

*ea* CHOICE

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VP of Communications

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**What does EdChoice  
support and stand for?**

*The EdChoice mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society.*

# WORDS THAT WORK

*Messaging school choice in a  
challenging political environment*



OUR STUDENTS ARE WORTH IT!  
INVEST IN OUR FUTURE!

Fund Education Properly!

educators like they care for your child.  
❤️

This is lesson #1? How quickly will you learn?

#RedForEd  
Our kids deserve Better!  
Better pay will keep and attract highly effective Teachers!

ARIZONA EDUCATORS UNITED #REDFORED

ARIZONA EDUCATORS UNITED #REDFORED

#RED FOR 2

because it's worth it!  
I AM the FUTURE!  
#REDFORED

All teachers left BEHIND!  
#raisesnotlies

The Future of Arizona is in my Classroom

TEACHERS  
SUPER OUR TEAM

Here's what one lawmaker thought  
(and didn't keep in his head):

**“I'm not voting for another  
stinking measure when they're  
acting the way they're acting.”**

# And here's what happened:

## Oklahoma teacher announces she will run for office following representative's controversial Facebook video

POSTED 8:23 AM, APRIL 4, 2018, BY [DALLAS FRANKLIN](#), UPDATED AT 01:25PM, APRIL 4, 2018

 FACEBOOK 4K+

 TWITTER

 PINTEREST

 LINKEDIN

 REDDIT

 EMAIL

OKLAHOMA CITY – An Oklahoma teacher has announced she will run for office following a representative's controversial Facebook video.

Last week, Gov. Mary Fallin [signed a bill that raises teachers' salaries](#) by an average of \$6,100. It also gives \$1,250 raises for support staff and adds \$50 million in education funding.

Teachers said the bill doesn't do enough to restore funding to classrooms, especially after [lawmakers worked to repeal](#) a part of the measure that was expected to generate \$50 million.



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What you think about school choice  
almost certainly depends on how  
you've heard people talk about it.





Randi Weingarten  
President, AFT

**Group therapy:** Let's see what the  
Twitter machine has to say about  
school choice...



**EdChoice**  @edchoice

Aug 15

Our own @mremoryfedwards shares his family's experience navigating #schoolchoice for his own child from start to finish. His final point is paramount. [medium.com/educationchoic...](https://medium.com/educationchoic...)

 3  7  24 



**scrumfy**  
@scrumfy5

Replying to @edchoice @mremoryfedwards  
Get this propaganda off my feed,  
scumbags

3:30am · 19 Aug 2019 · Twitter for iPhone





**EdChoice**  @edchoice Aug 5

Calling all parents of school-aged kids! Think about your experiences with your child's schooling, other parents etc.

In one sentence, reply with something you are sick of hearing.

I'm sick of \_\_\_\_\_.

 73  12  32 



**NoName**  
@StDruther

Replying to [@edchoice](#)

tired of hearing public schools are crap. public schools are not crap, public schools are UNDER FUNDED.

looking forward to the day that education receives all the money it needs and the pentagon has to hold a bake sale to buy a bomber.

12:09pm · 11 Aug 2019 · Twitter for Android



**EdChoice**  @edchoice

Aug 7

Need a record of last month's state [#schoolchoice](#) happenings? Our brief roundup has you covered: [edchoice.org/blog/brief-sch...](https://edchoice.org/blog/brief-sch...)

 8  12  26 



**Phys4all**  
@txfizixteach

Replying to [@edchoice](#)

More diverting money from the public into private coffers. So, who is getting the money? Who owns edchoice?

9:30pm · 12 Aug 2019 · Twitter for Android





**Anne Hartley** @ahartley98 2d

Replying to @ahartley98 @edchoice a...  
Other than @WaltonFamilyFdn, I would also look to Heritage and Cato, where @edchoice gets its fellows: co-author of the FL Tax Credit Scholarship parent survey (peer-reviewed by FL's #voucher manager @StepUp4Students), and author of the @edchoice testing article you referenced.

e Fellow, Heritage

Fellow, Senior Ko

   2 



**Anne Hartley**  
@ahartley98

Replying to @ahartley98 @edchoice and 11 othe...  
Why the silence and secrecy? Why are they so defensive when we point out the nature of their work? Why won't they real it's scope?

6:19am · 26 Aug 2019 · Twitter Web App

**Reality:** If we want to change the way people view the issue, we have to change the way they think about it.



CHOICE GOES WAY BEYOND  
URBAN AREAS AND  
LOW-INCOME FAMILIES.

