

Agenda: Day 1

Wednesday **July 1, 2015**

1:00 p.m. **Registration**

Convening Communication Strategies and Logistics

Kyle Lankford, Central and South Central Comprehensive Centers Communications Coordinator

2:00 **Welcome**

Belinda Biscoe Boni, South Central Comprehensive Center Director
Dean Nafziger, Building State Capacity and Productivity Center Director

Leadership & Politics

And Today's Challenge Is... The Critical Role of Leadership in Strategic Communication

Introduction by Dean Nafziger

Conversation Leader: *Terry Holliday, Kentucky Commissioner of Education and Council of Chief State School Officers Past President*

3:15 **Break**

3:30 **Leadership & Politics**

Taking a Deeper Look at the SEA Leader Role in Communication

Panel Discussants:

Tom Luna, Project Lead The Way Senior Vice President and Chief Policy Officer and former Idaho State Department of Education Superintendent of Public Instruction

Margie Vandeven, Missouri Department of Elementary and Secondary Education Commissioner of Education

Ryan Wise, Iowa Department of Education Deputy Director

Alan Morgan, Building State Capacity and Productivity Center Senior Policy Advisor and former New Mexico State Superintendent of Public Instruction

Moderator and Provocateur: *Jeremy Anderson, Education Commission of the States President*

Key Elements of Strategic Communication

Establishing the Common Academic Language of Strategic Communications: What do we know about effective SEA communication processes? How did current practices shape this agenda?

Heather Zavadsky, Building State Capacity and Productivity Center Research Scientist

5:00 **Adjourn**

Optional Evening Reflections and Continued Conversations

Locations and Times TBD

Agenda: Day 2

Thursday **July 2, 2015**

8:00 a.m. **Takeaways from Wednesday's Conversation**
Donna Richardson, Central Comprehensive Center Director

Connecting Policy with Implementation

Around the World in 365 Days: Lessons Learned from Communicating about Rigorous Academic Standards - In the Lands of Oz and Aladdin

Introduction by Belinda Biscoe Boni

Conversation Leader: *Diane DeBacker, DeBacker Consulting, LLC; former Kansas State Department of Education Commissioner and United Arab Emirates Abu Dhabi Education Council Senior Advisor to the Director General*

9:45 Break

10:00 Internal & External Dissemination

Crafting the Right Message: Who says what to whom?

Panel Discussants:

Patrice Guilfoyle, Mississippi Department of Education Communications Director

Denise Kahler, Kansas State Department of Education Director of Communication and Recognition Programs

Wendy Larvick, Michigan Department of Education Assistant Director of the Office of Public and Governmental Affairs

Michael Sibley, Alabama Department of Education Director of Communications

Moderator: *Kristin Nafziger, Building State Capacity and Productivity Center*

Small Group Conversations

Kerri White, South Central Comprehensive Center Arkansas/Louisiana Technical Assistance Coordinator

Regional Comprehensive Centers

11:45 Working Lunch in Assigned Role-alike Small Groups

Kerri White and Identified Small Group Facilitators

12:45 p.m. Stakeholder Support, Message Refinement, & Continuous Improvement Process

Gaining Champions: How do SEAs pull people together to move priorities forward? How do SEAs know if their plans are working?

Introduction by Kristin Nafziger

Conversation Leader: *Romanita Matta-Barrera, Fluent Strategy Group, LLC, Chief Executive Officer*

(Agenda continues on other side.)

2:15 p.m. Break

2:30 Small Group Conversations

*Patricia Fleming, Central Comprehensive Center Associate Director and Technical Assistance Coordinator
Regional Comprehensive Centers*

Reflections and Next Steps

Beth Howard-Brown, Southeast Comprehensive Center Director

Evaluation

*Carol Surber, Educational Training, Evaluation, Assessment & Measurement
Senior Research Associate*

3:30 Adjourn

Belinda Biscoe Boni and Dean Nafziger