

MiSTEM Network Region Strategic Plan

MiSTEM Network Region Name:

Greater West Michigan (GWM) Region (Allegan, Kent, Montcalm, Muskegon, Newaygo, Ottawa Counties)

MiSTEM Network Regional Director:

Kris Pachla

Date Range:

October 1st, 2019 through September 30, 2020

Key Objective #1 - Create a STEM culture	
Goal 1:	Promote the value of STEM through a campaign that draws on a diverse set of stakeholders and increase awareness of STEM opportunities in Michigan.
Baseline:	Assess what our region has done to market themselves and the MiSTEM Network. Additionally, what state marketing initiatives exist (Going Pro, etc.)? How many regions are already doing a STEM showcase in some regard?
Goal Lead:	Regional Director (Kris Pachla) and Business, Community, and Education Liaison (Diane Miller) with support from the Marketing and Communications Team, 99s6 Project Staff, and community stakeholders
Grant Criteria:	99(s)5(b), 99(s)5(c), 99(s)6
Strategies to Reach the Goal:	
a) Gather regional baseline data on current STEM awareness and awareness of the MiSTEM Network.	
b) Support statewide efforts through participation in the Marketing & Communications team to reach out and learn from statewide organizations that have done similar campaigns, including but not limited to Pure Michigan, Going Pro, and others, looking to leverage previous campaign knowledge.	
c) Host a STEM Summit highlighting excellence and innovation, aligned with the MiSTEM Network Vision and MiSTEM Advisory Council Reports, and, where applicable, unveiling Playbook chapters that could include an Educator of the Year, mini-grants, and a Business Partner of the Year.	
<i>Description, including stakeholder involvement and applicable funding sources:</i>	
<p><i>The MiSTEM Network Greater West Michigan region will work, potentially with the GVSU Stats Consulting Center or other statistical support stakeholders, to design, disseminate and analyze a base level STEM Awareness survey throughout the GWM region. This will provide insight into the current level of awareness and opportunity to improve this awareness of both STEM and the MiSTEM Network. These data will be broken out by stakeholder group as well as other demographic groups for informational purposes.</i></p> <p><i>Diane Miller serves on the statewide Marketing & Communications team and will continue to support that work, including diving into other statewide organizations that have done similar campaigns. Regional stakeholders from such other organizations will be tapped in order to share knowledge.</i></p> <p><i>Finally, near the end of Academic Year 2019-2020, the MiSTEM Network GWM region will host a STEM Summit, culminating the AY with highlights of excellence and innovation, and potentially unveiling a Playbook chapter, awarding Educator and Business of the Year, and announcing the winners of the potential GWM mini-grant program.</i></p>	
Goal 2:	Identify and communicate funding sources to support STEM programming and professional development for districts, schools, and educators throughout the GWM region.
Baseline:	N/A

Goal Lead:	Regional Director (Kris Pachla) and Business, Community, and Education Liaison (Diane Miller)
Grant Criteria:	99(s)11(f), 99(s)5(d)
Strategies to Reach the Goal:	
a)	Research and document funding opportunities for stakeholders within the GWM region.
b)	Promote funding opportunities in monthly newsletter and on the GWM website.
c)	Create white paper/guide on options for funding based on district/individual need.
<i>Description, including stakeholder involvement and applicable funding sources: GWM region will actively search for sustainable local and statewide funding sources to provide support to STEM learning and experiences in schools. Data from the Bureau of Labor Market Information & Strategic Initiatives, Michelle Ribant (MDE), and MiSchool Data dashboard to help identify the need.</i>	

Considerations for Action Planning		
<p>Reflect on these high-level questions for this Key Objective (Pillar) and provide ideas in this table. Choose and use an action planning template (e.g., Appendix E) or Gantt Chart (e.g., Appendix F) to shape the details of the activities needed to accomplish your strategic plan.</p>		
<p><i>What <u>assets</u> can be leveraged to help your regional/state team get this work done?</i></p> <ul style="list-style-type: none"> ● GWM Advisory Board ● Community Foundations ● Local government funding ● Regional business partners ● Pure Michigan marketing team ● Going Pro marketing team 	<p><i>What <u>barriers</u> should you anticipate as you implement these strategies?</i></p> <ul style="list-style-type: none"> ● Geographic restrictions ● Invitation to apply vs. open application process ● Application timeframe ● Economic downturn 	<p><i>What unintended consequences or trade-offs should be considered?</i></p> <ul style="list-style-type: none"> ● If grants are competitive, our stakeholders would be competing against one another for funding ● Restrictions around target population(s)

