



David P. Driscoll
Commissioner of Education

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Commissioner's Update

May 22, 2006

Dear Superintendents, and Leaders of Charter Schools and Collaboratives:

In this Update I have two announcements and seven items recently posted at www.doe.mass.edu for your review.

Update

Graduation Ceremonies for The Class of 2006

In a few weeks, high school seniors will be attending activities and ceremonies marking the end of their high school years. This is the fourth year that the high school diploma will be awarded to students who have met two conditions: they have achieved the state standards in English language arts and mathematics (the competency determination) and they have met local graduation requirements as well. As in previous years, I want to be certain that all of you are clear on the official Department of Education position regarding students who will be receiving certificates of attainment or local certificates participating in graduation activities and ceremonies. I hope that all students who are concluding their 12th grade year will be recognized at a memorable and positive event at which they are acknowledged for their accomplishments and encouraged to continue pursuing educational opportunities and success. While a school committee may award the high school diploma only to students who have satisfied the competency determination requirement, there is no state prohibition against students attending or participating in graduation ceremonies even if they will not be receiving a diploma.

A bill pending in the Legislature, H. 4710, would specifically allow students with disabilities, who are completing their twelfth grade year in good standing and who meet certain criteria, to participate in graduation ceremonies and related school activities with their peers, even if they have not yet earned the competency determination and will not be receiving a diploma. If the bill is enacted into law, we will notify school officials promptly. In the meantime, I want to emphasize that the Department of Education has no objection to students attending and participating in graduation ceremonies and related school activities even if they will not be receiving diplomas.

For students who have not yet met the competency determination standard, my hope is that they will receive the appropriate certificate at graduation ceremonies in June, take the MCAS retest when it is offered (see <http://www.doe.mass.edu/news/news.asp?id=2866> for details about the summer retest), and subsequently receive a diploma from your high school. Further, I hope you are ensuring that your high school personnel are discussing plans with each and every student who still needs to earn a diploma. Help is available through local one-stop career centers; community college MCAS study programs; district and regional summer schools; and re-test opportunities. I urge you to encourage students and their parents to take advantage of the resources that the Department of Education has identified.

High Schoolers Invited to Enter College and Career Outreach Contest

As many of you know, Massachusetts was selected by the National Governor's Association to be one of 10 "honors states" and receive grant funding from the Bill and Melinda Gates Foundation

to decrease dropouts, improve graduation rates and increase college and career readiness. We are in the midst of developing policies to make these goals come alive, and have launched a statewide contest for students to help us earn public support.

A successful public outreach campaign will be critical to the success of these reform efforts, so we have asked high schoolers to design a public information campaign to spread messages about either staying in school, planning for your future or the importance of a higher education. All public high school students are invited to enter. The winners will receive \$1000 and have their entries be used as part of our outreach campaign this fall. All participants will also be invited to a Statehouse ceremony this summer, where all entries will be displayed and the winners will be announced.

Please encourage your students to submit an entry for this contest, either alone or as part of a group. In addition to being an opportunity to do some creative work, we believe these are three messages that all students should be considering as they move closer to graduation, and begin thinking about their futures. For more information and to download the contest rules and entry form look online at <http://www.doe.mass.edu/news/news.asp?id=2881>.

Postings at www.doe.mass.edu:

1. MCAS Updates



2. Veteran's Diplomas



3. Recruitment for Board of Education Advisory Councils



4. Jacob K. Javits Gifted and Talented Education Course



5. High Schools of the Future II Conference Call for Presenters



6. Technology Enhancement Competitive Grants



7. College and Career Outreach Contest Information



a. *Additional Information*



b. *Flyer Attention Students: Help Us Spread the Word*



c. Contest Rules



d. Entry Form



Sincerely,

David P. Driscoll
Commissioner of Education



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Massachusetts Comprehensive Assessment System

MCAS Updates

To: Superintendents, Principals, and Directors of Charter Schools, Approved Private Special Education Schools, Institutional Schools, Educational Collaboratives, and Adult/External Diploma Programs

From: David P. Driscoll, Commissioner of Education

Date: May 15, 2006

A Reminder about MCAS Test Security

This week marks the beginning of the May administration of the spring 2006 MCAS tests. Mathematics tests will be administered to all students in grades 3-8 and 10. Other administrations will include tests in Science and Technology/Engineering for students in grades 5, 8, and 9/10, and question tryouts in History and Social Science for students in grades 5, 7, and 10/11.