CHOICE IS A  
GENERATIONAL  
THING.

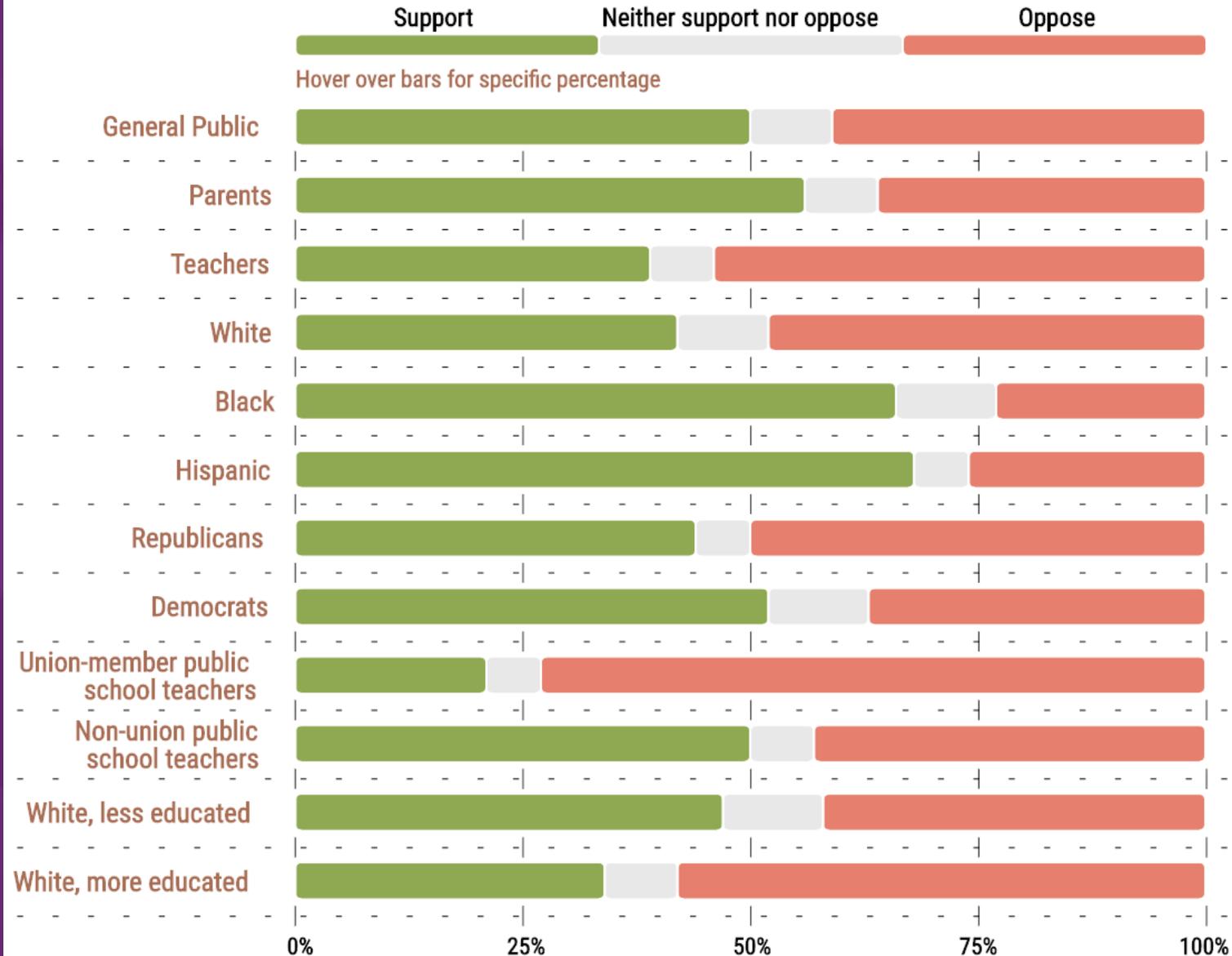
CHOICE IS DEEPLY  
PERSONAL.

Let's take a look at what we know  
about how *real people* view school  
choice.

