



# ACHIEVING EDUCATIONAL **EXCELLENCE**



**NORTH CAROLINA**  
State Board of Education  
Department of Public Instruction

*September 3, 2025 Updates*



# Strategic Plan Monitoring and Accountability Committee (SPAC)

- Composed NCDPI Cabinet-level leaders
- Will be responsible for
  - Maintaining accountability and responsibility for strategic plan actions.
  - Working with NCDPI staff and stakeholders to provide documentation of strategic plan actions.
  - Ensuring that project plans are submitted in a timely manner.
  - Reviewing and providing feedback regarding the project plans.
  - Providing approval of project plans submitted to the SPAC.



# Office of Strategic Planning

- The Office of Strategic Planning will sit within the Office of Government Affairs and Strategy and leverage existing staff to support Strategic Planning efforts
- Office will house the management aspects of implementing the Strategic Plan and provide support to NCDPI staff in project planning, including
  - Manage project planning process and documentation tools for the implementation of actions.
  - Provide technical assistance to project teams in project planning.
  - Work with business owners to maintain an implementation dashboard that provides status of action implementation and outcome measures.
  - Support the development of SBE presentations on the Strategic Plan.
  - Work with the SPAC to document and track stakeholder involvement.
  - Facilitate the work of the SPAC (i.e. set agendas, review plans in preparation for SPAC meetings, etc.)



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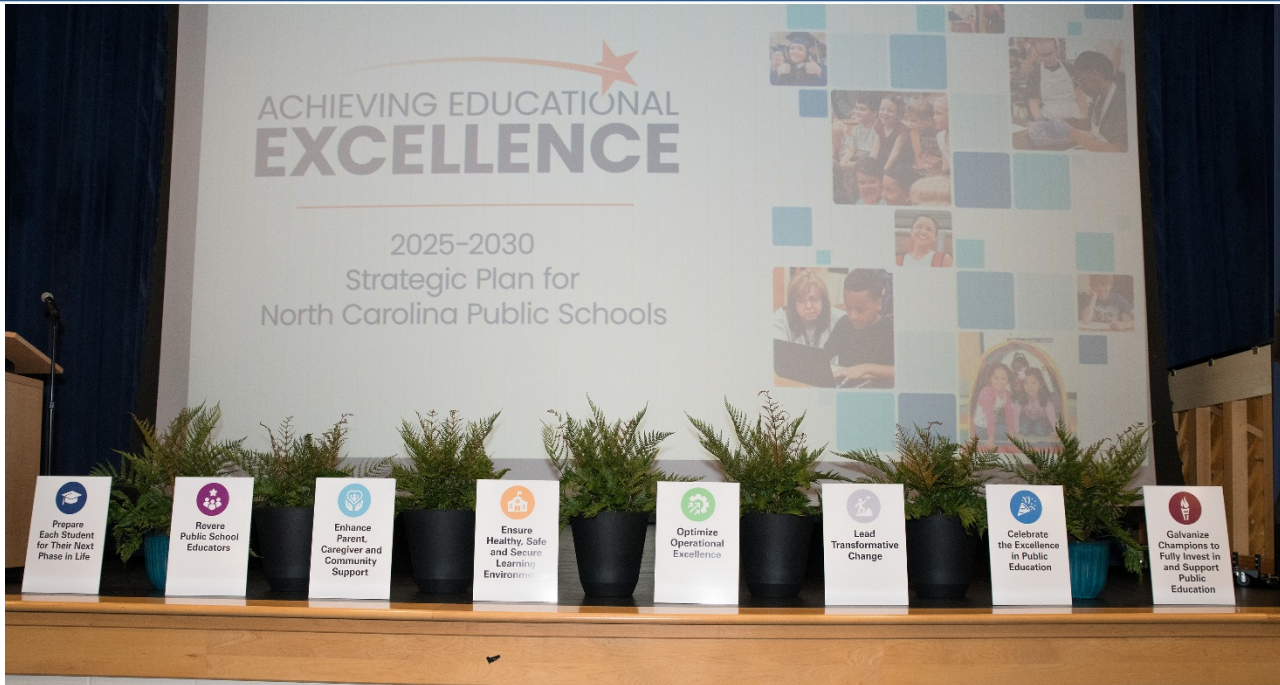
## **Fall 2025 Strategic Plan Regional Tour**



