



## Public School Strong Campaign:

School District Organizing to  
Promote, Protect and  
Strengthen Public Education



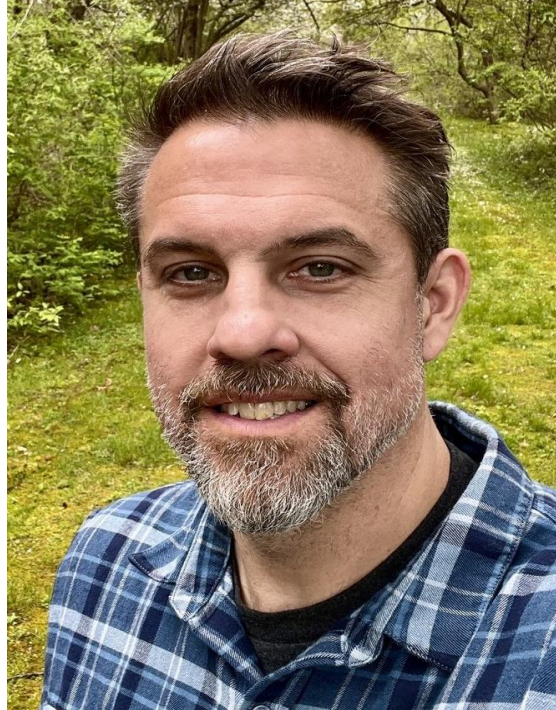
# Ice Breaker



# Presenters



**Dr. Adriane E.L. Dorrington**  
**National Education Association**



**James Haslam**  
**Race Forward**



**Asma Elhuni**  
**Race Forward**





# SESSION OBJECTIVES

By the end of this session, participants will:

- For NEA retired leaders learn about the Public School Strong campaign and lessons from our statewide school district organizing model comprised of diverse partners dedicated to supporting honest, equitable, and fully funded public education foundational to a multiracial democracy.
- See the connections of the local, state and federal attacks on public education and brainstorm ways to apply these lessons in your school district and state.



# Education: A Historical Battleground



# Contributing to Historic & Current Systemic Inequities

- **Unequal Funding**
- **Unfair Disciplinary Actions**
- **Lack of Diverse & Honest Curricula**
- **Racial Opportunity Gaps**
- **Underrepresentation of Black and Brown Teachers**





# Current Political Challenges

- **Cuts of 900 MILLION DOLLARS**
  - Elimination of all education research
  - Elimination of Civil Rights Office
- **Redirecting Public Schools' funds to School Choice**
- **Erasure of honest history**
- **Book Bans**
  - Censorship of select authors and topics