Key Accomplishments of the First Year Plan
<p>List the most significant accomplishments you expect to achieve by quarter. These should correlate to the goals, strategies and activities for this Key Objective (Pillar). This does not need to be a complete re-documentation of your plan. It should list what you expect to be the most significant accomplishments within each time frame.</p>
<p>Quarter 1:</p> <ul style="list-style-type: none"> ● Research and document funding opportunities ● Gather data on areas of need within districts ● Find external source to administer GWM STEM awareness survey and analyze data ● Begin planning GWM MiSTEM Summit that will highlight STEM excellence and award STEM educators and businesses
<p>Quarter 2:</p> <ul style="list-style-type: none"> ● Communicate funding opportunities via GWM website ● Develop report on GWM STEM awareness and share on GWM website ● Support MiSTEM marketing statewide campaign
<p>Quarter 3:</p> <ul style="list-style-type: none"> ● Develop playbook chapters on promoting STEM awareness ● Hold GWM MiSTEM Summit
<p>Quarter 4:</p> <ul style="list-style-type: none"> ● Begin white paper on funding opportunities

Key Objective #2 – Empower all STEM Educators	
Goal 1:	Support efforts to recruit and retain STEM teachers.
Baseline:	Assess the number of (a) STEM teachers graduating from Institutes of Higher Education each year in our region, (b) the number of currently STEM-certified (in all disciplines) teachers in our region (c) turnover / attrition rates of these teachers in our region.
Goal Lead:	Regional Director (Kris Pachla) and STEM Education Coordinator (Ginger Rohwer) with support from the Data Coach (baseline and data collection) and 99s6 Project Staff
Grant Criteria:	99(s)5(a)iii, 99(s)5(e), 99(s)6
Strategies to Reach the Goal:	
<p>a) Support learning about teacher retention models that work to empower STEM educators, and support the development of a chapter of the Playbook that communicates this learning. Included in this chapter should be self-assessment for quality educators, professional learning needed, coaching needs, administrator learning, course scheduling, and other characteristics that affect the empowerment of STEM educators.</p>	
<p>b) Create a public valuation campaign to identify and feature the work of those high-quality STEM educators in a variety of learning spaces that are making an impact on our students in our region. This work should highlight both formal and informal STEM educators. This might be an award, a highlight in our regional newsletter, presence on billboards, radio spots, TV spots, or other high visibility recognition.</p>	
<p>c) Explore and highlight opportunities to strengthen the STEM teacher pipeline that include focus on identification in K-12 of early middle college-type programs (CTE Teacher Academies, e.g.), teacher preparation institutions, alternative certification pathways, and high-impact post-secondary field experiences, amongst other recruitment techniques.</p>	
<p><i>Description, including stakeholder involvement and applicable funding sources:</i></p> <p><i>The MiSTEM Network GWM region will connect with education researchers within our region at Institutes of Higher Education, including GVSU, Davenport, Calvin, Hope, and others, that are doing research on teacher pipelines and retention. The goal of this connection will be to learn about successful models for recruitment and retention of teachers, specifically STEM teachers, in order to support our region and the state's efforts.</i></p> <p><i>To support the public valuation campaign, the MiSTEM Network GWM region will highlight an excellent educator each month in our monthly newsletter, and look for opportunities to broadcast this educator in multiple media outlets, including but not limited to WGVU, local news broadcasters, and radio. Additionally, we will work to develop a mini-grant program to provide dollars valuing promising practices, and name an Educator of the Year at our annual summit.</i></p> <p><i>Finally, the MiSTEM Network GWM region will work to support the STEM teacher pipeline by identifying stakeholders working in the teacher pipeline space outside of the 13-20 system (including alternative certifiers, CTE teacher academies) and to connect these educator supporters together. We will look to identify high impact in-service experiences for current teachers and field experiences for pre-service teachers at IHEs and elsewhere, and collect data on the current and historical demographics of teachers to determine if there are insights related to these data.</i></p>	
Goal 2:	Increase the number of educator networking opportunities related to STEM education in the GWM region.
Baseline:	Assess the number of current networking opportunities.
Goal Lead:	Regional Director (Kris Pachla) and STEM Education Coordinator (Ginger Rohwer)
Grant Criteria:	99(s)5(a)iii, 99(s)5(e)
Strategies to Reach the Goal:	
<p>a) Research and document current educator networking opportunities related to STEM education and add information about each one to our website.</p>	

