



Communications Overview

Aaron Wyatt

Communications Director

Agenda



Communications Mission:

To position the Council as an engaged educational partner with a reputation for relevant, accessible, and clearly communicated quality work driven by the Council's strategic plan.

Who We Are

We are proactive, versatile, collaborative, and mission-driven communications professionals.



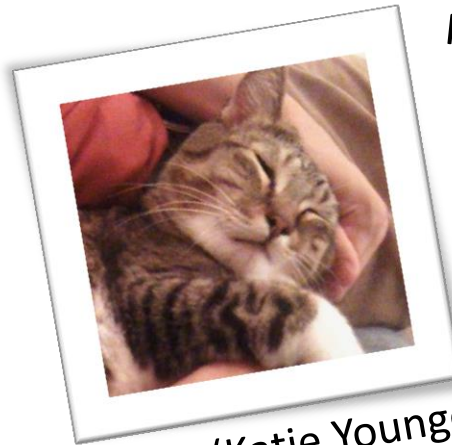
Morpheus (Emily Persky)



Maggie (Aaron Wyatt)



Murphy (Alison Eldridge)



Juniper (Katie Youngers)

What We Value

Communications

Problem-Solving

Commitment

Humor

Trust

Communications – Defined



The diagram illustrates the difference between Communications and Marketing. It features two large arrows pointing right. The top arrow is orange and labeled 'Communications'. To its right is a green rounded rectangle containing the definition of Communications. The bottom arrow is blue and labeled 'Marketing'. To its right is a red rounded rectangle containing the definition of Marketing. A grey oval with 'VS.' is positioned between the two arrows.

Communications

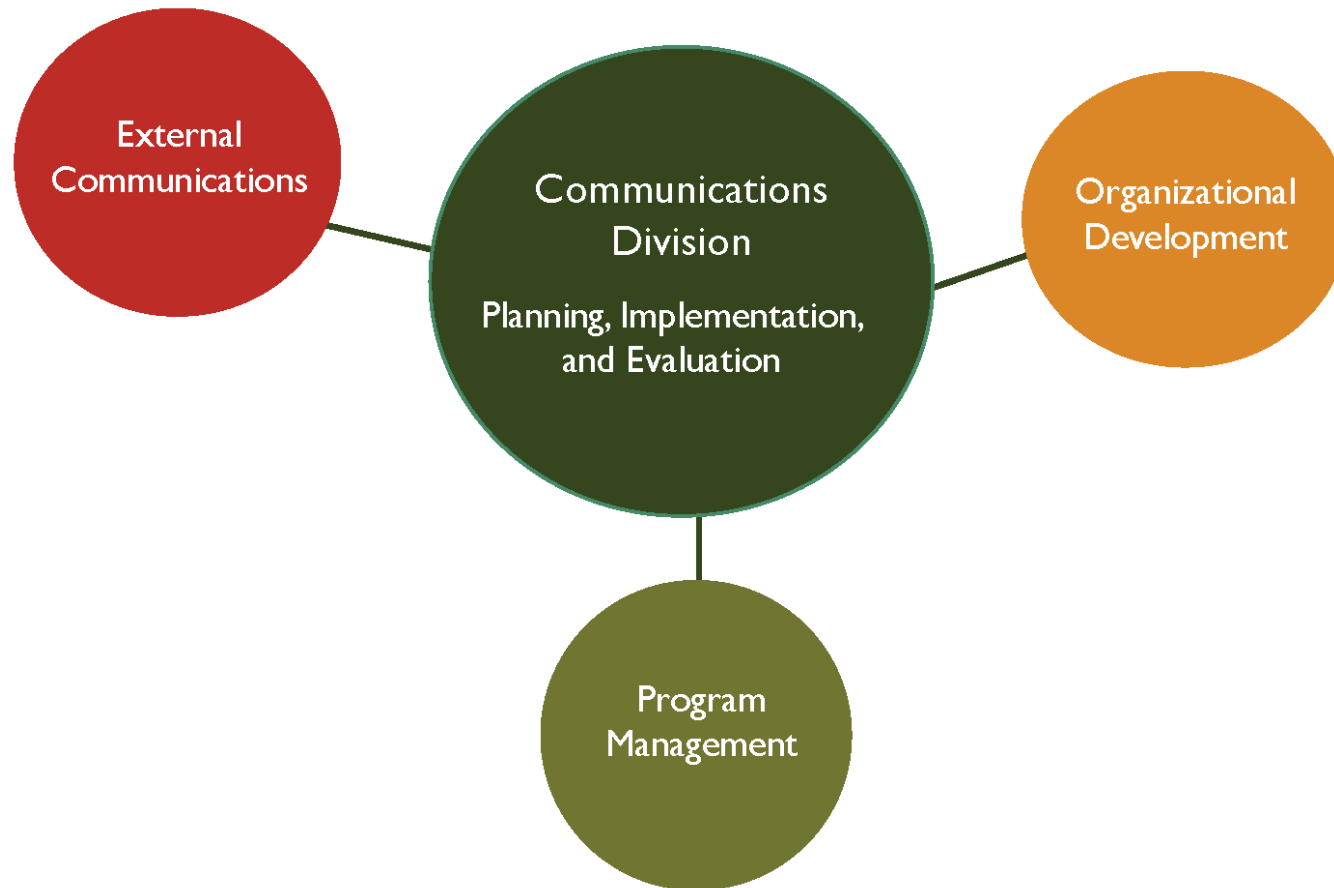
VS.

