

SERVICES TO DISTRICTS ACTION PLAN

STRATEGIES & TACTICS	Champions	SUCCESS METRICS	Start Date	Progress/Evidence of Movement	Completion Date
Strategy 1: Curriculum support and leadership / Develop Teacher Leaders					
1.1. Continuation of professional development council activities	Maria Pouncey	Participation Levels, Minutes, Sign-in Sheets, Evaluation	05 Apr, 2016	Ongoing... <ul style="list-style-type: none"> ❖ ePDC meeting approval on budget. ❖ Teacher Induction Program ❖ Administrator Level 2, Level 1....program development. ❖ FDLRS staff is in districts all summer delivering training. ❖ 'PAEC Connexs' professional network expansion 	29 Jun, 2017
1.2. Provide legal session presentations as keynotes during leadership conference so that all administrators will have access to content.	Leadership Conference planning team	Conference Evaluations	05 Apr, 2016	Completed... <ul style="list-style-type: none"> ❖ Attorneys have been confirmed for Leadership Conference. ❖ Focus on relevant topics and scheduling to allow for greater access ❖ Attorneys presented at several Job-alike meetings 	13 Jul, 2016
1.3. Develop and provide programs to support growth at all levels that have foundational components and yet allow for customization by districts. Ex. beginning teacher, teacher leader, aspiring administrators, administrators	SAIL, District Staff, Consortium Personnel	Evaluation data	05 Apr, 2016	Ongoing... See 1.1 <ul style="list-style-type: none"> ❖ This component includes private schools interested in PAEC PD (for example, Ohana Institute in Rosemary Beach is interested in participating in our PD). ❖ ProPel-Promoting Professional Excellence is an avenue in which this component area will be addressed. ❖ FDLRS met with PDC group to share the trainings offered through that project, this can be done during PDC meetings. ❖ PAEC will ensure that there is a Return on Investment 	29 Jun, 2017

				on programs offered to districts. ROI report delivered quarterly and data included in Services Guide.	
1.4. Identify the specific curriculum support needed by districts for their existing programs and ensuring there is someone in-house at PAEC who is or becomes knowledgeable to provide support for the program.	Instructional services/FDLRS	Focus group by curricular areas/grade bands, survey data	03 May, 2016	Ongoing... <ul style="list-style-type: none"> ❖ Information gathered in meetings such as ePDC. ❖ A short survey will be developed to gather information from key district personnel to ensure that feedback is captured and ❖ Re-launch of PAEC Literacy Council, to support reading, in cooperation with REL and FRCC 	03 May, 2017
Strategy 2: Prioritization of focus areas and addressing them fully. / Evaluation of PAEC services for purposeful abandonment of those things that fall outside of identified focus areas.					
2.1. Identify committee members to establish a plan of action and oversee the work.	PAEC Leadership Team, District leadership teams, Consortia Personnel	Action Plan Development, Implementation and Outcome Report	05 Apr, 2016	Completed... <ul style="list-style-type: none"> ❖ Two teams have been established to meet this component. They are: 1) The Leadership Team has been established. The team is comprised of Project Leads from each department, as well as the Executive Director, Administrator for Instructional Services, Administrator for Business; and 2) The Business Development and Efficiency Committee: John Selover, Maria Pouncey, Lele Sausman, Rusty Holmes, Faye Yongue, Brenda Crouch, Linda Arrant, Jennifer Adams, Bonnie Wertenberger, and Lucia Esquivel. ❖ Feedback from ePDC meetings and standing committees will be incorporated into the Leadership Team meetings. ❖ PAEC leadership considers that viability of each program each year. 2015/16 PAEC purposefully abandoned one 	29 Jun, 2017

				program and expects to purposefully abandon another in 16/17 (VAM).	
Strategy 3: Data warehouse, ED-FI or “Florida Code” (extract data from different databases)					
3.1. Identify key stakeholders and determine the goals consortia-wide and district-wide.	John Selover and Student Data Services	Outcome Report and Recommendations	05 Apr, 2016	Long-term-Ongoing... <ul style="list-style-type: none"> ❖ Several barriers to this implementation; cost-per-year, compatibility with FOCUS, and need in district. ❖ PAEC will be targeting grants to help with this initiative. ❖ Other options have similar barriers, the common sense option is Florida CODE 	30 Nov, 2016
3.2. Determine financial impact of development and implementation.	John Selover and Student Data Services	Outcome Report and Recommendations	05 Apr, 2016	See 3.1.... <ul style="list-style-type: none"> ❖ Financial impact of development and implementation will be looked at simultaneously while researching the various data warehousing options. One important point to consider is how this capability impacts student achievement---there seems to be a large gap between the two. 	30 Nov, 2016

