



County of Jackson Strategic Planning Education Team

Date:	Time:	Present:
3/1/2011	7:30 a.m.	Adam Brown, Dan Phelan, Kevin Oxley, Mary Deluca, Patty Kaufman, Julie Alexander, Irene LeCrone

IDENTIFYING SPECIFIC TARGET GROUPS

STUDENTS NEEDING FURTHER DEVELOPMENT

- Identify students while they're in grade school
 - Learn what their skill sets are in order to offer them more options
 - Going to be difficult due to budget cuts and staff reductions
 - Not as many school counselors, educators
 - More students in each class
 - Difficult for students who move frequently
- Acknowledge that some students want to succeed and others are 'game players'
 - Allocate resources accordingly
 - Students who want to succeed will take advantage of what is offered
 - Game players/disengaged students have a low probability of succeeding, lack motivation
 - Statistically and historically, this group has been the hardest to reach
- Acknowledge that some students are not ready for college immediately after high school
 - Haven't realized how education will enrich their life
 - Are discouraged about needing to take developmental courses
 - JCC has added staff members who are focused in developmental math
 - Working on putting together a non-credit-bearing Continuing Education program

PARENTS OF STUDENTS NEEDING FURTHER DEVELOPMENT

- Parents with less barriers, whose kids are underachievers by choice may be more willing/able to participate in their child's education
- Twenty years and millions of dollars spent on pilot projects "chasing" families around who do not want/aren't ready to engage

THE COMMUNITY AS A WHOLE

- Switch perception of Jackson from being weak in math to being strong in math

TYING IT ALL TOGETHER

- How can we meet our end goal?
- What steps do we need to take?
- Can we reach students, parents, and the community simultaneously?

NEXT STEPS

- Develop a specific message
- Create tactics
- Invite marketing professionals to attend next meeting

Prepared by S Bailey