# NEA's Response



**PROMOTE, PROTECT,  
STRENGTHEN PUBLIC  
SCHOOLS**



# Why school board meetings?





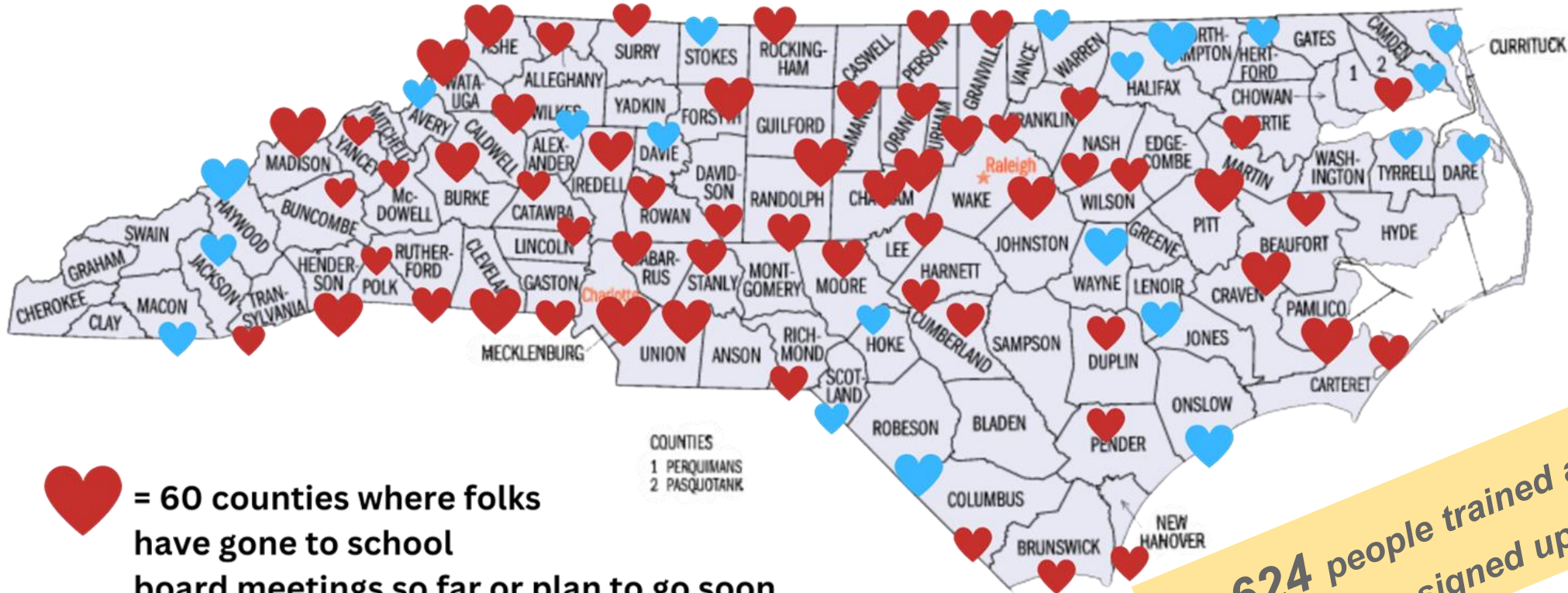



# A movement that started in North Carolina.





# Over 70+ teams built across the state!



 = 60 counties where folks have gone to school board meetings so far or plan to go soon

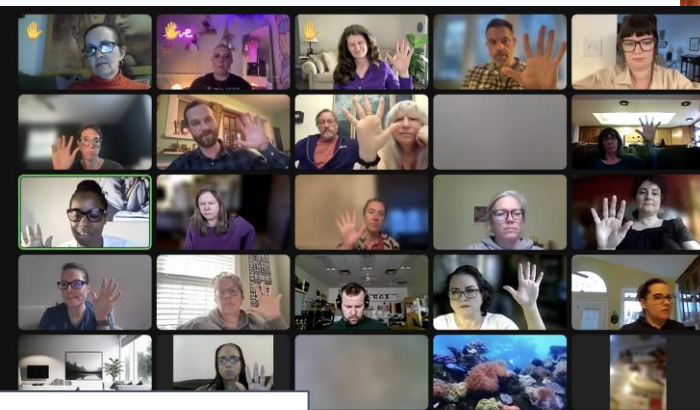
 = 18 new counties that are interested

78 (out of 100) counties so far in some stage of participation!!!!

624 people trained and committed  
Over 50 more signed up for future trainings



# Connecting Our Efforts



**Rally urges Knox Co. Schools to formally oppose state proposal for universal school vouchers**

**Parents, teachers rally against school voucher program**

Public money to help pay for non-public school boards passed resolutions



**Iowa CCI brings 'Public School Strong' campaign to Tama County**

'Iowa is now on a train that is moving really fast'

