

<b>Title</b>	Communications Division - Update	
<b>Staff lead</b>	Aaron Wyatt	Emily Persky
<b>Position</b>	Communications Director	Communications Program Manager
<b>Email</b>	<a href="mailto:aaronw@wsac.wa.gov">aaronw@wsac.wa.gov</a>	emilyp@wsac.wa.gov
<b>Phone</b>	360.753.7800	
<b>Synopsis</b>	Communications staff members will highlight current communications work related to planning, external communications, program management, and organizational development.	
<b>Guiding questions</b>	<ol style="list-style-type: none"> <li>1. What is the communications agenda for 2015-16?</li> <li>2. How will communications activities and strategies support the Council's work in 2015-16?</li> </ol>	
<b>Possible council action</b>	<input checked="" type="checkbox"/> Information/Discussion <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 type="checkbox"/> Other	



# COMMUNICATIONS UPDATE

Aaron Wyatt & Emily Persky | Council Meeting | August 2015



WASHINGTON STUDENT  
ACHIEVEMENT COUNCIL  
EDUCATION · OPPORTUNITY · RESULTS

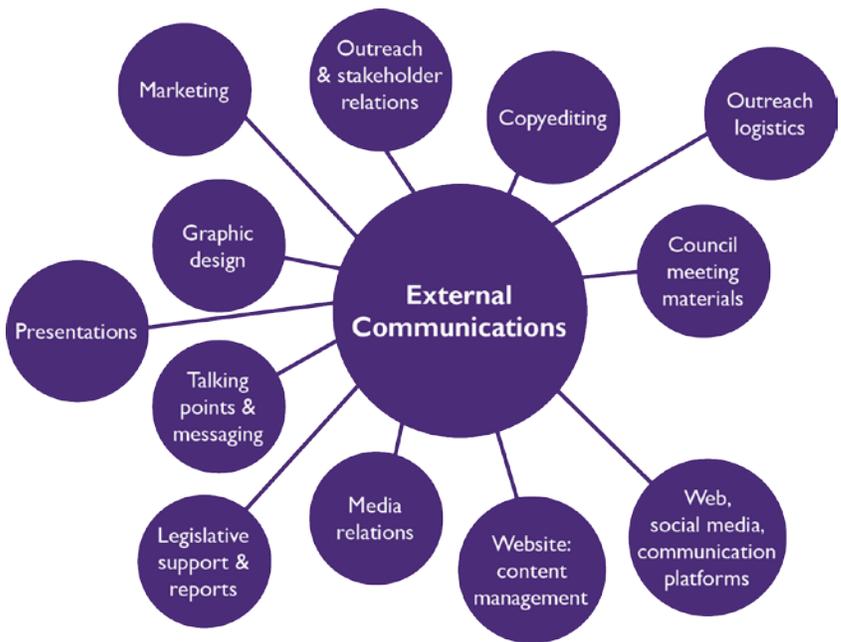


# 2015 COMMUNICATIONS - AGENDA



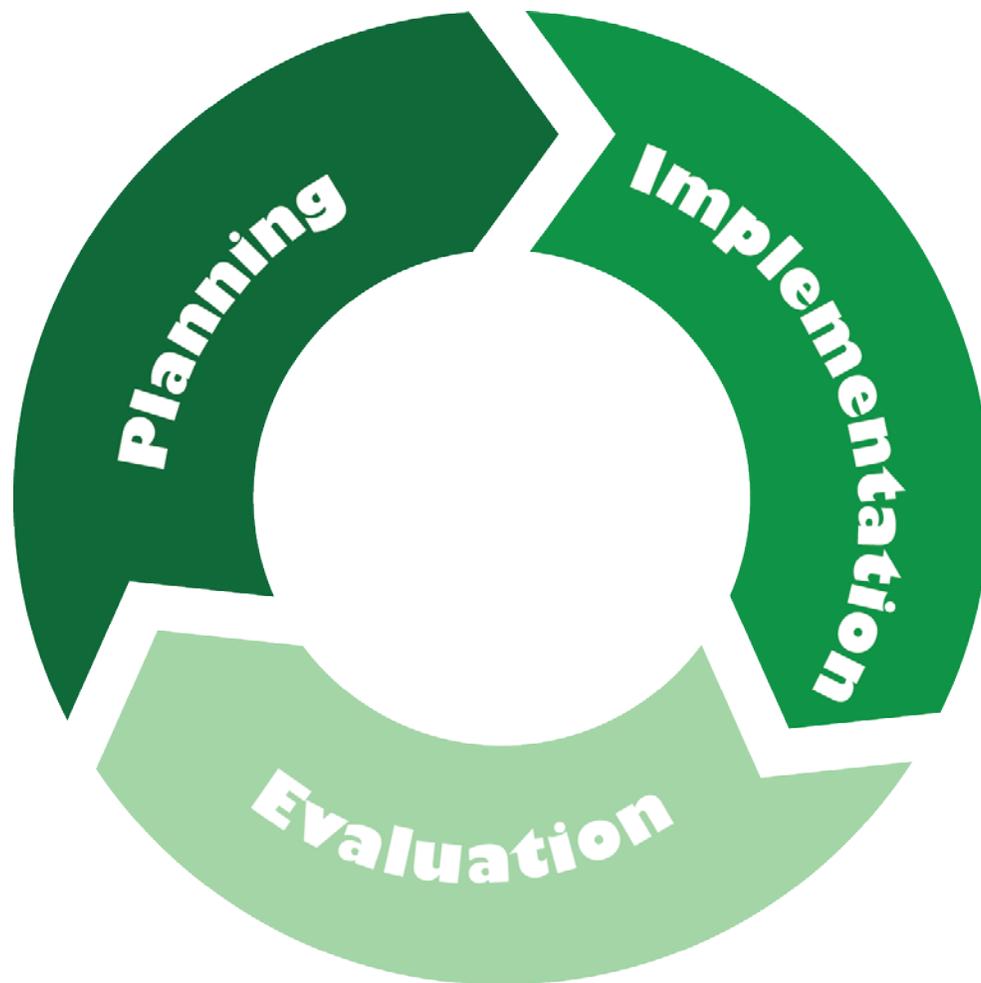


# WSAC COMMUNICATIONS' RESPONSIBILITIES



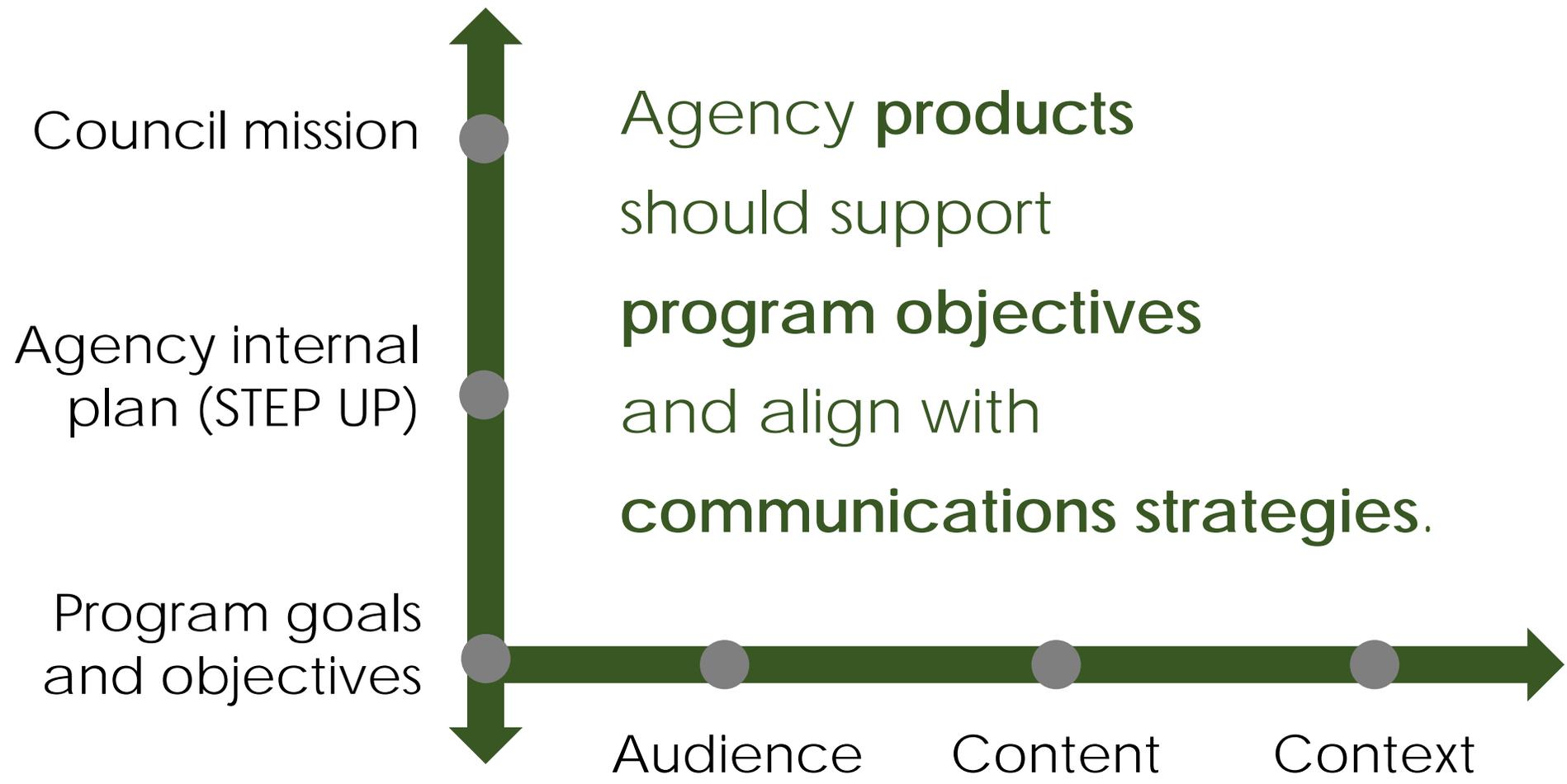


# COMMUNICATIONS LIKES PIE





# ALIGNMENT





## Projects

1. Roadmap communications plan (timeline, templates, complement handouts)
2. College readiness communications plan
3. SFA program administration communications plan (preliminary work)
4. Leg and policy communications plan (preliminary work)



# HIGHLIGHT - PLANNING AND EVALUATION

## Strategic Messaging Calendar

Accounts for communications by audience and message in the academic calendar year.

Year-One					
July	August	September	October	November	December
	Site agreement (sample)	Notecard (sample)	Brochure/flyer (sample)    Poster (sample) (metrics available)    Update site coordinator manual (example)    Update the site coordinator training powerpoint (example) 	CGW press release -- late December release (sample story)    Op-Ed on FAFSA/WASFA Filing (sample)    CGW volunteer button (sample)    FAFSA next steps postcard (sample) 	Office Hours entry on events (based on op-ed) (sample)    Update FAFSA filing training powerpoint (example)    WAFSA training Powerpoint (sample)



# CURRENT WORK - ORGANIZATIONAL DEVELOPMENT



## Projects

1. New templates for agency handouts and presentations
2. Photo and media use guidelines
3. News media protocols
4. Product development guide

