

Communications Working Committee

Georgia’s State Plan: Every Student Succeeds Act (ESSA)

In order for Georgia to use the framework of ESSA to implement changes that will best serve students, teachers, and schools, extensive two-way communication with the public is essential – Georgia must engage with and seek continual feedback from all stakeholders. This committee will discuss ways to bring stakeholders to the table and facilitate effective communication related to Georgia’s ESSA plan.

CHARGE

- Develop a framework for the stakeholder feedback sessions
- Coordinate with other working committees to develop effective methods for soliciting stakeholder feedback
- Engage communities and stakeholders to attend feedback sessions
- Utilize the networks of education partners to promote feedback sessions and elements of Georgia’s state plan
- Develop a communications plan/strategy for communicating Georgia’s state plan

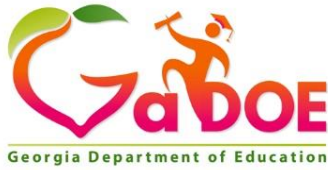
ACCOUNTABILITY

Georgia’s ESSA Working Committees report to GaDOE’s ESSA Leadership Team throughout the development process. The ESSA Leadership Team will ensure that benchmarks are being met and working committees are coordinating efforts to produce a cohesive draft ESSA State Plan.

The draft ESSA State Plan will be presented to the Advisory Committee for feedback. There will also be a review period for the public, State School Superintendent, State Board of Education, and Governor’s Office.

BENCHMARKS

<i>Month</i>	<i>Purpose</i>
July 2016	Charge, Orientation, Overview and committee-specific information
Aug-Oct	Stakeholder feedback will be shared with Working Committees as it is received*
Oct-Nov	Draft ESSA State Plan developed*
Dec	Presentation to Advisory Committee
Jan 2017	Public comment period; Governor, State Board of Education, State School Superintendent review; Overview to the House and Senate Education Committees
Feb	If necessary, reconvene the Advisory Committee to make revisions
Mar	Submit Georgia’s ESSA State Plan to U.S. Department of Education (USED)



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Note: Timeline and *submission date tentative pending guidance from USED; USED must approve state plan no later than 120 days after submission.* *Working Committees have the flexibility to meet as needed via- face-to-face or teleconference.

MEMBERSHIP

Member	Position	Agency/District
Matt Cardoza <i>Chair</i>	Chief Communications Officer	Georgia Department of Education
Stan DeJarnett <i>Co-Chair</i>	Executive Director	Georgia Vision Project
Bill Maddox	Communications Director	Georgia Partnership for Excellence in Education
Justin Pauly	Communications Director	Georgia School Boards Association
Beth McLaughlin	Member	Georgia School Public Relations Association
Craig Harper	Communications Director	Professional Association of Georgia Educators
Herby Agnew	Communications and Marketing	Georgia Association of Educators
Susan Hayes	Leadership Development Committee member	Georgia Parent Teacher Association
David Burch	Communications Director	Educators First
Keisha Hines	Senior Vice President of External Affairs	Georgia Chamber of Commerce
Candy Norton	President of GAEL	Georgia Association of Educational Leaders
Sloan Roach	Executive Director of Communications	Gwinnett County Schools
Akia Lewis	Communications Specialist	Georgia Family Connection Partnership
JD Sumner	Public Information Officer	Dougherty County Schools
Hayward Cordy	Executive Director	Oconee RESA
Meghan Frick	Communications Specialist	Georgia Department of Education
Kristen Baker	Communications Specialist	Georgia Department of Education
Amy Park	Parent Engagement Specialist	Georgia Department of Education
Gary Wenzel	Oversees the State School Superintendent's teacher advisory council	Georgia Department of Education

NOTE: The Superintendent's teacher, student, parent, and superintendents advisory councils will participate in the communications efforts.