As a reminder, all MCAS test and answer booklets are confidential, secure documents that must be accounted for at all times while in the possession of schools. It is the responsibility of the school principal to train all school personnel in proper MCAS procedures, including the test security and ethics requirements, contained in the MCAS *Principal's Administration Manual*. Principals and test administrators are the only school employees authorized to handle secure MCAS booklets.

During testing, each school must establish a daily internal tracking and accounting system for taking an inventory of all MCAS materials and keeping those materials secure from the time when they are first received until they are returned to the testing contractor. When not in use, MCAS booklets must be kept in locked central storage, and the principal must restrict access to this location.

May-June Test Administration Materials Posted

The Test Administrator's Manuals for the May-June MCAS testing have been posted. The manuals provide information necessary for those who will administer the spring 2006 MCAS tests in Mathematics, Science and Technology/Engineering, and History and Social Science and are available on the Department's Web site at www.doe.mass.edu/mcas/2006/admin/manual/.

Release of March 2006 Retest Items

The 2006 March Retest Items from the March Retest in English Language Arts and Mathematics are available on the Department's Web site at www.doe.mass.edu/mcas/testitems.html. Printed copies will arrive in schools and districts later this month. Please share these resources with your staff and other members of your school community.

Standard-Setting Reminder

Please remind your staff that an invitation to serve on ELA and Mathematics standard-setting panels is available online at www.doe.mass.edu/news/news.asp?id=2870. Participants will have an opportunity to examine student work and categorize it according to performance level descriptors: *Advanced*, *Proficient*,

Needs Improvement, or Warning. Participation could be beneficial to your school since serving on standard-setting panels enables educators to broaden their knowledge of student expectations on MCAS tests and the MCAS scoring process. Educators who have participated in the past have reported it to be a rewarding professional development activity.

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Diplomas for Eligible Veterans

To: Superintendents of Schools and School Committee Chairs, Veterans' Groups and Other Interested Parties

From: David P. Driscoll, Commissioner of Education and Thomas Kelley, Secretary, Veterans' Services

Date: May 31, 2006

Last November, Governor Romney signed into law Chapter 130 of the Acts of 2005, "An Act Providing Benefits to Service Members, Veterans and Their Families." One of the provisions allows certain Massachusetts war veterans who withdrew from high school permanently to serve as a member of the armed forces in World War II, the Korean Conflict, or Vietnam and who did not receive high school diplomas to be awarded high school diplomas (see text of law below).

Veterans of these wars who live in Massachusetts and attended your high schools but did not receive diplomas and were honorably discharged should be informed that they may contact the superintendent of schools of the city or town where the veterans last attended high school and request a diploma from the school committee. We encourage you to notify your local veterans' organizations and residents of your community about this opportunity.

Below is the provision of Section 4 of Chapter 71 of the Massachusetts General Laws that specifically authorizes school committees to award diplomas to veterans of certain wars.

Section 4 of Chapter 71 of the Massachusetts General Laws is hereby amended by adding the following 2 paragraphs:

Notwithstanding any general or special law to the contrary, school committees may award diplomas to any World War II veteran, Korean War veteran or Vietnam War veteran who is a resident of the commonwealth, who attended the high school maintained by the school committee, who withdrew from secondary school before graduation in order to serve in the armed forces of the United States, who did not receive a high school diploma as a consequence of that service, and who was honorably discharged from the armed services. The department of education and the department of veterans' services shall jointly promulgate guidelines for the identification of eligible veterans by school districts and for the awarding of the diplomas by school committees.

Family members of deceased veterans, who otherwise are eligible to apply for the diplomas, may apply for a diploma for the veteran posthumously under the same guidelines set forth by the department of education and department of veterans' services.