Marketing

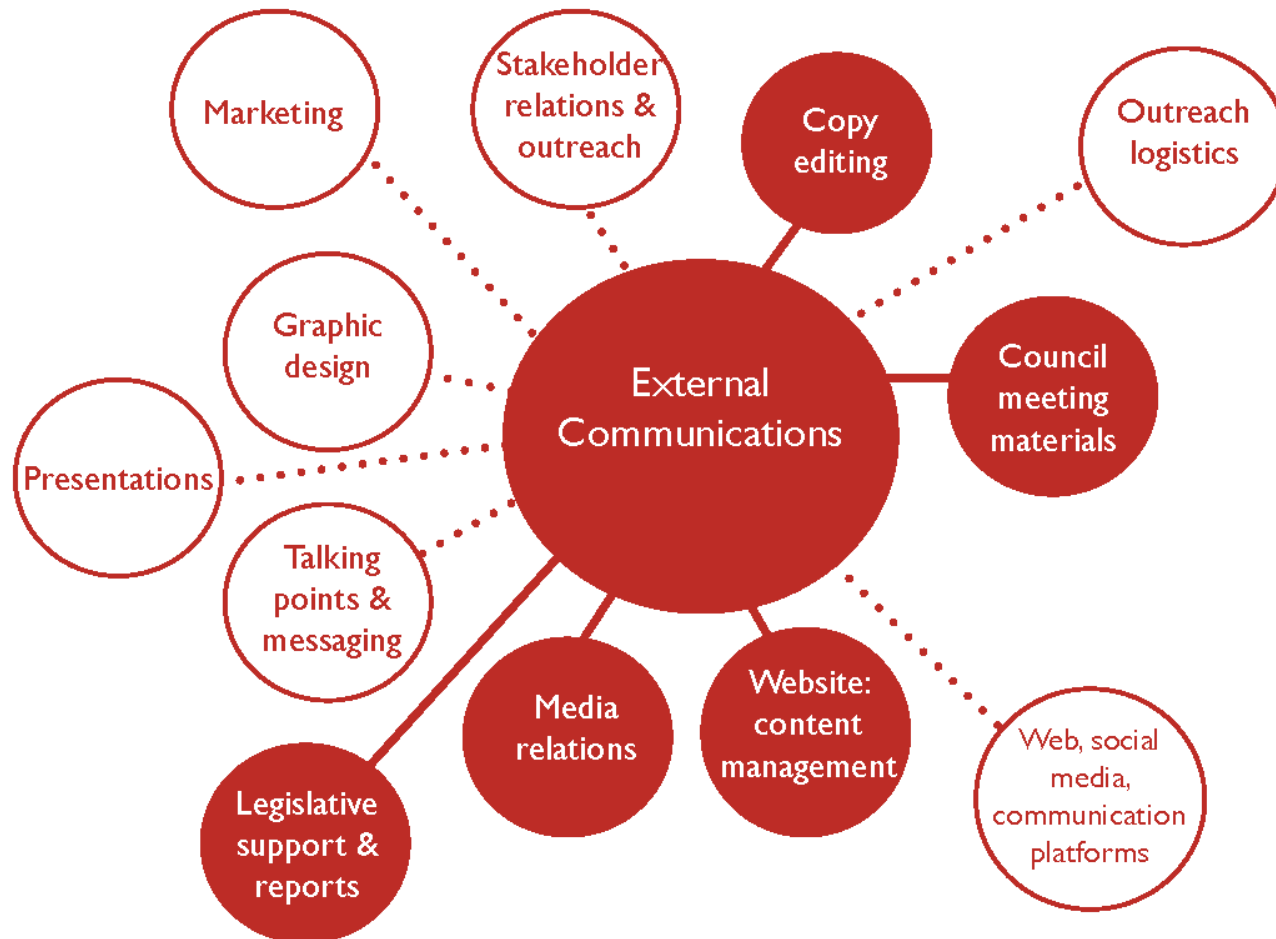
The process of building mutually beneficial relationships between an organization and its publics.

