



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

RICK SNYDER
GOVERNOR

MICHAEL P. FLANAGAN
STATE SUPERINTENDENT

January 2, 2015

MEMORANDUM

TO: State Board of Education

FROM: Michael P. Flanagan, Chairman 

SUBJECT: Presentation on the Student Inspiration Project

The Office of Education Improvement and Innovation (OEII) has collected data from over 5,000 4th – 12th graders and one of their parents regarding education and learning in Michigan through surveys, focus groups, and specific student feedback sessions. Additionally, over 1,000 teachers, 325 principals, and 50 superintendents have shared their thoughts. Recognizing that students take control of their learning at a very early age and that by the age of ten they have to be personally motivated to get good grades, OEII has worked with YouGov and Leo Burnett to develop a plan to engage students in an integrated campaign to overcome some of the barriers to learning.

Department staff will share the research, the proposed campaign, and funding plans resulting from the work done in the last two years. Designed to reach students that do not find it "cool" to be an active participant in their learning, the campaign utilizes posters, student-designed messages, a video game that requires good classroom performance to be able to progress to a new level in the game, and a mechanism for the students to have a voice in their learning through a statewide student voice campaign.

What is the ultimate goal of the work? The Michigan Department of Education hopes to disrupt the way kids think about school and learning, give kids a way to accommodate peer pressure, give kids a say in what and how they learn, and to foster success through greater student commitment and engagement. The campaign is designed to collect information to measure impact on these factors.

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608 WEST ALLEGAN STREET • P.O. BOX 30008 • LANSING, MICHIGAN 48909
www.michigan.gov/mde • (517) 373-3324