This advisory constitutes the "joint guidelines" issued by the Department of Education and the Department of Veterans' Services on this subject. We encourage school officials to work with local veterans' organizations and to address individual cases in accordance with this advisory and with the school district's policies and practices. If you have questions about the Massachusetts law on diplomas for eligible veterans, please contact Jan O'Keefe at the Department of Education at jokeefe@doe.mass.edu or Gail Eldridge at the Department of Veterans' Services at 671-210-5782.

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The Board of Education Advisory Councils

Recruitment for Board of Education Advisory Councils

To: Educators, Parents, and Other Interested Parties

From: David P. Driscoll, Commissioner of Education

Date: May 12, 2006 - **Revised May 26, 2006**

The Massachusetts Department of Education is seeking candidates to serve on the Board of Education Advisory Councils. These councils were established by the Education Reform Act of 1993 to advise the Commissioner and the Board on matters relevant to their areas of focus in the implementation of education reform in Massachusetts. Members of these councils serve without compensation. Each council meets 4 to 6 times per year at times and locations determined by its members. All appointments will be for a three-year term and regular attendance is required.

The Board and I are committed to establishing advisory councils that will work actively to help improve public education programs and advance student achievement. We encourage applications from educators, parents, students, business leaders, and other community members who have a demonstrated interest in and commitment to education reform, as well as interest, experience, and expertise in the subject matter of the particular advisory council.

Through diverse membership on each advisory council, we seek to draw on the perspectives and experiences of a wide range of constituents in order to strengthen public education. After reviewing applications, I plan to make appointment recommendations to the Board at the September 2006 meeting.

Interested parties should submit a letter of intent along with a resume no later than July 14, 2006. These may be sent either by mail to Dr. Lurline Muñoz-Bennett, Office for the Humanities, Massachusetts Department of Education, 350 Main Street, Malden, MA 02148-5023, or by email to advcos@doe.mass.edu. For more information, please contact Lurline Muñoz-Bennett directly at Lmunoz-bennett@doe.mass.edu or by telephone at 781-338-6285.

Listed below are those councils with membership vacancies. In cases where these vacancies call for specific representation, it is noted:

- Adult & Community Learning Services: adult educators, business/union, and civic-minded representatives, particularly from central and western Massachusetts.
- Arts Education: candidates may be from all areas and levels of arts education as well as parents, practicing artists, and representatives from community arts organizations, particularly from western and central Massachusetts.
- Braille Literacy: educators, parents, students, and community representatives with expertise or developed interest in the teaching of the blind and visually impaired, particularly in the area of Braille literacy.
- Community Service-Learning: Pre-K through grade 12 and higher education educators and administrators, curriculum directors, parents, students and community representatives with expertise or interest in community service-learning.
- Educational Personnel: no membership vacancies this year.
- Educational Technology: Business partners, specifically business partners who have high interest in the use of technology in teaching and learning.
- English Language Learners/Bilingual Education: educators, parents, and community representatives with expertise in English as a Second Language (ESL), Sheltered English Immersion (SEI), or Bilingual Education.

- Gifted and Talented Education: school administrators, representatives from higher education, and parents, teachers, and community members with expertise or developed interest in gifted education.
- Global Education: teachers, parents, and community representatives with expertise or developed interest in global issues (e.g. economics, world cultures, and environmental science).
- Interdisciplinary Health Education and Human Services: educators, health professionals, parents and community representatives who are knowledgeable about health education and human services in the public schools. We have a particular need for new members who are parents, community representatives, or professionals who work in community youth programs.
- Life Management Skills and Home Economics: representatives who are well informed and committed to the continuing development of students through Health/Family and Consumer sciences education; parents, students, school student support and guidance professionals; representatives of higher education programs that involve Health/Family and Consumer Sciences certification and licensure programming, and business/civic representatives in Health/Family and Consumer Sciences related career areas to assist in these programs in the public schools under Education Reform.
- Mathematics and Science Education: mathematics and science educators, directors, or coordinators of Pre-K through grade 12 or higher education, as well as parent, community, or professional representatives with expertise and/or a developed interest in any of these disciplines.
- Parent and Community Education and Involvement: Pre-K through grade 12 and higher education educators, community and business partners, parents, students, and others who have a demonstrated interest in and commitment to education reform, as well as interest and experience in parental and community involvement.
- Racial Imbalance: parents of children in grades Pre-K through grade 12 from all regions across the state, educators, civic leaders, community group representatives, persons with knowledge and understanding of the Racial Imbalance Law, choice program directors, educators, school committee representatives.
- Special Education: additional parent representation, and a representative from higher education.
- Technology/Engineering Education: technology/engineering education directors, coordinators, educators, or professionals, as well as parent and community representatives with expertise or a developed interest in this discipline. (Note: the focus of this council is on applied technologies such as engineering design, construction, and transportation, but not instructional technology as in computer applications.)