b) Engage and support ongoing educator networking opportunities in STEM.
c) Develop a STEM educator listserv to connect educators across our region.
d) Support the development of new communities of educators engaged in STEM education.
<p><i>Description, including stakeholder involvement and applicable funding sources:</i> The MiSTEM Network GWM Region will engage with ongoing educator networking opportunities in STEM across our region. Examples include code.org, #MichME, and project-based learning groups.</p> <p>The MiSTEM Network GWM region will continue convening a STEM workgroup that began last year to connect multiple stakeholders across the region who have a common goal of high quality STEM experiences involving design and investigation cycles for students in which they are solving problems collaboratively with a community or business partner.</p>

Considerations for Action Planning		
<p>Reflect on these high-level questions for this Key Objective (Pillar) and provide ideas in this table. Choose and use an action planning template (e.g., Appendix E) or Gantt Chart (e.g., Appendix F) to shape the details of the activities needed to accomplish your strategic plan.</p>		
<p><i>What <u>assets</u> can be leveraged to help your state team get this work done?</i></p> <ul style="list-style-type: none"> Higher Education Institutions ISDs/RESAs Informal STEM Educators and non-profits supporting STEM education. 	<p><i>What <u>barriers</u> should you anticipate as you implement these strategies?</i></p> <ul style="list-style-type: none"> The teacher shortage in Michigan Substitute teacher shortage limits teachers' ability to participate in professional learning Transportation costs Limited teacher time 	<p><i>What unintended consequences or trade-offs should be considered?</i></p> <ul style="list-style-type: none"> Overburdening teachers

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<p>Quarter 1:</p> <ul style="list-style-type: none"> Begin monthly educator highlight in our newsletter Begin planning GWM MiSTEM Summit that will include a STEM educator award Begin connecting with education researchers within our region Hold a meeting for the STEM workgroup Attend ongoing networking opportunities
<p>Quarter 2:</p> <ul style="list-style-type: none"> Add information about networking opportunities to our website Identify stakeholders working on the teacher pipeline outside of 13-20 system Develop a STEM educator listserv Hold a meeting for the STEM workgroup Attend ongoing networking opportunities
<p>Quarter 3:</p> <ul style="list-style-type: none"> Document and summarize teacher retention models Collect and summarize data on the demographics of teachers Hold a meeting for the STEM workgroup Attend ongoing networking opportunities Hold GWM MiSTEM Summit
<p>Quarter 4:</p> <ul style="list-style-type: none"> Support development of playbook chapter on successful teacher retention models Attend ongoing networking opportunities

