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Education Alliance of Idaho: Organization, Community Feedback, Mechanism, and Marketing and Communications

Following Gov. Otter's public endorsement and statement of support of the work of the Education Alliance of Idaho on November 19, 2009, the Alliance met on December 18. Alliance chair Guy Hurlbutt, senior policy advisor for IBCEE, reviewed the purpose of the Alliance and spoke to the continuation of the organization. There was unanimous agreement that the Alliance should continue its work toward the goals and objectives.

IBCEE board member Bob Lokken reported on the work of the Process Committee. This committee has met several times discussing the importance of a communication/feedback plan and how the Alliance should organize itself. He proposed the following:

- Define a common set of goals in terms of structure and organization. The Alliance should determine the number of meetings required, membership criteria, oversight, etc.
- Review processes and ensure accountability by developing a "scorecard" or measurement tool.
- Create a forum by which all members of the EAI will have an opportunity to present their particular priorities. In order for folks to work together, they need to have an opportunity to learn from and understand each other.

Jamie MacMillan, executive director of the J.A. & Kathryn Albertson Foundation, shared the work she has done on a communications plan. She distributed a packet of draft materials, including Alliance talking points, facts regarding the Alliance, membership, etc. Also, with support from IBCEE, the Alliance is developing its own website (it currently functions as part of the IBCEE website).

A steering committee was formed to begin discussions about organization and structure. Bob Lokken agreed to chair the committee. Other members include Luci Willits (State Department of Education), Byron Yankey (Idaho Association of School Administrators), Mike Rush (State Board of Education), Bert Marley (Idaho Education Association), IBCEE President Vince Hannity, IBCEE Executive Director Christine Donnell, Jamie MacMillan, and Guy Hurlbutt.

Organization Contacts

Chairman	Skip Oppenheimer
Senior Policy Advisor	Guy Hurlbutt
President	Vince Hannity
Executive Director	Christine Donnell
Communication Coordinator	Marc Morris
Administrative Coordinator	Randy Ford

For Additional information on IBCEE news,
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IBCEE and Education Alliance Leaders to Appear on PBS's *Dialogue*

On January 28, 2010, at 8:30 pm, PBS's *Dialogue* program (Channel 4) will host three IBCEE and Education Alliance leaders to have "a good conversation about education," according to Joan Cartan-Hansen, program moderator.

The panelists will include Skip Oppenheimer, IBCEE chair; Bob Lokken, IBCEE board member and chair of the Education Alliance's Steering Committee; and Jamie MacMillan, executive director of the J.A. & Kathryn Albertson Foundation and Education Alliance board member.

IBCEE Supports *Race to the Top* Grant Request

IBCEE chair Skip Oppenheimer submitted the letter below to Tom Luna, Superintendent, State Department of Education, in support of Idaho's application to receive funds from the federal *Race to the Top* initiative.

Dear Tom:

The Idaho Business Coalition for Education Excellence (IBCEE) is writing in support of the Idaho State Department of Education's grant request for Race to the Top funds. Idaho's Race to the Top proposal is also the strategy that has recently been agreed to by a broad-based Idaho education stakeholder group.

IBCEE is a not-for-profit organization consisting of about 70 Idaho CEOs, presidents and managing partners. We facilitate and advocate on behalf of Idaho's education system. We have long recognized the need for a long-range strategy, developed and supported by all education stakeholders, for improving Idaho education.

In 2007, at the request of Governor Butch Otter, IBCEE convened and facilitated a group of education stakeholders, called the Education Alliance of Idaho. The Alliance includes representatives from education, business, government, and other entities. The governor assigned the Alliance the task of developing a

broad strategic framework for improving Idaho's education system.

On August 20, 2009, after two years of work, the Education Alliance submitted to Governor Otter its Recommendations for a Transformational Education Agenda for Idaho. The report consists of vision and mission statements, goals, performance indicators, and suggested next steps. It recommends implementing a statewide data system, providing greater student access to dual enrollment classes, encouraging greater student participation in upper level math and science courses, and improving student performance in advanced placement and college entrance examinations. All of these items are included in Idaho's Race to the Top grant application.

The Education Alliance is in the very early stages of developing the broad framework for improving Idaho education that Governor Otter requested. We foresee significant future and ongoing strategy work to complete the assignment. Concurrently, the Alliance is developing marketing and communications plans to accompany the rollout of the strategy in the months and years ahead. We're also adopting tools with which to ensure accountability and measure strategy implementation progress.

IBCEE Supports Race to the Top Grant Request Cont...

The long-term strategy work embarked upon by the Education Alliance of Idaho continues unabated today and will so tomorrow. It is essentially the same strategy outlined in Idaho's Race to the Top proposal. The resources put at our disposal by a Race to the Top grant would greatly enhance our ability to achieve the goals we have set.

IBCEE fully supports this Race to the Top grant request.

Sincerely,

*Skip Oppenheimer
Chair*