

Grantee Name: Arizona

Project #2 (A)(2) Governor's Office of Education Innovation (GOEI)

Project Goals/Desired Outcomes:

AZCCRS Communications, Awareness & Messaging

By December 31, 2015, 70% of surveyed public report awareness of Arizona's College & Career Ready Standards (AZCCRS)
 By December 31, 2015, 65% of surveyed public that are aware report support of Arizona's College & Career Ready Standards (AZCCRS)
 By December 31, 2015, the Arizona Ready Online Education Report Card has attracted 20,000 unique users

Year 2 Goals: 30% of surveyed public report awareness of Arizona's College & Career Ready Standards (AZCCRS); 62% of surveyed public report support of Arizona's College & Career Ready Standards (AZCCRS); the Arizona Ready Online Education Report Card has attracted 10,000 unique users

Year 3 Goals: 50% of surveyed public report awareness of Arizona's College & Career Ready Standards (AZCCRS); 63% of surveyed public report support of Arizona's College & Career Ready Standards (AZCCRS); the Arizona Ready Online Education Report Card has attracted 15,000 unique users

Year 4 Goals: 70% of surveyed public report awareness of Arizona's College & Career Ready Standards (AZCCRS); 65% of surveyed public report support of Arizona's College & Career Ready Standards (AZCCRS); the Arizona Ready Online Education Report Card has attracted 20,000 unique users

Evidence:

Omnibus Survey conducted every 6 months by the Arizona Public Engagement Taskforce (AZ PET)
 Google analytics of the Arizona Ready Online Education Report Card

Narrative:

In collaboration with Arizona Department of Education (ADE) and the five Regional Centers, GOEI will provide awareness, messaging and communications services and support for implementing Arizona's College & Career Ready Standards (AZCCRS), as aligned to the goals and communications efforts of the Arizona Public Engagement Taskforce (PET) and the ADE AZCCRS Strategic Plan and Collaborative Education Partners (CEP) Strategic Plan. GOEI will also provide vertical alignment between statewide education reform initiatives and RTTT Phase 3 grant objective, and create new data dashboards for the Arizona Ready Council State Report Card.

Key Performance Measures:

1. The number of unique Arizona Ready Council State Report Card Data Dashboard users

Cross-reference to other projects:

This work connects directly to subprojects (B)(3) AZCCRS Implementation and (A)(2) Regional Centers. In collaboration with Arizona Department of Education (ADE) and the five Regional Centers, GOEI will provide awareness, messaging and communications services and support for implementing Arizona's College & Career Ready Standards (AZCCRS), as aligned to the goals and communications efforts of the Arizona Public Engagement Taskforce (PET) and the ADE AZCCRS Strategic Plan and Collaborative Education Partners (CEP) Strategic Plan.

Activities for Project #2 (A)(2) Governor's Office of Education Innovation (GOEI)

Item	Activities, Tasks, Milestones, and Deliverables	Key Personnel	Start Date (mm/dd/yy)	End Date (mm/dd/yy)	Status Choose: Not Begun, In Progress, or Complete: mm/dd/yy	In Progress Status Choose: Ahead; On-track; Off-track; Immediate attn reqd	Notes	Dependent Activities (in other projects)	Budget Reference	Change from application (includes pg. reference)	Rationale for change	Implications on other activities, performance measures, and budget?
Area 1	Awareness & Messaging Vision: To ensure that all stakeholders including: families, educators, business, community members, and students are well-informed about and support Arizona's College & Career Ready Standards (AZCCRS)											
Lane 1.1	CEP (Collaborative Education Partners - ADE, RCs & GOEI) coordination / sharing evidence of awareness and support to inform decision making and practice											
1.1.1	Share and review the results of the AZ Public Engagement Taskforce (PET) Omnibus Survey	Regional Center Leads, GOEI	10/1/12	12/1/15	Completed	On-Track						
Deliverable 1.1.1.1	Omnibus Survey Results deployed October, Anually	GOEI	10/1/12	10/1/15	Completed	On-Track						