**Who likes it?**

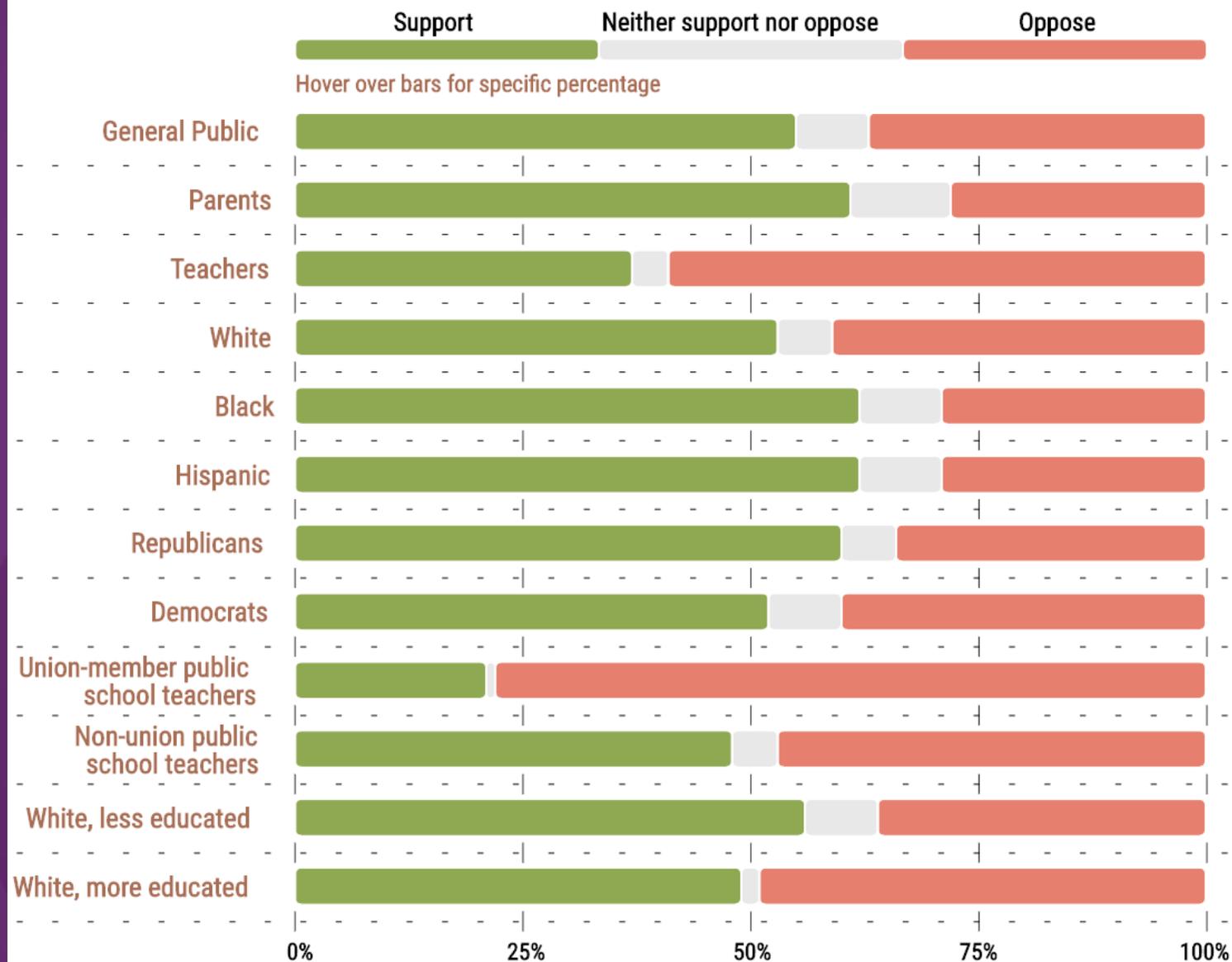
# EdNext 2019 Poll: Support for Low-Income Vouchers

*A proposal has been made that would give low-income families with children in public schools a wider choice, by allowing them to enroll their children in private schools instead, with government helping to pay the tuition. Would you support or oppose this proposal?*



