

From: Halley White
To: Megan Boren; Coltrane, Geoffrey; Thomas West; Patrick Miller; Thomas Tomberlin; Andrew Sioberg; Lakis, Andrew; Wesley Beddard; Jill Cammitz; latanya.pattillo@nc.gov; Freebird McKinney; Tabari Wallace; Laura C Billbro-Berry; Brenda Berg; Lisa Fads; freebird.mckinney@dpi.nc.gov; Phil Kirk
Cc: shanna@belkfoundation.org; Stephen Pruitt; Stevie L. Lawrence II; Jessica Snellings; Teachers Roundtable
Subject: Re: Follow-up: NC EHC Roundtable
Date: Monday, December 14, 2020 7:50:30 AM

Hi Roundtable team,

Per Megan's note below, we understand you all have been receiving a lot of inquiries from stakeholders about the specifics of the Roundtable's (RT) proposal. To ensure everyone can answer these questions in a consistent manner, we have drafted a holding statement for all RT's to use across the board when speaking to stakeholders who want to dive deeper into the details of the RT's proposal. We've pasted the holding statement below for reference.

The single best thing we can do to improve education in North Carolina is focus on keeping great teachers in the classroom and encouraging more to enter the profession. Right now, the path to become a teacher and limited avenues to advance as a professional discourages talented teachers from entering and staying in the profession.

North Carolina needs to revitalize teachers' licensure and professional career paths in a way that invites a more diverse population into the profession, offers individual advancement and growth opportunities, encourages the best teachers to lead from the classroom, and provides fair compensation.

While the Roundtable has begun brainstorming possible solutions, we're seeking your input. We want to collaborate with you to develop a comprehensive solution that fairly evaluates and supports existing teachers, and increases the quality, quantity and diversity of new teacher candidates.

- Help me understand [organization's] priorities for 2021, and how that might affect [the organization's] receptiveness to this proposal.
- What do we need to consider from a(n) [political/fiscal/educator's] standpoint?
- Who else should we be talking to during this process?

The purpose of this holding statement is to respond transparently, but without getting into the details individuals are searching for. That's because – right now – it's in our best interest not to share details of the RT's proposal. At this point, all conversations should be very high level:

1. State the problem (teacher shortage)
2. Introduce the RT's vision for the future (reimagined professional pathway for teachers)
3. Ask for initial feedback on the vision and to collaborate on a solution. For our stakeholder engagement to be effective, RT members must be diligent about tracking any and all interactions, feedback and potential level of support on the stakeholder matrix.

We understand you are all very proud of the work you have done on this proposal so far – and you should be! We're so encouraged to see a group of passionate people like you supporting this issue. However, we need to take things slow. We will lose people if we dive straight into the details, as that will only prompt more questions we don't currently have the answers to.

As you all know, it's easy to get into the weeds with this plan, but at this stage in the process, details have the potential to confuse stakeholders and cause hesitation. In order to gain positive support and instill confidence in the RT's work, we need to bring stakeholders into the fold a little at a time – intrigue them with the problem we're trying to solve, share a high-level overview of our vision for the future, and gather feedback from them so they feel heard and a part of the creation process.

Approaching these early conversations in a collaborative manner without revealing everything the RT has already thought through will ultimately help create stronger buy-in and support from our stakeholders because they will get to see the process unfold, rather than feeling as if decisions have already been made without their input.

The key to successful stakeholder engagement is to start sharing information at the highest level and work your way into the details **after** gaining initial interest and support.

Please reach out to the E&V team at SREB@eandvgroup.com if you have questions on the above rationale or holding statement. We're happy to chat.

Meanwhile, we're providing you with E&V's timeline for deliverables to the Roundtable so you can anticipate the resources you will soon have to help inform next steps. **NOTE:** To ensure as much efficiency as possible, we've identified specific RT members to be the first reviewers of our tailored messaging for each stakeholder group. The E&V team will reach out to you individually for input prior to sharing draft messaging with the full RT group.

