

Agency Action Highlights

The table below provides a synopsis of the Washington Student Achievement Council’s work on behalf of its mission (outlined in RCW 28b.77).

RCW 28b.77.

(1) Guided by the state's overarching objective of substantially increasing educational attainment for the purposes outlined in RCW [28B.77.001](#), the council has a dual mission:

- (a) To propose to the governor and the legislature goals for increasing educational attainment in Washington, recommend the resources necessary to achieve the goals, and monitor progress toward meeting the goals;
- (b) To propose to the governor, the legislature, and the state's educational institutions, improvements and innovations needed to continually adapt the state's educational institutions to evolving educational attainment needs; and
- (c) To advocate for higher education through various means, with the goal of educating the general public on the economic, social, and civic benefits of postsecondary education, and the consequent need for increased financial support and civic commitment in the state.

1(a) To propose to the governor and the legislature goals for increasing educational attainment in Washington, recommend the resources necessary to achieve the goals, and monitor progress toward meeting the goals;		
Activity	2013	2014 (includes projected)
Reports and Publications	2013 Roadmap (identifies two educational attainment goals)	Roadmap Metrics – Online assessment of state’s progress towards fulfillment of the two attainment goals and actions)
Legislative Communications	Presentations to the Joint Higher Education Committee and the House Higher Education Committee	Presentation to the House Higher Education Committee on the two overarching education goals and the Roadmap Presentation to the Senate Higher Education Committee on the two overarching education goals and the Roadmap
1(b) To propose to the governor, the legislature, and the state's educational institutions, improvements and innovations needed to continually adapt the state's educational institutions to evolving educational attainment needs		
Activity	2013	2014 (projected)
Reports and Publications	2013 Roadmap (identifies twelve actions to increase learning,	2014 Strategic Action Plan (legislative recommendations based

	<p>enhance access,, and prepare for future challenges)</p> <p>2013 Disabilities Task Force Report</p> <p>2013 Skilled and Educated Workforce Report</p> <p>2013 State Need Grant Report</p>	<p>on the 2013 Roadmap)</p> <p>Roadmap Metrics – Online assessment of state’s progress towards fulfillment of the two attainment goals and actions)</p> <p>State Need Grant Study</p>
Outreach and Collaboration	<p>2013 Listening Tour</p> <p>2013 Roadmap Workgroups (9 workgroups involving a wide array of stakeholders)</p> <p>Received the Gates Improving Student Learning to Scale Grant, providing opportunities for collaboration across higher education and K-12 agencies</p> <p>Convened the Disabilities Task Force</p>	<p>Convening of the Committee of Academic Affairs and Policy, Committee for Student Support, and the Committee for Funding and Affordability</p> <p>Development of cohesive policy recommendations stemming from the ISLS grant</p> <p>Continuation of the work of the Disabilities Task Force</p> <p>Fed-Net (Federally funded education programs network)</p>
Legislative Communications	<p>Presentations to the Joint Higher Education Committee and the House Higher Education Committee</p>	<p>Presentation to the House Higher Education Committee on Prior Learning Assessments</p> <p>Presentation to the House Higher Education committee on dual-credit and dual-enrollment programs</p>
<p>1(c): To advocate for higher education through various means, with the goal of educating the general public on the economic, social, and civic benefits of postsecondary education, and the consequent need for increased financial support and civic commitment in the state.</p>		
Program	2013 Activity	2014 Activity (projected)
Communications Channels (Policy)	<p>Launched social media channels to support higher education advocacy (Facebook, Twitter, YouTube)</p> <p>Launched Council Conversations, external newsletter to inform public about programs designed to support higher</p>	<p>Partner newspaper outreach (placement of advocacy of higher education articles in partner’s external blogs, emails, and newsletters)</p> <p>Council Conversations Newsletters, delivered to network of over 3k.</p>

	<p>education/goals</p> <p>Launched South Sound Educators Group to help cross promote pro-education stories across multiple communications channels</p> <p>Washington College Access Network presentations and participation.</p> <p>GEAR UP West annual conference (for GEAR UP and other college access professionals) Policy & best-practices.</p>	<p>Launched Blog that will promote the values of educational attainment for Washington</p> <p>EOGOAC meeting</p> <p>Faculty Association of CTCs working meeting</p> <p>Meetings with Western Governor’s University</p> <p>Meeting with the Faculty Association of CTCs</p> <p>24 Corners meeting</p>
<p>Communications Channels (Student, family, and school staff outreach)</p>	<p>Launched social media channels to support student and parent access to higher education, and to support educators and others who provide support (Facebook, Twitter, YouTube)</p> <p>Direct emails to 10,000 College Bound students/parents</p> <p>Launched College Goals Washington (74 events and 68 schools), designed to help students fill out the FAFSA form for application to college</p> <p>Financial aid 101 nights in high schools, etc. (check with Rachelle)</p> <p>GEAR UP provided over 6,000 families in 28 communities with financial aid information, academic support, and postsecondary information.</p>	<p>Campaign newsletter – targeted to families considering higher education</p> <p>Grade-specific emails to students offering support and guidance</p> <p>Text service instituted to deliver timely information to families and those that provide support in the quest for higher education</p> <p>Campaign newsletters targeted to teachers and counselors to inform about college readiness resources available on RSG.</p> <p>American College Application Campaign to inform and encourage HS seniors to apply to college (annually, October/November)</p> <p>College Goal Washington Events, to advise and support families filling out FAFSA</p>
<p>Communications Channels (outreach to other publics)</p>		<p>January meeting with Commission on Hispanic Affairs to share the Roadmap and look for further</p>

		<p>opportunities for collaboration</p> <p>Meeting with Thurston County Chamber</p> <p>Meeting with the EOGOAC</p> <p>Washington Military Veterans Transition Council</p>
<p>Media</p>	<p>Interview with King 5 Television on FAFSA filling</p>	<p>Editorial Board meetings to discuss benefits of postsecondary education and promote support of Roadmap to increase educational attainment. (Olympian, Spokesman Review, The Seattle Times, The Wenatchee World, the Longview Daily News, the Everett Herald, The Columbian, The Tacoma News Tribune, the Yakima Valley Herald, the Northern Kittatas Tribune, the Ellensburg Daily Record)</p> <p>Op-eds promoting support for Roadmap attainment goals and specific actions.</p> <p>Interview with KBTC public television (January)</p> <p>PSA's promoting general college going (RSG)</p>
<p>Presentations</p>	<p>Seattle Education Sounding Board</p> <p>Seattle Chamber of Commerce</p> <p>The Educational Opportunity Gap Oversight and Accountability Committee</p> <p>The Association of Washington School Principals</p> <p>The Washington State School Directors Association</p>	<p>Radio Interviews</p> <p>Washington Financial Aid Administrators conferences and meetings</p> <p>Washington School Counselors Association</p> <p>Washington Council for High School-College Relations (WCHSCR)</p> <p>National Council for Community Education Partnerships (GEAR UP)</p>

	<p>Puget Sound ESD Presentation</p> <p>ESD 101 Superintendents</p> <p>Washington Financial Aid Administrators conferences and meetings</p> <p>Washington School Counselors Association</p> <p>Washington Council for High School-College Relations (WCHSCR)</p> <p>National Council for Community Education Partnerships (GEAR UP)</p>	<p>Seattle Chamber of Commerce Executive Committee</p>
<p>Get Partnerships</p>		<p>Association of the Washington School Principals.</p> <p>Hands on Children’s Museums</p>