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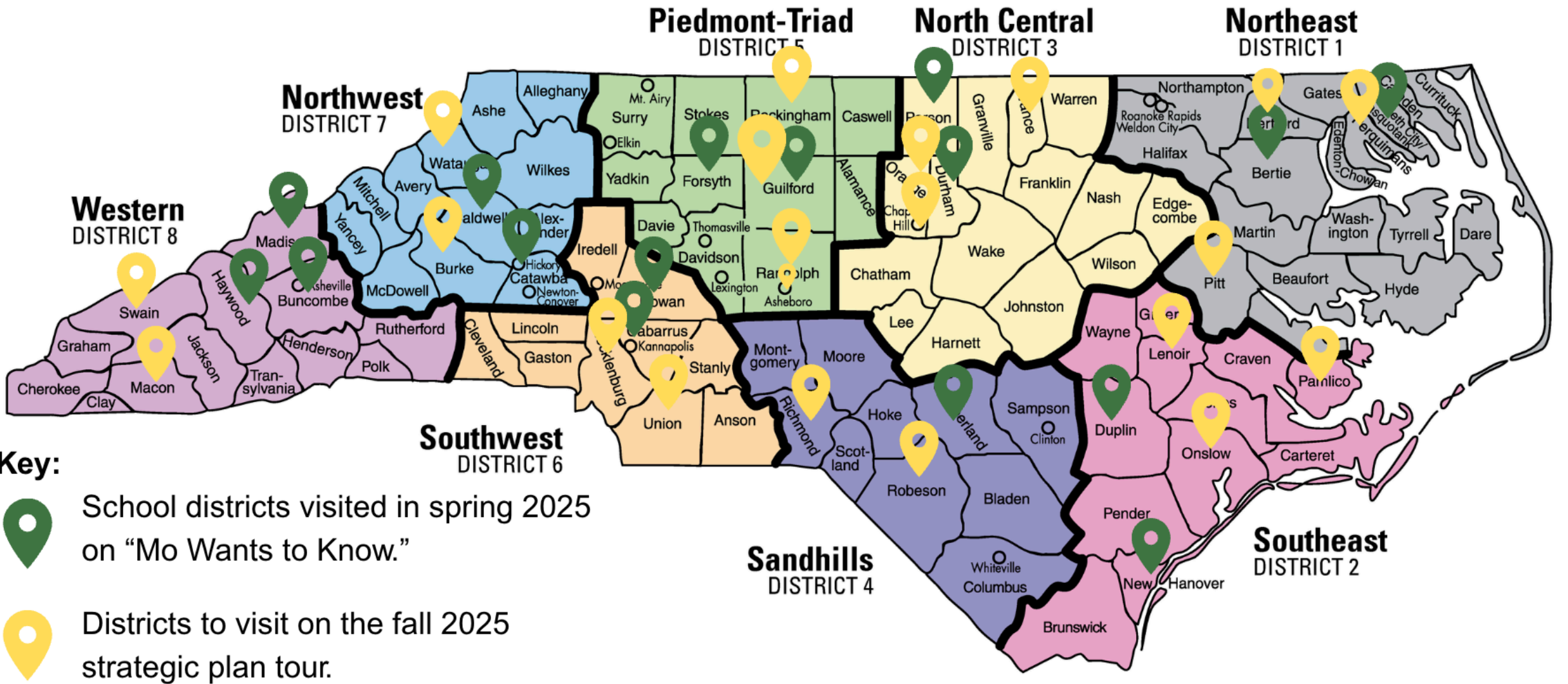


# What's Ahead?

1. ***Northeast*** - Thursday, September 25
2. ***Southeast*** - Friday, September 26
3. ***Sandhills*** - Monday, September 29
4. ***Piedmont-Triad*** - Thursday, October 16 & Friday, October 17
5. ***Southwest*** - Monday, October 20
6. ***Northwest*** - Wednesday, October 22
7. ***Western*** - Thursday, October 23
8. ***North Central*** - Wednesday, October 29

***Virtual*** – Monday, November 3





# Draft Daily Schedule:

Section:	Goal:
1: <b>School Visits</b>	To highlight <b>bright spots, pillar theme, and/or local connections.</b>
2: <b>Community Event</b>	To use NCDPI to <b>convene and weave local support</b> for the local schools. This section lifts up current and future partners in the community to champion PSUs.
3: <b>Public Forum</b>	To present the strategic plan to community members and provide an opportunity for them to make <b>commitments.</b>