EDUCATION

OCT 18, 2024

RUBY F. MCALLISTER  
Tama-Toledo News Chronicle  
rhodeker@northtamatelgraph.com



Courtesy: SOCM Public School Strong TN Members



National 'Public School Strong' leader coming to Iowa





# HEAL Power Dozen

**AZ:** Integrity AZ, Save Our Schools - AZ with AZ Students Association

**FL:** Families for Strong Public Schools, FL Student Power Network, Common Purpose, PS 305

**GA:** Georgia Youth Justice Coalition with Migrant Equity Southeast, GA Asian American Voices for Education

**OH:** Honesty For Ohio Education

**IA:** Citizens for Community Improvement with Al Exito and Johnson Parents for Equity & Anti-Racism

**KY:** Kentuckians For The Commonwealth

**MI:** Michigan Education Justice Coalition

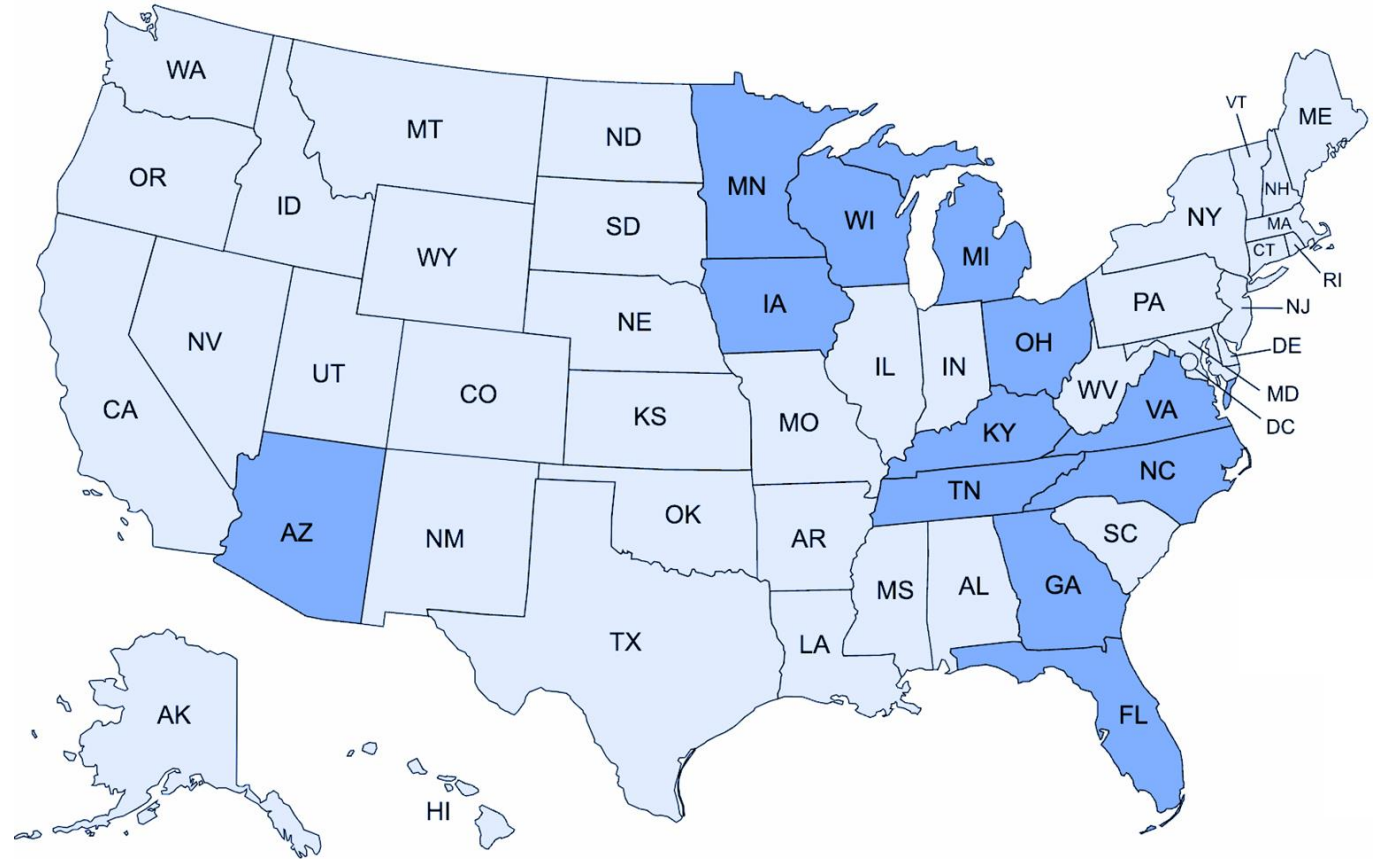
**MN:** Take Action MN and New Justice Project

**NC:** Education Justice Alliance, We Are Down Home NC and CREED

**TN:** SOCM and Tennessee for All

**VA:** New Virginia Majority, WTP, VEA

**WI:** Wisconsin Public Education Network







# Group Share

- **Public Education is under attack!!**
- **You are an Ambassador**
- **Who** could you reach out to from the community and why?
- **What** messaging would you use to reach this group to move into action with you?





# STRATEGIC GOALS:

- **Train new leaders:** Recruit and support a new generation of educator, student, parents and community leaders.
- **Build organizing infrastructure:** To connect local, state and federal policy fights at school board level across urban, suburban and rural communities.
- **Shift the narrative:** Elevate the importance and broad multiracial and multigenerational support for public education.



Get Connected on the PSS Organizing Platform

**HEALtoWin.org/Take-action**

*Browse By State / District*

Alabama



*Browse All*

Join local groups and RSVP for in-person and virtual events. You can also [view all groups](#) or [view all events](#).