PARTNERSHIPS 1-YEAR ACTION PLAN

STRATEGIES & TACTICS	Champions	SUCCESSSS METRICS	Start Date	Progress/Evidence of Movement	Completion Date
Strategy 1: Build corporate/agency/post-secondary partnerships with defined roles, supporting all districts. / Partner with businesses for the entire consortia. / Non-profits, such as boys/girls clubs, etc. / Establish connections with corporations, varied organizations to fund and deliver needed services, experts in the field and monetary provisions to the districts.					
1.1. Identify and partner with businesses.	Lele Sobey	Comparison with Baseline Data	05 Apr 2016	Ongoing... <ul style="list-style-type: none"> ❖ Business partners identified thru Leadership Conference partnerships. (Summer 2016, 2017) ❖ Partners recognized on our website ❖ Capital Campaign initiated with limited success (8/2016) ❖ Beginning relationship with Junior Achievement which works to pull local businesses into schools. Meeting held in 3/2017. 	29 Jun, 2017
1.2. Identify and partner with agencies including non-profits and social services.	Jennifer Adams	Comparison with Baseline Data	05 Apr 2016	Ongoing... <ul style="list-style-type: none"> ❖ Partnerships with non-profits and social services has been established as federal programs are charged with partnering and collaborating with agencies such as DJJ, Early Learning Coalition, DCF, Health Start, Early Steps, AHEC, Life Management, local health departments in the 7 FDLRS districts and 17 districts under migrant, local systems of care, health councils. PAEC FDLRS and Migrant are well-known consortium-wide. 	29 Jun, 2017

1.3. Identify and partner with post-secondary institutions.	Maria Pouncey/Lucia Esquivel	Comparison with Baseline Data	05 Apr 2016	Ongoing... <ul style="list-style-type: none"> ❖ TCC, FSU, FAMU, Gulf Coast, West Florida, Chipola have established connections with PAEC. PAEC staff sit in various boards, councils, and committees. Each agency will provide a list of post-secondary partners. The new teacher program will help in this area. Larche and Brenda are working in the Tri-Consortia committee and are establishing a framework for partnerships. 	29 Jun, 2017
1.4. Identify and partner with foundations.	Lele Sobey	Comparison with Baseline Data	05 Apr 2016	<ul style="list-style-type: none"> • PAEC is part of the NREA Rural ESA network who is pursuing funding, on behalf of member consortiums, for personalized learning via the Chan Zuckerberg Foundation. • PAEC has contracted with grant writing group McCallister & Quinn, Washington DC, to pursue US DOE and national foundation grants. • PAEC has reached out to Florida's Consortium of Foundations to assist member district foundations with matching funds. 	29 Jun, 2017
Strategy 2: Develop relationships with legislators to partner in writing/influencing school legislation. / Having a relationship with Legislators that fosters understanding of the needs of our districts and the impact of legislative changes.					
2.1. Develop tri-consortia platform.	John Selover	Signed lobbying platform.	05 Apr, 2016	Ongoing... <ul style="list-style-type: none"> ❖ Tri-Consortia platform has been developed, presented to board, and sent to appropriate legislators, and DOE officials. ❖ Brochure and talking points developed ❖ Brochures on specific issues developed including DCP and Fiber build impact. ❖ Meetings with legislators on both sides of legislature and Governors staff ❖ Each Consortia employ lobbyist 	31 Jul, 2016

2.2. Align with the advocacy/legislative/funding focus area of strategic plan.	John Selover	same metrics as focus area	05 Apr, 2016	<ul style="list-style-type: none"> • <i>Legislative platform is aligned with strategic plan.</i> 	31 Jul, 2016
Strategy 3: Partner with new businesses to increase workforce skills. / Businesses to fund workforce academy to deliver qualified candidates and reduce dropout rate.					
3.1. Identify workforce initiatives in service area by polling PDC Council.	Maria Pouncey/Paula Weeks	Report of initiatives.	05 Apr, 2016	<i>Long-term, no update...</i> <ul style="list-style-type: none"> ❖ Tentative-PAEC Regional Transitional Council. ❖ 2016 Leadership Pre-Conference focusing on regional economic development ❖ TSL Grant partnerships with Opportunity Florida (Marianna) and Florida's Great Northwest (Niceville) ❖ Executive Director on Talent committee for NW Florida Forward initiative via FL Great Northwest 	14 Sep, 2016
3.2. Identify businesses that need trained workers and skills needed.	Lele Sobey	Report of businesses and skills needed, by district.	05 Apr, 2016	<ul style="list-style-type: none"> • <i>This is in development and will be achieved via items noted above.</i> • <i>Re-birth of PAEC CTE network that brings in DOE, economic development rep's, etc....</i> 	14 Sep, 2016