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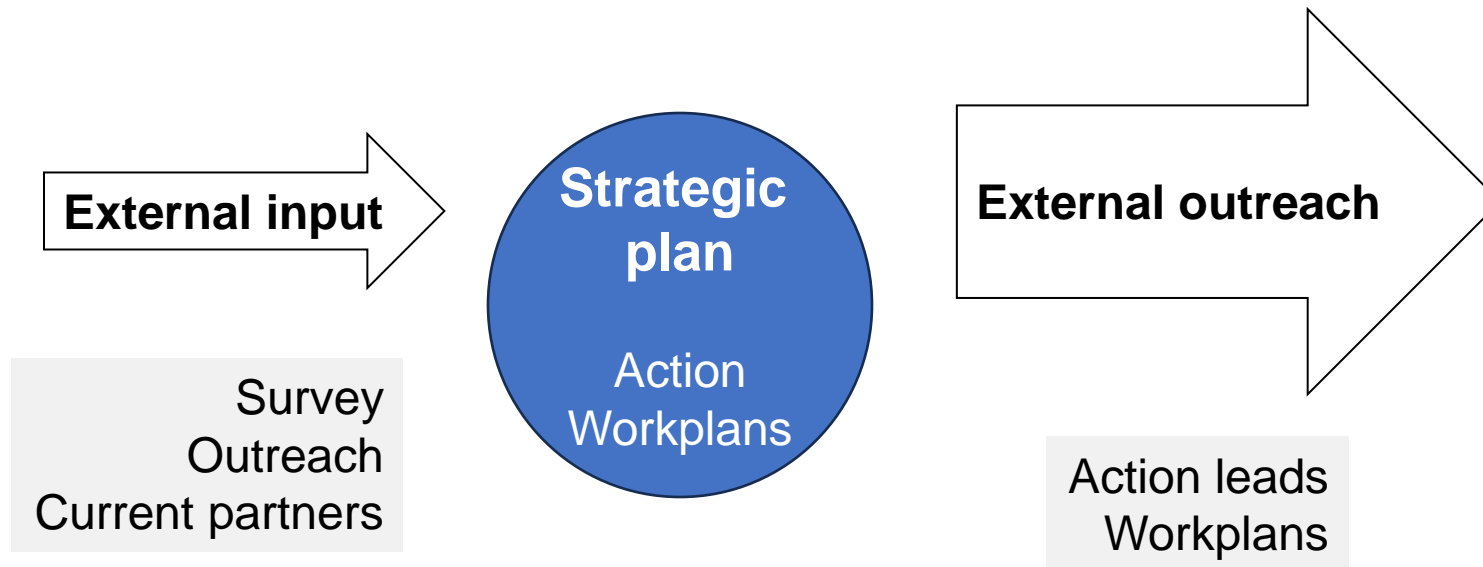
## Engaging partners and public for the Strategic Plan