For more information about the Board of Education Advisory Councils, visit our web site at www.doe.mass.edu/boe/sac/.

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Educator Services

Jacob K. Javits Gifted and Talented Education Course

To: Superintendents and Educational Leaders

From: David P. Driscoll, Commissioner of Education

Date: May 15, 2006

I am pleased to announce that the Massachusetts Department of Education has been awarded a three-year Jacob K. Javits Gifted and Talented Education grant from the United States Department of Education. With this funding, we will be able to provide educators new courses and conferences designed to increase awareness of the educational needs of students who show high potential in academics, the arts, and leadership. By doing so, we hope to build a statewide community of teacher leaders who are knowledgeable about effective and equitable ways of identifying high ability students and challenging them to achieve at high levels.

As part of our project, the University of Massachusetts in Amherst will offer a new graduate course, *An Introduction to the Education of Advanced, Talented and Creative Learners*, from August 21-25, 2006, with three additional days in the fall. Participants will learn about the characteristics of high ability learners, identification of student strengths, differentiation in instruction, and a variety of approaches being used in Massachusetts and elsewhere to provide high level, engaging educational experiences for all students.

The course offers three graduate credits or 67.5 PDPs for P-12 educators who complete all course requirements. Javits grant funding will cover full tuition for 30 participants, who will be responsible only for paying a \$40 registration fee and approximately \$100 for materials. Teachers and administrators from public and private schools may register for this course by contacting the instructor, Nola Stephen, at 413-545-1186 or nola@educ.umass.edu. Deadline for registration is June 30, 2006.

I have included a course description, which is also available on our website at <http://www.doe.mass.edu/frameworks/cinstitute/>. I hope that you will take advantage of this opportunity to take a leadership role in improving education for Massachusetts students.

An Introduction to the Education of Advanced, Talented and Creative Learners

Partner: University of Massachusetts, Amherst

Dates: August 21-25, 9 A.M.-2 P.M. plus 3 Saturdays in the Fall (TBA)

Location: University of Massachusetts Amherst campus

Registration: 30 spaces available to Massachusetts public and private school educators - enrollment by permission of instructor

Contact: Nola Stephen (413-545-1186)

email: nola@educ.umass.edu

Fees: Tuition fees covered by the Massachusetts Department of Education. A Registration fee of \$40 and materials costs (approximately \$100) to be paid by participants

Deadline: Applications should be received no later than Friday, June 30. Applicants are encouraged to apply as soon as possible since the course may reach capacity before the deadline.

Course Description: This course is designed for teachers at all grade levels. The course is intended to address significant aspects of the role, attitudes, perceptions, knowledge base and understanding required of an educator whose goal is to serve the needs of advanced, talented and creative learners. A holistic approach, rooted in constructivism, that takes into account students' strengths, needs, learning profiles, and preferred learning styles will be emphasized throughout the course. A focus on how we define intelligence, characteristics of this population, and issues relating to identification will form the basis of analyses in the course. Models of service delivery, essentials of curriculum design and pedagogy, with particular attention to differentiated instruction within the regular classroom, and factors that must be considered concerning implementation will be presented and analyzed. The role and responsibility of educators, other professionals, parents and society at large in supporting, mentoring and advocating for this population of students, and issues concerning educational equity and strategies for school change will also be addressed.

