

## Future Strategy and Plan - Notes from September 23, 2015 Meeting

Advisory Board members in attendance: Carole Mahoney Danielle Curcio, Hans Batra, Rick Adrion, Tom Hopcroft, Bryan Jamele, Eric Conti,

JD Chesloff, Pat Larkin, Mary Rose Greenough, Shereen Tyrrell, Aimee Sprung, Tripp Jones, Jim Stanton

Absent: Kalise Wornum

The high level objectives of the MassCAN 2015-2018 Strategic Plan, which will have a prioritized and staggered implementation over three years, are broken down into the following elements:

### POLICY

- **Policy:** Work with partners and the public institutions in Massachusetts to establish the standards, policies and resource investments necessary to enable Massachusetts to offer K-12 computing education that is aligned with and of commensurate excellence as the full range of Commonwealth's educational offerings.

### PROGRAMMING

- **Teacher Leadership and Professional Development:**
  - Establish an interconnected, collaborative cohort of teachers across the state that are trained to provide both broad and deep computing education throughout K-12 that is aligned with the state's new DLCS standards;
  - Offer, in collaboration with MassCAN partners, a range of state-of-the-art professional development opportunities and resources that scale in response to the ongoing demand from School Districts and, prepare an expanding group of teacher leaders each year to participate in train-the trainer program to become facilitators of computer science PD programs and fund teachers to attend and present at state and national conferences.
    - Leadership – huge bottleneck = not enough facilitators that are trained; HS = yr long process of training; one wk in summer; train the trainers process. Focus on ECS and the new computer science curriculum.
    - Code Studio for elementary level = Bootstrap, Growing Up Thinking Scientifically
- **District Engagement:** Plan and implement a pilot program to work for several years with 3-6 school districts to ensure educational opportunities within districts are broad (span the full K-12 spectrum), deep (touch a large percentage of students), and long-lasting (don't disappear in response to organizational upheaves, teacher departures, etc.).
  - K-12 model to span the full spectrum
  - Planning in Boston, Metro-west and western MA are the three hubs location. Fund an initial planning session to develop k-12 the group would include all stakeholders
  - \$35,000 to each region; there would be planning meetings prior to the regions getting the money
  - Some advisors would be interested in knowing the schools that are in regions so that they can focus their volunteerism. Jim thinks that the metrics document would be useful for this purpose
- **Equity--Engaging Females and Underrepresented Minorities:** Develop, fund and implement a programmatic strategy to dramatically increase the number of female and underrepresented minority students who are interested in and have the opportunity to participate in computing education programs.
  - current computer workforce is 80% white and 80% male = not sustainable; raise these issues and share strategies with teachers to change this

- All teachers that are teaching computer science should be thinking of ways to keep engagement of women and people of color.
- **Assessment:** Collaborate with other partners at the state and national level, in coordinating semi-annual meetings of CS curriculum developers, their assessment teams and independent experts to expedite the development of effective assessment instruments for a range computer science courses and to establish interrelationships among CS assessment instruments developed for different courses.
  - There is no national assessment currently; MA teachers will be piloting assessment; we're talking with College Board to test items in their tests; CSP new AP test – there is no assessment for this but will roll out next yr; semi-annual conferences to bring people in to talk about how they are assessing student work. While HS assessment is going on to have conversations with middle school to be sure that there is synergies; 50-60 partners to come together in the next few months if there is enough funding.
- **Business Engagement and Workforce Development:** Collaborate with industry leaders and the Department of Higher Education to propose a plan for a Work Group to recommend specific policy and higher education programmatic changes that will result in a range of near-term solutions to computer science and information technology workforce shortages. Create value proposition based on MassCAN engagement in K-16+ CS education and workforce solutions to more effectively engage industry leaders, in collaboration with our business partners, in supporting work of MassCAN and its programs
  - Beneficial to develop more than k-12 and focus on post-HS to smooth the transition from college 2 and 4 yr to work = develop a more full pipeline between school/training and workforce.
  - Tripp Jones brings a deep knowledge of how the state government (part of school reform 1993) works as well, in the business world; he's worked in both public and private arenas; 21c is all about problem solving in different ways and brings to bear all of his experience
  - Broad strategic advisor – recruiting staff, strategic planning, business engagement, etc.