Week of Dec. 14	E&V to Deliver Tailored Messages for Each Stakeholder Group to Specific RT Members
Week of Dec. 21	E&V to Deliver Draft of FAQ (proposed questions and responses, based on elevator speech)
Week of Dec. 21	E&V to Deliver Draft of One-Pager Copy Based on Final Elevator Speech (no design)
Week of Dec. 21 or Dec. 28	RT to Share Feedback on FAQ Responses and One-Pager Copy
December 22, 2020	E&V to Present Strategic Outreach & Messaging Approach during Bi-Weekly RT Meeting
Week of Jan. 4 or Jan. 11	E&V to Finalize One-Pager Copy & Add Design Elements
Week of Jan. 4 or Jan. 11	E&V to Finalize Strategic Outreach & Messaging Approach Based on RT's Feedback
January 5, 2021	E&V to Attend Its Last Bi-Weekly RT Meeting

Timeline is subject to change based on any feedback delays we may encounter along the way.

Let us know if you have any questions.

Thank you,

Halley White
Senior Account Manager
Eckel & Vaughan

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From: Megan Boren <megan.boren@sreb.org>

Date: Sunday, December 13, 2020 at 9:39 PM

To: "Coltrane, Geoffrey" <geoff.coltrane@nc.gov>, Thomas West <west@ncicu.org>, Patrick Miller <patrickmiller@greene.k12.nc.us>, Thomas Tomberlin <Thomas.Tomberlin@dpi.nc.gov>, Andrew Sioberg <Andrew.Sioberg@dpi.nc.gov>, "Lakis, Andrew" <Andrew.Lakis@teachforamerica.org>, Wesley Beddard <beddardw@nccommunitycolleges.edu>, Jill Camnitz <Jill.Camnitz@dpi.nc.gov>, "latanya.pattillo@nc.gov" <latanya.pattillo@nc.gov>, Freebird McKinney <vtvtfreebird@gmail.com>, Tabari Wallace <tabari.wallace@cravenk12.org>, Laura C Bilbro-Berry <lcbilbroberry@northcarolina.edu>, Brenda Berg <brenda.berg@bestnc.org>, Lisa Eads <eadsl@nccommunitycolleges.edu>, "freebird.mckinney@dpi.nc.gov" <freebird.mckinney@dpi.nc.gov>, Phil Kirk <kirk@ncicu.org>
Cc: "johanna@belkfoundation.org" <johanna@belkfoundation.org>, Stephen Pruitt <Stephen.Pruitt@SREB.org>, "Stevie L. Lawrence II" <Stevie.Lawrence@SREB.org>, Jessica Snellings <jessica.snellings@SREB.ORG>, Teachers Roundtable <SREB@eandvgroup.com>
Subject: Follow-up: NC EHC Roundtable

Roundtable members,

In addition to the SBE presentation outline sent on Thursday (see below), we want to continue to help all of you prepare as much as possible for planned and unplanned conversations regarding the Roundtable proposal.

On Friday, I sent out several FindTime polls to set up small group calls related to conversations upcoming with deans, educators, State Superintendent-elect. I'm happy to set up further group conversations as needed – please just ask.

In addition, the E&V team is working hard on a list of deliverables for you all to help with messaging. They will be sending an update out to you all early this week.

Best,

Megan A. Boren
SREB | Southern Regional Education Board

To easily book a conference call with me, use my online scheduler [Calendly](#) | Cell 540.908.7934

From: Megan Boren

Sent: Thursday, December 10, 2020 4:58 PM

To: Coltrane, Geoffrey <geoff.coltrane@nc.gov>; Thomas West <west@ncicu.org>; Patrick Miller <patrickmiller@greene.k12.nc.us>; Thomas Tomberlin <Thomas.Tomberlin@dpi.nc.gov>; Andrew Sioberg <Andrew.Sioberg@dpi.nc.gov>; Lakis, Andrew <Andrew.Lakis@teachforamerica.org>; Wesley Beddard <beddardw@nccommunitycolleges.edu>; Jill Camnitz <Jill.Camnitz@dpi.nc.gov>; latanya.pattillo@nc.gov; Freebird McKinney <vtvtfreebird@gmail.com>; Tabari Wallace <tabari.wallace@cravenk12.org>; Laura C Bilbro-Berry <lcbilbroberry@northcarolina.edu>; Brenda Berg <brenda.berg@bestnc.org>; Lisa Eads <eadsl@nccommunitycolleges.edu>; freebird.mckinney@dpi.nc.gov; Phil Kirk <kirk@ncicu.org>

