

# Letter from the Director

May 2015

Dear Colleagues,

Again I am pleased to highlight new Center work and update you on the progress of initiatives that I have introduced in previous letters. You will find more detailed information about our work by going to our website at [www.bscpcenter.org](http://www.bscpcenter.org).

***The SEA of the Future (Volume 4): Uncovering the Productivity Promise of Rural Education is released***—We recently released the new volume of *The SEA of the Future* (Volume 4), which focuses on issues in rural education. Researchers at the Center for Reinventing Public Education along with BSCP Center staff engaged with several rural education experts to ensure this volume provides fresh insights about the needs and opportunities in rural schools. I am excited with the results of this publication as it addresses an aspect of education with surprisingly little practical information to-date. After only three days of release, the volume has gained a notable Tweet from Education Secretary Arne Duncan, and was referenced in both *Education Week* and *Education Next*. We are investigating other opportunities to explore the content of this issue with interested RCCs and SEAs.

To access *The SEA of the Future* (Volume 4), go to <http://www.bscpcenter.org/sea/>. There is a link to a brief survey at the end of this publication. We take your feedback seriously and would appreciate you taking the time to complete it.

**How successful are you in communicating strategically?** Plans are continuing for the collaborative strategic communication meeting on July 1 and 2, 2015 in Denver, CO. The theme of the convening, *Strategic Communication: An Approach for Navigating Education Initiatives through a Competing Information Environment* will consist of opportunities for participants to hear from SEA leaders and colleagues about their communication experiences, and examine vital communication areas such as: leadership and politics, policy and implementation, internal and external dissemination, gaining state holder support, and steps SEAs should follow to align communication processes with priorities. We will learn about effective practices from notable presenters that include:

- Terry Holliday (Kentucky Commissioner),
- Tom Luna (former Idaho SEA Superintendent),
- Margie Vandeven (Missouri SEA Commissioner),
- Ryan Wise (Iowa SEA Director of Policy and Communication),
- Alan Morgan (former New Mexico State Superintendent of Public Instruction),
- Diane DeBacker (former Kansas SEA Commissioner), and

- Romanita Matta-Barrera (CEO of Fluent Strategic Group).

For a draft agenda, registration, and hotel information go to [www.bscpcenter.org](http://www.bscpcenter.org) under upcoming events or contact Kerri White at [kkwhite@ou.edu](mailto:kkwhite@ou.edu). The sponsoring Centers look forward to seeing you and your teams at our communication event.

The meeting immediately follows the Education Commission of the States (ECS) *National Forum on Educational Policy*, making it easy for participants to attend both meetings. This year's ECS convening represents its *50th anniversary*; a great opportunity to celebrate and learn about the accomplishments of ECS over time. Additionally, the ECS sessions will address important start and transitions points from Pre-K through post-graduation, dive into important issues about teacher preparation, discuss education systems across the globe, and provide the experienced perspective from state leaders about the implementation of new state standards. For more information and an agenda, see <http://bit.ly/1IdJc0Q>.

**A Strategic Performance Management (SPM) process is under development:** The BSCP Center is developing *Strategic Performance Management (SPM)*, a multi-step process that guides SEA leadership in designing and revising a system of strategic performance management. SPM combines strategic planning with performance management by creating an organizational structure based on strategic functions, aligning resources to structure, addressing human capital and productivity, and establishing performance measures. The SPM will become an Internet-based tool for SEAs, with training and assistance from the BSCP Center and Regional Comprehensive Centers (RCCs). More details on this process will be released to SEAs and RCCs soon. For more information contact Dr. Sam Redding at [sredding@adi.org](mailto:sredding@adi.org) or follow the link to the BSCP Center website <http://bit.ly/1Fsk0NR>.

**Change to the RCC Annual Planning meeting location confirmed:** I am now able to confirm that the RCC Annual Planning Meeting will be held on August 4–5, 2015 in Oklahoma City with South Central and Central Comprehensive Centers co-hosting the meeting with us. Many thanks to Belinda Biscoe Boni and Donna Richardson for assisting us with the Oklahoma City meeting arrangements. More details will follow as we continue to develop our plans. Please mark the dates and location on your calendars.

I always find it a pleasure communicating with you through the monthly letter. Please know your feedback and comments are always appreciated.

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 Edunomics Lab (Georgetown University).



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