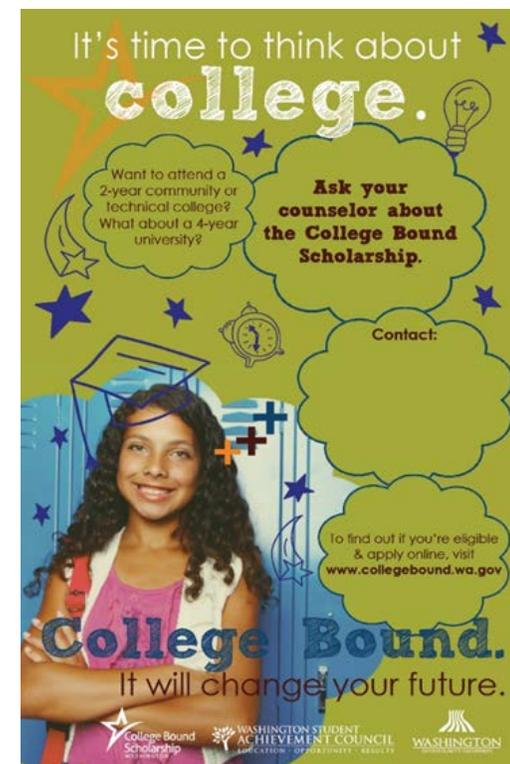
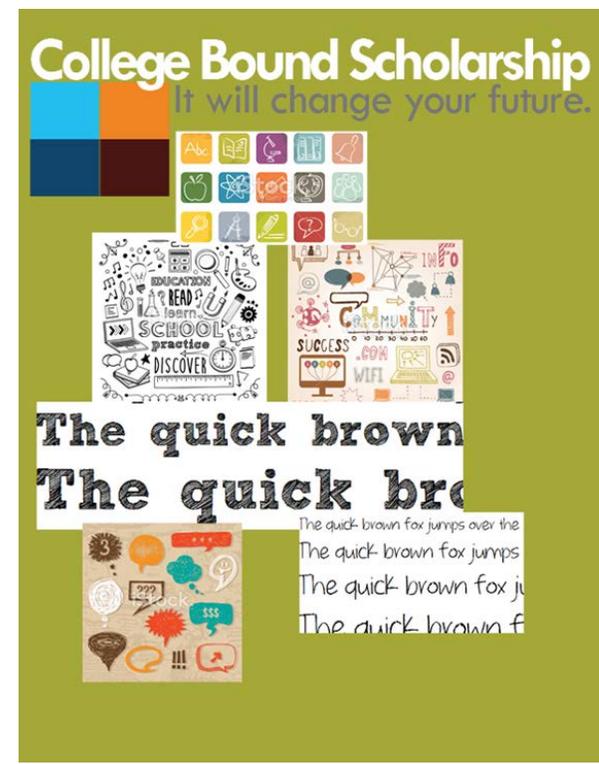


# HIGHLIGHT - ORGANIZATIONAL DEVELOPMENT



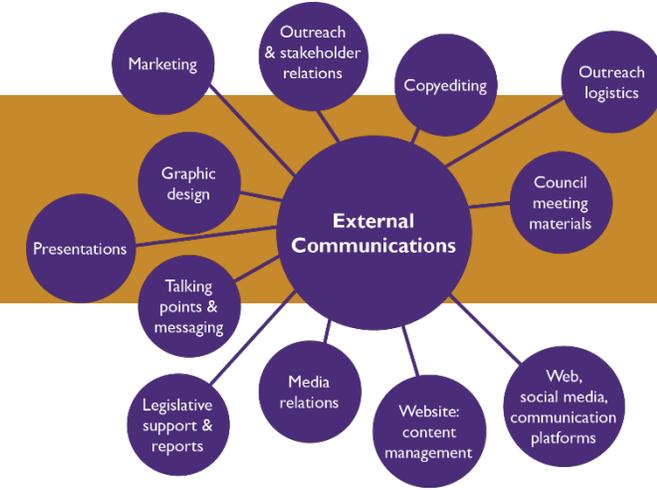
## CBS branding

Alison Eldridge created a new branding theme for CBS products.





# CURRENT WORK - EXTERNAL COMMUNICATIONS



## Recently implemented or completed

1. CHA radio
2. High Five, Office Hours, Council Conversations
3. Handouts: Policy report overviews

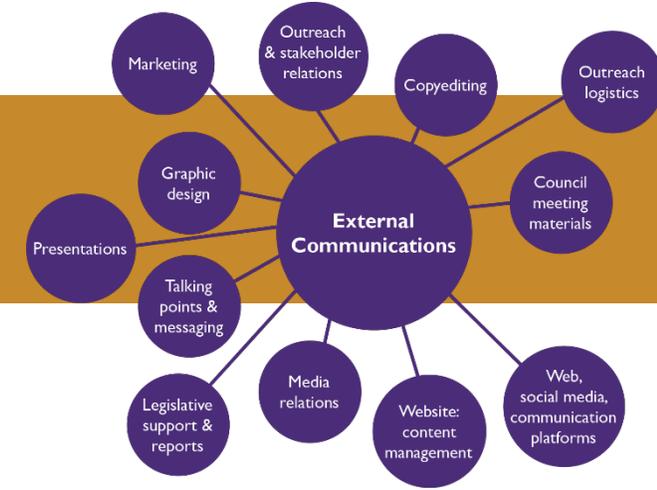


## COUNCIL CONVERSATIONS

WASHINGTON STUDENT ACHIEVEMENT COUNCIL NEWSLETTER



# HIGHLIGHT - EXTERNAL COMMUNICATIONS



## Report overviews

These one-page handouts include highlights from the Council's formal reports.