Three graduate credits or 67.5 PDPs available from the University of Massachusetts Amherst

This course is supported by a Jacob K. Javits Gifted and Talented Education grant from the United States Department of Education.

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Family & Community

High Schools of the Future II conference Call for Presenters

To: Superintendents, Charter School Leaders, Principals, Curriculum Coordinators, History & Social Science Department Heads, and Teachers

From: David P. Driscoll, Commissioner of Education

Date: May 17, 2006

The Massachusetts Department of Education, the Center for Collaborative Education, and the Rennie Center for Education Research & Policy are soliciting proposals from school teams for our upcoming October 12, 2006 *High Schools of the Future Conference II*. This is a follow-up to our successful *High Schools of the Future* conference held in January 2006.

This event is intended to help school and district leaders develop next steps in high school redesign and to help improve the state's graduation and college readiness rates.

General Information

The *High Schools of the Future Conference II* will be held on October 12, 2006 at the Best Western Royal Plaza in Marlborough. The program will primarily consist of seven concurrent morning workshops and seven concurrent afternoon workshop sessions. In addition, there will be a morning keynote speaker and a luncheon keynote speaker. This call for presenters is to invite high school practitioners and/or administrators to be workshop presenters for the morning and afternoon concurrent workshop sessions.

Important Dates

Submission deadline: June 30, 2006 (late proposals will not be accepted)
 Notification of acceptance by: September 1, 2006

General Conference Topics

- High school restructuring
- Literacy across the curriculum
- Scheduling (block scheduling, common planning time for teachers)
- Building community support for changing/restructuring high schools
- Identifying the content and expectations of a college prep curriculum for all students
- Closing the math achievement gap
- Student support /systems of extra help
- Challenging students in their senior year
- Dual enrollment / Early College programs
- Addressing issues of race, class, language and the achievement gap
- Incorporating electives and extra-curricular activities into a small learning community

Proposal Guidelines

Proposals for workshop sessions should include opportunities for participants to exchange information and/

or work on a topic or problem with teams from their schools/districts. Workshop presentations will be approximately 70 minutes in length and will be scheduled according the following guidelines:

- 20 minutes maximum of presentation
- 30 minutes of interactive activity (including practical materials that attendees can take back to their schools and use)
- 20 minutes of Q & A

Proposals should be 500 to 1000 words (two to four pages), and contain the information that appears on the attached form.

Evaluation Criteria



All proposals will be reviewed by at least two individuals from the Massachusetts Department of Education, the Center for Collaborative Education, and the Rennie Center. Proposals will be evaluated on the following criteria:

- Topic: importance of issues, relevance to program themes, degree of innovation
- Contribution to the field: models of success, models of "lessons learned"
- Relevance: to audience, other contexts and school settings
- Written proposal: quality of writing, clarity, logic, organization
- Workshop format: appropriateness of format to content or issues
- Opportunities for interaction: opportunities for contributions from audience or exchange of multiple perspectives

Inquiries

General inquiries regarding the Conference may be directed to Colleen Heffernan at cheffernan@renniecenter.org.

Directions for Submission

Please mail your **proposal**   to the address provided below by June 30, 2006 or email it to: cheffernan@renniecenter.org.

Rennie Center for Education Research & Policy
131 Mount Auburn Street
Cambridge, MA 02138
Attn: Proposal Review Committee

We will confirm receipt of your proposal by email. If you do not receive confirmation, please contact Colleen Heffernan at cheffernan@renniecenter.org.

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Grants and Other Financial Assistance Programs: FY2007

Technology Enhancement Competitive Grants Fund Code: 170-B

Memorandum

To: Superintendents, Charter School Leaders, and Collaborative Directors

From: David P. Driscoll, Commissioner of Education

Date: May 2, 2006

Subject: Announcement of Competitive Technology Grants

We are pleased to announce the Fiscal Year 2007 Technology Enhancement Competitive Grant Program funded through Title II, Part D, Enhancing Education Through Technology, under the No Child Left Behind Act.