Messaging to deliver goods and services in exchange for something of value to the provider.

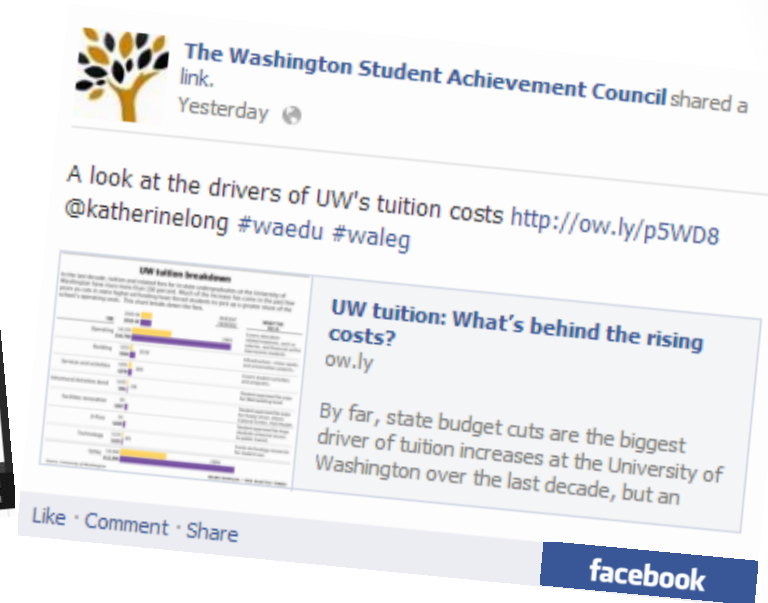
Three Major Components



Part One – External Work




Social Media and Video



Part Two– Organizational Development



Publications and Materials



WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

In Touch
The
September
2013

From the Executive Director

Dear Colleagues,

As you can imagine, there is no shortage of worthwhile activities at the Washington Student Achievement Council.



New on the Intranet

- Webmaster email instructions
- New travel planning procedures
- Undated (August) WSAC phone

Staff News

Wheel Options starts October 1
Participate by carpooling, biking, taking the bus, or other month of October. You could win a trip to Hawaii or one of

Council Mission

The primary responsibilities of the Washington Student Achievement Council are:

- **Proposing goals** to increase educational attainment in the state.
- **Identifying improvements** and innovations to meet or exceed those goals.
- **Promoting the many benefits** of postsecondary education.



