The background of the slide is a blurred photograph of a wooden door handle. On the right side, a portion of a grey door is visible, featuring the GMMB logo, which consists of a white plus sign above the letters 'gmmmb' in a lowercase, sans-serif font.

Turning Around the Conversation: College & Career-Ready Standards

The Importance of Students,
Expectations, & Consistency

Daren Briscoe, GMMB

What we know

Public opinion and research messaging informs communications when building public support and political will.

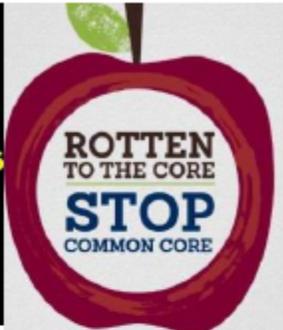
- Words matter
- Understand your audiences
- Audiences are smart
- Perspective is relevant
- Student Success goals in sight
- Sustainability



EXCLUSIVE Fourth-graders get PETA propaganda disguised as Common Core

Common Core violates THREE Federal Statutes & the 10th Amendment

Parents & Teachers against Common Core



EDUCATION

Pedophilia, Incest, and Graphic Sex: Excerpts from a Common Core Reading List Book for 11th-Graders That Will Make You Blush



Opt Out of Common Core Data Mining

You have the legal right under federal and state law

Concerned Parents of Conejo Valley

www.ConcernedParentsofConejoValley.com

EVERY CHILD IS UNIQUE. COMMON CORE EDUCATION STANDARDS PUT EACH CHILD INTO ONE MOLD.

COMMON CORE:



taking control from the parents and putting it in the hands of Washington bureaucrats.

Common Core fails!

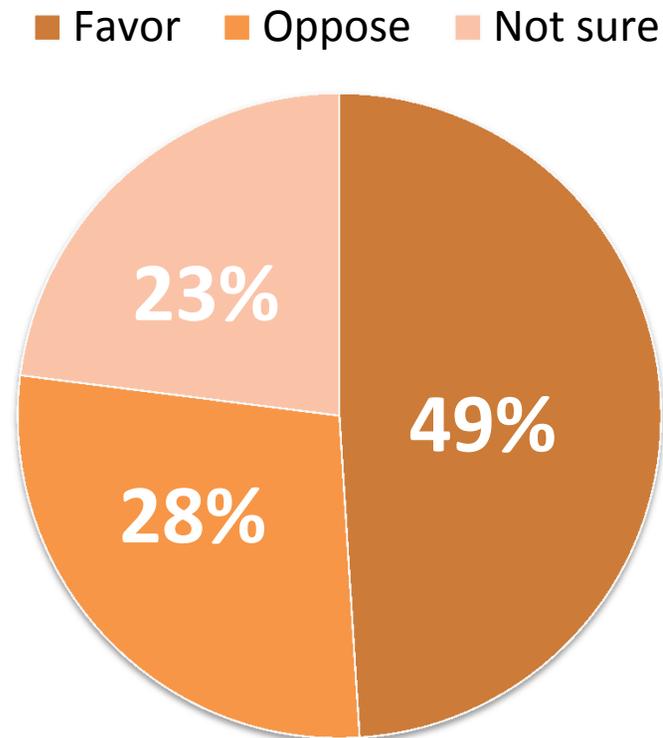
Click Here To **Opt Out** of Common Core Tests





Without any context, half of voters support Common Core.

Do you favor or oppose requiring that all schools nationwide meet the same Common Core education standards?



Source: Rasmussen Reports, November 2013

Key Findings: Standards

- Awareness of the Common Core is growing.
- Opposition is growing with awareness – opponents can easily foster skepticism.
- Conceptually, voters support common standards and assessments over local priorities.
- When we explain the Common Core in basic terms, voters support the standards.
- The strongest messages in support of the standards focus on students.