[Technology Enhancement Competitive Grants \(Fund Code: 170-B\)](#)

Approximately \$900,000 will be available for this two-year program. Grant awards will range from \$75,000 to \$250,000 for the two-year period. (Subject to appropriation.)

Enclosed is a grant application packet. Proposals are due at the Department by 5:00 p.m. on **Monday, July 3, 2006**. If you have any questions, please e-mail Carol Lach at clach@doe.mass.edu or call her at 781-338-6886.

Two technical assistance workshops will be held on:

Thursday, May 18 **Meline Kasparian Professional Development Center (10 a.m. to noon)**

Wednesday, May 24 **Massachusetts Department of Education (10 a.m. to noon)**

Please register online at <http://www.doe.mass.edu/conference/?ConferenceID=195> to participate.

I encourage you to take advantage of this grant opportunity to advance education reform and the goals of No Child Left Behind.



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Thursday, May 11, 2006

College & Career Outreach Contest

Massachusetts was one of just 10 states selected by the National Governor's Association last year to be an "honors state" and receive grant funding to decrease dropouts, improve graduation rates and increase college and career readiness. We are in the midst of developing policies to make our goals come to life, but to do so we also need public support.

To build this support we plan to launch a statewide outreach campaign, but rather than hire an advertising firm to do the work for us, we are turning to the audience we most want to reach: our high school students. The Department is launching the [College and Career Outreach Contest](#), inviting all high schoolers to design a public information campaign to spread one of three messages:

1. Dropping out of high school is *never* the answer.
2. Plan ahead: challenge yourself in middle and high school and make sure you take the courses you need to succeed in college and beyond.
3. Your education should not end after high school. A higher education will lead to more opportunities in the future.

Submissions are due on June 30, and winners will be announced this summer at a Statehouse ceremony.

Please encourage your students to submit an **entry**   for this contest, either alone or as part of a group. In addition to being an opportunity to do some creative work, we believe these are three messages that all students should be considering as they move closer to graduation, and begin thinking about their futures.

If you have any questions about this contest, please contact the Department of Education's Communications Director, Heidi Perlman, at hperlman@doe.mass.edu.

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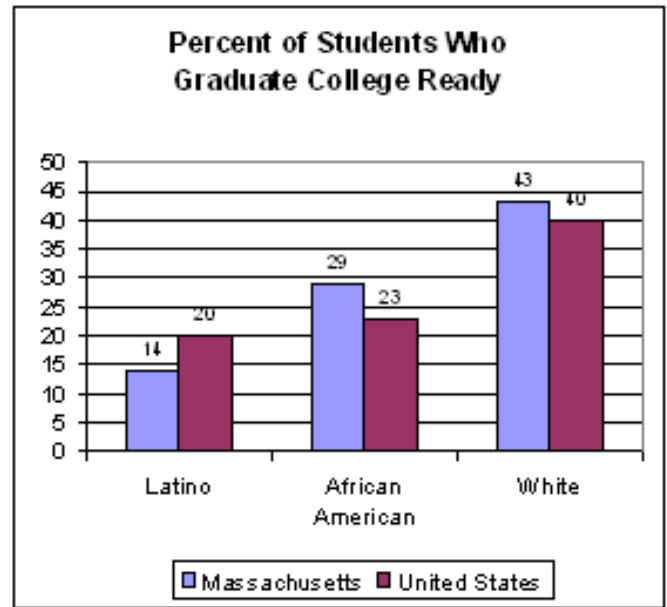
College & Career Outreach Contest

Additional Information

To help you develop your advertising campaigns, here are some data points that emphasize the critical importance of the three issues.