9/24/2013

Washington Student Achievement Council

7



WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

CHRISTY ENGLAND-SIEGERDT, PH.D.
Director, Research and Planning

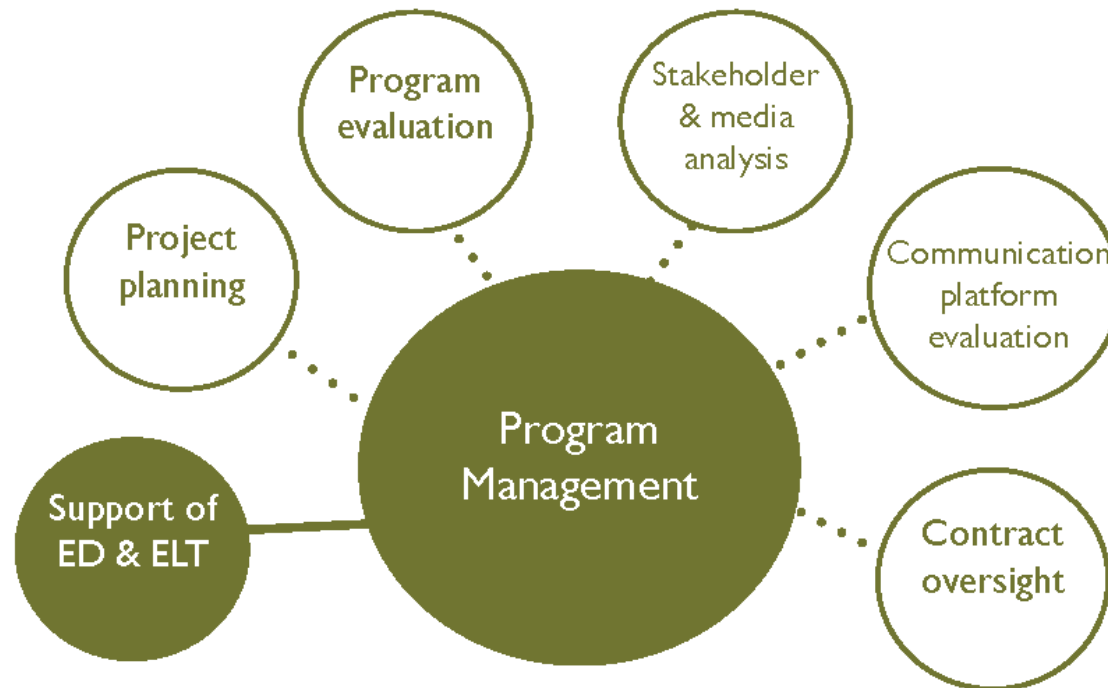
1917 Lakeridge Way SW
PO BOX 43430
Olympia, WA 98504-3430