Cc: johanna@belkfoundation.org; Stephen Pruitt <stephen.pruitt@SREB.ORG>; Stevie L. Lawrence II <stevie.lawrence@SREB.ORG>; Jessica Snellings <jessica.snellings@SREB.ORG>; Teachers Roundtable <SREB@eandvgroup.com>

Subject: RE: Follow-up: NC EHC Roundtable Virtual Meeting

Hi all,

Jill, Tom and Freebird met today to scope an outline for the January 6-7 SBE meeting. Attached are the notes. I'm sharing with all of you, as this is important info for you to understand how the presentation will go. It will stay at a high-level, so as to scaffold strategically the work of the Roundtable, with the goal of setting up all of you to have productive feedback conversations with the various stakeholders we've identified in January and beyond.

As always, call or email with questions!

Megan A. Boren
SREB | Southern Regional Education Board

To easily book a conference call with me, use my online scheduler [Calendly](#) | Cell 540.908.7934

From: Megan Boren

Sent: Wednesday, December 9, 2020 9:50 AM

To: Coltrane, Geoffrey <geoff.coltrane@nc.gov>; Thomas West <west@ncicu.org>; Patrick Miller <patrickmiller@greene.k12.nc.us>; Thomas Tomberlin <Thomas.Tomberlin@dpi.nc.gov>; Andrew Sioberg <Andrew.Sioberg@dpi.nc.gov>; Lakis, Andrew <Andrew.Lakis@teachforamerica.org>; Wesley Beddard <beddardw@nccommunitycolleges.edu>; Jill Camnitz <Jill.Camnitz@dpi.nc.gov>; latanya.pattillo@nc.gov; Freebird McKinney <vtvtfreebird@gmail.com>; Tabari Wallace <tabari.wallace@cravenk12.org>; Laura C Bilbro-Berry <lcbilbroberry@northcarolina.edu>; Brenda Berg <brenda.berg@bestnc.org>; Lisa Eads <eadsl@nccommunitycolleges.edu>; freebird.mckinney@dpi.nc.gov; Phil Kirk <kirk@ncicu.org>

Cc: johanna@belkfoundation.org; Stephen Pruitt <stephen.pruitt@SREB.ORG>; Stevie L. Lawrence II <stevie.lawrence@SREB.ORG>; Jessica Snellings <jessica.snellings@SREB.ORG>; Teachers Roundtable <SREB@eandvgroup.com>

Subject: Follow-up: NC EHC Roundtable Virtual Meeting

Thanks for the meeting yesterday. All meeting documents can be accessed on the [Google site virtual meeting page](#). Below is a list of follow-up tasks for all:

Roundtable Homework:

- Continue to update the [Stakeholder Matrix](#) with more information as needed
- Review the [FAQ list](#) and email your suggestions to sreb@eandvgroup.com
- *Freebird to introduce Megan to Maureen Stover via email

SREB will:

- Update the Legislative progress memo and get feedback from subgroup re: further changes before sending to Sen Ballard et al
- Set up a call with Jill, Tom T and Freebird to draft SBE presentation for January – FindTime poll sent
- Contact Maureen Stover to set up Educator Focus Group call per her advisement
- Plan agenda for next Roundtable meeting on Dec 22 re: SBE presentation, E&V deliverables, 2021 Legislative prep
- Send 2021 meeting invitations - complete

E&V will:

- Continue to think about new proposal names
- Craft a one-page for solution messaging document that coordinates with the finalized elevator speech (which defines the problem)
- Continue to work on the FAQ doc that will lead to tailored messaging for different stakeholder groups
- Assist with messaging advice as needed – contact sreb@eandvgroup.com to set up a call if you need help!

We will see you all on Dec 22 for our final meeting of 2020.