Zip code or city



EVENTS

LOCAL GROUPS

Show advanced filters

Nov 14, 2024

7:00 pm — 8:30 pm EST

NC PSS Orientations

NC



# Steps You Can Take

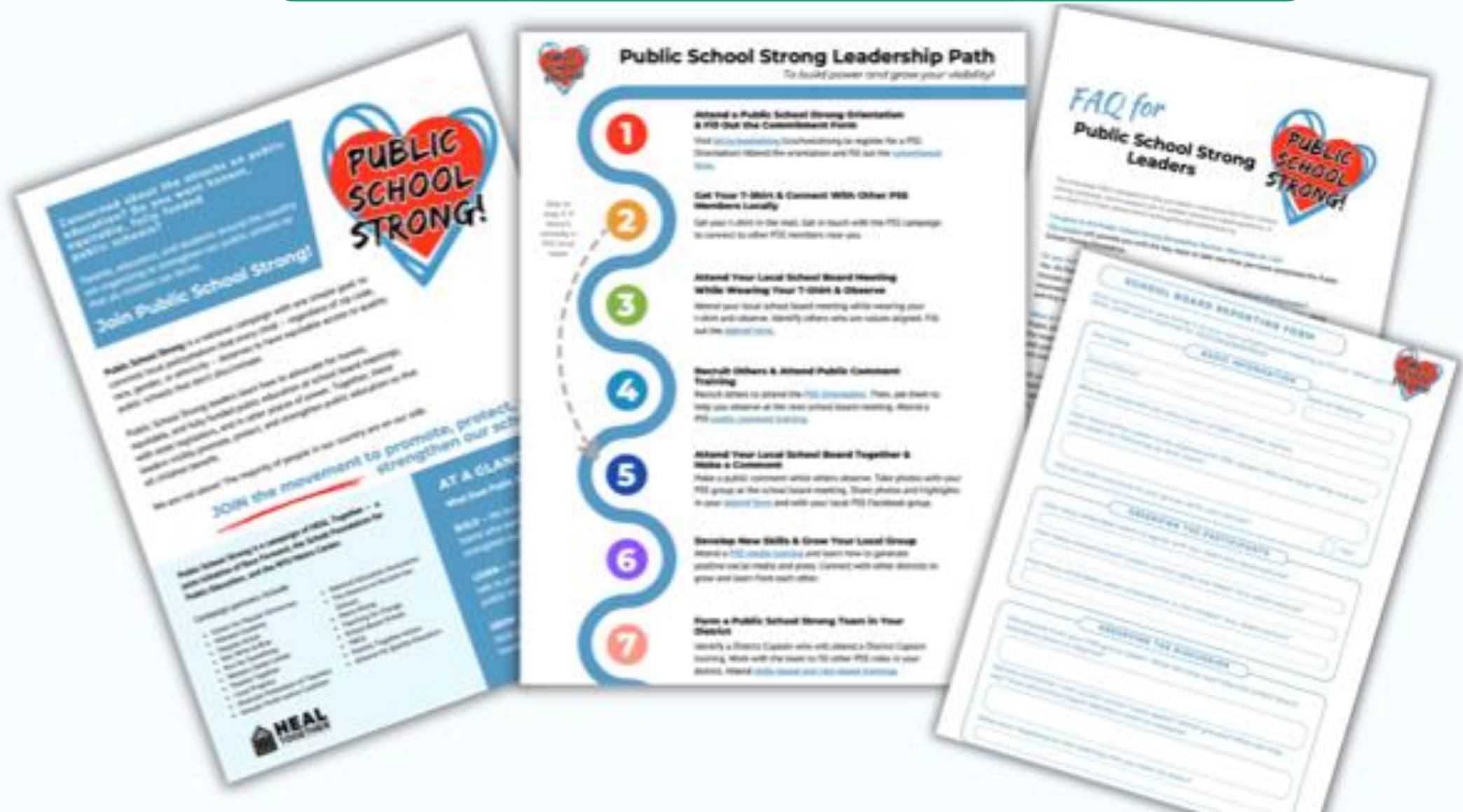


- ✓ ☐ **Attend an Orientation**
- ☐ **Observe School Board Mtgs** + report back using Observation Form
- ☐ **Invite others to join you** on the PSS platform
- ☐ **Attend school board meetings in your shirts.** +post a selfie!
- ☐ **Speak up** in public comment, letters to editor, or press releases.
- ☐ **Create events/petitions** to engage larger community.
- ☐ **Get a resolution passed** by your school board





# PSS Campaign In A Box



# Public School Strong Ambassadors:



**PUBLIC  
SCHOOL  
STRONG!**

- Experienced educational leaders
- Understands the role & power of school boards
- Views public education as foundational to our nation
- Dedicated to promote, protect & strengthen public education
- Knows how to build and nurture partnerships




# Public School Strong Ambassadors:

- Receive
  - training and resources to be effective and confident as Ambassadors.
- Recruit
  - parents, educators, students and community members to start or join PSS teams.
- Time Commitment
  - 1-2 hours/week dedicated to building and supporting PSS Teams








#PUBLICSCHOOLSTRONG

POWERFUL PUBLIC  
COMMENT TRAINING



NEW!

SOLIDARITY 2025  
VIRTUAL TRAINING SERIES

Register today!  
[bit.ly/Solidarity2025](https://bit.ly/Solidarity2025)



Thursday, October 17th

ADVANCING RACIAL  
EQUITY IN EDUCATION

#PUBLICSCHOOLSTRONG

GRASSROOTS  
MEDIA TRAINING!





# Group Picture