Deliverable 1.1.1.2	Omnibus Survey Results Shared with CEP December, Annually	GOEI, CEP	12/1/12	12/1/15	Completed	On-Track							
Deliverable 1.1.1.3	Omnibus Survey Results deployed April, Annually	GOEI	4/1/13	4/1/15	Completed	On-Track							
Deliverable 1.1.1.4	Omnibus Survey Results Shared with CEP June, Annually	GOEI, CEP	6/1/13	6/1/15	Completed	On-Track							
1.1.2	Provide regular updates during CEP meetings on the PET AZCCRS strategic communications plan to ensure coordination of communications and outreach efforts	GOEI	5/1/12	9/30/16	In Progress	On-Track	Updates are provided on an as needed basis.						
1.1.3	Actively participate in the Collaborative Education Partners (CEP) coordination, collaboration and communication structure, serve on CEP Leads Steering Committee	GOEI	5/1/12	9/30/16	In Progress	On-Track	This activity has shifted with the NCE period, and the nature of the work. Support is provided on an as-needed basis.						
1.1.4	Support Regional Centers and CEP with SOW development and ongoing refinement and updating, particularly as related to AZCCRS Communications	GOEI	3/1/12	9/30/16	In Progress	On-Track	Support is provided on an as needed basis.						
Lane 1.2	Online Communication and Outreach												
1.2.1	Regularly update and maintain Arizona Ready website with AZCCRS communications outreach information and resources	GOEI	1/1/12	9/30/16	In Progress	On-Track							
1.2.2	Support the launch of ArizonaCommonCore.org* with ADE *Rebranded as www.azed.gov/AZCCRS	GOEI, ADE	5/1/12	9/1/15	Completed		Website has been renamed: www.azed.gov/azccrs/						
1.2.3	Review, utilize and/or adapt the AZ PET AZCCRS online tools and resources to inform Arizona Ready online communications and outreach efforts	GOEI	10/1/12	9/30/16	In Progress	On-Track							
1.2.4	Coordinate electronic and social media outreach efforts and campaigns with the AZ PET AZCCRS strategic communications plan	GOEI	10/1/12	9/30/16	In Progress	On-Track							
1.2.5	Post narrative/adapted version of CEP plan on Arizona Ready website	GOEI	9/1/13	9/1/13	Completed								
1.2.6	Support ongoing enhancements of website presences in support of implementing AZCCRS, to include ArizonaCommonCore.org* *Rebranded as www.azed.gov/AZCCRS	GOEI	3/1/12	12/21/15	Completed	On-Track	Website has been renamed: www.azed.gov/azccrs/						
1.2.7	Support ongoing enhancements of website presences in support of implementing AZCCRS, to include AZ READY Report Card and website (as related to RTTT and AZCCRS implementation)	GOEI	3/1/12	9/1/16	In Progress	On-Track	Website has been rebranded as education.azgovernor.gov. Report card may be found at http://azreportcard.gov/						

1.2.8	Support ongoing enhancements of website presences in support of implementing AZCCRS, to include technical assistance and support for Regional Centers, as needed, to support Regional Center website enhancements	GOEI	3/1/12	9/1/16	In Progress	On-Track						
Lane 1.3	Arizona Public Engagement Taskforce (AZ PET)											
1.3.1	Actively serve on the Arizona Public Engagement Taskforce	GOEI	1/1/12	12/21/15	In Progress	On-Track	The AZ PET meets, as a whole, at least quarterly					
1.3.2	Actively serve on the steering committee for the Arizona Public Engagement Taskforce	GOEI	1/1/12	12/21/15	In Progress	On-Track	The AZ PET Steering Committee meets weekly, Fridays					
Lane 1.4	Communications with LEA and External Stakeholders											
1.4.1	Develop AZCCRS communications plan in collaboration with ADE AZCCRS staff and AZ PET	GOEI, ADE AZCCRS Staff	3/1/12	5/31/12	Completed							
1.4.2	Implementation of strategic AZCCRS awareness, messaging, communication and public engagement activities for the purpose of reaching public awareness and support goals, to include identifying and leveraging external business, government and community partners and stakeholders, in support of the goals and communications efforts of the PET, ADE and CEP	GOEI	6/1/12	9/30/16	In Progress	On-Track						
1.4.3	Create and maintain Google calendar of AZCCRS communications and outreach efforts and events	GOEI	9/1/13	12/21/15	Completed	On-Track						
1.4.4	Provide LEAs in the state with information and support regarding the use of the AZ PET AZCCRS Public Engagement Toolkit	GOEI	9/1/13	9/30/16	In Progress	On-Track						
1.4.5	Develop plan to leverage expertise of business, government and community partners to support AZCCRS public engagement and LEA and Regional AZCCRS implementation efforts (ABEC Model) in collaboration with GOEI and ADE	GOEI	1/1/13	9/30/16	In Progress	On-Track						
1.4.6	Engage in leveraging expertise of business, government and community partners to support AZCCRS public engagement and LEA and Regional AZCCRS implementation efforts	GOEI	1/1/13	9/30/16	In Progress	On-Track						
Lane 1.5	Administration, Fiscal Management and Reporting											
1.5.1	Maintain Auditable records for RTTT program.	GOEI	12/22/11	9/30/16	In Progress	On-Track						
1.5.2	Invoice ADE for GOEI RTTT expenses.	GOEI	12/22/11	9/30/16	In Progress	On-Track						
1.5.3	Develop GOEI SOW plan, and update as needed	GOEI	12/22/11	9/30/16	In Progress	On-Track	Initial plan developed by 3/1/2012, with now ongoing updating and refinement					
1.5.4	Identify staff for GOEI RTTT project	GOEI	12/22/11	5/21/12	Completed							

Lane 1.6	Performance Management (Communication and Collaboration)												
1.6.1	Actively participate in monthly CEP Meetings	GOEI	5/1/12	12/21/15	Completed	On-Track	In the NCE period, support is provided as needed.						
1.6.2	Participate in USED RTTT monitoring activities	GOEI	5/1/12	9/30/16	In Progress	On-Track	Provide updates for monthly program officer call, and other monitoring activities, as required						
1.6.3	Maintain RTTT Scope of Work and 90-day Tactical Plans	GOEI	4/1/12	9/30/16	In Progress	On-Track							
1.6.4	Participate in CEP task Teams (as needed)	GOEI	5/1/12	12/21/15	Completed	On-Track	In the NCE period, support is provided as needed.						