Teachers are enthusiastic about the Common Core/CCR, even as they acknowledge challenges

- **Enthusiasm:** More than three-quarters of teachers who teach math or English language arts are enthusiastic about implementing the standards in their classroom.
- **Challenging:** At the same time, teachers who teach math, English language arts, science and/or social studies believe implementing the standards is or will be challenging
- **Most concerned:** students who are currently working two or more grades below grade-level

However, there is growing anxiety among teachers about implementation

- Individual teachers and teacher associations are increasingly vocal in their concern about implementation challenges
- Critics say that due to rushed implementation:
 - Teachers don't have necessary materials such as updated textbooks or curricula
 - Teachers aren't receiving necessary support from administrators, such as time to prepare new lesson plans or collaborate with other teachers
- Critics say new assessments are being rushed and that:
 - Teachers and students need time to adjust to the new standards
 - It's unfair to evaluate teachers using student test scores when teachers have inadequate resources and time to prepare

And opponents can easily foster skepticism

All Audiences:

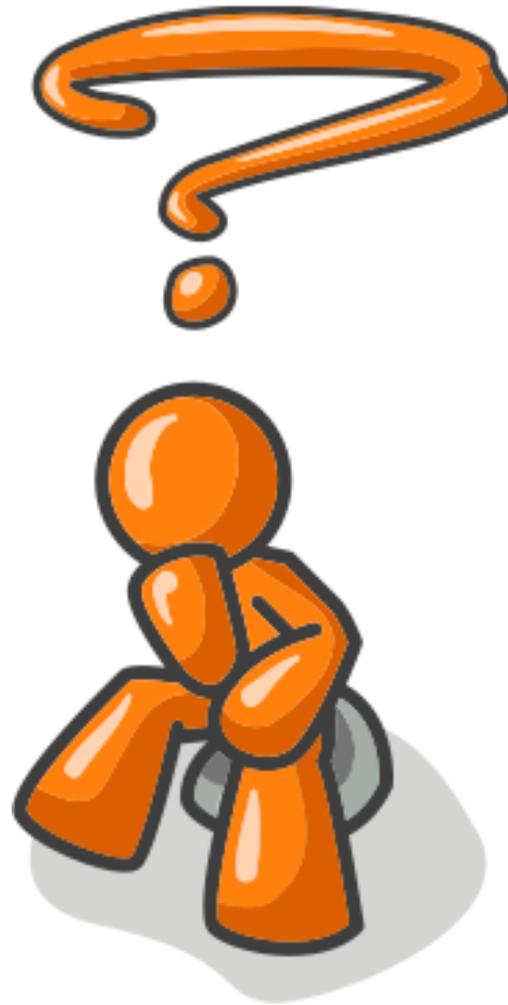
- The standards are untested; there is no evidence they improve student achievement
- The standards were adopted in secret without input from voters, parents, or teachers
- The Common Core means more testing and more teaching to the test – we already have too much of both
- The dramatic drop in test scores is clear evidence that something is wrong
- The Common Core gives teachers less flexibility