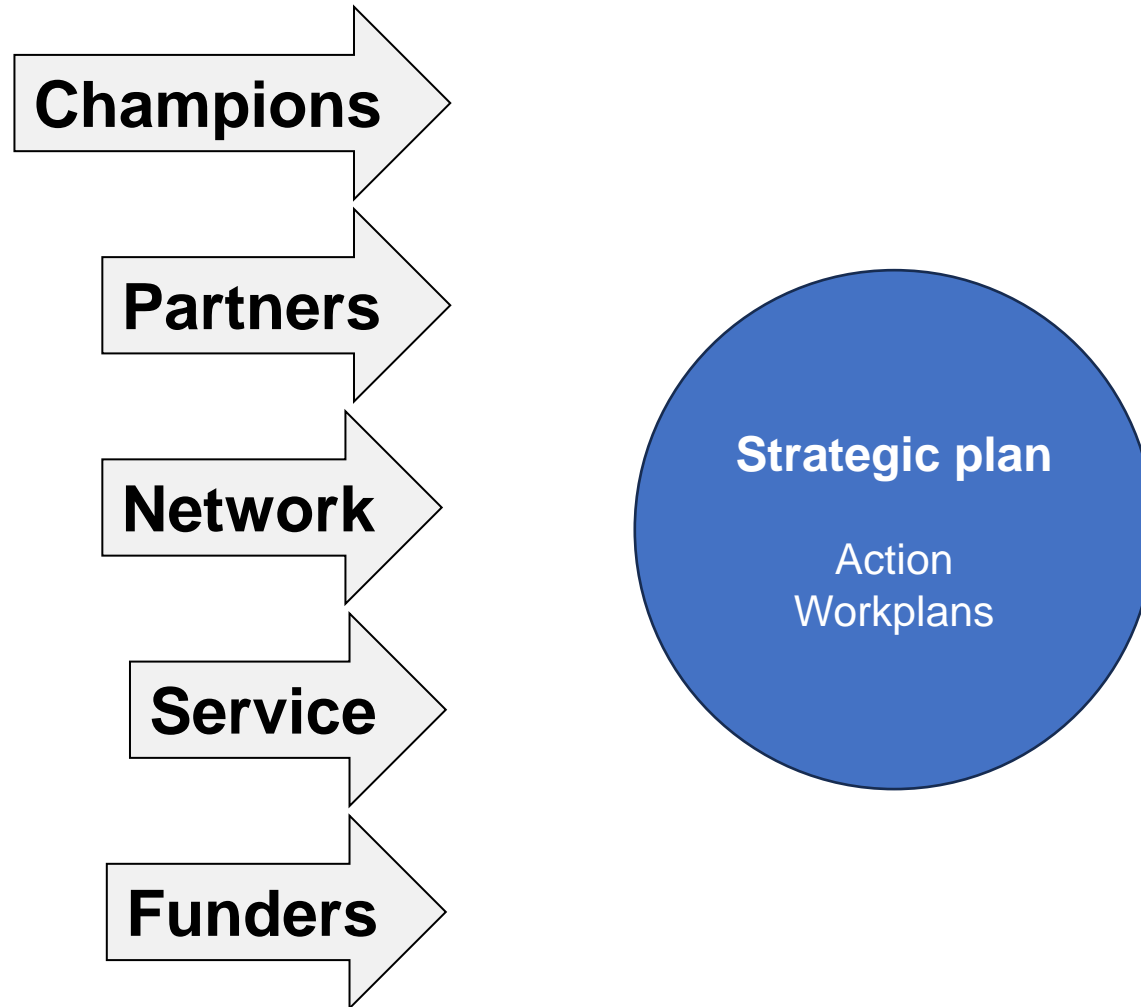
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# How will we seek and utilize involvement?



# Five ways to be involved



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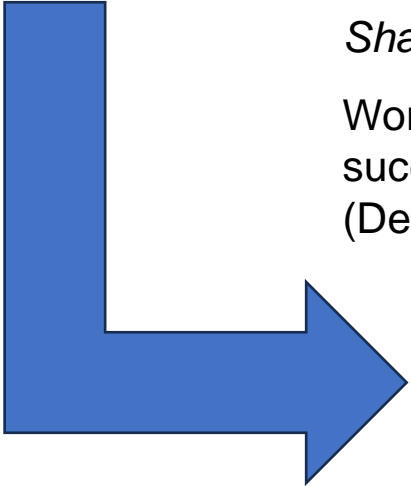
**Champions:** Any *community member* who advocates to fully invest in and support public education; e.g., I want to publicly and personally pledge support of public education and get involved in ways to support public schools.

## Pillar 7: Celebrate the Excellence in Public Education

*Share public education messaging and stories*

Work with education partners on statewide communication efforts that uplift success stories, testimonials and positive narratives about public schools.

(December 2025) [P7.F3.A1]

- 
- Collecting names and emails from **people who volunteer** to be champions (newsletter)
  - Asking **them** to post success stories from their experiences and schools
  - Asking them to use a #ncpublicschoolchampion hashtag
  - Provide support and training for champions to become galvanized to be **ambassadors** (one per PSU)
  - Training **PIOs and Charter School Communicators** on engaging their local champions (with guidelines and toolkits)

# Five ways to be involved

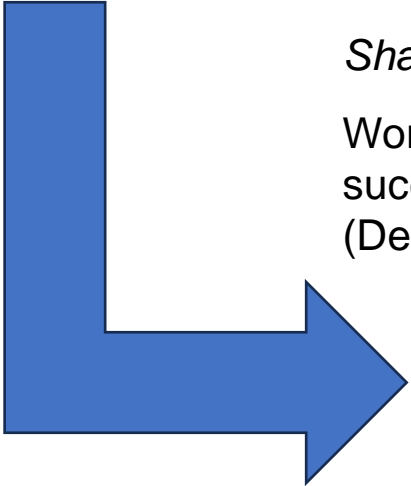
**Mission Partners:** *Organizations* who are thought partners and/or advisors; e.g., I am the leader of a nonprofit organization who has subject matter expertise in family engagement, and I want to contribute to a group.

