Oregon Education Investment Project
Recap of Communications and Outreach
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Since the summer, Governor John Kitzhaber and members of his staff – notably Tim Nesbitt, Oregon Education Investment Project Manager, and Education Policy Advisor Ben Cannon – have engaged educators and the community in discussions around the new direction for Oregon's public education system.

This is a summary of the public engagement and communication strategies to date.

Convening stakeholders around the issues
Organizations have sponsored intensive sessions where stakeholders have grappled with some of the key issues included in Senate Bill 909 and the design of a seamless public education system and achieving the 40-40-20 goals.

- The **Oregon Board of Education** invited roughly 60 educators to a day-long retreat in August to developing ideas to help reach the 40-40-20 vision, identifying their hopes for the education system, and barriers to success.
- For a month in August, 33 individuals – just over half teachers and administrators in public schools and colleges -- met three days a week to brainstorm about the architecture for the new system. Participants in **Learnworks**, which was sponsored by the Oregon Business Council, have presented their ideas to legislators, the Oregon Education Investment Team and Senate Bill 909 Work Group.
- The **Oregon University System** convened almost 300 educators and stakeholders in Corvallis November 1 for a full-day symposium on meeting the 40-40-20 goal.
- The **Oregon Department of Education** has nearly 100 people helping to develop Oregon's NCLB waiver application. The teams' work on next-generation accountability measures will dovetail with the Oregon Education Investment Board's work to establish outcome measures and investments to boost student achievement.

Participating in statewide organizations' events
The Governor and education advisors have offered workshops, given talks, answered questions and heard valuable input as they participated in organizations' events:

- Oregon School Boards Association annual convention
- Community and Parents for Public Schools parent conference
- Confederation of Oregon School Administrators, meetings of superintendents and principals
- Statewide Chambers of Commerce convention
- Superintendent of Public Instructions' Youth Advisory Team meeting
- Oregon Community College Association annual conference
- Tribal Summit
- Oregon Community Foundation regional leadership council meetings
- Cradle-to-Career Council, Portland Schools Foundation/All Hands Raised

Visits to communities
Gov. Kitzhaber, Tim Nesbitt, Ben Cannon and policy staffer Todd Jones have visited communities across Oregon to meet with community leaders, superintendents, teachers,

college presidents and others. They have toured schools and colleges, learned about promising practices and areas of concern. Among the communities in the last three months:

- Albany
- Astoria
- Bandon
- Bend
- Corvallis
- Cottage Grove
- Happy Valley
- Hillsboro
- LaGrande
- Lincoln City
- Medford
- Oregon City
- Pendleton
- Portland
- Roseburg
- Salem
- Seaside
- Springfield
- Tillamook
- Umatilla
- Woodburn

Website

The Governor's website has been regularly updated, with speeches, news releases, meeting materials, minutes and other items posted. Contact information for the OEIB is provided, and almost 100 people are now on the public meeting notification list (the upcoming schedule and meeting information are also posted online). We will also soon launch a new URL, www.education.oregon.gov, making it easier to share a quick link to this information.

News coverage

The education agenda has been covered in many Oregon media outlets, as the Governor's speeches, his and his staff's visits around Oregon and other activities have generated coverage and commentary this fall:

- Albany Democrat-Herald
- Astoria, Daily Astorian
- Corvallis Gazette-Times
- Enterprise, The Wallowa Chieftain
- Eugene, KEZI TV
- Eugene Register-Guard
- Florence, the Siuslaw News
- Forest Grove News-Times
- Grants Pass Daily Courier
- Gresham Outlook
- Hermiston Herald
- Hillsboro Argus
- LaGrande Observer
- OPB Radio
- Pendleton, The East Oregonian
- Portland, The Oregonian
- The Portland Tribune
- Roseburg News-Review
- Roseburg, KPIC TV
- Salem Statesman Journal
- Seaside Signal
- Springfield Times
- Tillamook Headlight Herald
- Waldport South Lincoln County News
- West Linn Tidings

Links to the articles, along with other local, state and national coverage of education issues, can be found on the OEIB website.

Broader public involvement

Most of the engagement to date has focused on educators and stakeholder organizations. With the Oregon Education Investment Board now confirmed, we have the opportunity to engage more broadly. Every meeting will have scheduled time for public testimony, and meetings will be streamed live. In preparation for Oregon's application for a federal NCLB waiver, an online survey, focused on measures of student achievement, accountability measures, is now posted. We are inviting broad participation. The board will hear public testimony several times before presenting its report to the Legislature, and there will be further opportunity for public comment before the Legislature convenes in February.