21st Century Rationale

Strategic Options

Marketing/Reform Strategies: provides coherence for SPI’s priorities: cc, assessments, cte, whole child, arts/creativity, community schools, dropout preventions

Communications Campaign

Professional Development Resources –Brokers of Excellence

Tool for insuring priorities are comprehensive and promote deep learning by using 21st century framework

Apply to standards and curricula frameworks

Apply to Teacher Quality

Dropout Prevention and support services

Apply outside experts

P-21 office/speakers

Other P-21 States

In-state Business/Ed leaders

Fund Development

Rally Business Support

“advisory” structure

State/Regional/Local

Help drive state-level collaboration

Other Ed Segments, Workforce Development, Economic Development

Other children/youth advocates – Children Now, Fight Crime-Invest in Kids,

Help provide resources for regional/local mobilization campaigns

State model – Regional/local model

Collaborate/Coordinate with other SPI Priorities

Community Schools, Whole Child, Create, Dropout Prevention, others

Must Do’s

Internal and Partner Communications and Discussions

Announce Publicly

National –coordinate with P-21 office

CA communications strategy

Develop priority plan

Develop operations plan

Participate in National States Network

National Meetings, Monthly Phone Calls