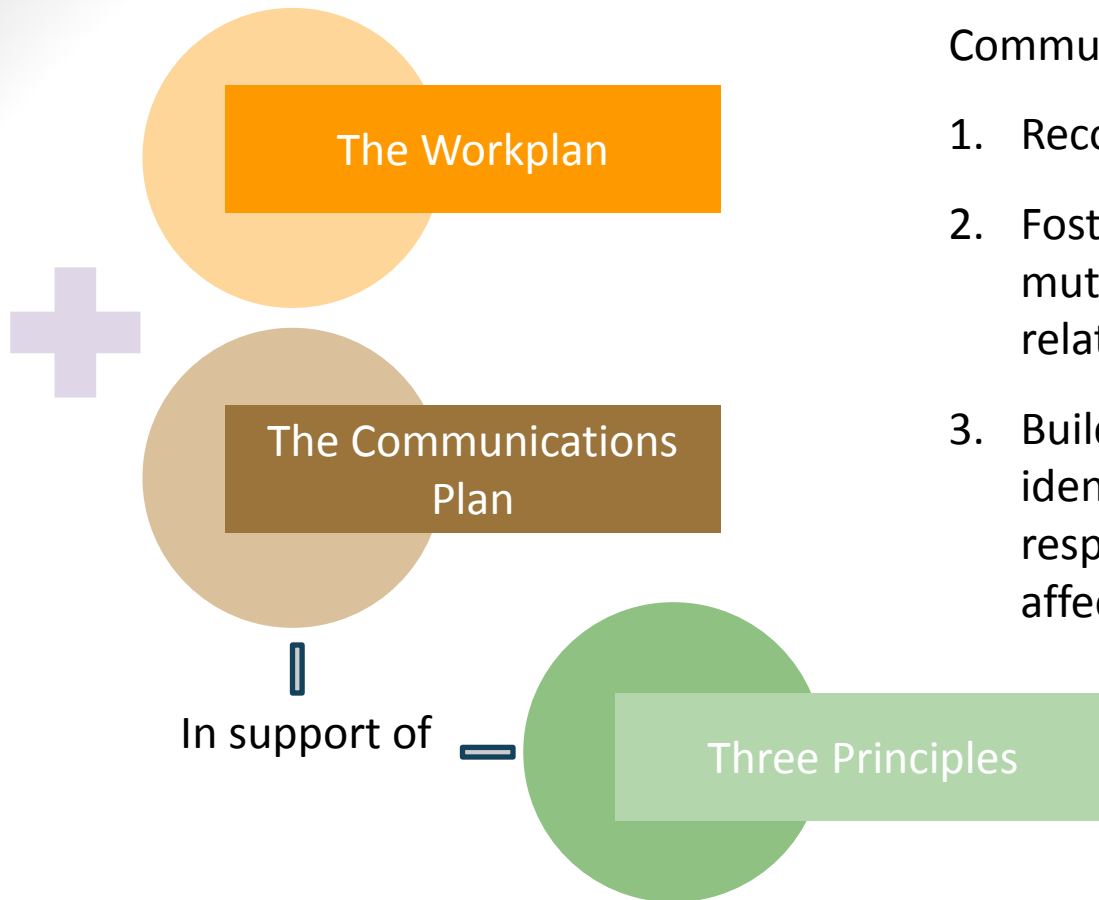
(360) 753.7835
christye@wsac.wa.gov
www.wsac.wa.gov



Our Mission:
To inspire and foster excellence in educational attainment.

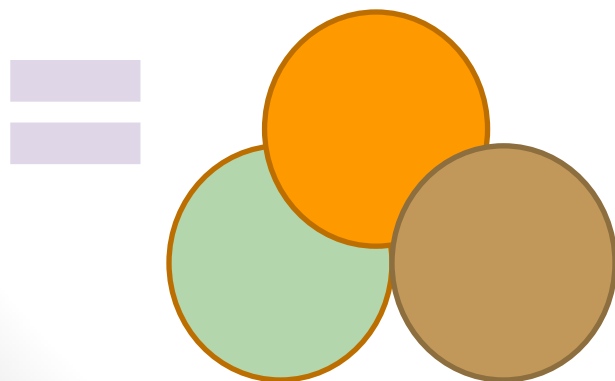
Part Three– Program Management





Communications Plan Principles:

1. Recognizes interdependence
2. Fosters and maintains mutually beneficial relationships
3. Builds a system to anticipate, identify, evaluate, and respond to issues that may affect those relationships



Advancement of Workplan and
Strategic Plan Goals

Key Publics

Key Publics (Not Just Colleges!)

