

Detailed, monthly updates from around the Road Map Project
September 2014

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THANK YOU for reading the September issue of the Road Map Traffic Report! These updates build upon information shared in previous Traffic Reports. Please visit the [Road Map Project website](http://www.roadmapproject.org) to view earlier issues.

BIRTH TO 3rd WORK GROUP

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LET'S READ!

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BIRTH TO 3RD GRADE

Supporting Efforts to Expand Pre-K

At the last meeting, the [Birth to 3rd Grade Work Group](#) discussed two different opportunities to support efforts to expand preschool for low-income children in our region. The Seattle preschool ballot proposals were discussed and, while this is a Seattle initiative, there was discussion about how the outcome could have implications for the region and state. The work group had discussed the Seattle Preschool Program at previous meetings and, at the September meeting, agreed to recommend to the Advocates Caucus that the Seattle Preschool Program be considered for inclusion on the project-wide Advocacy Agenda.

The work group also agreed to send a letter of support for the Washington State Department of Early Learning's federal application for an expansion of preschool. Through this federal grant opportunity, the state is eligible for up to \$70 million over four years to support more high-quality early learning opportunities for low-income children.

Let's Read! Summer Reading Campaign

An end-of-summer survey was conducted in September to gather feedback on this year's [Let's Read! campaign](#). Fifty partners, from teachers to librarians to leaders from community-based organizations, completed surveys! As a thank you, everyone who completed the survey was entered into a raffle. The winners were: Steve Daschle, of Southwest Youth & Family Services; Kris Van Gasken, of Des Moines Area Food Bank; and Lisa Jensen, of King County Library System. Their prizes include gift cards, books, *Let's Read!* materials and/or Road Map Project T-shirts. Congratulations to the winners and thank you to everyone who completed the survey! Campaign partners who didn't receive the survey or didn't have time to complete it may send feedback/comments all year long to May Saetern.

DISCOVERU

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COLLEGE & CAREER SUCCESS

DiscoverU Starts Monday!

DiscoverU—a week of college and career exploration—kicks off on Monday and it is clear that this year's effort will be very exciting, with broad participation from around the project. Just a few examples: South Seattle College is conducting a range of activities that include faculty and staff "Posting their Pathway" at their work spaces and wearing nametags that encourage students to ask about their pathway. The Tye campus in Highline Public Schools will be holding career panels and workshops. YMCA staff in the Road Map Project region will be wearing college gear and providing ways for their staff to talk to youth and families about their education and career experience. Also, the cities of Auburn, Burien, Federal Way, Renton and Seattle – plus the King County Executive – will issue proclamations declaring Oct. 13-17 DiscoverU Week!

It's not too late to get involved – some of the best activities are basic conversations with young people that get them talking about their personal interests and how they might relate to career ideas and goals. There are lots of ideas at www.roadmaptocollege.org/discoveru. Please help elevate the importance of education beyond high school and support students in exploring their interests and careers possibilities!

DON'T FORGET—Please share your DiscoverU activities and photos with us on social media!

Facebook: <https://www.facebook.com/roadmaptocollege>

Twitter: <http://twitter.com/roadmap2college>

Hashtag: #DiscoverU

The week after DiscoverU, a short survey will be issued to learn about the collective participation in DiscoverU and how communications and resources can be improved next year.

Puget Sound Coalition

The Puget Sound Coalition for College and Career Readiness hosted its first meeting of the 2014-15 school year on Sept. 8. The meeting agenda and materials can be found [here](#). A number of Coalition members have already shared the [Compact](#) with their boards or cabinets, including Auburn School District, the Seattle Colleges District and South Seattle College. Presentations addressing the Compact scheduled for later in the fall include Green River Community College, the Puget Sound Educational Service District Board of Directors, Kent School District, the Washington Student Achievement Council and the Washington Educators' Conference.

The Compact can be found on the Puget Sound Coalition for College and Career Readiness [website](#), which includes a [Resource Repository](#) with links to research, data and tools that address postsecondary readiness and success.

ELL WORK GROUP

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ENGLISH LANGUAGE LEARNERS (ELL)

ELL Work Group

The [ELL Work Group](#) has been developing its vision for the next two years and is focused on implementation of the ELL action plan. Recent work includes advocating for accountability, thinking about barriers faced by ELL students and their families and how the ELL action plan strategies can eliminate those barriers, and determining strategic direction needed to get the ELL Work Group's pilot efforts off the ground. The group has continued to engage in discussion with the Birth to 3rd Grade Work Group to define pertinent areas of overlap and pilot the parent engagement/early learning project, with a particular eye toward cross-overs with the Kindergarten Registration Campaign. The ELL Work Group is also working closely with Education Northwest to create stronger ELL indicators to be used for the Road Map Project Results Report as well as regionally, and working with OPSI to build strong bridges between the state level and the region to improve outcomes for ELL students.