Key Objective #3 – Integrate business and education	
Goal 1:	Strengthen awareness of STEM careers and STEM career pathways for K-12 students and educators.
Baseline:	Number of students participating in STEM career awareness/exploration activities Number of teachers participating in STEM career awareness/exploration activities
Goal Lead:	Regional Director (Kris Pachla) and Business, Community, and Education Liaison (Diane Miller) in consultation with 99s6 Project Staff, CEACs, WDBs, and other business/education stakeholders
Grant Criteria:	99(s)5(a), 99(s)5(a)i, 99(s)5(a)ii, 99(s)5(a)iii, 99(s)5(b), 99(s)5(f)
Strategies to Reach the Goal:	
<p>a) Collect and send examples of high quality education and business partnerships and recommend experienced stakeholders in our region to 99s6 Project Staff for development of a Playbook chapter showcasing examples of engagement between businesses and education for the benefit of STEM career awareness and exploration. This may include highlighting successful models of partnership, teacher externships, student internships, and similar experiences. This Playbook chapter should support career development models including the MDE Career Development Model, and should look to collect and address barriers to implementation.</p> <p>b) Create a public recognition process to raise up business partners that are doing important and impactful work in our region to support K-12 schools. This might be an award, a highlight in our regional newsletter, presence on billboards, radio spots, TV spots, or other high visibility recognition.</p>	
<p><i>Description, including stakeholder involvement and applicable funding sources:</i></p> <p>The MiSTEM Network GWM Region will collect and send examples of high quality business and education engagement to the 99s6 Project Director for use in the Playbook development and as vignettes and exemplars across the state. In particular, we will look to make recommendations for those partnerships that support externships, internships, career fairs, and design challenges.</p> <p>We will also highlight such examples in our monthly newsletter, and award a Business of the Year at our STEM Summit.</p>	
Goal 2:	Increase the number of businesses engaged in STEM education and career awareness/exploration in the GWM region.
Baseline:	Number of businesses engaged with students and educators in our region.
Goal Lead:	Regional Director (Kris Pachla) and Business, Community, and Education Liaison (Diane Miller)
Grant Criteria:	99(s)5(a)i, 99(s)5(a)ii
Strategies to Reach the Goal:	
<p>a) Engage and build partnerships with business-industry stakeholders across our region who are not yet involved with STEM education.</p> <p>b) Expand the list of GWM businesses and business professionals for schools to engage with.</p> <p>c) Increase the number of school-business interactions to support career awareness/exploration.</p>	
<p><i>Description, including stakeholder involvement and applicable funding sources: N/A</i></p>	

Considerations for Action Planning		
<p>Reflect on these high-level questions for this Key Objective (Pillar) and provide ideas in this table. Choose and use an action planning template (e.g., Appendix E) or Gantt Chart (e.g., Appendix F) to shape the details of the activities needed to accomplish your strategic plan.</p>		
<p>What <u>assets</u> can be leveraged to help your state team get this work done?</p> <ul style="list-style-type: none"> Local ISDs, RESAs, CTE Centers, 	<p>What <u>barriers</u> should you anticipate as you implement these strategies?</p> <ul style="list-style-type: none"> Long-term relationship building takes time 	<p>What <u>unintended consequences or trade-offs</u> should be considered?</p> <ul style="list-style-type: none"> Capacity of ISDs, RESAs, CTE Centers

<ul style="list-style-type: none"> ● Workforce Development Agencies ● Chambers of Commerce ● Economic Development Corporations ● GUD marketing 	<ul style="list-style-type: none"> ● Some business relationships may not always be sustainable ● School days/calendars may not always allow for business partners to engage with schools 	
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Key Accomplishments of the First Year Plan		
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<p>Quarter 1:</p>		
<ul style="list-style-type: none"> ● Collect examples of high quality education and business partnerships for Playbook chapter showcasing examples of engagement between businesses and education for the benefit of STEM career awareness and exploration. ● With GUD marketing to develop a marketing communication plan that will highlight business partners that are doing important and impactful work in our region to support K-12 schools. Billboards, radio, and press releases. 		
<p>Quarter 2:</p>		
<ul style="list-style-type: none"> ● Collaborate with 99s6 Project on high quality education and business partnerships for addition to Playbook chapter. ● Collaborate with ISDs, RESAs, and CTE Centers to gather existing businesses engaged with K-12 schools/districts. 		
<p>Quarter 3:</p>		
<ul style="list-style-type: none"> ● Build database of business and education engagement, tracking GWM new connections. 		
<p>Quarter 4:</p>		
<ul style="list-style-type: none"> ● Highlight business engagement process and alignment to MDE Career Readiness Model at MISTEM Summit. 		

