

Letter from the Director

July 2017

Greetings Colleagues,

With the good news that the Center Network will be funded for year 6 and 7 we have all been tasked with determining a limited number of quality state initiatives and selecting those that are continuous and on-going and will have the greatest impact and outcome for all students. This is an exceptionally busy time for all centers as we close out and report on work for year 5 and also engage in forward planning for year 6. Please let us know if the BSCP Center can be of assistance to you in this endeavor.

Strategic Communication Toolbox is currently under production

Strategic communication is a process that begins with the translation of agency vision, mission, and goals into messages and products, which are then disseminated through processes that begin internally and flow to external audiences; a process moving from the “inside out.” Strategic communication is holistic, cuts across agency levels and divisions, and is proactive and interactive so that stakeholders can understand, contribute to, support, and have ownership of agency goals.

We are excited to announce that our BSCP Strategic Communications Toolbox is currently under production and will ready for release at the end of the summer through three interactive online webinars that will each cover a set of modules within the Toolbox. The Toolbox is based on the BSCP Strategic Communication Framework and informed by the 2014 and 2016 BSCP strategic communications benchmarking projects with seven SEAs. Many examples and discussion questions included in the Toolbox came directly from SEAs, as well as from other experts in education and other industries. The Toolbox is designed to be used with SEA teams involved with communication, ideally in partnership with their Regional Comprehensive Center leadership, to engage in a collaborative process that can use any or all of the following Module topics:

- 1. Leading Plan Development**
- 2. Planning Messaging around SEA Vision/Mission/Goals**
- 3. Crafting Key Messages**
- 4. Creating Internal Communication Processes**
- 5. Creating External Communication Processes**
- 6. Implementation and Refinement**

As was the case with our SEAs that participated in the benchmarking projects, we understand that organizations may be at various stages in developing their communications plans, skills, and competencies. The Toolbox is designed to provide guidance and examples for every SEA--no matter where you are in the communications planning process. Each section can be used sequentially or independently. For example, if you are just starting your planning process and want to assemble the ideal team, start with **Module 1, Leading Plan Development**, and move through the other Modules sequentially. If you have already developed a communications plan and have started implementing your communications strategy and are looking for tools to help you track your progress and evaluate your efforts, you may want to jump to **Module 6, Implementation, and Refinement**. Or, you may want to add processes to your existing communication plan from Modules 4 and 5. Each Module includes appendices with sample tools to help your team progress through the suggested steps within each section. The Toolbox also includes additional resources that provide additional background information and guidance. Do not be afraid to select tools and information that meet your specific needs. We will keep you updated regarding the dates on the webinars and the release of the Toolbox.

It was good to see many of you at the Joint Center Planning meeting recently. I thank you for your participation and contributions to making the meeting a success. I hope you find time in the rest of your summer schedule to have some relaxation time to enjoy with friends and family.

Sincerely,



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Building State Capacity and Productivity Center

The Building State Capacity and Productivity Center (BSCP Center) focuses work on helping state education agencies (SEAs) throughout the country, as they adapt to constrained fiscal resources and increased demands for greater productivity. As State Departments of Education are facing a daunting challenge of improving student performance with diminishing financial resources, the BSCP Center provides technical assistance to SEAs that builds their capacity to support local educational agencies (LEAs or districts) and schools, and to the other 21 regional comprehensive centers and national content centers that serve them, by providing high quality information, tools, and implementation support. The partners in the BSCP Center are Edvance Research, Inc., the Academic Development Institute, and the Ednomics Lab (Georgetown University).

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