

# Nevada Board of Education Goals and Vision Communications Plan

The Nevada Department of Education  
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# Campaign Goals

- **Establish** Nevada's current academic achievement ranking clearly to NV stakeholders.
- **Clearly communicate** the two (2) State Board of Education (SBE) Goals so that the general public knows and understands them.
- **Illustrate the Vision** of the SBE in a way the public can understand and connect with.





## Key Messages

- **Vision Messaging: Our Vision is driven by equity and focused on lifting up every student in Nevada.**
  - Our Vision is that All Nevada students are equipped and feel empowered to obtain their vision of success.



## Key Messages, cont'd

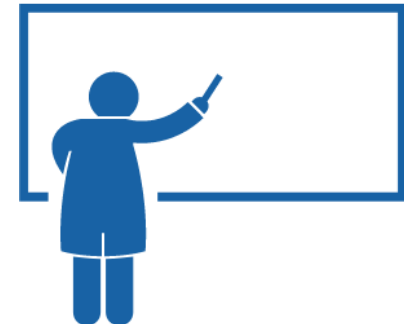
- **Goal Message: These Goals will continue to push Nevada forward and encourage our students to always aim higher.**
  - ***Our two State Board goals are:***
  - **From Top 20 to Top 10:** Move up in State rankings from 18th on September 2020 to Top 10 by July 2026, as measured by Academic portions of Quality Counts K-12 Student Achievement. (new data released annually 1st week of September)
  - **50% of Students Achieve CCR Diploma:** Increase the overall number of students receiving the College and Career Ready (CCR) diploma from 23.9% in July 2021 to 50% by July 2026 and eliminate gaps of student groups while raising the overall average.

# Strategic Timeframes

Goals	Fall 2021	Spring 2022	Fall 2022	Ongoing Basis
Introducing the Goals & Establishing Current Status	x			
Talking about how we get to the goals, widening the scope		x		
Progress Reports and Celebrations			x	x

# Tactics – Fall 2021

- **Press Release Announcing Board Goals (*distributed 8/17*)**
- **Social Media Videos**
  - Vision: Statewide voices of teachers, students, Board members, NDE leadership
  - Goals: Chalkboard explainer videos
- **Update Board Website Page**
- **Fact Sheet**
- **Board Member and Partner Messaging Toolkit**
  - Talking Points + Fact Sheet
  - Social media posts, graphics, videos
  - Email Content



# Tactics – Spring 2022 & Ongoing

## Spring 2022

- Op Ed from President Ortiz
- Social Media Series: What will it take to achieve?
  - Expand on Goals, share guardrails, provide quotes from SBE

## Ongoing: Milestone Markers

- Press Releases: Progress Reports
- Social Media and Email Graphics

