Building Consensus for Personalized and Competency-Based Education
Diplomas and credits based on seat time and passing grades have been sending mixed messages.

- **86%** of surveyed community college students believe they are academically prepared for college.
- **68%** take developmental education.
- **90%** of parents believe their children are at or above grade level in reading.
- **34%** of students are proficient in reading.
- **83%** of community college students who were “A” students in high school believe they are on-track.
- **39%** earn a degree or certificate within six years.
A New Approach

Competency-Based Education
Students advance to higher levels of learning when they demonstrate mastery of key concepts and skills regardless of time, place, or pace. The goal moves from our current system of earning points, grades and credits to the actual demonstration of mastery before advancing.

Personalized Learning
Personalized learning is tailoring learning for each student’s strengths, needs and interests — including enabling student voice and choice in what, how, when and where they learn — to provide flexibility and supports to ensure mastery of the highest standards possible.
Variation in Terminology

Proficiency-Based
- Maine
- Vermont

Competency-Based
- New Hampshire
- Utah
- Georgia
- Florida

Performance-Based
- Lindsay Unified, California
- Chugach District, Alaska

Mastery-Based
- Connecticut
- Idaho
A Tale of Three States

Idaho – A Concerted Effort

Utah – A Strong Advocate

Florida – From the Bottom Up

Same Goal – Different Paths
Successful Messages

- Empowers local innovative leaders
- Inherently a local initiative - respects local control
- Not the latest and greatest fad
- A natural extension of previous initiatives
- Role of technology not the emphasis and a local decision
Communications Toolkit

- Target Audiences
- Key Messages and Talking Points
- Frequently Asked Questions
- Myths vs. Facts
- Press Release/ Email/Newsletter Template
- Reporter Pitch and Column Guidelines
- Webpage Content, Social Media and Graphics

Find it at: Excelined.org/CBE/Communications
Thank You!

Karla Phillips
Karla@ExcelinEd.org

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Foundation for Excellence in Education
P.O. Box 10691
Tallahassee, FL 32302

850.391.4090
info@ExcelinEd.org
ExcelinEd.org

/ExcelinEd
@ExcelinEd
/ExcelinEd