

**SUMMARY MINUTES ARE DRAFT UNTIL APPROVED at the next Committee for Mathematics Achievement subcommittee meeting**



**KENTUCKY DEPARTMENT OF EDUCATION  
Committee for Mathematics Achievement (CMA) Communications Subcommittee  
SUMMARY**

**MARCH 13, 2025**

**ATTENDANCE:** Ashley Adams, Melissa Biggerstaff, Anthony Mires, Edward Thome

**KENTUCKY DEPARTMENT OF EDUCATION (KDE) REPRESENTATIVES PRESENT:** Jennifer Fraley, Kris Jarboe

The meeting was called to order at 5:04 p.m. ET.

**SUMMARY:**

**Agenda Item: Welcome**

**Presenter:** Jennifer Fraley, Office of Teaching and Learning

**Summary of Discussion:**

Fraley welcomed everyone to the meeting and provided an overview of the goals for the meeting.

**Agenda Item: Communication Plan for the Strategic Plan for Improving Mathematics in Kentucky**

**Presenter:** Jennifer Fraley, Office of Teaching and Learning

**Summary of Discussion:**

Fraley reviewed the priorities of the Strategic Plan, along with the purpose of having a communication plan in place, and asked subcommittee members to consider the different roles shareholders hold in supporting student achievement in mathematics. She suggested that members systematically think about how the plan can be communicated so that key messages are outlined across multiple communication channels in a clear and consistent way. Fraley proposed the development of a communication plan with the goals of building awareness of the Strategic Plan, providing information and resources for relevant shareholders and communicating the power and usefulness of mathematics.

**Feedback:**

Melissa Biggerstaff strongly agreed with the proposed communication plan goals. Anthony Mires also agreed and stated that communicating the power and usefulness of mathematics will drive the greatest growth.

Fraley then shared a document that will be used to organize communication priorities in alignment with the goals. Mires complimented the document and stated that it will be very useful for collaboration. He also suggested that the subcommittee consider developing a toolkit to not only aid in communication of the Strategic Plan, but also to provide insight into possible obstacles that could occur with implementation. Mires added that broad communication could include corporate partnerships or even billboards with mutual benefit.

Biggerstaff shared that she really liked the framework of the document and commented that she believes that communication should be two-pronged: communication regarding the existence of the whole Strategic Plan and specific, intentional messages for different shareholder groups. She agreed with Mires on broad communication and added that the use of multiple social media platforms would be an additional mode of communication.

Fraley thanked everyone for the feedback and suggested that communication plan work be done in phases, with a focus on teachers, administrators and the public being Phase 1.

Ashley Adams asked the subcommittee to consider possible questions that may arise regarding *how* the Strategic Plan should be used as it is communicated to teachers and administrators. She suggested including an avenue for shareholder questions as the communication plan is developed that later can be used as a FAQ supplement.

**Follow-up Required:**

Subcommittee members will work asynchronously on Phase 1 and decide if a later subcommittee meeting is necessary. Work on the communication plan will be shared during the next full CMA meeting for feedback.

**Adjournment:**

The meeting was adjourned at 6:00 p.m. ET.