

Strategic Communication:

*Navigating Policy and Politics in a Competing
Information Environment*



Denver, Colorado
July 1-2, 2015

Connecting
Policy with
Implementation

Around the World in 365 Days: Lessons Learned from Communicating About Academic Standards - In the Lands of Oz and Alladin

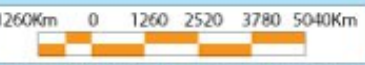
Diane DeBacker

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WORLD MAP



- | | | | |
|---------------------------|-------------------|-----------------------|------------------------------------|
| 1. Netherlands | 10. Austria | 20. Ghana | 29. Liechtenstein |
| 2. Belgium | 11. Hungary | 21. Togo | 30. Montenegro |
| 3. Luxembourg | 12. Serbia | 22. Benin | 31. Kosovo |
| 4. Switzerland | 13. Moldova | 23. Cameroon | 32. Palestinian Territories |
| 5. Slovenia | 14. Macedonia | 24. Equatorial Guinea | 33. St. Vincent and the Grenadines |
| 6. Croatia | 15. Albania | 25. Rwanda | |
| 7. Bosnia and Herzegovina | 16. Cyprus | 26. Cambodia | |
| 8. Czech Republic | 17. Lebanon | 27. Panama | |
| 9. Slovakia | 18. Guinea-Bissau | 28. Malawi | |