Pilot Parent Engagement Project

OneAmerica, the organization that staffs and leads the ELL Work Group, received a grant earlier this year from the Kellogg Foundation to pilot a parent engagement project. The work now under way uses a dual-generation approach to parent engagement with a focus on immigrant and refugee families in South King County. This effort aims to shift power structures and create a more equitable education system by both empowering parents to support themselves economically and in what they need to fully support their children's learning. OneAmerica is supporting parents to become leaders who will organize around issues affecting immigrant and refugee parents and ELL students. If you would like to learn more about this effort, please contact Chelsea Whealdon at 206-452-8419.

STEM (SCIENCE, TECHNOLOGY, ENGINEERING AND MATH)

STEM NETWORK

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South King County STEM Network

The recently reconvened South King County STEM Network met on Sept. 22 to lay a foundation for the group and provide an understanding of the work ahead. After the meeting, attendees were encouraged to complete a short survey. With 33 participants, here were the results:

- "Did this meeting accomplish the goal of orienting everyone to the critical role the network can play and lay a proper foundation?" **94%** answered "Yes."
- "Did this meeting accomplish the goal of providing an understanding of the work ahead in the next meetings?" Nearly **80%** answered "Yes."
- "Do you see a role for yourself in this South King County STEM Network?" Over **75%** answered "Yes."

YOUTH DEVELOPMENT FOR EDUCATION RESULTS

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While this input is encouraging, the challenge ahead will be to continue laying out a clear path for implementing the STEM Network Business Plan and ensuring network members see how they fit into the work. The feedback will be incorporated into the planning for the next meeting on Oct. 29. During this meeting, the group will participate in an in-depth analysis of the three priority areas of the STEM Business Plan: build awareness and enthusiasm for STEM, provide real-world STEM career experiences and develop STEM literacy skills in the classroom.

YOUTH DEVELOPMENT FOR EDUCATION RESULTS

Youth Development for Education Results Work Group

The re-launched [Youth Development for Education Results Work Group](#) met on Sept. 17. The group discussed how strong partnerships between schools and youth-serving organizations are created, and discussed a list of components that make a strong partnership. Within each component, work group members identified existing work in the region to build upon, including the Race to the Top Deep Dive Projects and the intensive school partnership model in Seattle.

Work group members also learned about how student engagement and motivation are being measured across districts and community-based organizations in the region, and began discussing how to spread and advance efforts in this area. These two topics – strengthening school-community partnerships and measuring and improving engagement and motivation – will be core bodies of the group moving forward. To review the presentation from the meeting, please [click here](#).

OPPORTUNITY YOUTH

Regional Re-Engagement Network

In September, CCER convened the first meeting of a [Regional Re-Engagement Provider Network](#). Network members are staff from re-engagement programs across the region who come together to learn, collaborate and share knowledge. The group is critical to advancing many of the strategies included in the Opportunity Youth Draft Action Plan. Members of the group will meet monthly to tackle a range of professional learning and system-building priorities they have identified.

Opportunity Youth Work Group

CCER staff and work group members presented the [draft action plan](#) for discussion and feedback at September meetings of the South King Human Services Planners group, Uniting for Youth and the Suburban King County Coordinating Council on Gangs. Feedback was also collected from the Seattle Indian Health Board, Got Green, Vietnamese Friendship Association, Asian Counseling and Referral Service, the King County Housing Authority and the King County Library System. Feedback from these groups and others is being summarized and incorporated into the plan.

Opportunity Youth Work Group member (and King County Youth Advisory Council member) Eduardo Yanez presented an update focused on the draft action plan to a packed house at the Sept. 25 [Road Map Project Education Results Network](#) meeting. A special thanks to Eduardo for doing a terrific job and continuing to bring his own perspective and experiences — and [those of other youth](#) in the region — to this work.

PARENT & FAMILY ENGAGEMENT

Parents Blog About Harvard Trip

Two parents — one from Seattle Public Schools and the other from Kent School District — who attended the inaugural Harvard Family Engagement in Education Institute in August as part of the “Road Map 40” graciously offered to share their reflections on the institute via a [blog post](#) on [roadmapproject.org](#). Guaranteed to be well worth reading!

COMMUNITY ENGAGEMENT

Supporting Authentic Partnerships

With the help of the Community Network and ELL Work Group, the Race to the Top team at the Puget Sound Educational District convened a Technical Assistance Design Team. The goal of this group is to build a plan for providing technical assistance on developing authentic partnerships between schools, community-based organizations and families as they partner to develop proposals for [Deep Dive 3: Investment Fund to Develop Additional Community-School Partnerships](#).

For more information, please contact Anthony Shoecraft at ashoecraft@ccdresults.org or Matthew Gulbranson at mgulbranson@psed.org.

