



Office of the



State Superintendent of Education

Active and Early Engagement Strategy
“Connecting People to Education Policy”

810 First Street, NE, 9th Floor, Washington, DC 2002

Phone: 202-724-6436 ♦ <http://osse.dc.gov>



Office of the State Superintendent of Education, Washington, DC



@OSSEDC



Office of the



State Superintendent of Education

Executive Summary

In February 2012, the Office of the State Superintendent of Education (OSSE) will submit a flexibility request regarding the implementation of the Elementary and Secondary Education Act (ESEA) – commonly known as No Child Left Behind – to the US Department of Education. This flexibility request will alter current accountability standards under ESEA legislation and allow the District to modify and redefine its Annual Yearly Progress (AYP) goals. While the agency possesses a legal requirement to nominally solicit public comment, OSSE seeks to proactively engage key stakeholders in the application process and facilitate an early and robust community dialogue.

In an effort to maximize public input and submit the strongest possible ESEA flexibility application, OSSE will exceed legal engagement requirements and initiate a three-month outreach strategy to solicit opinions, ideas, and insights from key constituents including parents, students, teachers, elected officials, and all DC residents concerned or involved in the provision of quality education. OSSE will not only host a series of ward-specific Town Halls, but will additionally host a sequence of community focus groups, hold agency office hours, and conduct outreach to area non-profit and community organizations. OSSE will also work collaboratively with elected bodies including the State Board of Education, the DC City Council, and neighborhood associations to solicit public input through stakeholder roundtables, online webinars, in-person meetings, and through our online public comment space.

With the goal of engaging as many DC residents as possible, OSSE will work to ensure that all community members have the opportunity to make their voice heard on this important policy change.



Office of the



State Superintendent of Education

LEGAL REQUIREMENTS

Under the Elementary and Secondary Education Act, OSSE must satisfy a legal public engagement requirement within its flexibility request. To satisfy this requirement, OSSE must include the following items within its application:

1. A description of how the State Education Agency (SEA) meaningfully engaged and solicited input from teachers and their representatives based on its request.
2. A description of how the SEA meaningfully engaged and solicited input from other diverse communities such as students, parents, community-based organizations, civil rights organizations, organizations representing students with disabilities and English Learners, business organizations, and Indian tribes, based on its request.
3. An assurance stating we have consulted with our Committee of Practitioners.

In an effort to go beyond the legal requirements and engage the DC Community, OSSE will implement a multifaceted engagement strategy including:

1. Hosting 8 Town Halls in each Ward in the District of Columbia.
2. Hosting a series of focus groups with key organizations and stakeholders including: the Council of the District of Columbia, the District of Columbia State Board of Education (DC SBOE), Teachers, Parents, Elected Officials, Title I Practitioners, and area Non-profits.
3. Hosting a public comment period for residents to share their expertise and opinions with agency staff.
4. Collaborating with the DC SBOE to hold a public hearing on the District's ESEA Waiver Application.

COMMUNICATIONS & OUTREACH

To advertise and publicize engagement efforts, OSSE to date has completed the following tasks:

- Invited Key Elected/Government Official (Ex: DC SBOE, City Council Members, Mayor's Education Transition Team).
- Outreach to area non-profits.
- Outreach to *all* DC LEAs.
- Initiated Social Media Outreach.
- Posted Town Halls to Community Calendars.
- Disseminated On-Air PSA Scripts to Local Radio Outlets.
- Outreach to Teachers (WTU).
- Contacted and Briefed Parent Organizations.



Office of the



State Superintendent of Education

STAKEHOLDER ENGAGEMENT

To date, OSSE has engaged the following stakeholders to participate in our outreach events.

