

Recommended Council Committees

Committee for Academic Affairs and Policy (CAAP)

The Committee for Academic Affairs and Policy will address issues related to academic policy. This includes the six Roadmap action items below. It will also include discussion of issues related to the Council's responsibilities regarding consumer protection, the disability task force, and diversity issues. Action areas include:

- **Ensure high school graduates are career and college ready.**
- **Streamline and expand dual credit and dual enrollment programs.**
- Align postsecondary programs with employment opportunities.
- Provide greater access to work-based learning opportunities.
- Respond to student, employer, and community needs.
- Leverage technology to improve student outcomes.

Committee for Student Support (CSS)

The Committee for Student Support will address issues related to student support services including programs that improve student outreach and support. This includes the three Roadmap actions below.

- **Increase support for all current and prospective students**
- Increase awareness of postsecondary opportunities
- Encourage adults to earn a postsecondary credential

Committee for Funding and Affordability (CFA)

The Committee for Funding and Affordability will address issues related to state funding policy, tuition policy, student financial aid, and college savings. This includes the three Roadmap actions below.

- **Make college affordable.**
- **Ensure cost is not a barrier for low income students.**
- Help students and families save for postsecondary education.

As indicated above, these committees will rely upon existing system workgroups where possible. In cases where an appropriate workgroup does not exist or an existing workgroup does not include representatives of all sectors, or does not have the capacity to take on additional work, the Council may choose to create a new workgroup. In such instances, the Council may choose to establish long-standing workgroups for ongoing work or disappearing task forces for shorter term issues or projects with a finite task. Existing workgroups that will be able to address the five high-priority Roadmap action items for 2014 are identified in the work plans provided in Appendix A.

The committee meeting schedule will be based on the Council calendar when adopted. Ideally, committee meetings occur in months when the full Council does not meet. Council members from each committee will provide updates to at each regular Council meeting.

Appendix A

Strategic Action Plan

Action Item Summary	Washington Student Achievement Council 2014 Strategic Action Plan, due to the legislature by December 1 of even-numbered years.
Council Committees	Committee for Academic Affairs and Policy (CAAP) Committee for Student Support (CSS) Committee for Funding and Affordability (CFA)
Workgroup	Those identified in the work plans for the five high-priority action items addressed in 2014.
Lead Staff	Christy England-Siegerdt, christye@wsac.wa.gov

Scope

Key actions during 2014:

- Consult with the lead staff of the five high-priority Roadmap actions regarding 2015-17 policy and funding needs.
- Consult with appropriate Council staff regarding potential 2015-17 policy and funding needs for other Roadmap actions.
- Validate policy and funding needs with partners and stakeholders.
- Submit Strategic Action Plan in September.

Key actions to be addressed in future years:

- Respond to emerging opportunities or needs based on input from the Council, key partners, or other stakeholders.

Ensure Cost is not a Barrier for Low-Income Students

Action Item Summary	Provide funding for all students eligible for the College Bound Scholarship (CBS) in Fiscal Year 2014-15 and commit to full funding of all eligible State Need Grant (SNG) students.
Council Committee	Committee for Funding and Affordability (CFA)
Workgroup(s)	Student Financial Aid Workgroup
Lead Staff	Rachelle Sharpe, rachelles@wsac.wa.gov

Scope

Key actions during 2014:

- Support 2014 legislative funding requests for CBS (\$12 million) and SNG (\$16 million).
- Share information regarding student needs during the 2013-14 academic year.
- Develop the State Need Grant recommendations required by statute and due to the Legislature in December.
- Develop the 2015-16 agency budget requests for SNG and CBS.

Make College Affordable

Action Item Summary	Identify and recommend a state funding policy for postsecondary education to guide legislative appropriations to public postsecondary education institutions and state financial aid programs as well as decisions about public postsecondary institution tuition.
Council Committee	Committee for Funding and Affordability (CFA)
Workgroup(s)	New: State Funding Policy Workgroup
Lead Staff	Marc Webster, marcw@wsac.wa.gov

Scope

Key actions during 2014:

- Engage Legislature and institutions to identify scope and purpose of the new formula.
- Examine overlap with state financial aid programs.
- Work with institutions to determine funding needs.
- Review relevant research and policies in other states.
- Determine basis for new funding policy with stakeholders and legislators (e.g., FTE-based, institution-based).