# EdNext 2019 Poll: Support for Universal Vouchers to Help All Families

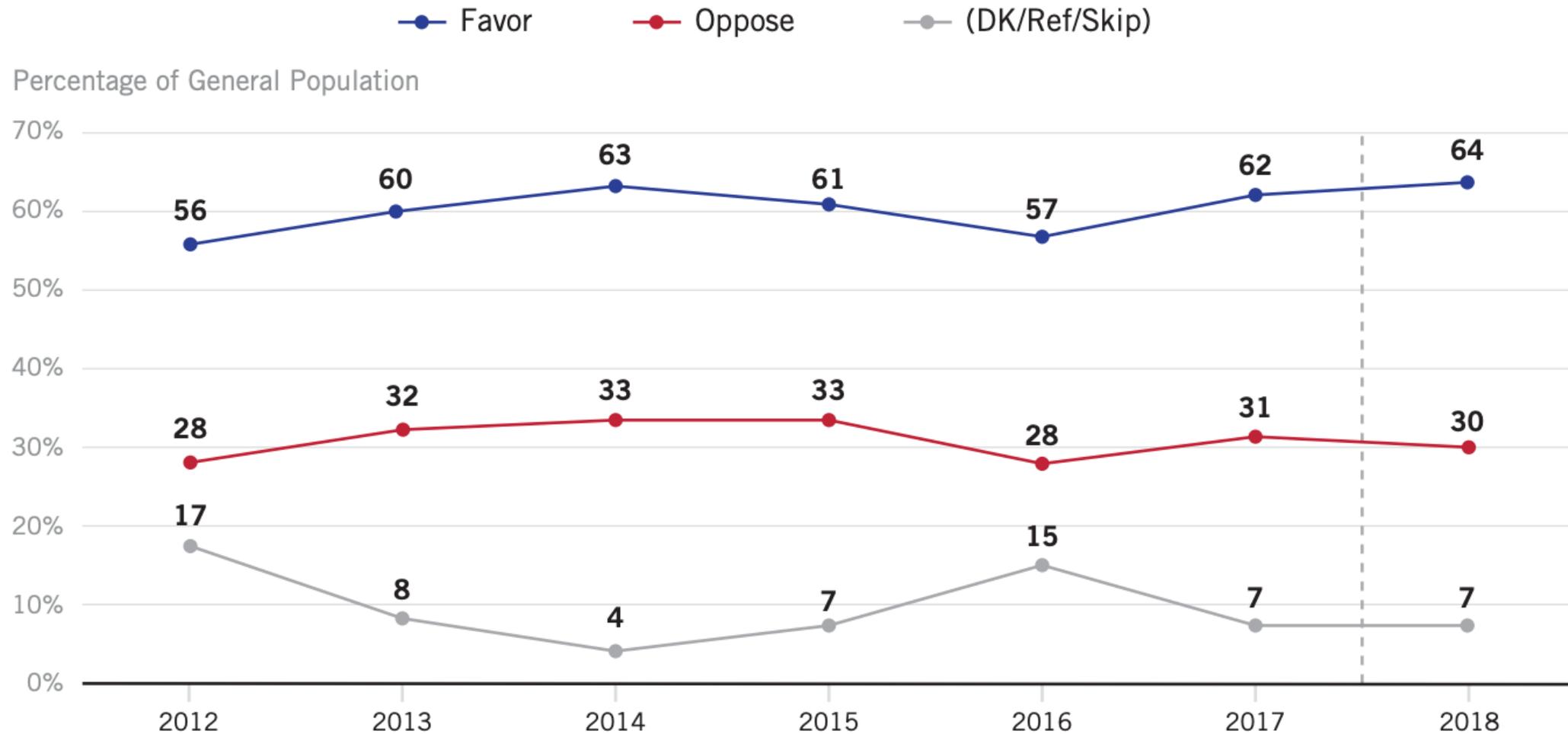
*A proposal has been made that would give all families with children in public schools a wider choice, by allowing them to enroll their children in private schools instead, with government helping to pay the tuition. Would you support or oppose this proposal?*



**FIGURE 23**

## The Public's Views on School Vouchers, with Description, 2012–2018

*Over the last six years Americans have consistently supported school vouchers at a level twice that of the opposition.*



*Notes:* Phone-only survey results shown for 2012–2017. Mixed-mode results (online and phone) shown for 2018. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

*Sources:* EdChoice, *2018 Schooling in America Survey* (conducted September 25–October 7, 2018), Q21; EdChoice, *Schooling in America Survey, 2016–2017*; Friedman Foundation for Educational Choice, *Schooling in America Survey, 2013–2015*.

■ Regular Public School ■ Charter School ■ Private School ■ Home School ■ (DK/Ref)

All Respondents  
(Composite A/B)



Actual Enrollments



If that's what the polling shows, why do people have such a visceral reaction to the phrase "school choice"?



