

**MEMORANDUM**

**TO:** Members, Utah State Board of Education

**FROM:** Sydnee Dickson  
Interim State Superintendent of Public Instruction

**DATE:** May 12-13, 2016

**ACTION:** Office Transition Plan

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**Background:**

In is April 15, 2016 meeting, the Board passed a motion to begin to sunset the name of the "Utah State Office of Education," and directed the Superintendent to come back to the Board with a transition plan.

**Board Strategic Plan:**

This item supports the following imperatives in the Board's Strategic Plan: Oversight.

**Anticipated Action:**

It is anticipated the Board will review the plan and provide further direction.

**Contact:** Scott Jones, 801-538-7514  
Sydnee Dickson, 801-538-7517

## Items to consider for transition from USOE to Board of Education: (4/19/2016)

### **Building:**

- Remove/replace 17 USOE parking only signs in the parking lot.
- Remove "Utah State Office of Education" letters on front building façade.
- Remove/replace Utah State Office of Education sign on north and south entrance doors.
- Remove/replace USOE parking sign on 600 south.
- Remove/replace Utah State Office of Education sign on loading dock.
- Remove/replace various "USOE Employee Statement of Values" signs throughout the building.
- Remove/replace two USOE reception signs in entry hallway.
- Replace staff security badges.

### **Correspondence and Documents:**

- Redesign/print new letterhead, envelopes, and business cards.
- Redesign/print new USBE news release letterhead.
- Redesign/print new section letterhead (if needed).
- Redesign forms for endorsements/licensure, etc.
- Reissue contracts (including federal grants) where USOE is listed as the contracting entity.
- Change accounting forms, including receipts and invoices, (print and online).
- Redesign annually recurring reports, documents, grants (e.g., Graduation Report, Fingertip Facts, etc.) Superintendent's Annual Report need not be changed.
- Notify phone directory, LEAs, Educational Organizations, State Government, State Mail, etc.
- Notifying all employees and changing e-mail signatures and other documents.
- Establish copyrights in board's name.
- Change references in Board policies from USOE to USBE.
- Consider dropping the physical address (i.e. 250 E 500 South) from mailing address (i.e., PO Box 144200) when transferring to new agency name to avoid confusions.
- Change design on IT support stickers for laptops.
- Determine what to use in phone conversations (e.g., Good Morning, Utah State Board of Education; or hello, this is Jane Doe from the [Office of the] Utah State Board of Education returning your call.)

### **Digital Presence:**

- Identify one logo with a possible redesign/rebranding.
- Redesign/edit USOE website such as the top of each page. Review of all content.
- Change standards (headers and in body of text) to reflect USBE vs. USOE.
- Change to coding within BASE accounting software.

- Optimize USBE for search engines.
- Determine if "schools.utah.gov" is an acceptable name for the Board's homepage, (or utah.gov). If not, we'll need a new web home and a new domain name for e-mails.
- Relabel USOE intranet site.
- Relabel and update – including coding changes – subsites:
  - Utah Public Education Financial Systems (UPEFS)
  - Comprehensive Administration for Credentials for Teachers in Utah Schools (CACTUS)
  - Recommended Instructional Materials System (RIMS)
  - Utah Charter Access Point (UCAP)
  - Statewide Online Education Program (SEATS)
  - Carson Smith Scholarship Computerized Application for Private Schools (CSCAPES)
  - Program Approval for Technology Instruction (PATI)
  - OnTrack professional development site
- Label existing and future presentation templates with appropriate logo/title.
- Prioritize technical changes to websites and internal digital systems (approx. 368 hours).

