

April 15, 2011, 10:30 a.m. to Noon
1900 SW 4th Avenue, Room 4A

Attendees

PPAG Members: John Branam, Kristin Watkins and John Gibbons
Mayor's Office Staff: Lisa Libby and Reese Lord Facilitator: Arty Trost
BPS Staff: Joe Zehnder, Deborah Stein, Mark Walhood and Alexandra Howard

Overall Comments:

- Reframe the strategy to better address the quality of early childhood education and post-secondary certificate or degree attainment. The strategy clearly addresses access to post-secondary education, but it does not address the importance of completing training, apprenticeship and/or degree programs. The strategy needs to be about access *and* attainment. Access plus attainment equals equity, excellence and opportunity. We need to create a culture of higher expectations for degree/credential attainment.
- Emphasize why it is important for the city, even though it is not an educational service provider, to be involved in education. Better educational outcomes drive not just economic success, but a cascade of personal, health, and livability benefits as well.
- Provide definitions for terms such as, graduate, prosperity and degree attainment.
- Plan for 21st century learning, not just 21st century buildings—think about what students may need in the generations to come in terms of learning environments.
- Find greater alignment between the SUN schools program and needs of K-12, higher ed, and workforce needs.
- Re-frame some objectives/actions to focus on the people versus institutions. We're doing this for the learners and outcomes, not the institutions.
- John Branam provided detailed comments on the strategy language and formatting as well.

Responses to Staff's Questions

City Role

1. Convincing citizens that the City has a role in supporting education going forward. Show the clear link between education, prosperity, and a healthy, vibrant community.
2. Funding benchmarking
3. Coordinating bodies that have a focus on education
4. Creating a culture of expectation with respect to degree and credential attainment and make this a city priority.
5. Growing the role of the PDC to include efforts that link business development and education.
6. Working with major employers in the city to develop in-school career and technical training opportunities.
7. Partnering with media outlets, (such as Clear Channel billboard, TriMet bus wrapping) to advertise and promote education
8. Looking on the margins—see where there are gaps in service, such as from birth to kindergarten or out-of-school time, and focus efforts and investments in those areas. Get behind school bonds.
9. Support quality childcare to enable college students to graduate. (Can BDS enable siting for child care centers?)

Community Role

1. Engage neighborhood associations, PTA.s, etc. as liaison points and education them about the importance of quality education.
2. Make better use of social media to expand outreach
3. Work with local business associations to expand training and education and involve them in local schools
4. Expand the use of school sites and include community activities on school grounds

Youth Inclusion

1. Pose questions where youth can actually engage.
2. Involve the Youth Commission and Youth Planning as a vehicle to bring youth on board.
3. Create youth-adult partnerships.

Partner Roles

1. Building a strategy to engage the media early. Strategy should be one of trying to create a "critical friend".
Partner roles also addressed under the "City Roles" section