### 2014 Disability Task Force Report

Pursuant to Senate Bill 5180 (2013 Session)



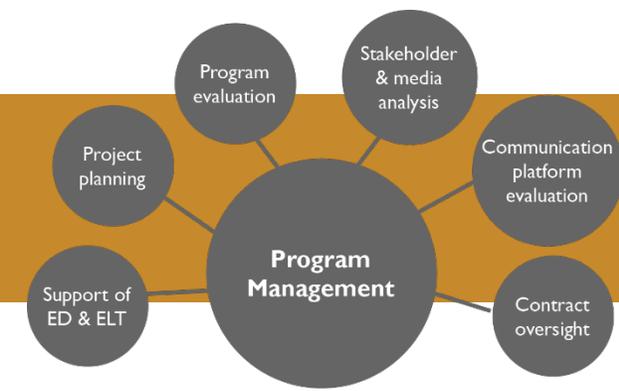
#### RECOMMENDATIONS

1. The State Board of Education, in conjunction with the Disability Task Force, should develop guidelines for school districts that provide direction on how the Essential Elements of a High-Quality High School and Beyond Plan can be incorporated into and support IEP secondary transition services.
2. The Disability Task Force and Washington Student Achievement Council should develop online content and printable materials to help students with disabilities and their families identify target benchmarks to work toward at various stages of their middle and high school careers. This content should be available on ReadySetGrad.org.
3. The state should allocate new funding to postsecondary institutions so they can offer more comprehensive services and provide more staff support to students with disabilities.
4. The state should ensure that all students—regardless of income—have access to the formal evaluations required by postsecondary institutions.
5. The state should allocate funding to increase professional development opportunities for K-12 and postsecondary educators and staff on disability-related training, specifically:
  - Secondary transition training for K-12 counselors, educators, and administrators.
  - Training on the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act for postsecondary faculty, staff, and administrators.

Classes of 2011 & 2012	All Students	Special Education Students
Number of high school graduates	132,177	11,110
Number of high school graduates enrolled in postsecondary	75,886	2,596
Percentage enrolled in postsecondary	57%	23%



# CURRENT WORK- PROGRAM MANAGEMENT

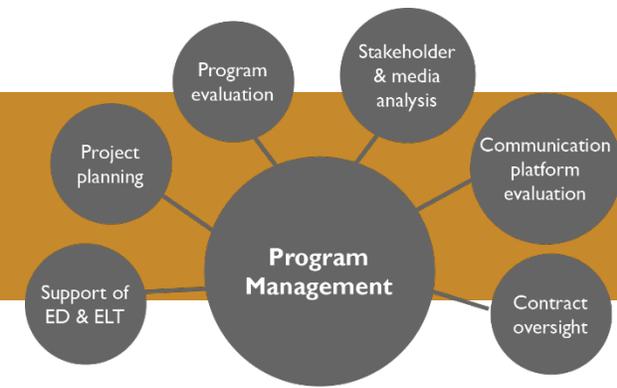


## Recently implemented or completed

1. RSG ADA compliance
2. Dual-credit look-up tool
3. NGA STEM, Pave the Way conference support
4. In the Know



# HIGHLIGHT - PROGRAM MANAGEMENT



## Outreach Committee

The committee’s charter was approved in March 2015, and the committee is currently finalizing three project management plans for ELT’s approval.

### Outreach Committee Charter and Scope

March 2015

**Sponsor:** Aaron Wyatt | **Lead:** Maddy Thompson | **Organizer:** Emily Persky

**Approver:** Gene Sharatt \_\_\_\_\_

#### Purpose

This committee is tasked with implementing Goal 1, Objective A, Strategy 3 of the [internal strategic plan \(STEP UP\)](#), revised for implementation and linked [here](#). This portion of the STEP UP is intended to support strategic allocation of resources for intentional agency-wide engagement with our partners and stakeholders.

Goal 1:	Objective A:	Strategy 3:
Serve as a collaborative, educational advocate.	Engage partners & expand networks.	Identify strategic opportunities for outreach and designate appropriate staff (delegates).
		Ensure delegates have the resources necessary to speak to their program and the agency as a whole.
		Ensure staff can serve as ambassadors for the agency and amplify work on social media.



# Questions?

Aaron Wyatt  
Communications Director

Emily Persky  
Communications Program Manager