



“Needs Improvement” School Announcements:

- **Release lists** of schools that “need improvement.”
- **Celebrate turnaround schools** that have come off the “needs improvement” list.
- **Spotlight improvement efforts** to provide extra learning opportunities for students (summer schools, community schools, etc.).
- **Host background briefings** for parents, media, state legislators or other target audience to highlight what is being learned through a closer look at student performance data.
- **Release district and school accountability reports**, which should include detailed data about the performance of multiple student groups (due before school starts).
- **Help Title I parents understand their options** — some will be able to request school transfers for their children, others can request extra tutoring, all should be asked to participate in local school improvement.*

July

Testing:

- **Be prepared to compare your state’s performance** on its state proficiency test with new scores from the National Assessment of Education Progress (NAEP), due to be released in mid-September. NAEP is considered “the nation’s report card” and scores will be used to compare states to each other.*
- **Continue using back-to-school events to celebrate progress** ... and to reinforce your education agenda.
- **Continue helping parents understand their new options** ... their responsibility to help their children do well in school ... and their opportunities to become involved in school improvement.
- In states with fall testing schedules, **consider sponsoring Take-the-Test events** to help parents, citizens and voters better understand the higher learning goals.*

September

Important education dates 2003

August

Teaching Quality Announcements:

- **Spotlight development opportunities** for teachers and administrators (summer institutes, etc.).*
- **Develop and communicate new policies** for how the state will define “highly qualified” teachers (due to U.S. Education Department by September). You may choose a venue demonstrating state action to help teachers improve their skills to make this announcement, such as a professional development institute or back-to-school teaching workshop.*
- **Help districts and schools develop messages and materials** to communicate to parents whose child is not currently being taught by a “highly qualified” teacher.

Persistently Dangerous Schools Announcements:

- **Develop and communicate new policies** for how the state will define “persistently dangerous” schools. Include data that spotlight prevention efforts: conflict resolution programs, tip hotlines, parental involvement, etc.
- **Help districts and schools develop messages and materials** to communicate to parents whose child attends a “persistently dangerous” school.
- **Use back-to-school events to celebrate progress** ... and to reinforce your education agenda.

October

First Parent-Teacher Conferences:

- **Help districts and schools use Back-to-School Nights** and parent-teacher conferences as a chance to explain the state’s learning priorities.*

**Note: This is a good opportunity to customize NGA’s Governors Guide to School Quality and/or Governors Guide to Turnaround Schools.*

Holiday Vacations and State-of-the-State

Address:

- **Use the holiday period** when families are often together to promote efforts to read to children and highlight state success in reading.*
- **Use the State of the State address to reinforce priorities** and celebrate progress.*

December

Graduation and End-of-Year Tests:

- In states with spring testing schedules, **consider sponsoring Take-the-Test events** to help parents, citizens and voters better understand the higher learning goals.*
- **Use graduation ceremonies as an opportunity to celebrate success** and reinforce priorities. Have your governor give the commencement address at a turnaround high school.

February–May

Important education dates 2003/2004

January

Budget Address:

- **Use your budget submission** to reinforce the priority of wise investments in K–12 education.

Using the NGA Governors Guides:

Throughout this calendar, we suggest ways to use NGA's series of Governors Guides that address a range of education reforms: reading, turnaround schools, accountability, testing, teaching quality and school quality. Each guide can be tailored to feature your governor and his or her family's portrait and the state's education Web site address. These guides help governors use their bully pulpit to demonstrate leadership in education improvement and continued leadership throughout implementation of No Child Left Behind. Consider a series of events tied to the issues raised by the guides.

**Note: This is a good opportunity to customize NGA's Governors Guide to School Quality and/or Governors Guide to Turnaround Schools.*