- **Dropping out of high school is *never* the answer.**
 - In Massachusetts a college graduate makes an average of \$22,000 more a year than a high school dropout.
 - According to a recent Department of Education report, the 2003-2004 dropout rate rose to 3.7 percent, a slight increase from 2002-2003, when the rate was 3.3 percent. This means that 10,633 students in grades 9-12 dropped out during the 2003-2004 school year. When broken down by class, this translates into 2.6 percent of freshmen, 3.7 percent of sophomores, 4 percent of juniors and 4.8 percent of high school seniors.
- **Plan ahead: challenge yourself in middle and high school and make sure you take the courses you need to succeed in college.**

- Too few students graduate "college ready." According to the Manhattan Institute's Public High School Graduation and College-Readiness Rates 1991-2002 report, just 38 percent of the state's Class of 2002 graduated college ready. Even fewer graduate college ready nationwide, the report found.
- In Massachusetts and nationwide, too few students



make it through the educational pipeline. According to a 2004 Policy Alert from the National Center for Public Policy and Higher Education, in Massachusetts just 76 percent of 9th graders graduate from high school, just 52 percent start college, just 40 percent complete two years and just 29 percent ever earn their degree. Nationwide, the numbers are even more bleak (see chart).

- **Your education should not end after high school. A higher education will lead to more opportunities in the future.**
 - A new study has found that more than two-thirds of the new jobs over the next decade will require at least some postsecondary education.
 - A 2001 MassINC study found that about one-third - more than 1.1 million - of the state's 3.2 million workers do not have the skills required to perform in the state's rapidly changing economy, and required adult basic education services.



College & Career Outreach Contest

Attention Students: Help Us Spread the Word!

Too many students are dropping out of high school, too few are graduating ready for college or careers, and not enough see why a higher education matters. **This has to change – and that’s where you come in.**

To create this change we need public support, and to help build that support **we are challenging YOU** – the Commonwealth’s public high school students – to design our public outreach campaign. Why students? Because you know best what messages will – and will not – resonate with your peers. Film a TV ad, design a website or create a poster and brochure using whatever messages you think will be most effective in getting teens to stay in school, work hard and plan for their futures.

Any student from a Massachusetts public high school can enter, and the winning entries will be used as part of the statewide outreach campaign this fall. **First place winners will receive \$1,000, second place winners will receive \$200, and third place winners will receive \$100.** Winners will also receive a certificate of accomplishment and all participants will be honored at a **Statehouse reception** this summer.



To enter, select a medium – a TV ad, a poster and brochure, web page or something else – and create a **convincing** public service campaign to promote one of the following three messages:

- *Dropping out of high school is never the answer.*
- *Plan ahead: if you challenge yourself in middle and high school and take the right courses, you’ll be better prepared for college and career.*
- *Your education should not end after high school. A higher education will lead to more opportunities in the future.*

All entries must be submitted with an entry form by **5 p.m.** on **Friday, June 30** to:
*Massachusetts Department of Education, College and Career Outreach Contest,
Attn: Heidi Perlman, Department of Education, 350 Main St., Malden, MA 02148.*

For a copy of the entry form, and to read the contest rules, look online at www.doe.mass.edu.



EVENTS CALENDAR

June 2006						
S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

College & Career Outreach Contest

Contest Rules

The Concept

Our public schools have made great strides over the past decade, but our high schools are still challenged by three issues: too many students are dropping out, too few are graduating properly prepared for college and not enough see the value of a higher education.

This has to change. As a state we are working to develop policies to make this change happen, but to be effective we need public support. To help generate that support we are throwing our doors open to all students in the Commonwealth's public high schools and inviting them to enter a contest to design the components of an outreach campaign.

Why students? Because they know what will - and will not - resonate with their peers. They know why their friends are dropping out and they know what it will take to bring them back to the classroom. Anyone can hire an advertising firm to craft a message aimed at teens, but we believe nothing will be quite as effective as one designed by the teens themselves.

The Assignment

To enter, students must select one of the following three statements, and use the medium of their choice - TV ad, poster, website or something else - to develop a public information campaign to spread the message. The statements are:

- 1. Dropping out of high school is *never* the answer.**
- 2. Plan ahead: challenge yourself in middle and high school and make sure you take the courses you need to succeed in college and beyond.**
- 3. Your education should not end after high school. A higher education will lead to more opportunities in the future.**

Prizes

The winning entries will be used as key components in the statewide outreach effort, which will be officially launched at the start of the 2006-2007 school year. In addition, all participants will be invited to a reception in late summer at the Statehouse where the winners will be announced by Governor Romney and state education officials. All contest entries will be on display for this reception.