Key actions to be addressed in future years:

- Develop draft recommendations.
- Advocate for implementation of the new policy.

Ensure all High School Graduates are Career and College Ready

Action Item Summary	Support implementation of the Common Core State Standards (CCSS) and the Smarter Balanced Assessment (SBAC) and identify effective strategies to reduce the need for pre-college level courses.
Council Committee	Committee for Academic Affairs and Policy (CAAP)
Workgroups	Improving Student Learning at Scale Collaborative Team Core to College Steering Committee
Lead Staff	Randy Spaulding, randys@wsac.wa.gov

Scope

Key actions during 2014:

- Adopt a policy for using the 11th grade Smarter Balanced Assessment to inform 12th grade course selection and exempt students from pre-college coursework in English and math at postsecondary institutions.
- Develop and pilot 12th grade transition courses for students who are not on track to be career and college ready upon graduating from high school.

Key actions to be addressed in future years:

- Implement transition courses in high school.
- Provide improved support for adult returning students.

Streamline and Expand Dual-Credit and Dual-Enrollment Programs

Action Item Summary	Streamline and expand dual-credit and dual-enrollment programs to create a statewide dual-credit system available to all high school students.
Council Committee	Committee for Academic Affairs and Policy (CAAP)
Workgroups	Improving Student Learning at Scale Collaborative Team New: Dual-Credit/Dual-Enrollment Workgroup
Lead Staff	Randy Spaulding, randys@wsac.wa.gov

Scope

Key actions during 2014:

- Convene a new statewide workgroup to review existing dual-credit and dual-enrollment programs.
- Recommend legislation to create a coordinated and streamlined dual-enrollment/dual-credit system that meets the criteria outlined in the Roadmap.

Increase Support for all Current and Prospective Students

Action Item Summary	Provide increased support and resources to ensure the success of current and prospective students at all levels.
Council Committee	Committee for Student Support (CSS)
Workgroup	New: Student Services Workgroup Washington Council for High School College Relations Intercollege Relations Commission
Lead Staff	Weiya Liang, weiyal@wsac.wa.gov

Scope

Key actions during 2014:

- Recommend improvements to ensure all 8th graders have effective High School and Beyond Plans.
- Offer training and professional development to middle and high school staff to improve access to quality information about career requirements, postsecondary opportunities, and financial aid.
- Hold a college completion convening with postsecondary retention and support staff to share research proven retention strategies.

Key actions to be addressed in future years:

- Develop mentoring and sponsorship programs for underrepresented students.
- Develop an online postsecondary advising system to support students, parents, and advisors at all transition points.