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The Future of Arizona is in my Classroom

#RedFor2

Super our TEAM

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ARIZONA EDUCATORS UNITED #REDFORED

We've been talking about it wrong for  
more than a quarter of a century.

**So let's fix that, please.**

We told people their  
schools were terrible.

**They didn't appreciate that  
one bit.**

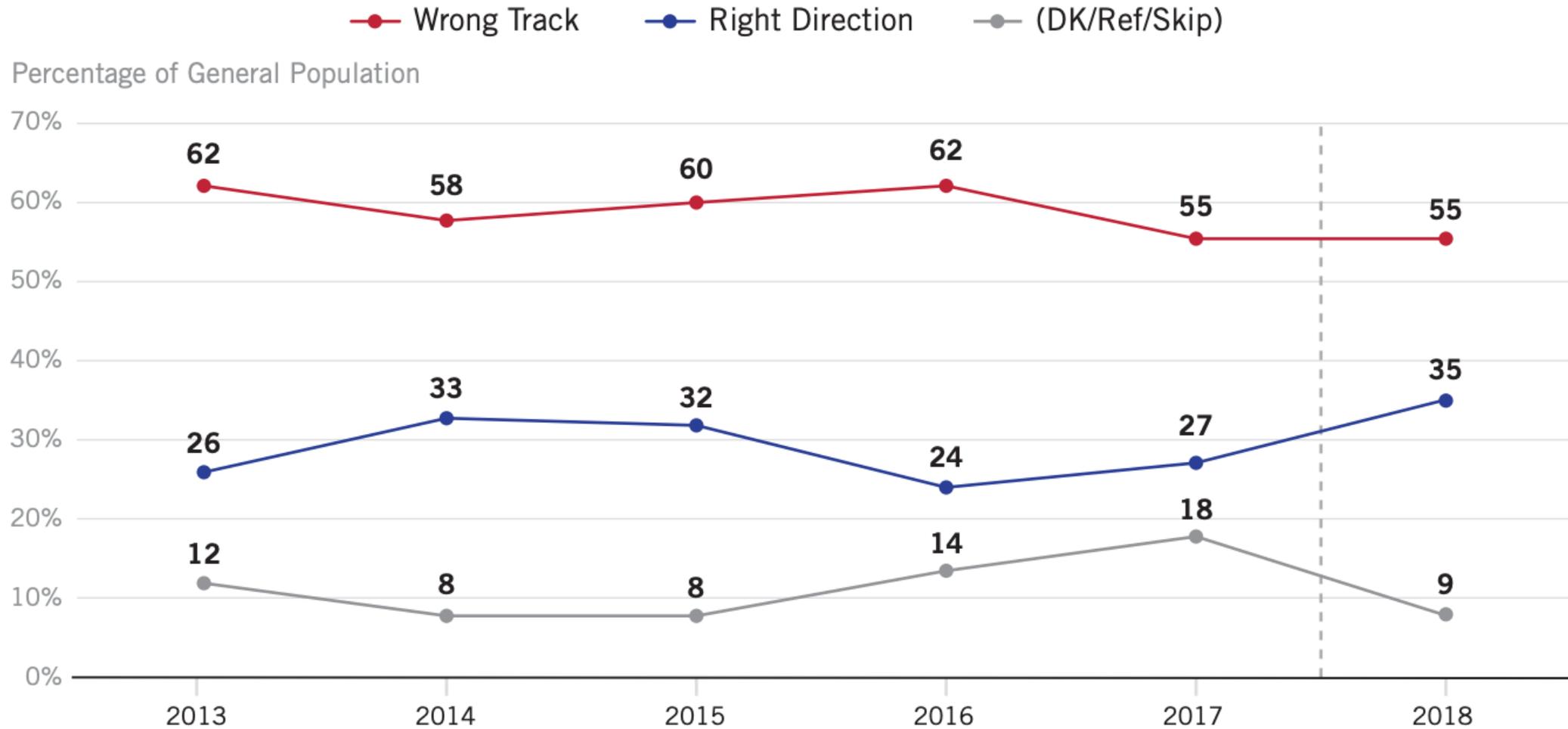
# The Congressional Effect



**FIGURE 1**

## The Public's Views on the Direction of K–12 Education, 2013–2018

*About a third of Americans believe K–12 education is heading in the right direction—an eight-point increase since last year. More than half still say K–12 is on the wrong track.*