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(December 2025) [P7.F3.A1]

- 
- Working with **Public School Forum and others** to identify all public school nonprofit organizations to engage across the state
  - Asking **education nonprofit directors** to join communication network to share success stories and positive messaging and narratives about public schools
  - Training and engaging **nonprofit communications staff** to share their stories and use hashtags
  - **NC Public School Narrative advisory group** membership



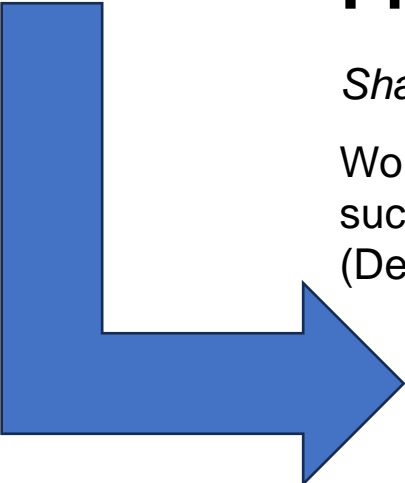
# Five ways to be involved

**Implementation Network Members:** *Public School Units* that are willing to pilot the work of specific actions; e.g. A charter school or school district that wants to partner with NCDPI to provide feedback on strategies and assets and to use strategies and assets to enhance local efforts.

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(December 2025) [P7.F3.A1]

- 
- Outreach to **PIOs and Charter School communicators** to align communications on narrative change (statewide sharing)
  - Provide training and support for **PIOs and Charter School communicators** to cultivate positive narratives about their district and engage local partners
  - Provide training and toolkit for **schools** to share their stories locally and engage parent voices for their local public schools
  - Engage **POY and TOY networks** to be influencers in their schools, districts and regions



# Five ways to be involved

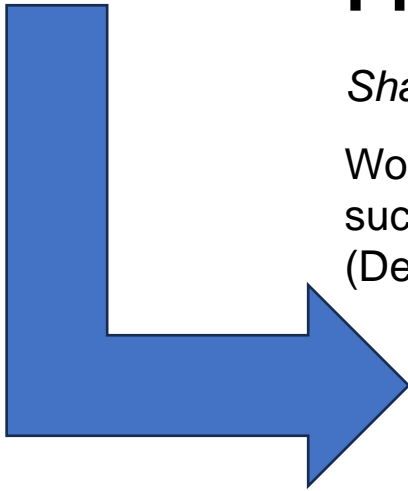
**Service Contributors:** Stakeholders *who produce work to support* the execution of specific actions; e.g., I am a vendor who could help create and deploy a survey (pro bono or volunteer).

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(December 2025) [P7.F3.A1]

- Outreach to **several communication companies** (who focus on education and mission driven work) to partner with their local districts to provide ‘in-kind’ services on videos and other ways to share local success stories
- Outreach to **regional and local media partners** to be an official partner for their districts in sharing success stories and highlights on student voices.
- Partner with a **local video production company** to create a highlight video on community schools (pro-bono and funded by a foundation).



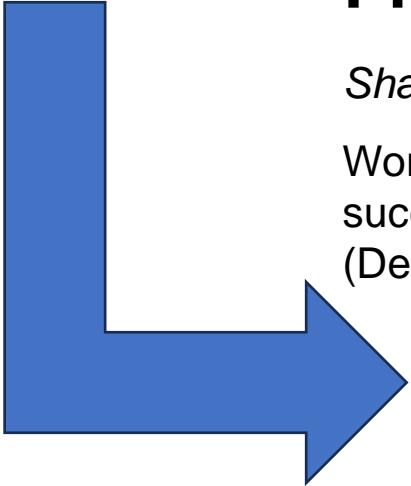
# Five ways to be involved

**Funders/Investors:** Stakeholders who are willing to *provide funding* for various initiatives in this and future strategic plans.

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(December 2025) [P7.F3.A1]

- 
- Outreach to **statewide education or community funders** for support for the overall campaign.
  - Outreach to **national funders** for support for messaging and school level engagement initiatives.
  - Outreach to **local funders and investors** to support their local schools and districts in the various engagement and narrative change initiatives.