In addition to having their entry used as part of the statewide outreach campaign, the first place winner or winning team in each category will receive a \$1,000 cash award and a certificate of accomplishment. Second place winners or winning teams will receive \$200 and third place winners or winning teams will receive \$100. All taxes on prizes are the sole responsibility of the winners.

Contest Rules

1. Students are invited to enter in one of three categories:
 - o 30-second video/commercial: Each entry must be produced with a video camera

- (not a camera phone), must be able to be reproduced, and must be submitted on DVD or videocassette.
- Brochure and Poster: Entries in this category must include both a poster and partner brochure that can be widely distributed.
 - Wild Card: This is a category for students who want to express themselves in a different way. Entries could include everything from an informational website and blog to a music video or work of art.
2. Students can create and submit their entries either as a group or on their own. All students enrolled in grades 9-12 in a Massachusetts public high school as of May 12, 2006 are eligible to enter.
 3. All entries must be submitted with an entry form that can be found online at www.doe.mass.edu.
 4. Entries will be judged on
 - **Effectiveness:** How convincing is your message?
 - **Clarity:** Is your concept easy to understand and clear?
 - **Originality:** Is your idea unique and different, or is your submission a new approach to communicating an idea?
 - **Content:** Did you include supporting materials and data to back up your message and make it stronger? Is all of your data correct?
 - **Quality:** Is your submission neat, presentable, appropriate for all audiences and convincing?
 5. Entries will be judged by a team of Department of Education staff and professionals in the marketing/advertising field. The decision of the judges will final and binding. If your entry is late, lost, damaged, incomplete or misdirected, it will not be judged.
 6. All entries must be submitted by **Friday, June 30, 2006 at 5 p.m.** Entries must be submitted with a completed entry form for each participant. Entries should be submitted to:

Massachusetts Department of Education
College and Career Outreach Contest
Attn: Heidi Perlman
Massachusetts Department of Education
350 Main St., Malden, MA 02148

7. All entries, including artwork, become the exclusive property of the Department of Education and will not be returned. Artwork must be the exclusive original creation of the student(s) named on the entry form, and may not have been previously published or won any other prize/award. By submitting entry, the entrant represents that (s)he has the unrestricted right to submit the artwork and the artwork does not infringe upon any third party's proprietary or other rights. By entering, each student's parent or legal guardian unconditionally assign and transfer to the Department of Education any and all rights which they and/or the student have to the student's submission including, without limitation, the copyright therein, in any medium whatsoever. The Department of Education will have the unrestricted right to use, alter, publish, display or transfer to a third party each submission however it sees fit without further approval of or payment to the parent/guardian or child. The Department will also have the right to use the winners' names, hometowns and schools as part of the outreach campaign. Department of Education employees and their family members are not eligible to enter.
8. For entries including photographs or videos of persons: the entrant represents that (s)he has the permission of any person(s) depicted in the photograph or video to include their images in this contest and in the ultimate campaign. Each person depicted in a video or photograph (or parent/guardian) must submit a consent form, as attached.



Additional Information



Entry Form



Flyer

College & Career Outreach Contest

Entry Form

A separate entry form must be submitted with each entry.

Please check one: I am entering as an **individual**

I am entering as part of a **group**

Name*:		Age:	
Home Address:			
City/town		State, Zip:	
School:		Grade	
Email:		Phone:	

**If this is a group entry, list one person from the group as the key contact.*

Type of Entry:

___ **Video** (must be submitted on DVD or videocassette)

___ **Poster and brochure** (must be submitted in hardcopy and on CD)

___ **Other** (must submit all related materials)

Title of Entry:

Brief description of entry:

I have read all the attached contest rules and agree to them. I understand that this submission may be used as part of a Massachusetts Department of Education communications campaign.

Signature:

Date:

Parent/Guardian Signature (if under 18):

*All entries must be received by **Friday, June 30** to: Heidi Perlman, Massachusetts Department of Education, 350 Main St., Malden, MA 02148. Graphic and web design should be produced electronically and in hard copy. For more information and to read the contest rules, look online at www.doe.mass.edu.*