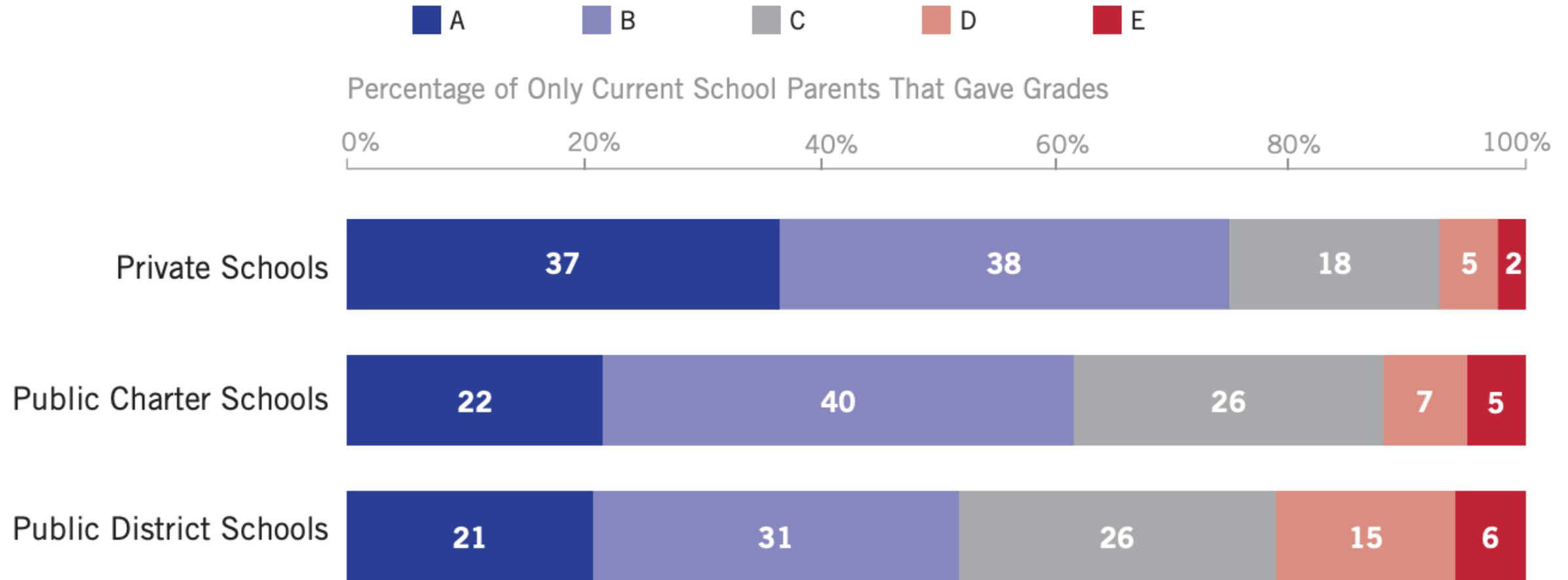
*Notes:* Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

*Sources:* EdChoice, *2018 Schooling in America Survey* (conducted September 25–October 7, 2018), Q1; EdChoice, *Schooling in America Survey* (2016–2017); Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015.

**FIGURE 8**

## How Current School Parents Grade Their Local Schools

*Current school parents are much more likely to rate their local private schools with an "A" or "B" (75%) compared to ratings of public district schools (53%).*



*Notes:* Volunteered "Don't Know" and "Not Applicable" responses not shown nor reflected in this chart. Sample sizes vary by school type: Private Schools (N = 346); Public Charter Schools (N = 330); Public District Schools (N = 520).

*Source:* EdChoice, *2018 Schooling in America Survey* (conducted September 25–October 7, 2018), Q15.

So, how do we dig ourselves  
out of this hole and start  
changing hearts and minds?

