



County of Jackson | Strategic Planning Education Team

<i>Date:</i>	<i>Time:</i>	<i>Present:</i>
5/3/2011	7:30 a.m.	Adam Brown, Julie Alexander, Jan Seitz, Patty Kaufman, Kevin Oxley, Doug Schedeler Irene Lecrone, Dotty Karkheck

OPEN DISCUSSION: COMMUNITY EDUCATION ISSUES

- Baker College had their 10th Annual Tea. Earl Poleski helped present. Raised \$13,000 for Legacy Scholarships. Currently have over 300 applicants.
- JCISD has had a lot of discussion focused around decisions that have already been made (bond issues, school closings). Doesn't know of anyone who isn't facing cuts.
- Julie Alexander has been attending education board meetings. JPS is having their big meeting May 4th.
- Math Summit will be **August 17th and 18th** at Spring Arbor University. Will be focusing on developing and building leadership with department chairs, math team leaders, and principals. Training the trainers to implement some new tools and techniques in their schools.
- United Way has received a \$15,000 grant for education. The group is wondering if some of those funds could be used for the marketing project they've been working on. Also working on a grant with Jackson District Library. Lots of community partners involved.

GENERAL MEETING

- Spring Arbor University has been invited to join the Education Team.
- Adam spoke to Bob Carlton, who has been working on a similar effort. Bob believes that the County is a good convener and has asked his partners to get involved with the County's strategic planning groups. He does not want to duplicate efforts. Several suggestions for additions to the team included Monica Mosure and Ishwar from the Jackson District Library.
- Dotty reported that, at her last meeting, they discussed the Education Team's concept and how best to disseminate the message.
 - The message shouldn't be too simple or too advanced.
 - Keep it simple by showing how math is used in four common life situations: cooking, shopping, finances, and on the job.
 - Adoption of a logo, as well as the phrase "Math + You = Success".

MARKETING MATH IN JACKSON COUNTY

- The group needs to get the message out prior to the end of the school year.
- Methods of getting the word out:
 - Website
 - The County will host the web site.
 - Considering jacksonmathmatters or mathmattersjackson for the URL.

- Billboards
 - Several billboards in town will advertise the initiative.
 - Near Downtown Jackson and by I-94 would be preferred.
 - The cost will be shared by Adams Outdoor Advertising, JCC, and Baker College.
- Print Advertising
 - JCC has offered to spotlight the Strategic Plan, the Education Team, and Math Matters in their newsletter. It is provided free of charge to every resident in the county.
 - Flyers, handouts, window clings, etc.
 - JCISD will look into helping with the printing.
 - T-shirts
- Partnering with local businesses/organizations
 - Try to have a table at the grand opening of the new Center for Family Health.
 - Get local businesses such as Meijer, Polly's, Target, or McDonald's to agree to hang a window vinyl advertising the initiative and showing how math is used in that particular business. Vinyls could be slightly customized for different types of businesses, but would still need to have the same basic formatting.

THE NEXT MEETING WILL BE AT 7:30A ON JUNE 7TH AT THE MSU EXTENSION OFFICE.