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Santa Clara County Office of Education | sccoe.org

2022 State of Education

Category: Community Outreach and Public Engagement Initiative

Number of Communication Staff: 13

Organization: County office of education

Working collaboratively with school and community partners, the Santa Clara County Office of Education (SCCOE) is a regional service agency that provides instructional, business, and technology services to the 31 school districts of Santa Clara County. The County Office of Education directly serves students through special education programs, alternative schools, Head Start and State Preschool programs, migrant education, and Opportunity Youth Academy. The SCCOE also provides academic and fiscal oversight and monitoring to districts in addition to the 22 Santa Clara County Board of Education authorized charter schools.

For more information about the Santa Clara County Office of Education, please visit www.sccoe.org and follow us @SCCOE on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

Synopsis

The State of Education is an annual event that allows the County Superintendent of Schools to address both the educational community as well as the citizens of Santa Clara County. Each year, trends are identified and addressed and a call to action is extended to audience members.

Prior to the 2021 address, the event was held in person with an invited guest list that included district and community officials. With the onset of the shelter-in-place in January of 2021, the address pivoted to a pre-recorded event that was broadcast at a given time and date. As the pandemic was completely consuming in January of 2021, the State of Education transitioned to address the pandemic trends and how the county office of education and the county school districts pivoted to emergency responders as well as educators.

January of 2022 allowed for the State of Education to once again focus on educational trends and the overall well being of students and school staff as the 2021-22 school year was our first full in-person school year since the onset of the pandemic began. As the health orders within Santa Clara County still did not allow for large in-person convenings, we chose to once again pre-record the address and have a scheduled and advertised broadcast.

The scheduled broadcast allowed for us to offer the address with a variety of language supports maximizing the viewership. The scheduled broadcast was also supported by an accompanying digital data book and webpage. The 2022 State of Education set a record for the Santa Clara County Office of Education with the highest participation/viewing since the addressing began in 2017.

Summary

Research and Planning

As this is an annual event, planning is on-going. The media and communications leadership team meets bi-monthly with the county superintendent to plan the event and analyze the research regarding educational and community trends. The media and communications team then meets weekly to further plan the rollout of the event. The bi-monthly meetings with the leadership team and the county superintendent begin in the fall with the event at the beginning of the new calendar year and then following the event, there is a debrief session. The team as a whole meets weekly to discuss and plan the event and when collateral is ready for review it is shared with the superintendent via our Daily Communication and Item Review (DCIR) email.

The team also meets with the data governance team to identify the educational trends. The trends are vetted with the Local Control and Accountability Plan (LCAP) team and the Continuous Improvement and Accountability (CIA) team. When researching the community trends, the team works with the county board of supervisors.

Based upon the trends, a theme is selected each year. The 2021 theme of Stronger Together was rooted in the collaborative efforts of the educational community and county citizens in response to the pandemic. The 2022 theme was Together We Can; further building out the Stronger Together motto that has been adapted by the county office of education.

Together We Can was selected as a means to carry the message of hope and resilience as the school districts were navigating their first full in-person school year following the distance learning and hybrid methods that were utilized for the past two school years. The intent was to address the overall wellbeing of students and school staff and the community and educational trends pointed to the trauma of the pandemic and the supports needed to resume uninterrupted, full-time in-person instruction.

Implementation

GOAL 1: to capture the educational and community trends within the county with appropriate calls to action

GOAL 2: to provide a quality, easily accessible video and accompanying data book

GOAL 3: to surpass last year's viewership by five percent

After identifying trends and a theme, implementation begins with the creation and distribution of:

- save the dates
- invitations
- web banner
- web page updates
- drafting/distributing/curating the response for proposals from the various divisions/departments within the county office of education

- securing guest speakers
- developing and vetting talking points
- creation of a registration page
- slide deck template creation
- slide deck and b-roll creation/development
- filming and editing of all the speakers
- reminder emails
- thank yous
- the accompanying data book

Collateral (samples)

- [State of Education Video](#)
- [Accompanying Data Book](#)
- [State of Education Webpage](#)

Evaluation

GOAL 1: to capture the educational and community trends within the county with appropriate calls to action

EVALUATION PROCESS: to analyze the available data to ensure that the selected topics and theme match the data trends and to ensure their are available resources to support the calls to action

GOAL 2: to provide a quality, easily accessible video and accompanying data book

EVALUATION PROCESS: to ensure there were language supports available, the digital address was pre-recorded and the language preference and closed captions were made available; branded shortened links were provided to both the video and the data book; communications were sent out in a variety of formats and languages; a viewer's feedback survey was also sent to those who pre-registered for the broadcast event

GOAL 3: to surpass last year's viewership by five percent

EVALUATION PROCESS: the 2021 State of Education, per YouTube, had just over 300 viewers; the 2022 State of Education has over 1.1k viewers - far surpassing our goal of a five percent increase