



# County of Jackson Strategic Planning Education Team

Date:	Time:	Present:
1/4/2011	7:30 a.m.	Adam Brown, Julie Alexander, Jan Seitz, Dan Phelan, Kevin Oxley, Doug Schedeler, Mary Cunningham-Deluca, Irene Lecrone, Dan Evans, Anthony Gardner, Dotty Karkheck

## CONTINUING DISCUSSION: MARKETING MATH IN JACKSON COUNTY

- General Discussion
  - There are several generations that have struggled with math, considering it to be a “bad thing”
    - Parents are not able to support children that are taking math classes
    - Remedial college math is an issue at Baker and JCC
  - For a long time, there were undereducated individuals who were very successful and did very well in this community without having college math skills
    - The realization for some of them who have lost their jobs is that they’re not doing well without these skills
    - There needs to be a message out there to help them understand that they need math skills to be successful in the new economy
    - Engaging the adults might translate to the students and help them take responsibility for their skill set and education
  - Cultural change is needed
    - Get the parents to believe it’s important
      - What’s important to parents will be important to kids
    - Community must value math and it will trickle down to the kids
    - Help people to understand that math skills are needed in order to reason and make sense of the world around them
      - Decision-making
      - Life skills
- Ideas for marketing math in Jackson County
  - What is the product?
    - Math Summit is part of it
  - Posters put up at fair
    - Math is used to calculate animal weights, how much to feed animals, etc.
    - Whether you’re in agriculture, sciences, in or out of school, posters should show how math applies to everyday life
    - May need to go back and look at tools used to increase literacy awareness
  - Hold a math contest

- Incentive from Jackson Magazine?
  - Show relevance of math, math skills through career discussions and job fairs
    - Things that are already in existence that can be used and don't cost money
- How to market the message?
  - Math contest
  - Community math nights
    - Math & Science Center through ISD
  - Community business advocacy
  - Partnerships with higher ed
  - National networks
    - 2-1-1 would want to have resources available
  - Distribution of the message
    - Parent/teacher conferences
    - Hallways
    - Billboards
    - Sporting Events
    - Dan would be willing to use a portion of JCC's newsletter to promote math
    - Note: Leaders should be careful when talking about math
      - When discussing math, avoid statements like "It's okay, I wasn't good at math, either."
        - This reinforces the negative side of math
- How to measure success of marketing effort
  - MEAP scores
  - Work Keys Assessments
  - Graduation rates
  - School readiness

Friday, February 25, 2011