

<b>Title</b>	<b>Lunch Update</b>
<b>Staff lead:</b>	Gene Sharratt
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<b>Synopsis:</b>	Staff will provide four updates for Council members during lunch on August 20: <ol style="list-style-type: none"> <li>1. A review of the internal agency strategic plan (Gene Sharratt)</li> <li>2. An overview of recently developed communications protocols (Aaron Wyatt)</li> <li>3. An update on 2014 agency personnel changes (Karen Moton-Tate)</li> <li>4. A preview of possible 2015 Council meeting dates (Gene Sharratt)</li> </ol>
<b>Guiding questions:</b>	Does the internal agency strategic plan align with the Council’s mission? What communications protocols are in place to support the agency? What are the significant personnel changes to the agency thus far (in 2014)? Does the Council agree to the proposed meeting dates for 2015?
<b>Possible council action:</b>	<input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other: _____
<b>Documents and attachments:</b>	<input type="checkbox"/> Brief/Report <input checked="" type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input checked="" type="checkbox"/> Other

# Agency Update

August 20 Retreat

Gene Sharratt, Aaron Wyatt, Karen Moton-Tate



# Agenda

## Today's Agency Insights

1. The Internal Agency Plan

2. Communications Protocols

3. Personnel Update

4. Council Meeting Dates

# The Internal Plan



## BUILDING NEW PARTNERSHIPS, CREATING NEW PATHWAYS

*Washington Student Achievement Council's Internal Strategic Plan*

*Goal 1: Serve as a collaborative, educational advocate.*

- a) Engage partners & expand networks.
- b) Inform external audiences of our work.
- c) Advocate for legislation & resources that strengthen the education system.

*Goal 2: Strive for exceptional work & continuous improvement.*

- a) Commit to ongoing staff development.
- b) Ensure high-quality work.
- c) Utilize LEAN or similar process improvement principles to continuously improve work.

*Goal 3: Create a culture of one agency.*

- a) Improve & expand agency-wide communication.
- b) Utilize cross-division teams.
- c) Provide inter-division cross-training opportunities.

# Communications (Fly Fishing) Protocols



## Fly Fishing Essentials

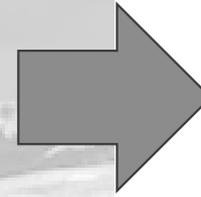
1. What is the hatch?
2. What materials are needed to make the fly?
3. How do you tie it and present it to the fish?



# Communications Protocols

## Fly Fishing Protocols

1. Match the hatch
2. Choose the right materials
3. Tie and present the fly.



## Communications Protocols

1. Strategic design
2. Efficient implementation
3. Effective execution.

## Communications "Fly Box" Protocols

1. WSAC products (writing, graphics, presentations, etc.)
2. WSAC web (RSG, WSAC, Intranet).
3. Social Media
4. Media
5. Crisis
6. Surveys (w/ Research).



# Personnel Update

- Staff Profile
- Agency Culture
- New Initiatives



# 2015 Proposed Meeting Dates

- February 11, Olympia
- April 8, Olympia
- June 12, Walla Walla
- August 12 – 13, Spokane
- October 14 – 15, Tacoma
- November 17 – 18, Centralia