Key Objective #4 – Ensure high-quality STEM experiences	
Goal 1:	Support creation of materials that support a common understanding of high quality STEM experiences.
Baseline:	n/a
Goal Lead:	Regional Director (Kris Pachla) and STEM Education Coordinator (Ginger Rohwer) with support from 99s6 Project Staff, other stakeholders/experts in STEM programming, and the Data Coach for correlation of programming with state scores
Grant Criteria:	99(s)2(e), 99(s)2(f), 99(s)2(g), 99(s)2(h), 99(s)2(i), 99(s)5(e), 99(s)6
Strategies to Reach the Goal:	
a) Connect with statewide stakeholders in this space including GELN, MICIP, MiGEARUP, MASP, TDL, and others, in order to create buy-in for STEM programming supporting their organizational and statewide vision and efforts.	
b) Collect and send examples of high quality STEM experiences in our region to 99s6 Project Staff for development of a Playbook chapter outlining the components of a high-quality STEM experience. Promote through our regional STEM summit.	
c) Identify key STEM experiences that the MiSTEM Network could have the capacity to coordinate statewide including collecting and analyzing regional data on the usage of STEMworks programs. Outline trajectory of support including but not limited to our regional work on the Code.org partnership and oversight of 99s6 staff.	
<i>Description, including stakeholder involvement and applicable funding sources:</i>	
<p><i>The MiSTEM Network GWM Region will reach out to our area Office of Field Services staff to look for additional guidance to be passed along to schools on appropriate and effective use of ESSA Title dollars, including in particular Title IVa. We will also convene or participate in a working group to brainstorm overlap between high quality STEM programming, Employability Skills frameworks, the Michigan Continuous Improvement Process (MICIP) and the School Improvement Plans (SIP) for districts and schools. Finally, we will connect with the General Education Leadership Network (GELN) representatives from within the GWM Region as well as other representatives from MiGEARUP at IHEs, the Michigan After School Partnership, and the Talent Development Liaison for our region.</i></p> <p><i>The GWM region will collect and forward names to the 99s6 Project Director to support any playbook chapters aligning with this pillar.</i></p> <p><i>Finally, the GWM region will support the Code.org partnership, the 99s6 project, and collect and analyze data regionally about usage and impact of STEMWorks programs.</i></p>	
Goal 2:	Identifying issues of equity and access to high-quality STEM experiences for all students in the GWM region.
Baseline:	N/A
Goal Lead:	Regional Director (Kris Pachla) and STEM Education Coordinator (Ginger Rohwer)
Grant Criteria:	99(s)5(e)
Strategies to Reach the Goal:	
a) Participate in and promote equity training available in our region and state.	
b) Leverage and where applicable, lead the Michigan Advancing Equity in STEM (MAE-STEM) Greater West Michigan Team for localized equity lenses	
c) Provide equity resources on the Greater West Michigan Region website.	
d) Draft a report outlining issues of equity and access to high-quality STEM experiences in the GWM region.	
<i>Description, including stakeholder involvement and applicable funding sources:</i>	

Considerations for Action Planning

Reflect on these high-level questions for this Key Objective (Pillar) and provide ideas in this table.

Choose and use an action planning template (e.g., Appendix E) or Gantt Chart (e.g., Appendix F) to shape the details of the activities needed to accomplish your strategic plan.

<p><i>What <u>assets</u> can be leveraged to help your state team get this work done?</i></p> <ul style="list-style-type: none"> ● Regional MAE-STEM Team ● Kent ISD Equity events ● MDE Equity training ● Informal STEM Educator and non-profits supporting STEM education. 	<p><i>What <u>barriers</u> should you anticipate as you implement these strategies?</i></p> <ul style="list-style-type: none"> ● Limited time of educators and administrators ● Transportation costs 	<p><i>What unintended consequences or trade-offs should be considered?</i></p>
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Key Accomplishments of the First Year Plan

List the most significant accomplishments you expect to achieve by quarter. These should correlate to the goals, strategies and activities for this Key Objective (Pillar). This does not need to be a complete re-documentation of your plan. It should list what you expect to be the most significant accomplishments within each timeframe.

<p>Quarter 1:</p> <ul style="list-style-type: none"> ● Begin meeting with stakeholders (examples: OFS, GELN, MICIP, MiGEARUP, MASP, TDL) ● Begin collecting examples of high quality STEM experiences in our region for 99s6 Project Staff ● Begin planning GWM MiSTEM Summit that will highlight STEM excellence ● Attend equity training at Kent ISD ● Hold MAE-STEM meeting and present at Fall Science Update
<p>Quarter 2:</p> <ul style="list-style-type: none"> ● Begin collecting and analyzing regional data on the usage of STEMworks programs ● Attend equity training at Kent ISD ● Add equity resources to website
<p>Quarter 3:</p> <ul style="list-style-type: none"> ● Attend equity training at Kent ISD ● Hold GWM MiSTEM Summit
<p>Quarter 4:</p> <ul style="list-style-type: none"> ● Convene or participate in a working group to brainstorm overlap between high quality STEM programming, Employability Skills frameworks, the Michigan Continuous Improvement Process (MICIP) and the School Improvement Plans (SIP) for districts and schools ● Draft a report outlining issues of equity and access in the GWM region