## OPERATIONS AND COMMUNICATIONS

- **Coalition:** Enhance the engagement and effectiveness of the MassCAN Board and Leads and connect, inform, mobilize, and advise a wide range of additional partners who wish to advance the MassCAN mission and goals, to increase the overall impact of CS education experiences through better coordination of disparate efforts underway across the Commonwealth.
  - All the advisors have the opportunity to choose an area of interest and can participate in work groups to share their expertise
- **Operations:**
  - Efficiently execute on the mission and goals of MassCAN with high integrity, transparency, and accountability
  - Recruit a diverse staff capable of providing outstanding leadership
  - provide frequent internal and external communications
  - Report on actions taken to achieve outcomes
  - Maintain relationships with state and national leaders
- **Fundraising:**
  - double the impact of the annual \$1.5M of MA public funds that have been legislatively allocated to MassCAN by raising the required matching non-state funds sourced from foundations, federal grants, industry and elsewhere from the private sector.
  - Exceed the MA public funds that are raised to demonstrate to Commonwealth public leadership the strong support in MA for computing education and the importance of

continuing its public funding in successive years, and to further expand the programs that we provide.

- Bridge Span – looking to work with firms that have operated on the global area to work with us on fundraising.
- Legislature requires MassCAN to raise matching fund but the outside bill says “non-state” funding, internal language says “public”.
- Two types of match dollars 1) dollars that have already been applied and 2) match dollars that have not been applied. Monies that have already been applied doesn’t have much value to MassCAN because it’s already been spent
- Tripp suggests that the fundraising should be considered from the perspective of a multi-year effort. As soon as possible paint a picture for a 3 to whatever year effort. How does it relate to private monies; think more long term.
- The partners will want to see that the monies are raised with a long-term goal and that the metrics and assessment is also in place

- **Public Awareness:**

- MassCAN will Implement a broad, internal and external communications strategy that involves a powerhouse website and a robust, regular, widely circulated eNewsletter
- MassTLC Education Foundation will play the lead role inspiring, educating, and motivating individuals and communities to get engaged in driving the adoption of computing education in Massachusetts schools.
- MassTLC Education Foundation will play the lead role supporting the annual roll-out of both the Hour of Code, the Technovation Challenge and other similar programs
  - Two MA teams are going forward in the international challenge – Winchester and Philip-Andover came in 3<sup>rd</sup> and 4<sup>th</sup> overall
  - The plan needs an Executive summary and there will be those that will not read; address the mission and goal, metrics and outcomes along with the 1-pager; we want to move the ball from here to there. Mary Rose could/should work with the EDC team to come up with the summary.
  - MassTECH in the bill itself was written to make the MassTECH org responsible for the plan rather than MassCAN and/or EDC. It may have been written so that the neck of MassTECH was on the line.
  - VOTE: Brian moves to vote on the plan and congratulates Jim on his efforts,
  - The 3-6 districts, how will the districts be determined. What are the criteria for selecting them? Not all districts will be able to be successful. What would an ideal set of criteria be for; choose districts that can be successful and know the metrics that will help them be successful (?)
  - District engagement hubs to work with working group – 1 year; how are volunteers going to be matched with districts?
  - Each district will locate/identify their initial conception of their team; once the plans are produced funding will be found to carry out the plans
  - All in favor = unanimous
  - All opposed = none

- **Budget document**

- 8 month salaries – for all the positions
- This budget has not gone through the MassTECH system for review. This has gone to Pat so that his people can take a look at it.
- MassCAN send monthly reports and MassTECH bears the burden for making sure that EDC is doing what they’re supposed to be doing, monies are being allocated properly
- The budget was created according to the legislature and the document specifies that the project will have a website, etc. The budget amount comes out of best estimates for what is needed and the task will go out to bid.
- for the budget - Jim will provide job descriptions, responsibilities

- MassTECH will act as the treasurer and must verify that the funds that are brought in and what expenditure against that and will be reported in
- Governance and decision making
- Oversight
  - The advisors job is overseeing governance
  - MTC role is to serve as the responsible entity to sign-off
- Any major deviation from the plan comes to the advisory board for approval

#### ACTION ITEMS

- Jim will work on supplemental budget
- Brian will work on the review

#### MTC

The goal is to spend the money by the end of the fiscal year, which is June 30, 2016

The vote on the strategic plan is all what MTC needs. This is a base line budget with open actions

Ayes = unanimous

Nays = none

Microsoft would be ex-officio position on the board; they would not be a voting member because it's not in the legislature

If they want to be here they should be here as a full fledge member

Ayes = unanimous

Microsoft as the first ex-officio

Aye – unanimous

Nays – none

Meeting dates to be determined via Doodle poll or every 4 wks at MITRE; blk suite Danielle will bring food for the next meeting.

Motion to adjourn

Moved by Tom.