<b>State</b>	<b>Name of Ed. Dept.</b>	<b>Slogan/Tagline</b>	<b>Board Presence on Website</b>	<b>Board</b>
<a href="#">AL</a>	State Dept. of Ed.	Every Child a Graduate, Every Graduate Prepared	Board of Ed. first line on website	Elected
<a href="#">AK</a>	Dept. of Ed. and Early Education	Preparing College, Career, and Culturally Ready Graduates	State Board Chair listed first and State Supt. Second on front page	Appointed
<a href="#">AZ</a>	Dept. of Ed.	none	Dept. Menu dropdown	Appointed
<a href="#">AR</a>	Dept. of Ed.	Leadership, Support, Service	Board of Ed. on headline menu	Appointed
<a href="#">CA</a>	Dept. of Ed.	Innovate, Collaborate, Serve, Learn	Supt. and Board listed in box on main menu (offices under Supt.)	Appointed
<a href="#">CO</a>	Dept. of Ed.	none	Board listed under Policy and Funding (one of four pull down menus)	Elected
<a href="#">CT</a>	State Dept. of Ed.	Ensuring Equity and Excellence for All Conn. Students (The State Board's five year plan).	State Board of Education on quick links	Appointed
<a href="#">DE</a>	Dept. of Ed.	none	State Board listed under Governance	Appointed
<a href="#">FL</a> **	Dept. of Ed.	none	State Board listed under Policy	Appointed
<a href="#">GA</a> **	Dept. of Ed.	none	State Board and Policy top bar	Appointed
<a href="#">HI</a>	State Dept. of Ed.	Transforming Schools and Results	Several clicks under "Connect with us"	Appointed
<a href="#">ID</a> **	State Dept. of Ed.	Supporting Schools and Students to Achieve	Bottom of page under "helpful links"	Appointed
<a href="#">IL</a>	State Board of Ed.	none	Alphabetical list on front page	Appointed
<a href="#">IN</a>	Dept. of Ed.	None	Link under each portal: Parent, Administrators, Educators, Community, Data	Appointed
<a href="#">IA</a> **	Dept. of Ed	None	Link on top tab on front page	Appointed
<a href="#">KS</a>	Dept. of Ed	Leadership and support for student learning	Link on top tab on front page	Elected
<a href="#">KY</a>	Dept. of Ed	Every Child: Proficient and Prepared for Success	Link in left column on front page	Appointed
<a href="#">LA</a> **	Dept. of Ed	Louisiana Believes	Link on top tab on front page	Mixed
<a href="#">ME</a>	Dept. of Ed	None	Link on bottom right corner of front	Appointed
<a href="#">MD</a>	State Dept. of Ed.	None	Bottom right of front page	Appointed
<a href="#">MA</a>	Dept. of Elementary and Secondary Ed.	None	Link on left-hand column of front page	Appointed
<a href="#">MI</a>	Dept. of Ed	None	Link on left-hand column of front page	Elected

<a href="#">MN</a>	Dept. of Ed	None	No state Board	No Board
<a href="#">MS</a>	Dept. of Ed	Ensuring a bright future for every child	Link in center of front page	Appointed
<a href="#">MO</a>	Dept. of Elementary & Secondary Education	None	Link on bottom left of front page	Appointed
<a href="#">MT</a>	Office of Public Instruction	The Montana Office of Public Instruction provides vision, advocacy, support and leadership for schools and communities to ensure that all students meet today's challenges and tomorrow's opportunities.	Drop-down menu under "Resources" is a link to "Montana Government & Legislature" and on that page is a link to the Montana Board of Public Education.	Appointed
<a href="#">NE</a>	Dept. of Ed.	none	Front page menu and graphics	Elected
<a href="#">NV</a>	Dept. of Ed.	Nevada Ready!	Drop down under "Inside NDE"	Mixed
<a href="#">NH</a>	Dept. of Ed.	Serving NHs Education Community	Drop down under "About Us"	Appointed
<a href="#">NJ**</a>	Dept. of Ed.	none	Icon on front page	Appointed
<a href="#">NM</a>	Public Ed. Dept.	Kids First, New Mexico Wins!	Link top left corner on front page	No Board
<a href="#">NY</a>	Dept. of Ed.	AIM High NY	No Board of Ed. Reports to Gov.	Appointed
<a href="#">NC</a>	State Ed. Dept.	None	K-16 oversight	Appointed
<a href="#">ND</a>	Dept. of Public Instruction	none	No Board of Ed. ND Gov. agency	Appointed
<a href="#">OH**</a>	Dept. of Ed.	none	Bottom of front page	Mixed
<a href="#">OK**</a>	State Dept. of Ed.	none	Bottom of front page	Appointed
<a href="#">OR</a>	Dept. of Ed.	none	Right hand column on main page	Appointed
<a href="#">PA</a>	Dept. of Ed.	none	Gov. led (Bd. contact on org. chart)	Appointed
<a href="#">RI</a>	Dept. of Ed.	None	Link on top tab of front page	Appointed
<a href="#">SC</a>	Dept. of Ed	None	"SBE" link on top tab of front page	Appointed
<a href="#">SD</a>	Dept. of Ed	None	Link on top tab of front page	Appointed
<a href="#">TN</a>	Dept. of Ed	None	No discernable link	Appointed
<a href="#">TX</a>	Education Agency	None	Link under "About TEA" on front page tab	Elected
<a href="#">UT</a>	Office of Ed	Promises to keep	Link in middle of front page	Elected
<a href="#">VT</a>	Agency of Education	None	Under "S" on index tab on front page	Appointed
<a href="#">VA</a>	Dept. of Ed	None	Link in left-hand column on front page	Appointed
<a href="#">WA</a>	Office of Superintendent	None	Link under the A-Z index	Mixed

	of Public Instruction			
<a href="#">WV</a>	Dept. of Ed	None	Link on tab at bottom of front page	<b>Appointed</b>
<a href="#">WI</a>	Dept. of Public Instruction	None	No State Board	No Board
<a href="#">WY</a>	Dept. Ed	None	Link on top tab on front page	<b>Appointed</b>

\*\* noteworthy websites