3.3. Identify businesses willing to invest funding and/or resources in districts for workforce initiatives or drop-out prevention to include internships, mentoring, etc.	Lele Sobey	Funding and Resources secured for effort.	05 Apr, 2016	Ongoing...this is an expected development from the following. <ul style="list-style-type: none"> ❖ Tentative-PAEC Regional Transitional Council. ❖ TSL Grant partnerships with Opportunity Florida (Marianna) and Florida's Great Northwest (Niceville) ❖ Executive Director on Talent committee for NW Florida Forward initiative via FL Great Northwest ❖ PAEC/Embry-Riddle aerospace partnership ❖ 	29 Jun, 2017
3.3. Identify business partner opportunities				Same as 3.3...	
3.4 Identify agencies				Same as 3.3...	

3.5 Identify agencies				Same as 3.3...	
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ADVOCACY/LEGISLATIVE/FUNDING 1-YEAR ACTION PLAN

STRATEGIES & TACTICS	Champions	SUCCESSSS METRICS	Start Date	Progress/Evidence of Movement	Completion Date
Strategy 1 Promoting the understanding of PAEC's importance to the unique needs of small and rural districts in NW Florida.					
1.1 Develop E-letter on a quarterly basis	Larche Hardy	Delivered quarterly	11 May, 2016	<ul style="list-style-type: none"> • Delayed due to inability to agree on appropriate focus/format • Revised e-newsletter expected to roll out over summer 2017. • Model finally identified (CESA-6) and will focus on promoting 'PAEC Connexxts' professional networks and Professional Development opportunities. 	
1.2 Take an inventory of unique needs	BOD, PAEC staff, District staff	Completed and documented	19 Apr, 2016	<p>Ongoing...</p> <ul style="list-style-type: none"> ❖ PAEC staff survey each job-alike meeting to discover pressing and long term needs so that PAEC can adapt what is offered ❖ Board of Directors provide annual feedback and requests 	

1.3 Develop an overview of the districts included in PAEC	BOD, PAEC staff, District staff	Completed and documented	19 Apr, 2016	Ongoing... <ul style="list-style-type: none"> ❖ This is a good opportunity to market what North Florida has to offer. ❖ Teach NWFL website is actively being developed and will feature a page focusing on each district. This will include a unique video, overview of “place” features, overview of schools, housing, etc... ❖ TSL Grant included money for regional recruiter as well as money for marketing of each district 	
Strategy 2 developing relationships with (educational or other) decision makers and key legislative staff based on a predetermined agenda and timeline					
2.1 Determine timeline for accessing legislators and their staff	Lobbyist	Presented to BOD during a board meeting	19 Apr, 2016	<ul style="list-style-type: none"> • Timeline created by lobbyist (1/2016 & 2017) 	31 May, 2016
2.2 Develop agenda and talking points for discussion	BOD, staff, lobbyist	Presented to BOD during a board meeting	19 Apr, 2016	<ul style="list-style-type: none"> • Agenda and talking points developed in conjunction with Board, Lobbyist, and other two consortia Executive Directors. 	11 May, 2016

2.3 Determine presentation materials	BOD, lobbyist	Discussed during BOD meeting	19 Apr, 2016	Completed ❖ Presentation materials include priorities and brochure	11 May, 2016
2.4 Develop presentation materials	PAEC Staff	Draft delivered to BOD 30-45 days after request	15 Mar, 2016	Completed ❖ Presentation materials include priorities and brochure	11 May, 2016
2.5 Follow up with legislative staff to stay abreast of developments	Executive Director & Lobbyist	Report at board meeting	31 May, 2016	<ul style="list-style-type: none"> • Meetings held with all members of house and senate for PAEC area • Meeting held with House, Senate, and Governors staff on PAEC priorities • Meetings held with 4 US Representatives and 2 US Senator offices • Lobbyist employed to continue to press message in legislature 	14 Sep, 2016
Strategy 3 Tri-consortia delivering a unified lobbying voice for the collective needs of small and rural district					
3.1 Authorize Executive Director to discuss with sister consortia	BOD & E.D.	Approval by BOD	19 Apr, 2016	Completed.	

