

# Public Education Talking Points

As we prepare for the upcoming March meetings and elections, please feel free to use and modify these public education talking points to your specific situation. These points have been tested and were well received by parents and members of the public.

- We must ensure every educator has the development, resources, and support every professional needs. This means recruiting, training and supporting people who love kids. It means pay that attracts and helps retain the best people for the job. And it means ensuring every person at the front of the room is qualified, caring, and committed. We need standards that ensure anyone who becomes an educator enters our schools ready to reach, teach, and inspire every child.
- Instead of assigning blame, we should address solutions. Parents and teachers agree on the things that will make a difference in the quality of education for children:
  - Smaller class sizes.
  - Programs to ensure every child has access to caring and committed teachers.
  - High expectations for student achievement.
- If we're serious about every child's future, let's get serious about doing what works. This means resourcing all schools so kids have one-on-one instruction, inviting classrooms, and a well-rounded curriculum.
- All students deserve learning opportunities that begin by age 4, safe schools, classes small enough for one-on-one attention and modern [tools/textbooks.]
- Of all the things we teach our kids, the most important is love of learning. Schools inspire children's natural curiosity and desire to learn.
- No bubble test can measure a kid's curiosity. So much happens at school that shapes our children's tomorrows, and therefore we must instill a love of learning, foster creativity, and teach critical thinking skills. Highly qualified, caring, dedicated teachers ensure that these things happen.

- Ask educators why they work in schools and most will respond instantly: they believe in children. Education isn't just a job, it's a calling. As a teacher, I strive to connect with each child, discover his passions, and unlock her potential. We must ensure every educator has the resources, mentoring, and support every professional needs. We need to create a learning environment with class sizes that enable teachers to connect one-on-one with each student.
- We need to make sure every child's teacher can do an outstanding job. This means ensuring kids come to school with what they need to succeed and educators have the resources, respect and recognition to support their achievements.
- All of our students, regardless of their zip code, deserve the tools and time to learn.
- The chances your child has for success should not depend on winning a charter lottery, affording private school, or living in the right zip code.
- Resourced and cared for public schools are our best bet for setting every student in America off toward a great future.

# HOW TO FRAME THE CONVERSATION

## Defining the Core Value of Public Schools

- 1. Lead with the personal:** Inspiring children's natural curiosity, imagination and desire to learn.
- 2. Then the societal:** Critical to ensuring opportunity, maintaining democracy, and essential to competing in the 21st century.
- 3. Then the role of educators:** Teachers can connect with each child, discover his passions, and unlock her potential.

## Defining the Problem

- Too much focus on standardized tests that take up valuable time for learning.
- Promoting a love of learning is more important than a test score.
- Large classes allow students to slip through the cracks and drop out or graduate unprepared.
- Schools in poorer communities lack funding and resources needed to teach our children well – success should not depend on the zip code you live in.

## Defining the Solution

All our students deserve:

- Funding that allows educators to connect one-on-one with students.
- Well-resourced schools, educators, and community support services like nutrition and health for students who need it most.
- Classrooms that emphasize curiosity and one-on-one instruction, rather than testing, to inspire students' lifelong love of learning.
- Curriculum standards that encourage critical thinking and creativity.

# Messages That Work

## Core Message:

Ask educators why they work in schools and most will respond instantly: they believe in children. Education isn't just a job, it is a calling. Educators strive to connect with each child, discover his passions, and unlock her potential. To do this, our public school teachers need class sizes that allow for one-on-one interaction, up-to-date textbooks, and supportive administrators. We need to make sure every child's teacher can do an outstanding job. This means ensuring kids come to school with what they need to succeed and educators have the resources, respect and recognition to support their achievements.

## Teacher Quality:

We must ensure every educator has the development, resources, and support every professional needs. This means recruiting, training and supporting people who love kids. It means pay that attracts and helps retain the best people for the job. And it means ensuring every person at the front of the room is qualified, caring, and committed. We need standards that ensure anyone who becomes an educator enters our schools ready to reach, teach, and inspire every child.

## Opportunity:

The chances your child has for success should not depend on living in the right zip code. We need to bring effective approaches into every single classroom. If we're serious about every child's future, let's get serious about doing what works. The research is clear: learning opportunities that begin by age 4, safe schools, classes small enough for one on one attention, modern textbooks, well-resourced teachers and community support services like nutrition and health for children who need it. Resourced and cared for public schools are our best bet for setting every kid in America off toward a great future.

## Love of Learning:

We send our children to school for many reasons – a great start to a better future, a safe place to be while we're at work and a chance to be with people very different from you. School is where discovery [childhood] happens. And we need one lesson to stick: love of learning. No bubble test can measure a kid's curiosity. So much happens at school that shapes our children's tomorrows, and therefore we must instill a love of learning, foster creativity, and teach critical thinking skills.