- | | |
|--|-------------------------------------|
| • DC BOE | Council of the District of Columbia |
| • DCPS | CHPSO |
| • PCSB | Fight for Children |
| • LSAT Team | MOMIE’s TLC |
| • PTA Leaders | DC Voice |
| • FOCUSDC | WTU |
| • DC Public Education Fund | U St. Neighborhood Associations |
| • Great Schools Initiative | Capitol Hill Parent Organization |
| • National Coalition for Parental Involvement in Education | Communities in Schools |
| • DC Federation of Civic Associations | Alliance for Excellent Education |
| • Campaign for High School Equity | Greater Washington Urban League |
| • Leadership Conference- Education Fund | All DC LEAs |
| • DCPCSA | |

ENGAGEMENT TIMELINE

Since the release of the ESEA Flexibility waiver from the Department of Education on September 23, 2011, OSSE has implemented the following course of action to engage a variety of stakeholders at all levels for input during the waiver process.

Implementation Timeline

Date	Action
10-07-11	Decision made by OSSE to apply by the February timeline instead of the November timeline to have more time to engage stakeholders in a meaningful way.
10-28-11	Posted information to announce Town Halls on OSSE website.
First Week of Nov.	Selected professional group of panelists to insure wide variety of perspectives.
11-02-11	Town Hall invites sent to over 200 education contacts.
11-03-11	Waiver information and invitations to the Town Halls were sent to SBOE, City Council and the Mayor’s Education Transition team.
11-03-11	Twitter updates.
11-04-11	Town Hall invite sent through “hotlists” to publicize to various stakeholders.
11-7-11	OSSE met with the PCSB.
11-8-11	PSA on-air reads were distributed to radio outlets.
11-9,10,,21	Town Hall to be hosted in each of the 8 wards.
11-08-11	Town Halls were submitted to the DC Community calendar.
11-09-11	Information sent to Young Education Professionals (YEP) and Fritzwire.
11-14 (2-4PM)	OSSE will host open office hours for any stakeholder to come and give input.
11-14-11	Informed over 8,100 local education stakeholders and followers via @ OSSEDC Twitter updates and distribution.



Office of the



State Superintendent of Education

Implementation Timeline (Continued)

Date	Action
11-16 (4-6PM)	OSSE will host open office hours for any stakeholder to come and give input.
11-21 (2-4PM)	OSSE will host open office hours for any stakeholder to come and give input.
11-29 (2-4PM)	OSSE will host open office hours for any stakeholder to come and give input.
11-22, 11-29	Second Round Town Halls for Ward 7 and Ward 8.
11-17-11	The DC Committee of Practitioners will meet to discuss the waiver.
12-01 - 01-01	Webinar/Virtual Town hall launching public comment period will be open.
12-5, 12-7,12-9	Focus group meetings will be held at 810 1 st St, NE, Washington, DC.
12-12, 12-13, 12-15	Focus group meetings will be held at 810 1 st St, NE, Washington, DC.
12-08-11	The DC Committee of Practitioners will meet to discuss the waiver.
12-9-11	OSSE meeting with DCPCSA.
12-14-11	OSSE is tentatively scheduled for the SBOE Council briefing meeting.
TBD	Public comment emails will be sent to all education contact listserves and email lists from sign-in sheets from the Town Halls.
TBD	OSSE will meet with DCPS.
TBD	Rescheduled Town Halls for Wards 1, 3-8.
TBD	Engagement of the Common Core Task Force, the Schoolwide Growth Task Force, the Human Capital Task Force, and the Data Management committees. Items regarding the waiver were put in the agendas for the November meetings of these committees.

FUTURE ENGAGEMENT STRATEGY

To enhance our outreach efforts in the future, OSSE will additionally take the following steps.

- Increased outreach and collaboration with DC SBOE.
- Collaborate with Local Official to build relationships with key community leaders.
- Implement a direct-constituent contact strategy for ward-specific outreach (ex. targeting flyer distribution).
- Establish Point-Contacts with ANC/ Neighborhood Associations.
- Disseminate additional Media Alerts/Press Releases.
- Build volunteer capacity for targeted outreach efforts.

CONTACT INFORMATION

For more information regarding the OSSE active and early engagement plan, please contact OSSE's Elementary and Secondary Education Division.