3.2 Collaboration of Tri-consortia & SSDCC on strategy for a global consortia strategy	Three E.D. with assistance from lobbyists	Consensus plans developed	19 Apr, 2016	<i>The Three Consortia work in unison on all Consortia related issues.</i>	29 Jun, 2016
3.3 Report to BOD on the progress and strategies developed	Executive Director	Report presented	28 Jul, 2016	<i>Legislative updates included in every board meeting.</i>	30 Aug, 2016

BRANDING/MARKETING 1-YEAR ACTION PLAN

STRATEGIES & TACTICS	Champions	SUCCESS METRICS	Start Date	Progress/Evidence of Movement	Completion Date
Strategy 1 Market PAEC as 14 school districts/supts/46,000 students instead of a stand-alone organization.					
1.1 Develop marketing materials.	PAEC Staff as assigned	Completion of materials	05 Apr, 2016	Completed. <ul style="list-style-type: none"> Updated and renewed website, social media sites Creation of comprehensive Service Guide that provides reader with history, legislative authority, budget, audit, ROI, services (and contacts), and more PAEC logo put on all district websites 	14 Jul, 2016

<p>1.2 Develop and share 50 year timeline of PAEC's history.</p>	<p>PAEC Staff/District Staff</p>	<p>when published and shared</p>	<p>30 Jun, 2016</p>	<p>Near completion... ❖ This is being developed for 50th anniversary</p>	<p>31 Dec, 2016</p>
<p>1.3 Utilize stories (school & PAEC) in marketing strategy.</p>	<p>PAEC Staff/District Leadership</p>	<p>when published and shared</p>	<p>01 Aug, 2016</p>	<p>Near completion... ❖ This is being developed for 50th anniversary</p>	<p>03 Jul, 2017</p>
<p>1.4 Utilize (Present) data (school & PAEC) in marketing strategy.</p>	<p>PAEC Staff as assigned</p>	<p>when published and shared</p>	<p>01 Aug, 2016</p>	<p>Ongoing... ❖ Return on Investment piece will help us with this. Information added to services guide.</p>	<p>03 Jul, 2017</p>

1.5 Identify and utilize PAEC Alumni to help promote PAEC member districts.	PAEC Staff/District Leadership	when identified, contacted & informed.	01 Aug, 2016	Near completion... ❖ This is being developed for 50 th anniversary	03 Jul, 2017
Strategy 2 Consistent and professional outreach branding and promotional materials.					
2.1 Advertise in local newspapers in all districts on designated schedule. "PAEC serving your child through your district ... name district."	PAEC Staff/Districts	When published,	01 Aug 2016	Ongoing... ❖ Ad's will be placed in each HS yearbook so that we both spread the word of who we are and how we support education, but also support students efforts directly.	29 Jun, 2017
2.2 Develop and redesign website.	PAEC/Contractor	Final review completed	01 Aug 2016	Completed.	28 Jan, 2017

2.3 Ensure consistency among all platforms.	PAEC Leadership	Final review completed	05 Apr 2016	Completed	29 Jun, 2017
2.4 Create a process to keep content up to date and designate personnel responsible.	PAEC Staff	ongoing	05 Apr 2016	Completed.	29 Jun, 2017
Strategy 3 - Virtual presence on the web and social media. (Team 4)					
3.1 Marketing through district websites: 1. Identifiable marker on member district home page below district name- "A Panhandle Area Educational Consortium District".	PAEC Staff/Districts	Completion.	05 Apr 2016	Completed.	28 Jul, 2016

<p>3.2 Include hyperlinks to PAEC services on appropriate district department pages.</p>	<p>PAEC Staff/Districts</p>	<p>Completion.</p>	<p>02 May 2016</p>	<p><i>Partially completed....</i></p>	<p>01 Aug, 2016</p>
<p>3.3 Develop more pathways to market activities to designated audiences.</p>	<p>PAEC Staff</p>	<p>ongoing</p>	<p>05 Apr, 2016</p>	<p><i>Ongoing...</i></p> <ul style="list-style-type: none"> • <i>Active Social Media campaign</i> • <i>Creation of job-alike e-mail lists and professional networks</i> • <i>Aggressive campaign to market to charter and private schools</i> 	<p>29 Jun, 2017</p>