

Notes
Vision for Public Education in Alamance County
Stakeholder Group Meeting
ABSS Professional Library
April 24, 2013
8:30 to 11:30 a.m.

Welcome and Process Update

-- Dale Page, Derek Steed and Scottie Seawell

Back to Our Questions → Remembering “Why?” → “We Believe”

-- Simon Sinek TEDTalk: “Golden Circle -- How Great Leaders Inspire Action”

Small Group Conversations to generate ideas and possible action steps for:

Rolling-Out Our Vision

- + Be clear about what our goal was/the message needs to be clear; Vision Development
- + Distribute the vision plan to schools, community groups and all the key stakeholders
- + Challenge “everyone” to understand and take ownership of the vision plan, then pass it on (roll-out). Support the plan by showing your support for Vision, beliefs and publicly bring it up to the people in charge (our leaders) the School Board.
- + Communicate back to our organizations and boards (Individual Action Item)
- + Communicate back to folks we gathered information from (Individual Action Item)
- + Roll-out to Chamber Membership
- + Give to all schools in Alamance County and have students share with all parents and challenge all to take ownership; invite them to read and believe.
- + Give a Vision Plan to all parents. Have us go out and talk to schools and try to get them to roll with “us.”
- + Present at PTO Meetings
- + Present to principals
- + Create common slide deck for viewing
- + Press Conferences/ Press Release
- + At back-to-school events and Chamber Expo
- + Identify our champions:
 - People who carry weight
 - Business Leaders and others
 - Faith-based organizations and leaders
- + Media/Public Relations Campaign
- + Sound bites and slogans to repeat
- + Chamber Legislative Committee
- + Share with Board of Education
- + Roll-out by stakeholders to schools:

- Administration
- Students
- Teachers
- + Make the community aware and understand the vision; make them believe
- + Key groups need to include elements of this document in their vision
- + Stress the belief

Keeping Our Vision Present

- + Need someone accountable beyond us; Who? Chamber, Foundation of Chamber, Education Council
- + Communicate with Stakeholder Group Quarterly
- + Inspiring
 - Folks to take on this cause/excellence in education
 - Who do we need to get in front of? Teachers, ACE
 - Get community more engaged and informed on Vision and things school system is doing and why
- + Voluntary Group Review; to keep relevant and not on shelf
- + Community Engaged and Informed with the Vision → Everybody
- + Daily Positive Comments/Highlights
 - Public Information Officer should have daily positive comments for the media and include the “why”
 - Include comments from more students
 - Highlight examples that the Vision works
- + Keep alive in community
 - Show up and Speak up
 - Keep education part of the conversation @ the belief level
 - Be a consistent voice in our organizations
- + Building structure going forward with regular meetings; continue to hold all accountable to Vision
- + Celebrate our successes
- + Knowing what our implementation will be
 - The what
 - The how
- + Roundtable Discussions throughout the year
 - Update where BOE/ABSS is in creating and implementing Strategic Plan
- + Check ABSS website re: BOE Meetings
 - public comment period
 - check on Vision and its use
- + BOE hear from us quarterly
 - How can we help you?
 - Positive: Champions
- + Concerns that it will have a similar fate to County’s 20/20 Plan; It will fall about without structure/process to continue
- + Attend more school meetings
- + Remember Vision during elections

- + Serve on committees, boards
- + Become an advocate of the Vision; speak it out loud; keep the why in the forefront of the thought process

Small Group Action Planning around:

Rolling-out Our Vision:

- Board of Education Presentation
 - Message, who, what, how; to do
- Messaging Campaign and Public Relations
 - Clear, Focus, Timeline
- Roll-out to the Community
 - Schools, Parents, Leaders, Group

Keeping Our Vision Present:

- Creating Structure/Process to keep people engaged and active
- Messaging/Public Relations Campaign
- Advocacy → Building Partners within the community

Report Out and Next Steps

See Draft Action Plan Documents for more details on plans to “Roll-out the Vision” and to “Keep the Vision Present.”

Timeline Moving Forward:

Thursday, May 23, 2013 @5:30 p.m.
 Board of Education Meeting
 ABSS Professional Library – Reception
 ABSS Auditorium – Presentation

+ What worked well/△What could we improve – Last Thoughts?

- △ Need a person designated and paid to move this forward; afraid it won't happen otherwise.
- △ Make an “Ask” to the Board of Education that they involve folks from the Stakeholders Group on some of their committees; planning efforts going forward
- △ Board of Education needs to have/use/hire someone to guide them through the strategic planning process; help them be successful
- + Thank you to all the Stakeholders for giving of your time and energy, and especially to the high school students who participated.
- + Awake every morning knowing you can change the world.

Adjourn