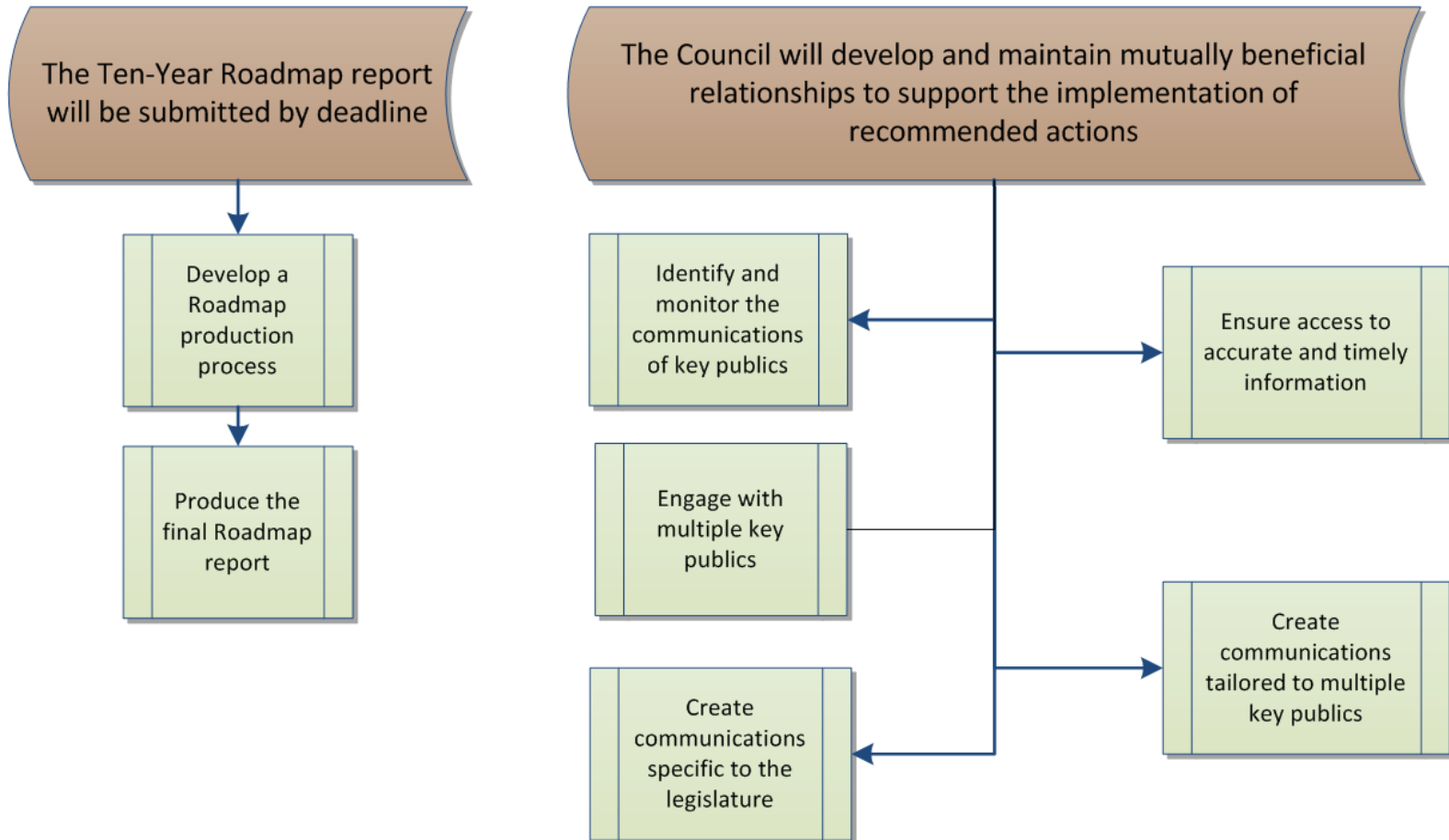
1. Crucial for Success
2. Those who need to be involved, need to know, will be affected, should know