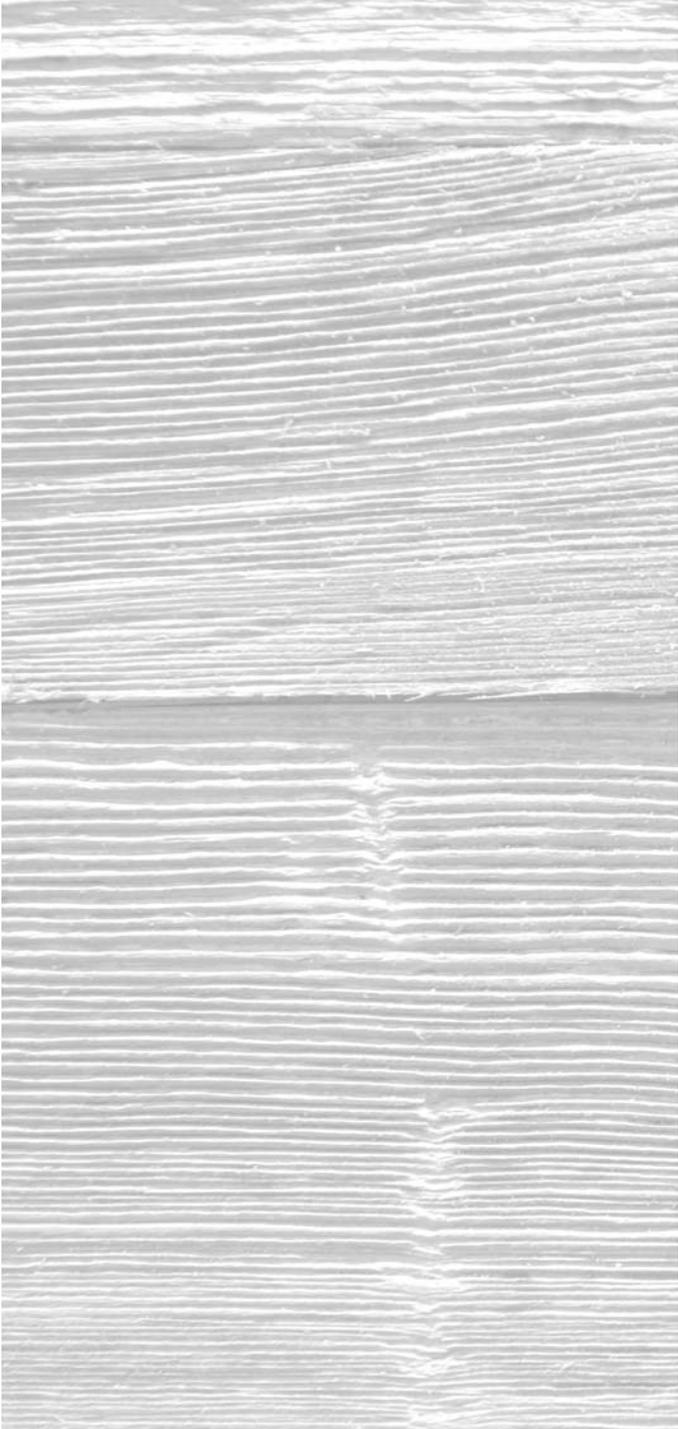
Liberal Audiences

- The Common Core puts large testing and textbook companies in control of education, putting profits ahead of students
- The standards will leave struggling students and schools even further behind – especially low-income communities and communities of color

Conservative Audiences

- The Common Core is an example of federal overreach and will replace local control of education with a national curriculum
- The Common Core gives parents less of a say in their children's education





Ok, so now what?
Messaging & Strategy

Effective messages supporting CCR focus on how the standards prepare students for success

- **Teachers** strongly support the standards and believe in their potential to improve student success.
- **Results:** In Kentucky, the first state to begin using the Common Core State Standards, high school graduates ready for college and career increased from 38% to 47% in a single year.
- **Equality:** By setting high expectations for all students, the Common Core ensures all students have access to a quality education.
- **Competitive:** The world is a more demanding place than ever before. The Common Core prepares students to compete for jobs in today's economy.
- **Consistency:** Consistent standards ensure students like those from military families do not fall behind just because they move between districts or states.

Key Findings: Assessments

- Voters do NOT favor eliminating testing or allowing parents to opt out their children.
- Some of the negativity toward testing can be overcome if people are confident that the tests can accurately measure student performance.
- Voters will not accept MORE tests, but there is some openness to BETTER tests.
- We will not WIN the Common Core on assessments, but we could LOSE if the broad conversation is about testing instead of the standards.
- The strongest messages in support of assessments tie them to the value of the standards.

The strongest messages in support of the assessments emphasize the standards' virtues

- Highlight the benefits of the standards and describe how the assessments help ensure children are on the pathway to success.
- Assessments must deliver timely, actionable data to inform instruction and improve student outcomes.
- Demonstrate that teachers and students are getting the tools and resources they need to meet the promise of the standards.
- Highlight teacher contributions to and support for the assessments.
- Describe field tests as a “practice run.”

Process-oriented messages are about the facts, not persuading

- The Common Core standards...
 - × ... were created by a bipartisan group of Governors.
 - × ... were voluntarily adopted by the states.
 - × ... replace existing standards
 - × ... are internationally benchmarked.
 - × ... make it easier to measure student learning progress across schools and states.
 - × ... allow innovators to apply the same technologies in all states.