MIDDLE EAST

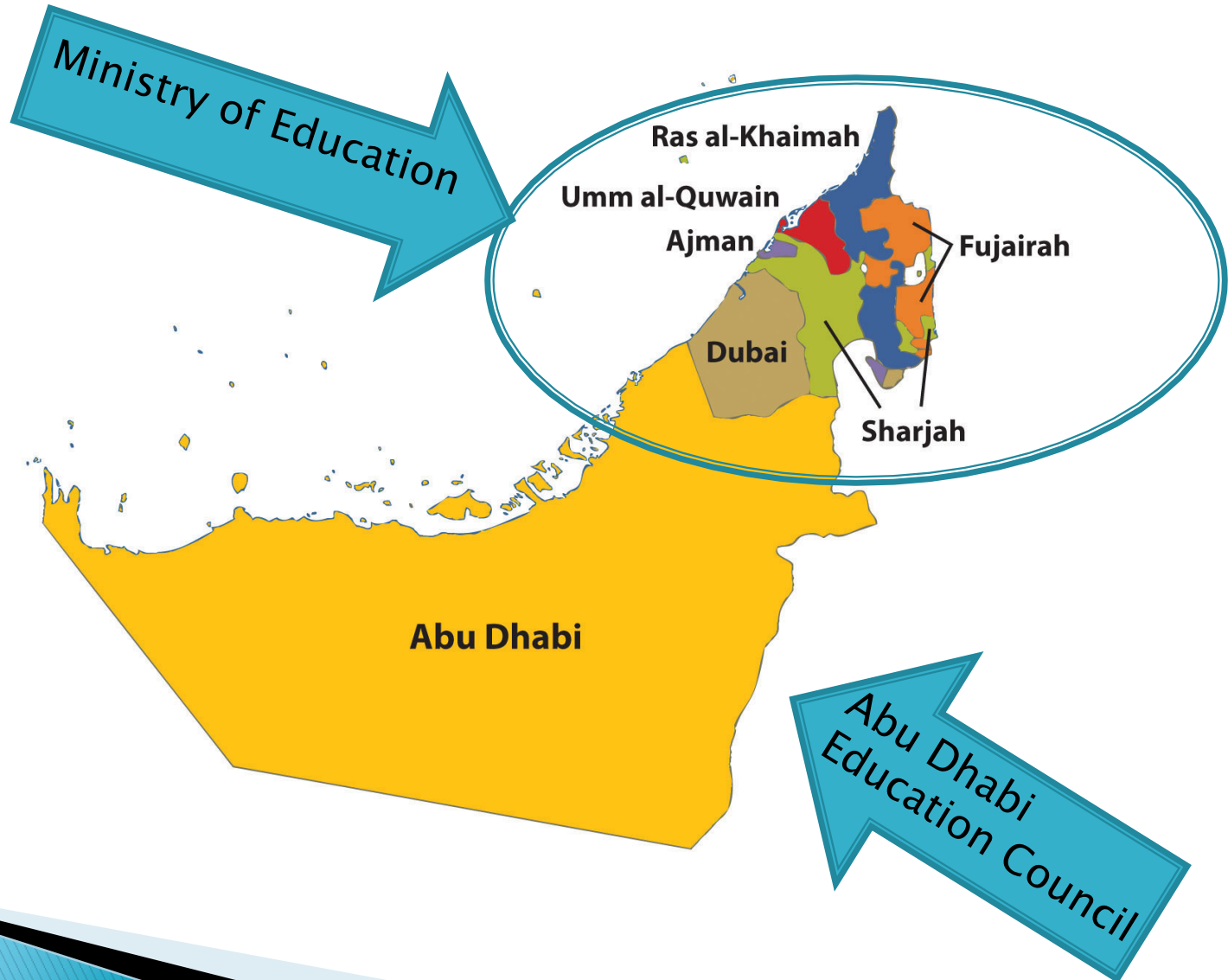


United Arab Emirates



Abu Dhabi is the capital of the UAE

Education in Abu Dhabi





مجلس أبوظبي للتعليم
Abu Dhabi Education Council
التعليم أولاً Education First

Abu Dhabi Education Council

Established in 2005 as separate from the Ministry of Education

Implemented New School Model in 2009 with phase-in approach in KG–Grade 2; Grade 8 in 2015–16

Abu Dhabi School Model with a focus on STEM in 2015–16 for Grades 10–12

Agency employees in 2005 = 52; now at nearly 700

Abu Dhabi Education Council



Set Policies For The Education System



Operate Public Schools



Regulate and Enhance Quality Of Private Schools



Partner with Higher Education Institutions

Abu Dhabi Demographics

- ▶ Three regions (Abu Dhabi, Al Ain, Al Garbia)
- ▶ Schools – 439
 - Public – 255
 - Private – 184
- ▶ Students – 340,803
 - Public – 126,216
 - Private – 214,587
- ▶ Staff
 - Public school staff – 17,000
 - Headquarters – 700

Curriculum in Abu Dhabi

Learning outcomes were introduced with the New School Model in 2009

Curriculum written by ADEC staff members

Use of “off the shelf” resources is uncommon due to cultural sensitivity

Structure of Education

KG1 and KG2 = Preschool & kindergarten (students can enter school in KG1 in September provided they are 4 years old by the end of the year)

Cycle 1 = Grades 1–5

Cycle 2 = Grades 6–9

Cycle 3 = Grades 10–12

Schools & Classrooms

Segregated by gender beginning in Cycle 1

Uniforms for all

All 196 nationalities represented in the schools

Private schools offer 18 different curricula; i.e. British, Chinese, American, etc.

All students receive biliterate education – Arabic and English

Director General of the Abu Dhabi Education Council

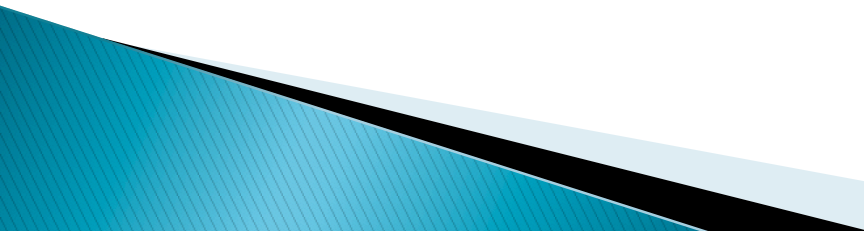
Dr. Amal Al Qubaisi

- First female member of the Abu Dhabi Executive Council
- First woman elected as a member of the Federal National Council
- An architect by profession
- Appointed as Director General by The President, Sheikh Khalifa, in his capacity as Ruler of Abu Dhabi



Kansas

Standards Adoption Process

- ▶ K.S.A. 72–6439 “The state board shall establish curriculum standards which reflect high academic standards for Kansas Education in the core academic areas of **mathematics, science, reading, writing and social studies.**”
 - ▶ The Kansas curriculum standards shall be reviewed at least every **seven years.**
- 

The Process

Spring of 2009

Governors and state commissioners of education from 48 states, 2 territories and the District of Columbia committed to developing a common core of state K–12 English–language arts (ELA) and mathematics standards.