Example Key
Publics



Communications – Objectives and Strategies



Communications – Tactics and Evaluations

	2013			
Strategies	July	August	September	October
Develop a Roadmap production process		Develop Roadmap outline Identify printing options		Selection of final printing contract
Produce and deliver the final Roadmap report	Finalize background sections for the final Roadmap report	Create Roadmap template for final report Identify pictures for final report	Finalize background sections for final Roadmap report Finalize Action recommendations for Roadmap report Identify charts and graphs for final report	Finalize executive summary and introductions to remaining sections Identify data/charts needed for final report Migrate content into template
Identify and monitor the communications of key publics	<div> <div>Develop and maintain stakeholder database and calendar</div> <div>Develop and maintain media analysis database (Evernote)</div> </div>			

Major Projects

THE ROADMAP

A Plan to Increase Educational Attainment in Washington



MEMBER HIGHLIGHT

Scott Brittain works as a District Projects Director for the Ferndale School District. He is the K-12 Representative to the Washington Student Achievement Council.

Brittain began his career in education as a science, chemistry and math teacher in the Puyallup School District. He later served as a high school assistant principal, a junior high school principal, and a high school principal in the Puyallup district. He recently worked for the Office of the Superintendent of Public Instruction as the Mathematics Collection of Evidence Assessment Specialist.

[Click Here Read Full Bio](#)

DID YOU KNOW: COLLEGE GRADUATES...

- Live longer, healthier lives?
- Are more likely to stay employed?
- Are more likely to enjoy their work?
- Can change career more easily?
- Earn \$20,000 a year more, on average, than HS graduates?

READY
SET
GRAD

QUICK LINKS

[Join our listserv to stay up-to-date on Council News](#)

[Ten-Year Roadmap](#)

[Submit your comments on education priorities](#)

[Council Rule-Making & WACs](#)

[College Bound Scholarship Program](#)



ANNOUNCEMENTS

[Council Selects New Officers](#)
[Notice of Potential Sole Source Contract](#)
[Opportunity Scholarship Administrator](#)
[July Meeting Materials](#)
[The Aerospace Loan Program is accepting applications now](#)



TWITTER FEEDS

[@WSAC Council Selects New Officers Notice of Potential Reply](#) | [Retweet](#) | [Favorite](#)

[@WSAC Council Selects New Officers Notice of Potential Reply](#) | [Retweet](#) | [Favorite](#)

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THE ROADMAP
A Plan to Increase Educational Attainment in Washington

ROADMAP FOR EDUCATIONAL ATTAINMENT

The Washington Student Achievement Council is building a Roadmap to Washington's educational future. The Roadmap will examine five key education challenges and how we can make them education opportunities for the state. The work is well under way. Join the Student Achievement Council and our partners as we develop a plan for increasing educational achievement among Washington residents.

[VISIT THE ROADMAP WEBSITE](#)

[GIVE US YOUR THOUGHTS ON THE FIVE EDUCATIONAL CHALLENGES FACING WASHINGTON](#)

COUNCIL NEWS

[Council Selects New Officers](#)
[Notice of Potential Sole Source Contract](#)
[Opportunity Scholarship Administrator](#)
[July Meeting Materials](#)
[The Aerospace Loan Program is accepting applications now](#)

SO YOU WANT TO GO TO COLLEGE, NOW WHAT?

TEXT ALERTS

VIDEO

1 SELECT YOUR GRADE

2 START YOUR JOURNEY

I'M AN **8th**
GRADER

READY

SET

GRAD

EMAIL SIGN UP

FACEBOOK

WWW.READYSETGRAD.ORG

Timeline Management



Almost in high school

- Different types of postsecondary institutions
- Career planning – what are your strengths and skills?
- Transition to high school



