

Michigan ESSA: Communications & Outreach Action Team Fact Sheet



Team Lead	Jan Ellis, Communications Specialist, EllisJ@michigan.gov
Information	http://www.michigan.gov/mde/0,4615,7-140-37818_76731_76733-389189--,00.html
Purpose	This action team will identify and enact a holistic communication and outreach strategy that helps us communicate information to all stakeholders and garner feedback from those stakeholders as well.
Key Principles Guiding the Work of this Action Team	This team is committed to: <ul style="list-style-type: none">• Meaningful engagement with key stakeholder groups• Transparency around process, timeline, and progress of the Michigan ESSA plan development• Use of multiple channels and vehicles to communicate with stakeholders• Making information accessible to all audiences, through materials that are as simple and brief as possible
Opportunities	This action team specifically has the opportunity to: <ul style="list-style-type: none">• Create more effective education policies by ensuring that the expertise of parents, educators and other leaders working with and on behalf of students informs the development of state policies and practices• Use the ESSA engagement process to build new connections and strengthen existing relationships• Increase public buy-in for Michigan’s plan throughout all stages of implementation• Describe a sustained conversation where stakeholders participate in discussions at the decision-making, implementation, and evaluation stages of ESSA and ongoing efforts to make Michigan a “Top 10” education state
Outcomes/ Deliverables	The Communications and Outreach Action Team will recommend and guide effective strategies to engage key stakeholders and ensure shared understanding about Michigan’s efforts to improve student outcomes and meet performance goals. The work completed by this team will include: <ul style="list-style-type: none">• Identification of key communication activities embedded in Michigan’s Top 10 in 10 Years plan and their nexus to ESSA plans• Description and facilitation of effective means to:• Share information about ESSA process, proposals, plans• Gather input and feedback during key stages• Outreach with key partners to ensure that information is easily accessible to a wide audience of stakeholders• Development of a communications plan that identifies who needs to be informed and how

Members

First Name	Last Name	Organization	Position
Martin	Ackley	MDE-OPGA	Director
Gerri	Allen	Michigan School Public Relations Association (MSPRA)	Executive Director
Jan	Ellis	MDE	Action Team Lead - Communications and Outreach
Brian	Gutman	Education Trust Midwest	Director Public Engagement
Chelsey	Martinez	Michigan Association of Secondary School Principals (MASSP)	Operations and Program Manager
Gary	Naeyaert	Great Lakes Education Project (GLEP)	Executive Director
Doug	Pratt	Michigan Education Association (MEA)	Director of Public Affairs
Holly	Sasso	Center for Educational Networking	Director
Doni	St. Amour	Michigan Elementary and Middle School Principals Association (MEMSPA)	Associate Director
John	Tramontana	Michigan Association of School Boards (MASB)	Director of Communications, PR, and Marketing
Linda	Wacyk	MDE	Communications Consultant

