

## Chiefline Overview



*Chiefline* is CCSSO's weekly electronic update of breaking news and important information sent directly to the inbox of chief state school officers, deputies, federal liaisons, public information officers, CCSSO business partners, and other members of the education community interested in the Council's mission and work. It is posted on CCSSO's website and is available in print at major member meetings. *Chiefline* is the main form of member communication for the Council.

*Chiefline* contains three editorial sections:

- **Association and Related News:** This section focuses on the latest news from the Council, including information about CCSSO related projects, publications, and meetings. CCSSO staff members generate content for this section.
- **Advocacy in Action:** This section contains breaking news and important information about the Council's advocacy efforts, generated by the CCSSO advocacy team.
- **Education Newsbriefs:** This section focuses on the best practices and powerful work that is coming out of individual state education agencies and contains a summary of noteworthy articles pertaining to state education work.

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### BUSINESS PARTNERS COMMUNICATING WITH CCSSO MEMBERS THROUGH CHIEFLINE:

**Business Partner Logo Recognition:** All Level I Partners' logos are placed in the sidebar of *Chiefline*, receiving prominent placement, appearing at the beginning of the newsletter adjacent to the headlines. Level II Partners' logos appear under the Level I logos, and rotate periodically.

**Education Newsbriefs:** Partners of all levels are invited to submit editorial content in *Chiefline* containing newsworthy information pertaining to state-level activities and state education agency work. Content in articles should align with CCSSO's strategic plan to ensure connection with central areas of concern to chiefs and their staff. This is an ideal place to share best practices or examples of corporate partner collaboration with a state education agency around an area of state need. A corporate partner may also send CCSSO a copy of a newspaper article or publication highlighting their company's work in education, which CCSSO will summarize for inclusion in *Chiefline*.

**How to Submit to Chiefline:** Partners should send press releases, newspaper articles, research papers, examples of work with a state, or other newsworthy information to Carrie Heath at [carrieh@ccsso.org](mailto:carrieh@ccsso.org). CCSSO will summarize (if needed) into articles from 200-300 words containing hyperlinks. Please be sure to indicate all necessary hyperlinks.

Partner articles are accepted and published in *Chiefline* at the discretion of CCSSO. CCSSO reserves the right to edit articles to fit the newsletter content and space requirements. Copies of the *Chiefline* newsletter are available in .html and .pdf formats for partner use.

**Sponsored Banner Messaging:** Partner and non-partner organizations also have the option of participating in *Chiefline* through sponsored messaging. These banners will appear above the newsletter headlines, and will be able to link directly to the sponsor's website. Examples of sponsored messages include conference announcements, products, or publications that would be of interest to chiefs and their staff.

Sponsored banner messages need to be 486px W x 80px H, JPEG or GIF format, can be static or animated, and can be hyperlinked. To see an example of *Chiefline* with a sponsored message banner, visit [http://www.ccsso.org/whats\\_new/newsletters/chiefline/Chiefline%20Sample.html](http://www.ccsso.org/whats_new/newsletters/chiefline/Chiefline%20Sample.html).

Please note that corporate partners receive a discount on sponsored messages in *Chiefline*. For pricing information or if you are interested in placing a sponsored message in *Chiefline* please contact Paul Ferrari at [paulf@ccsso.org](mailto:paulf@ccsso.org).

#### CHIEFLINE NEWSLETTER SPECIAL EDITION

Special editions of *Chiefline* offer corporate partners a vehicle to deliver targeted messages directly to the inbox of Chiefs, Deputies, Federal Liaisons, and Public Information Officers. Special editions contain partner content that is directly related to CCSSO's strategic initiatives and serve to provide additional information around CCSSO events and conferences. The special editions of *Chiefline* will also be printed and given directly to conference participants, and electronic copies will be sent to special edition sponsors for their use.

All special editions of *Chiefline* will contain a CCSSO announcement about the collaboration with partner organizations, three 300–350 word articles supplied by partners (edited by CCSSO), and an optional hyperlinked message banner. CCSSO will provide 4-7 related articles focusing on current education news in the content area highlighted in the newsletter.

CCSSO reserves the right to edit partner articles to fit the special edition's content and space requirements. For more information about *Chiefline* special editions, please visit [http://www.ccsso.org/Whats\\_New/Newsletters/Chiefline/Chiefline%20special%20edition.html](http://www.ccsso.org/Whats_New/Newsletters/Chiefline/Chiefline%20special%20edition.html) or contact Carrie Heath at [carrieh@ccsso.org](mailto:carrieh@ccsso.org).