WASHINGTON STUDENT ACHIEVEMENT COUNCIL

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Roadmap Update

Christy England-Siegerdt

Randy Spaulding

Aaron Wyatt

Agenda



Final Report and Media Plan



Strategic Action Plan



Work Plan and Committees



Website and Metrics





Final Report and Media Plan



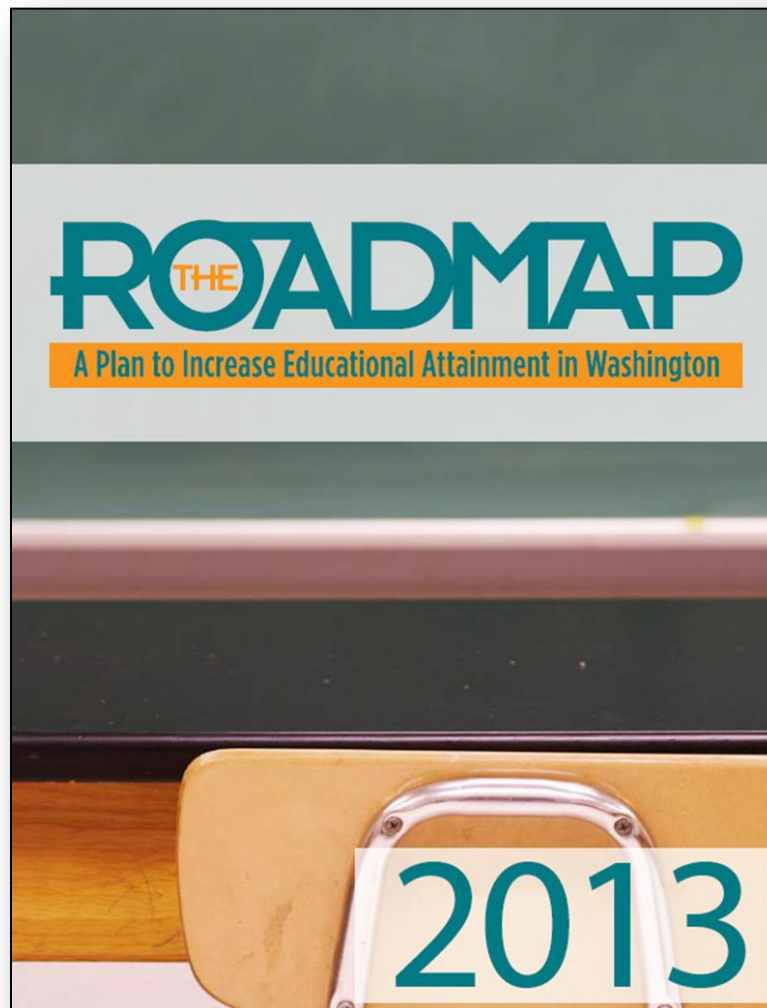
Strategic Action Plan



Work Plan and Committees



Website and Metrics



Media Outreach - Components

Meetings

- Listening Tour follow through
- Early 2014 appointments

Op-Eds

- Tied to goals, actions, legislature
- Local authors or co-authors

Materials

- Op-ed language or work with you
- Board meeting leave behinds

Collaboration

- Multiple participants required



Final Report and Media Plan



Strategic Action Plan



Work Plan and Committees



Website and Metrics



2014 Strategic Action Plan

Process Outline

1. Identify 2015-17 policy and funding needs for high-priority actions
2. Identify 2015-17 policy and funding needs for other Roadmap actions
3. Seek feedback from Council and partners
4. Submit Plan in September



Final Report and Media Plan



Strategic Action Plan



Work Plan and Committees



Website and Metrics



2014 Work Plan

Key Elements

1. Development of the 2014 Strategic Action Plan.
2. Work focused on the following high-priority actions:
 - Ensure cost is not a barrier for low-income students.
 - Make college affordable.
 - Ensure high school graduates are career and college ready.
 - Streamline and expand dual-credit and dual-enrollment programs.
 - Increase support for all current and prospective students.

Work Plan Actions and Deliverables



Ensure cost is not a barrier for low-income students

- Legislative recommendations
- 2015-16 SNG and CBS budget requests

Make college affordable

- Initial funding policy recommendations



Ensure all high school graduates are career and college ready

- 11th grade assessment, transition courses and placement

Work Plan Actions and Deliverables



Increase support for all current and prospective students

- High School and Beyond Plan recommendations
- Professional development
- College Completion Coalition

Streamline and expand dual-credit and dual-enrollment programs

- Dual-credit system recommendations



Committee for
Academic Affairs
and Policy (CAAP)

- **Ensure all high school graduates are career and college ready.**
- **Streamline and expand dual-credit and dual-enrollment programs.**
- Align postsecondary programs with employment opportunities.
- Provide greater access to work-based learning opportunities.
- Respond to student, employer, and community needs.
- Leverage technology to improve student outcomes.

Committee for
Student Support
(CSS)

- **Increase support for all current and prospective students.**
- Increase awareness of postsecondary opportunities.
- Encourage adults to earn a postsecondary credential.

Committee for
Funding and
Affordability (CFA)

- **Make college affordable.**
- **Ensure cost is not a barrier for low-income students.**
- Help students and families save for postsecondary education.



Final Report and Media Plan



Strategic Action Plan



Work Plan and Committees



Website and Metrics



Website Goals and Metrics

Goals

- Status
- Progress measures

Actions

- Status
- Progress
- Work Plan
- Resources

Metrics

- Data by action or program
- State-level data

THE ROADMAP

A Plan to Increase Educational Attainment in Washington

Continue the Conversation

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