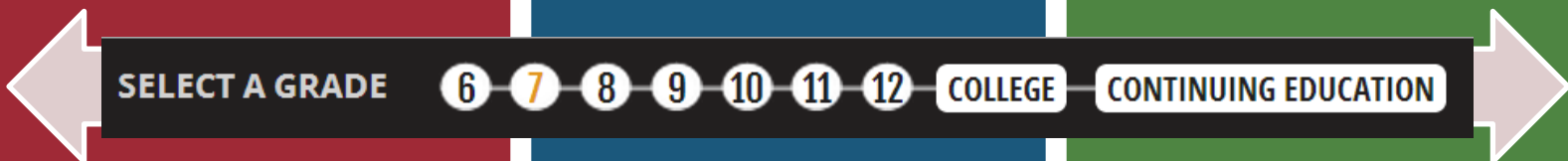
Get ready

- September – August calendar of preparation activities
- Choosing a college
- FAFSA4Caster



Returning to school

- Residency & citizenship
- Workforce Board's Career Bridge link
- Career, transfer planning, and military info



Planning Tools & Resources

For students...

The screenshot shows the 'READY: PREPARING FOR MY EDUCATION' page for 8th grade students. At the top, there is a navigation bar with 'SELECT A GRADE' and buttons for grades 6, 7, 8 (selected), 9, 10, 11, 12, COLLEGE, and CONTINUE. The page features a large '8th GRADE' header. Below it, a blue sidebar contains a 'TEXT ALERTS' icon and a 'READY SET GRAD' button. The main content area has a blue header with the title 'READY : PREPARING FOR MY EDUCATION'. Below the title, there is a paragraph of text and a checklist of three items, each with an 'Add Note' link. To the right of the text, there are two small images: one of a student looking down at a desk and another of a student using a microscope.

SELECT A GRADE 6 7 8 9 10 11 12 COLLEGE CONTINUE

8th GRADE

TEXT ALERTS

READY SET GRAD

READY : PREPARING FOR MY EDUCATION

There are so many ways you can prepare for high school graduation and beyond, even in 8th grade! You should also start thinking about visiting colleges and preparing for them by thinking through the classes you need to register for in high school.

Use our checklist to personalize and navigate the process, saving it and your notes – all the way through high school graduation and college acceptance. Below are some of our suggestions:

- ☐ Take the Measures of Student Progress Test Prep [Add Note](#)
- ☐ Take the ACT's EXPLORE, which prepares you to take the ACT in high school [Add Note](#)
- ☐ Take the most challenging English, math, science, and social studies classes you can handle. Don't be afraid to stretch a little bit – most schools offer extra homework help or tutoring to

The screenshot shows the 'READY: HELP YOUR STUDENTS CONTINUE THEIR EDUCATION' page for educators. At the top, there is a navigation bar with 'SELECT A GRADE' and buttons for grades 6, 7, 8 (selected), 9, 10, 11, 12, COLLEGE, and CONTINUE. The page features a large 'EDUCATORS' header. Below it, a blue sidebar contains a 'TEXT ALERTS' icon and a 'READY SET GRAD' button. The main content area has a blue header with the title 'READY : HELP YOUR STUDENTS CONTINUE THEIR EDUCATION'. Below the title, there is a paragraph of text and a checklist of three items, each with an 'Add Note' link. To the right of the text, there are two small images: one of a student looking down at a desk and another of a student using a microscope.

EDUCATORS

TEXT ALERTS

READY SET GRAD

READY : HELP YOUR STUDENTS CONTINUE THEIR EDUCATION

If you're here, you know your students need to graduate high school and finish postsecondary education. It's a daunting task, one for which you are not paid, but we know you want to help your students succeed. Ready Set Grad is here to help. With the right resources, your students *can* complete their high school requirements and pursue their dreams of a postsecondary education.

Some of your students need help to see themselves as future postsecondary students. All of your students need someone who believes in them.

...and for
educators

Updates & Reminders

TEXT
MESSAGING

EMAIL
NEWSLETTERS

FACEBOOK

TWITTER

VIDEOS

Students and families receive updates about events and deadlines.

- College Bound Sign-up
- College Application Week and College Goal Washington events
- College admission and financial aid deadlines

Continue the Conversation

Aaron Wyatt, APR

Communications Director

AaronW@wsac.wa.gov