



No Child Left Behind & the ABCs: State Communications Plan for 2002-03

Prepared by the Forum Study Group, October 2002
Public School Forum of North Carolina and Public Schools of North Carolina
(State Board of Education • Department of Public Instruction)

General Communications Vehicles:

General Video; More Expansive Video for School Employees; Web Site; Speakers' Bureau; Training Session for Local Teams and Selected Association Leaders; Publications (Fact sheet, Q & A, etc.).

Key Messages:

1. NCLB is the logical next step for the ABCs but the ABCs will continue to be our focus.
We are focusing on high achievement for each child and increased accountability—just as NCLB does.
2. NCLB will raise the level of learning for children in our state.
3. Schools can be successful under the ABCs and need improvement for subgroups of students under NCLB.
4. NCLB is a long-term program.

Overall Tone:

Enthusiastic/positive, identify flash points (more mandates, concerns about teacher assistants meeting requirements, etc.); be proactive rather than reactive; sense of urgency without panic--call to action; stay the course on ABCs; new resources from federal government; federal government is becoming a real partner.

Audience	Vehicles	Timeline	Messages/Notes
<p>School/District Employees</p> <p>1) Superintendents & Central Office Staff</p> <p>2) Principals/Asst. Principals</p> <p>3) Teachers</p> <p>4) Support Staff</p> <p>5) School Board Members</p> <p>6) Students</p> <p>7) Teacher Assistants</p>	<p>1. Superintendents & Central Office Staff</p> <p>1a. Communications training session for local teams with resource toolkit</p> <p>1b. Items in email messages</p> <p>1c. Administrator associations feature at meetings & in publications (collect schedule of major meetings)</p> <p>1d. Provide a schedule of articles to be available to associations and local publications</p> <p>2. Principals/Asst. Principals</p> <p>2a. Talking points and PowerPoint</p> <p>2b. Sample letters and Newsletter Articles for use when AYP and ABCs results are released</p> <p>2c. Frequently Asked Questions</p> <p>2d. Principals' associations feature at meetings and in publications</p>	<p>1a. January 22</p> <p>1b. Regular basis</p> <p>1c. Ongoing</p> <p>1d. January</p> <p>2a. February</p> <p>2b. April</p> <p>2c. February</p> <p>2d. Ongoing</p>	<p>Messages/Tone:</p> <ul style="list-style-type: none"> • Positive: NC ahead of curve; benefits of NCLB. • System to support teachers at greater level. • NCLB is a natural progression for the ABCs). • NCLB is doable and worth it (professional development; bonuses). • Focus on how communities can support schools. <p>Notes:</p> <ul style="list-style-type: none"> • Principals need to know how to handle data.

	<p>3. Teachers</p> <p>3a. Frequently Asked Questions</p> <p>3b. Handouts/talking points for teachers to use with parents and students</p> <p>3c. Teachers' associations feature at meetings and in publications</p> <p>4. Support Staff</p> <p>4a. Support group associations feature at meetings and in publications</p> <p>5. School Board Members</p> <p>5a. School board member on team for Training Session</p> <p>5b. Frequently Asked Questions</p> <p>5c. School Board association features at meetings & in publications</p> <p>6. Students</p> <p>6a. Presentation and materials for Association of Student Councils</p> <p>6b. Articles sent to student newspaper editors</p>	<p>3a. March</p> <p>3b. March</p> <p>3c. Ongoing</p> <p>4a. Ongoing</p> <p>5a. January 22</p> <p>5b. February</p> <p>5c. January-March</p> <p>6a. March</p> <p>6b. March and May</p>	
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	<p>7. Teacher Assistants</p> <p>7a. Teacher assistant associations feature at meetings & in publications</p> <p>7b. Frequently Asked Questions</p>	<p>7a. Ongoing</p> <p>7b. March</p>	
Parents	<p>1a. Parent representative on local team for Training Session</p> <p>1b. General brochure for parents on what NCLB means</p> <p>1c. Targeted brochure for parents in Title 1 Schools</p> <p>1d. Parent associations feature at meetings and in publications</p>	<p>1a. January 22</p> <p>1b. February</p> <p>1c. April</p> <p>1d. Ongoing</p>	<ul style="list-style-type: none"> • Positive (quality teachers, choice and more parental engagement). • Bar is raised for all children. • NCLB is part of NC's process. • Need clarification of what parents can ask for. • Concerns about blame for subgroups; possible resegregation.
Business Community and Employees	<p>1a. Business associations feature at meetings and in publications</p> <p>1b. Packet for local chambers and ask each chamber to hold an information session for area businesses</p> <p>1c. Follow-up with local chambers in regional meetings</p>	<p>1a. NCBCE Annual Meeting and NCCBI Annual Meeting both in March (NCBCE-12; NCCBI-19)—presentations and handouts</p> <p>1b. March</p> <p>1c. April/May</p>	<ul style="list-style-type: none"> • Get involved-call to action. • NCLB fits with ABCs. • NC is a leader in standards. • There are more reasons than ever before to support local schools. • Concerns about schools performing well under ABCs and needing improvement under NCLB.

	<p>1d. Presentation and general materials to state and regional economic development groups</p> <p>1e. Identify minority and female business owner organizations and provide materials</p>	<p>1d. April/May</p> <p>1e. April</p>	
News Media	<p>1a. Editorial board meetings</p> <p>1b. Media packet</p> <p>1c. Regional media briefings (3 sessions/includes minority media)</p>	<p>1a. February/March (Phil & Mike)</p> <p>1b. February</p> <p>1c. February/March/April</p>	<ul style="list-style-type: none"> • NCLB is natural progression for ABCs and fits in with legislative mandates. • NC has strategies in place to meet NCLB goals but there are challenges. • NC is ahead of the game. • Communities need to know more about NCLB.
Government and Community Leaders	<p>1a. Briefings for legislators</p> <p>1b. Briefing for Congressional delegation</p> <p>1c. Briefing(s) and briefing paper for county commissioners (possibly invite to legislative briefings)</p> <p>1d. Articles for association publications</p>	<p>1a. January/February</p> <p>1b. February/March</p> <p>1c. Based on schedule TBD</p> <p>1d. February/March</p>	<ul style="list-style-type: none"> • Stress progress made by all groups on ABCs--good start on NCLB. • It's doable and worth doing. • It will take new resources to implement NCLB. • Accountability has been increased. • Economic success is directly tied to school success. • NCLB is a long-range plan.
Advocacy & Civic Groups and Nonprofit Associations	<p>1a. Key leaders invited to Training Session</p> <p>1b. Promote state speakers' bureau</p>	<p>1a. January 22</p> <p>1b. February</p>	<ul style="list-style-type: none"> • It's doable and worth doing. • We're doing what is right for children. • Focus is on individual students. • We need community's help.

Faith Community	1a. Key leaders invited to Training Session 1b. Promote state speakers' bureau	1a. January 22 1b. February	<ul style="list-style-type: none"> • Justice/equity. • Minority children will be helped. • They have resources/missions that can help (space, time, volunteers, advocacy). • Schools are open to your involvement.
Higher Education	1a. Key leaders invited to Training Session 1b. Materials provided to Deans' Councils	1a. January 22 1b. Ongoing	<ul style="list-style-type: none"> • They need greater emphasis on multi-cultural/socioeconomic issues. • Highly qualified teachers are required. • Professional development must be based on research-based strategies. • Call for action.