ALIGNED FUNDERS

September Meeting

The Aligned Funders group met in September to discuss current funding in the Road Map Project region and opportunities for greater collaboration. Some funders shared their efforts to align their funding to Road Map Project Indicators of Student Success, and to collaborate with other funders’ efforts to build capacity of organizations in the region and to support the evaluation of strategy implementation. In some cases, funders have started to experiment with ways to increase the impact of their individual giving by acting collectively.

Rapid Resource Fund Deadline

The remaining 2014 submission deadline for the Rapid Resource Fund is Nov. 14. This pooled investment fund provides timely investments in the Road Map Project region and is designed to support immediate, short-term

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opportunities identified by Road Map Project work groups that leverage potentially larger, system-level changes. For a copy of the Rapid Resource Fund guidelines, please contact your Road Map Project work group staffer and/or Betsy Dennis.

ADVOCACY

Advocacy Priorities

During two September meetings of the Advocates Caucus, the group discussed several proposals that were put forth by Road Map Project work groups for consideration on the project-wide Advocacy Agenda. Prior to this meeting, a set of criteria for determining project-wide advocacy priorities had been created and was used to guide these discussions. The group also considered the capacity of the Advocates Caucus and the broader Road Map Project in supporting project-wide priorities. At the end of the discussion, four priorities were identified as recommendations to bring forward to the Project Sponsors:

- Support cradle-to-college state budget principles
- Support the Seattle Preschool Program
- Strengthen local discipline policy
- Strengthen district ownership of ELL outcomes

DATA

Analyzing new data

CCER's data team is digging further into the [data provided publicly](#) by OSPI. They are looking at outcomes at the district level and adapting to the state's gradual shift to the Common Core assessments. (The MSP assessments were not used at several Road Map Project schools and districts in 2013-14.)

The team is also preparing the other data and analysis that will support the 2014 Results Report.

PROJECT SPONSORS

The Road Map Project Sponsors group met on Sept. 30. Highlights of meeting include:

Discussion of Sponsor Commitments

Four members of the group presented their Road Map Project commitments and discussed how other Project Sponsors and/or CCER could help them achieve those commitments.

- Dr. Vargas, Kent School District
- David Bley, Bill & Melinda Gates Foundation
- Sara Levin, United Way of King County
- Rich Stolz, OneAmerica

Advocacy Process and Priority Recommendations

A vigorous discussion took place regarding the recommendations presented by the Advocates Caucus. Sylvester Cann, staffer for the Advocates Caucus, went over the process and prioritization criteria.

Rich Stolz, Chair of the Advocates Caucus, made a motion to approve the first recommendation, the Cradle to College State Investment approach. Many members asked that there be more explicit language addressing race and equity as a central principle for any new state investment in education. The motion was approved with the understanding that more work would be done on language and details would be refined. Trish Millines-Dziko, David Bley and Ed Taylor abstained.

Rich Stolz moved the second recommendation, endorsement of the City of Seattle Pre-K Ballot Initiative 1B. After much discussion, Rich Stolz withdrew the motion and no formal action was taken.

Time did not allow for consideration of the other advocacy recommendations. Advocacy recommendations will again be discussed at the Project Sponsors retreat on Nov. 3 and at the December meeting.

COMMUNICATIONS

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Communications Plan Objectives

The process to identify and refine the Road Map Project Strategic Communications Plan objectives is continuing. The current draft objectives are as follows:

OVERALL COMMUNICATION THEME: *Focus on equity – improving student success for students of color and low-income students.*

Objective #1:

The civic community is aware and activated (calling for and taking action to create a change in opportunity and outcome)

The need to improve education for children of color and low-income children is well established, and parents, community leaders, policymakers and [other key audiences, to be further defined] across sectors in the region actively advocate for changes in policy, practice and investments that help improve student success and create greater equity in education.

Sub-Objective A:

Improving postsecondary success (persistence, completion, etc.) is a community priority

Postsecondary attainment is seen as vital to the economy and our local workforce, and young people, their parents, community leaders and educators recognize the region's low attainment rates and are active advocates for changes in policy, practice and investment that improve postsecondary success for students growing up in the Road

Map Project region.

Sub-Objective B:

Third grade reading improvement is a community priority

Third grade reading proficiency is recognized as a critical developmental milestone and parents, educators and community leaders actively advocate for changes in policy, practice and investments that better support our region's young readers.

Objective #2:

Parents are able to support their children's education

Parents in the region have the information they need to support their children's learning from cradle to college and career and are active advocates for their children's educational success.

Feedback on the objectives has been gathered using an online survey, meetings and one-on-one discussions. So far, the received input indicates broad support for the overarching theme and good general agreement on the objectives.

Next steps will include reconvening the Strategic Communications Plan Partner Team and working with the Project Sponsors at their November retreat on the objectives.

DiscoverU Communications

The DiscoverU team is trying new strategies this year to increase awareness and involvement. Advertisements for DiscoverU are playing on KUOW (94.9 FM) and rotating on the radio station's homepage. Road Map to College Facebook posts are also being "promoted" to reach new audiences.