Narrative Framework

WHAT

- To ensure all students are **prepared for success after graduation**, the Common Core State Standards establish a set of **clear, consistent guidelines** for what students should know and be able to do at each grade level in math and English Language Arts. Forty-four states have adopted and are moving forward with the Common Core State Standards.

WHY

- Common Core State Standards structure education around the core skills and knowledge that students need to master in order to succeed in college and careers no matter where their family lives. By setting **consistent, high goals** for students in the state, the Common Core State Standards help ensure **all** students receive a quality education and are on a path to success.

Narrative Framework

MEASURING SUCCESS

- The implementation of our new academic standards and the creation of high quality assessments provide an unprecedented opportunity to help all students while strengthening the state's long-term economy.
- The new assessments will set a **realistic baseline** that enables teachers, parents, and all of us to know where students stand on their **path to success**.
- We must **stay the course**.

EVIDENCE

- In 2011, Kentucky became the **first state** to begin using the Common Core State Standards. The **percent of Kentucky high school graduates ready for college and career** increased from 38% to 47% in a single year, and a year later it hit 54%.

Narrative Framework

TEACHER SUPPORT

- For all of these reasons, there is a lot of support for the standards. Teachers overwhelmingly support the standards, with a majority believing they will be positive for most students, and they tell us they need the right supports to ensure this.
- The assessments aim to provide meaningful feedback and actionable data to inform instruction. The {state/district/collaborative} will ensure teachers and students have the resources they need. In addition...

BIG PICTURE

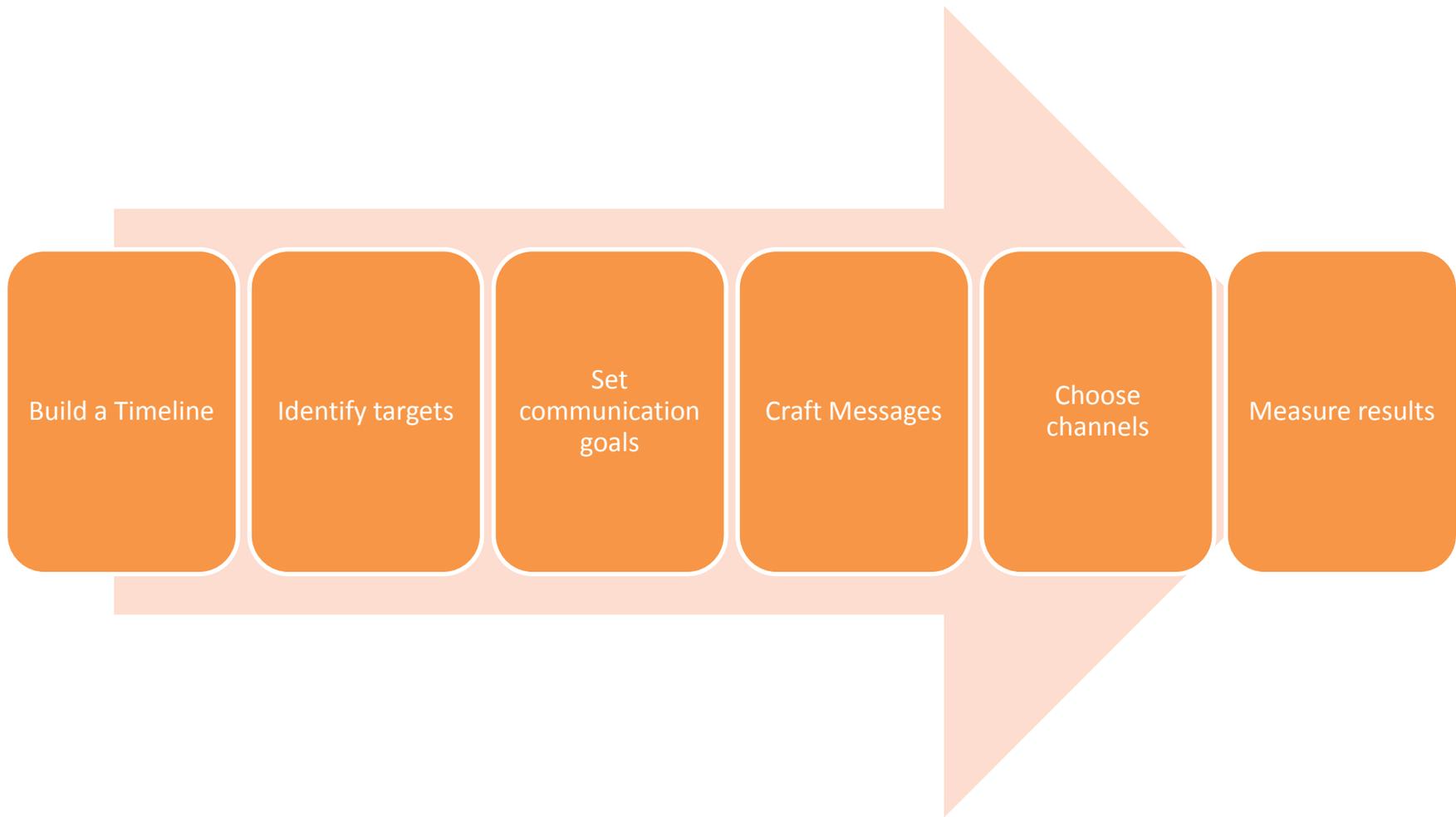
- The world is a more demanding place today than ever before. Not only do students have to compete with others in their community for colleges and jobs, but they must also compete with students around the country. The vision for our state sets us on this course. As colleges and employers expect more, we all have a role to play in helping students master the knowledge and skills that students need to succeed.