# BACK TO THE BASICS

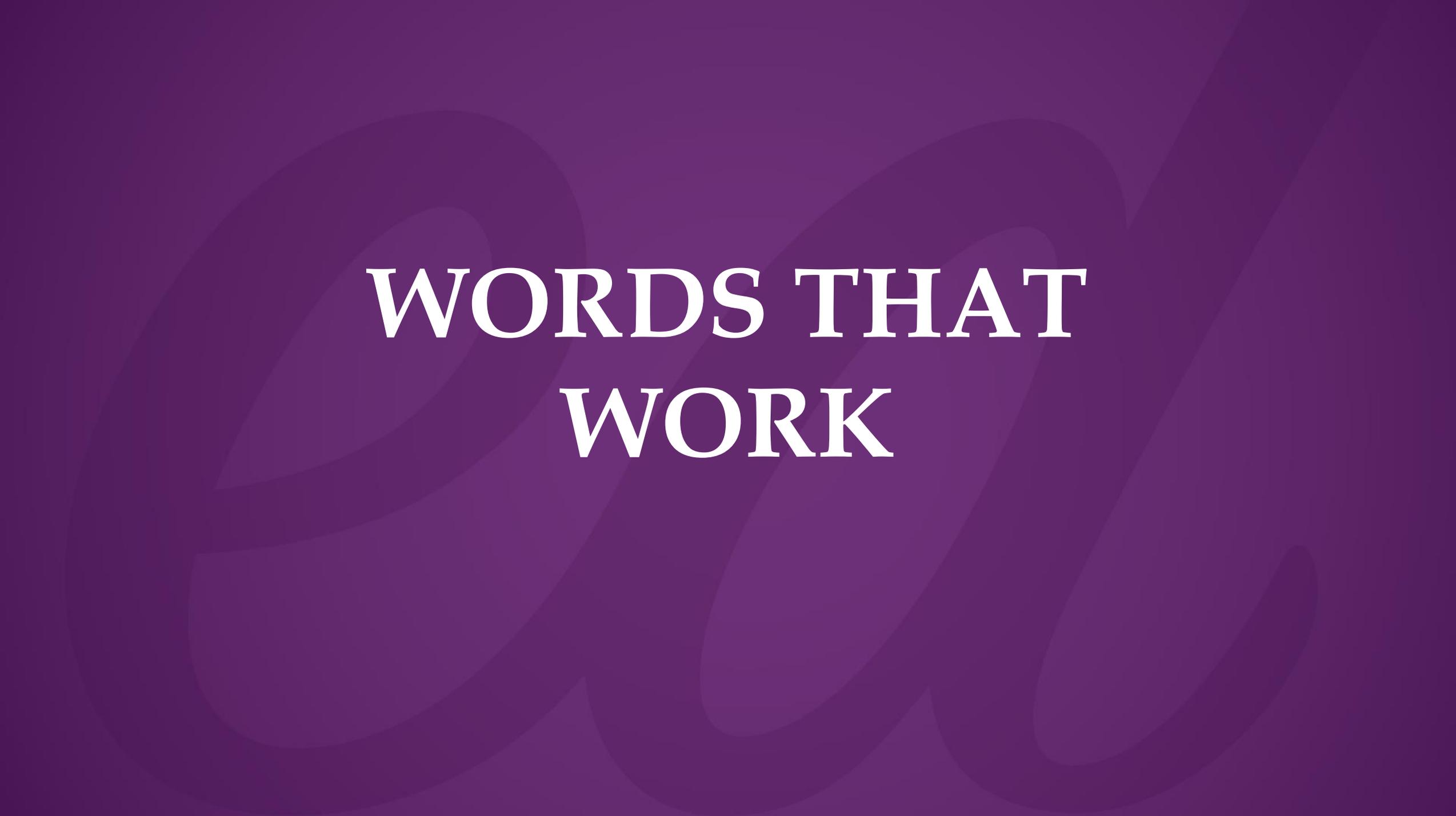
People have no idea what  
“school choice” is — or how  
they’re using it.

# What is School Choice?

## THE DEFINITION

School choice allows public education funds to follow students to the schools or services that best fit their needs—whether that's to a public school, private school, charter school, home school or any other learning environment parents choose for their kids.

Watch the video below to see how an educational choice system works.



# WORDS THAT WORK

**OPPORTUNITY**

(not competition)

**ASSIGNED or  
DISTRICT SCHOOLS**  
(not government schools)

**SCHOOLING**

(not school)

**LOW-INCOME**  
(not poor)

# NOT MEETING NEEDS

(instead of failing)

**PRO-TEACHER**

(not anti-union)

# PARENTAL EMPOWERMENT

(is basically everything)

What's the biggest asset we  
can deploy in this  
conversation?



Always use the  
**Platinum Rule.**

Treat other people the way  
*they* want to be treated.

When all else fails,  
**ask more questions.**

What does  
“fairly”  
mean to  
you?





What situations  
are you facing  
back home?





**WE ARE HAPPY  
WARRIORS!**



**Jennifer Wagner**

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