Who Was Involved?

- ▶ 48 states, 2 territories and the District of Columbia
- ▶ Coordinated by the National Governors Association (NGA) and the Council of Chief State School Officers (CCSSO)

Reviewing the Standards – Kansas

- ▶ Curriculum Review Committees for Math and ELA
 - November 2009
 - Math
 - ELA
- ▶ Alignment with College and Career Expectations
 - Gap Analysis Committee
 - SMARTER Balanced Assessment Consortium
 - KBOR Letter of Intent
 - Public Meetings
 - P-20
 - Kansas Education Commission
- ▶ Standards Comparability
 - Committee work
 - Survey of Enacted Curriculum
 - The Achieve Common Core Comparison Tool

Adoption

The Kansas State Board of Education formally adopted the Common Core State Standards for mathematics and English language arts on October 12, 2010

The Perfect Storm in Kansas

- ▶ Adoption of Common Core State Standards
- ▶ Development of new assessments with SBAC and PARCC
- ▶ Next Generation Science Standards
- ▶ New school/district accreditation system
- ▶ New Governor and legislators
- ▶ Emergence of a powerful policy institute

**Kansas was strategic
with implementation of
the standards**

Difference Between Standards and Curriculum

▶ Standards

determined by the State Board of Education
(in Kansas)

▶ Curriculum

determined by the local school districts
(in Kansas)



Local Control as an Excuse?

Clear Communication

- ▶ <https://www.youtube.com/watch?v=lj3iNxZ8Dww>

Will CCSS Be One of the Biggest Comebacks in Education?

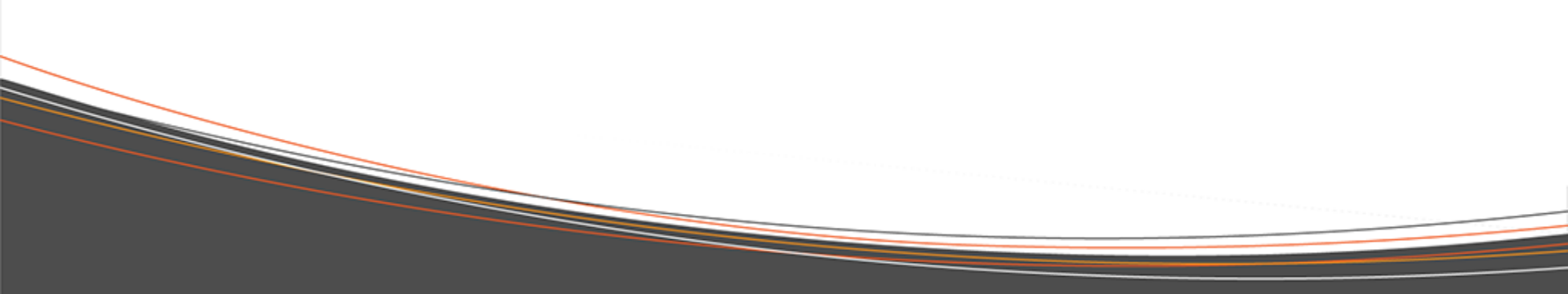
- ▶ Apple
 - ▶ General Motors
 - ▶ Marvel
 - ▶ Delta
 - ▶ Starbucks
 - ▶ Old Spice
 - ▶ J. Crew
 - ▶ CBS
 - ▶ Pabst Blue Ribbon
 - ▶ Nintendo
 - ▶ Converse
 - ▶ Netflix
 - ▶ Disney Animation
 - ▶ Burberry
 - ▶ Lego
 - ▶ Target
 - ▶ New England Patriots
 - ▶ Lacoste
 - ▶ Lower Manhattan
 - ▶ Bacon
- ▶ *Fast Company, April 2015*

Two Pieces of Advice Upon Arriving in Abu Dhabi

- Contextualize “it”
- Don’t be quick to jump to a solution



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Thank you for your participation!



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