Strategy

A Good Offense is Your Best Defense

- Define the message
- Be proactive
- Be consistent

Strategy Planning Tool



What's Your Headline?

Students Forced to Take
Two Tests

Parents Outraged Over More Standardized Testing

Students & Teachers Participate
in Practice Run of New Assessments

New Tests to Provide Better Feedback for Teachers
& Students

Bill to Defund Common Core Fails

Strategy: Create a Positive Narrative

- Identify educators that can tell the story
- Develop a consistent stream of positive information
- Leverage photographs/video
- Utilize the Practice and Training Tests w/ media & policymakers



PARCC @PARCCPlace · Apr 9
Wow! Looks great. MT @gingras1: Kindys using new all-in-1 lab 4 the 1st time!
These @CGETwolves will be #PARCC ready! pic.twitter.com/184TKHBLU





Resources

Resources

There are many communication resources created by CCSSO available, including:

- **CoreStandards.org** – The official home of the CCSS contains information about the standards, information for parents, background on development and adoption and the standards themselves.
- **SmarterBalanced.org** and **PARCConline.org** – The official websites of the Smarter Balanced Assessment Consortium (Smarter Balanced) and the Partnership for Assessment of Readiness for College and Career (PARCC), the two state-led consortia working to develop next-generation assessments.

Resources: States

- The Hunt Institute's Box.com – Tools, resources, and information for communicating about the Common Core (file sharing site).
 - <https://app.box.com/s/4m7gjixj3pt1dgja16im>
- On the Road to Implementation – Report from Achieve on key areas to consider for effective implementation.
 - http://www.achieve.org/achievingcommoncore_implementation
- Criteria for High Quality Assessment – Stanford Center for Opportunity Policy in Education report on creating and adopting assessments that promote deeper learning.
 - http://edpolicy.stanford.edu/sites/default/files/publications/criteria-higher-quality-assessment_1.pdf

Resources : States (cont.)

- **NGA Member Briefs** – The first brief focuses on policies to build the effectiveness of educators; the second brief focuses on communicating the need for, and a vision of, reform.
 - <http://www.nga.org/cms/home/nga-center-for-best-practices/center-publications/page-edu-publications/col2-content/main-content-list/trends-in-state-implementation-o.html>
 - <http://www.nga.org/cms/home/nga-center-for-best-practices/center-publications/page-edu-publications/col2-content/main-content-list/trends-in-state-part-2.html>
- **CCSSO List of Tools and Resources** – This document points states to promising practices and tools to support Common Core implementation and primarily lists resources developed by CCSSO and the lead writers.
 - http://www.ccsso.org/Resources/Publications/Common_Core_State_Standards_Implementation_Tools_and_Resources.html#sthash.q0SjZnz8.dpuf



Discussion