Appendix A: Assurances and Aspirations

This table is provided to encourage reflection on some important considerations as you construct a strategic plan, assemble and coordinate with new partners, and contribute to our state-wide network. The questions embody expectations as established by the Governor's MiSTEM Advisory Council and provide opportunity to reflect on related aspirations. Complete the questions as needed.

<p><i>What are the challenges in your region that limit access to high quality STEM education and career pathways in your region? What strategies are being considered to broaden achievement in STEM to all demographics of students?</i></p>	<p><i>What STEM dependent economic sectors need to be engaged by activities in your MiSTEM Region?</i></p>
<p><i>What are your current assumptions on how you will pursue and coordinate pending grant opportunities? (eg. Marshall Plan, 99s(6))</i></p>	<p><i>What roles do you currently hold, or anticipate holding, in the statewide MiSTEM Network and how does your regional work contribute to statewide work?</i></p>

Appendix B: Expectations Set by the School Aid Bill

The text in this section is from the school aid bill. It lays out requirements of the MiSTEM regions and expectations for our strategic plans. Carefully consider how these requirements will be represented and attended to in your strategic plan. Use the numbers from the bill as codes in the Strategic Planning Template. These will reveal how your plan will help your region achieve these requirements.

As an example:

Action Plan: <i>Goals should be "SMART" and transformative. Each Objective may have 1 goal or many.</i>	
Goal 1:	Insert the "Cars that Can't Crash" PBL Module into the Modeling in HS Physical Science 2 workshop for use in summer 2019.
Baseline:	Only 20% of High School physics courses use PBL and Modeling Instruction, based on a statewide sample of surveyed Michigan Physics Teachers.
Goal Lead:	Dr. Greg Johnson
Grant Criteria:	7.a.iii., 7.b. 7.e
Strategies to Reach the Goal:	
a. Modify the Modeling in HS Physical Science Modeling 2 workshop to include a 3 day training on the "Cars that Can't Crash" PBL Module.	
b. Recruit teachers statewide who took HS Physical Science Modeling 1 workshop to apply to participate with documented administrator support.	
c. Recruit area employers who are members of the Michigan Automated Vehicle Working Group who will structure externships for participating teachers, and provide technical support for the coding, electronics and sensor technology in the model cars.	

Public Act No. 108 of 2017; Approved by the Governor July 14, 2017

Filed with the Secretary of State July 14, 2017 EFFECTIVE DATE: July 14, 2017

(7) A MiSTEM network region shall do all of the following:

(a) Collaborate with the talent district career council [*this is now the Career and Education Advisory Councils or CEAC*] that is located in the prosperity region to develop a regional strategic plan for STEM education that creates a robust regional STEM culture, that empowers STEM teachers, that integrates business and education into the STEM network, and that ensures high-quality STEM experiences for pupils.

At a minimum, a regional STEM strategic plan should do all of the following:

(i) Identify regional employer need for STEM.

(ii) Identify processes for regional employers and educators to create guided pathways for STEM careers that include internships or externships, apprenticeships, and other experiential engagements for pupils.

(iii) Identify educator professional development opportunities, including internships or externships and apprenticeships, that integrate this state's science content standards into high-quality STEM experiences that engage pupils.

(b) Facilitate regional STEM events such as educator and employer networking and STEM career fairs to raise STEM awareness.

(c) Contribute to the MiSTEM website and engage in other MiSTEM network functions to further the mission of STEM in this state in coordination with the MiSTEM advisory council and its executive director.

(d) Facilitate application and implementation of state and federal funds under this subsection and any other grants or funds for the MiSTEM network region.

(e) Work with districts to provide STEM programming and professional development.

(f) Coordinate recurring discussions and work with the talent district career council to ensure that feedback and best practices are being shared, including funding, program, professional learning opportunities, and regional strategic plans.