Megan A. Boren

SREB | Southern Regional Education Board

To easily book a conference call with me, use my online scheduler [Calendly](#) | Cell 540.908.7934

From: Megan Boren

Sent: Monday, December 7, 2020 2:31 PM

To: Coltrane, Geoffrey <geoff.coltrane@nc.gov>; Thomas West <west@ncicu.org>; Patrick Miller <patrickmiller@greene.k12.nc.us>; Thomas Tomberlin <Thomas.Tomberlin@dpi.nc.gov>; Andrew Sioberg <Andrew.Sioberg@dpi.nc.gov>; Lakis, Andrew <Andrew.Lakis@teachforamerica.org>; Wesley Beddard <beddardw@nccommunitycolleges.edu>; Jill Camnitz <jill.Camnitz@dpi.nc.gov>; latanya.pattillo@nc.gov; Freebird McKinney <tytfreebird@gmail.com>; Tabari Wallace <tabari.wallace@cravenk12.org>; Laura C Bilbro-Berry <lcbilbroberry@northcarolina.edu>; Brenda Berg <brenda.berg@bestnc.org>; Lisa Eads <eadsl@nccommunitycolleges.edu>; freebird.mckinney@dpi.nc.gov; Phil Kirk <kirk@ncicu.org>

Cc: johanna@belkfoundation.org; Stephen Pruitt <stephen.pruitt@SREB.ORG>; Stevie L. Lawrence II <stevie.lawrence@SREB.ORG>; Jessica Snellings <jessica.snellings@SREB.ORG>; Teachers Roundtable <SREB@eandvgroup.com>

Subject: Tomorrow's NC EHC Roundtable Virtual Meeting

Importance: High

Happy Monday Roundtable members,

For our Roundtable meeting tomorrow, we have another packed agenda. All meeting documents are posted to the [Google site virtual meeting page](#), as always. Please go to the site and review the following items listed in the agenda below before we meet.

Agenda:

Updates from RT members

SREB Updates & Legislative Subgroup Work Review

- Review: Draft Memo to Sen Ballard/Rep Clemmons/Naisbitt/Eller

December Educator Focus Group Planning

E&V Deliverables Review

- Vote: Elevator Speech Approval
- Reminder: Share FAQ Feedback This Week (via email)
- Upcoming Deliverables: One-Pager, Matrix Updates, Tailored Messaging
- Reminder: Use Stakeholder Matrix as a Tracker / Add Missing Individuals to Groups
- Discussion: Name Suggestions for Proposed Model

Next Steps: Keep Dec 22 mtg? 2021 mtg schedule?

Megan A. Boren

SREB | Southern Regional Education Board

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-----Original Appointment-----

From: Megan Boren

Sent: Tuesday, July 14, 2020 12:18 PM

To: Megan Boren; Coltrane, Geoffrey; Thomas West; Patrick Miller; Thomas Tomberlin; Andrew Sioberg; Lakis, Andrew; Wesley Beddard; Jill Camnitz; latanya.pattillo@nc.gov; Freebird McKinney; Tabari Wallace; Laura C Bilbro-Berry; Brenda Berg; Lisa Eads; freebird.mckinney@dpi.nc.gov; Phil Kirk

Cc: johanna@belkfoundation.org; Albert@eandvgroup.com; Pres Davenport; Halley White; Jada Harkins Andrews; Stephen Pruitt; Stevie L. Lawrence II; Jessica Snellings

Subject: NC Education Human Capital Roundtable Virtual Meeting

When: Tuesday, December 8, 2020 1:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: <https://zoom.us/j/970515037?pwd=NUUzY3lySXFFS2V2N29qeVVZDlCdz09>

Megan Boren is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://zoom.us/j/970515037?pwd=NUUzY3lySXFFS2V2N29qeVVZDlCdz09>

Meeting ID: 970 515 037

Password: 945159

One tap mobile

+19292056099,,970515037# US (New York)

Zoom Troubleshooting

My video/camera isn't working.

[Read tips on troubleshooting a camera that won't start or show video.](#)

There is echo in my meeting.

Echo can be caused by many things, such as a participant connected to the meeting audio on multiple devices or two participants joined in from the same local. [Learn about common causes of audio echo.](#)

Audio isn't working on my mobile device.

[Read tips on troubleshooting audio that isn't working on your iOS or Android device.](#)

If you are still having issues, please [submit a request](#).