



# County of Jackson | Strategic Planning Education Team

<i>Date:</i>	<i>Time:</i>	<i>Present:</i>
11/1/11	7:30 a.m.	Adam Brown, Dan Phelan, Patty Kaufman, Julie Alexander, Jan Seitz, Kevin Oxley Garnet Hauger, Marci Stanley, Doug Schedeler, Salah Huwais, Jim Stormont, Kriss Gianetti

## UPDATE: MATH MAKES A DIFFERENCE CAMPAIGN

- Working on updating the County's Strategic Plan; Math Makes A Difference was mentioned
- Website
  - Feedback and updates should be sent to Sharon Hubbell
    - Cc Adam and Julie
- Progress has been made in finding a content manager
  - A recently retired teacher is interested
- Marketing
  - Wristbands
    - Purchased and handed out during Fair Week
  - Window clings
    - Quantity ordered would depend on who receives them
      - Businesses, Educators, Parents?
        - Need to find out how many businesses are in Jackson
    - 1500 at \$1.23/each or 5000 for \$0.45/each
    - Place on hold—need to figure out how to tie in more business support
  - Billboards
    - Three billboards have been put up around town
  - Bus coverings
    - Still gathering information
  - Coffee rings
    - Will not be ordered as they do not effectively reach the target population
  - Banner
    - Currently on display at the Health Department
    - Can be moved to another location anytime
  - Bookmarks
    - Have been designed and are ready to be printed
    - Online quote of \$260 for 8,000 glossy bookmarks, printed on heavy stock
    - Will get quotes from local printers
  - Fliers
    - Update flier to invite people to “checkout” new math materials from Jackson District Library
      - New K-12 enrichment materials titled “Adventures In Mathematics”
        - Two copies of each grade level have been provided to each of the 13 JDL branches
      - Downtown branch will be providing occasional programming for elementary students
  - Radio
    - Still interested in running radio ads
    - Need to decide how to reach target audience while also getting community buy-in
      - Perhaps something like “Polly’s supports Math Makes A Difference”
    - Needs further development
- Jan and Julie worked on a grant, stating that “Marketing plan focuses on three target populations: youth at risk of not graduating or completing further education, parents who have incomplete education, and parents who are underachievers and/or who are not engaged in their child’s education.”

#### **JIM STORMONT AND SALAH HUWAIS FROM JCEG**

- JCEG’s mission is economic development, but they recognize that education is a very important factor in driving the economy of Jackson County
  - Input from the community is needed
    - Want the community to stand unified in what Jackson County could be *if* given the opportunity
  - Everyone in the field of education has a voice and can participate in removing restrictions placed on education
    - What legislation is keeping you from doing what you want/need to do?
  - JCEG would like to offer their assistance to all of the Jackson groups who are working so hard to reinvent education
    - Consolidating groups and collaborating—all are welcome
- Potential to have State pilot program in Jackson
  - Need to collaborate with all groups in order to create a single plan of action that everyone agrees with
    - Would create a document for everyone to sign, showing that they are unified in their support
  - Funders are looking for unity, innovation, and out of the box ideas
    - Needs to be more dramatic than curriculum flexibility
    - The most important thing is that everyone agrees on a plan
      - The more people are involved, the more they see the value
  - Must be sustainable, attainable, and easy to communicate
    - The project will serve our community well as long as it’s sustainable, data driven, and we can make people understand what we’re doing and how it’s helping their kids
  - Education is the way out for our economic development—if we produce strong marks, employers will come

**THE NEXT MEETING WILL BE HELD ON DECEMBER 6<sup>TH</sup> AT 7:30a.m. IN ROOM 501 OF THE COUNTY TOWER BUILDING, LOCATED AT 120 W. MICHIGAN AVE IN DOWNTOWN JACKSON.**