

# Ten-Year Roadmap Activity Work Plan

## READINESS: Outreach and Support

<b>Challenge Area</b>	Readiness
<b>Planning Activity</b>	Strategy to sustain and expand effective outreach and support programs.
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<b>External Workgroup</b>	Scott Copeland (SBCTC), Bryan Wilson (WTECB), Nova Guttman (WTECB), Jeff Soder (OSPI), Mike Hubert (OSPI), Linda Drake (SBE), Melissa Beard (ERDC), Vi Boyer (ICW), Gena Wikstrom (NWCCF), Phil Venditti (FACTC), Jane Wall (COP), Christine McCabe (College Spark), Kevin Jacka (Rural Alliance), Jerry Dyer (Rural Alliance), Erin Jones (Federal Way School District), Sue Byers (CSF), Michael Colwell (DOC), Mike Paris (DOC).

### Scope

**Policy Issue(s):** Washington’s goal to increase educational attainment must address the unique needs of all students including students entering postsecondary institutions directly from high school, older returning adults, and special populations such as military veterans, foster youth, homeless students and correctional facility residents. Students who do not have adequate information about academic preparation, college costs, financial aid, and career choices are less likely to attempt, persist and complete a postsecondary education. Comprehensive support programs are a critical component for student success.

#### Question(s) to be Addressed:

1. What is the operational definition of outreach and support?
2. What are the existing services that fall within this definition?
3. How are outreach and support services coordinated?
4. What gaps exist in the availability and coordination of outreach and support services, including geographic distribution, depth of information and services, student populations and parental engagement?
5. What outreach and support services have proven demonstrable gains ?
6. What services can be expanded and sustained?

### Methods

#### Quantitative:

- Comparison of Washington college and career readiness data from OSPI, WCAN, ERDC, ACT, College Board, and National Student Clearinghouse.
- Review existing college access provider services and impacts.

**Qualitative:**

- Literature review on effective outreach strategies including Washington GEAR UP program evaluation, Washington Achievers evaluation, Southern Regional Education Board college access marketing best practices, Washington State University and the University of Washington early outreach programs best practices.

**Key Stakeholders:** Office of Superintendent of Public Instruction, State Board of Community and Technical Colleges, Department of Health, Workforce Training and Education Coordinating Board, Washington Commission for National and Community Service, private foundations and non-profit organizations, federal student services programs.

**Schedule**

<b>Task</b>	<b>Complete By</b>
Review work plan with policy coordinator and communications staff	<b>2/27</b>
<b>Phone Meeting:</b> Review Work plan with Council Leads	<b>3/11</b>
<b>Workgroup Meeting:</b> Assignments	<b>4/18</b>
Email: Reporting out to Workgroup members	<b>4/22</b>
<b>Workgroup Meeting:</b> Assignments	<b>5/2</b>
<b>Workgroup Meeting:</b> Review draft Issue Briefing	<b>5/31</b>
Email: Revised Issue briefing for Council leads and stakeholders	<b>7/2</b>
Final Edits Due	<b>7/5</b>
Transmittal: Draft briefing to Council	<b>7/10</b>
Panel presentation: To Council	<b>7/17</b>
Workgroup Review: Of Council discussion and stakeholder feedback	<b>7/31</b>
Workgroup Review: Draft policy recommendations (including metrics)	<b>8/7</b>
Revised policy recommendations for lead Council members and stakeholders.	<b>8/13</b>
Final edits Due	<b>8/15</b>
Transmittal: Draft briefing to Council and posted to Web.	<b>8/16</b>
<b>Council Presentation:</b> Recommendations presented	<b>9/24</b>
Roadmap recommendation framework developed in consultation with Council and workgroup members.	<b>TBD</b>
Roadmap recommendation framework presented at Council retreat	<b>TBD</b>