

ea CHOICE

Jennifer Wagner

VP of Communications

jennifer@edchoice.org

**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.

THE STATE OF CHOICE & 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!

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

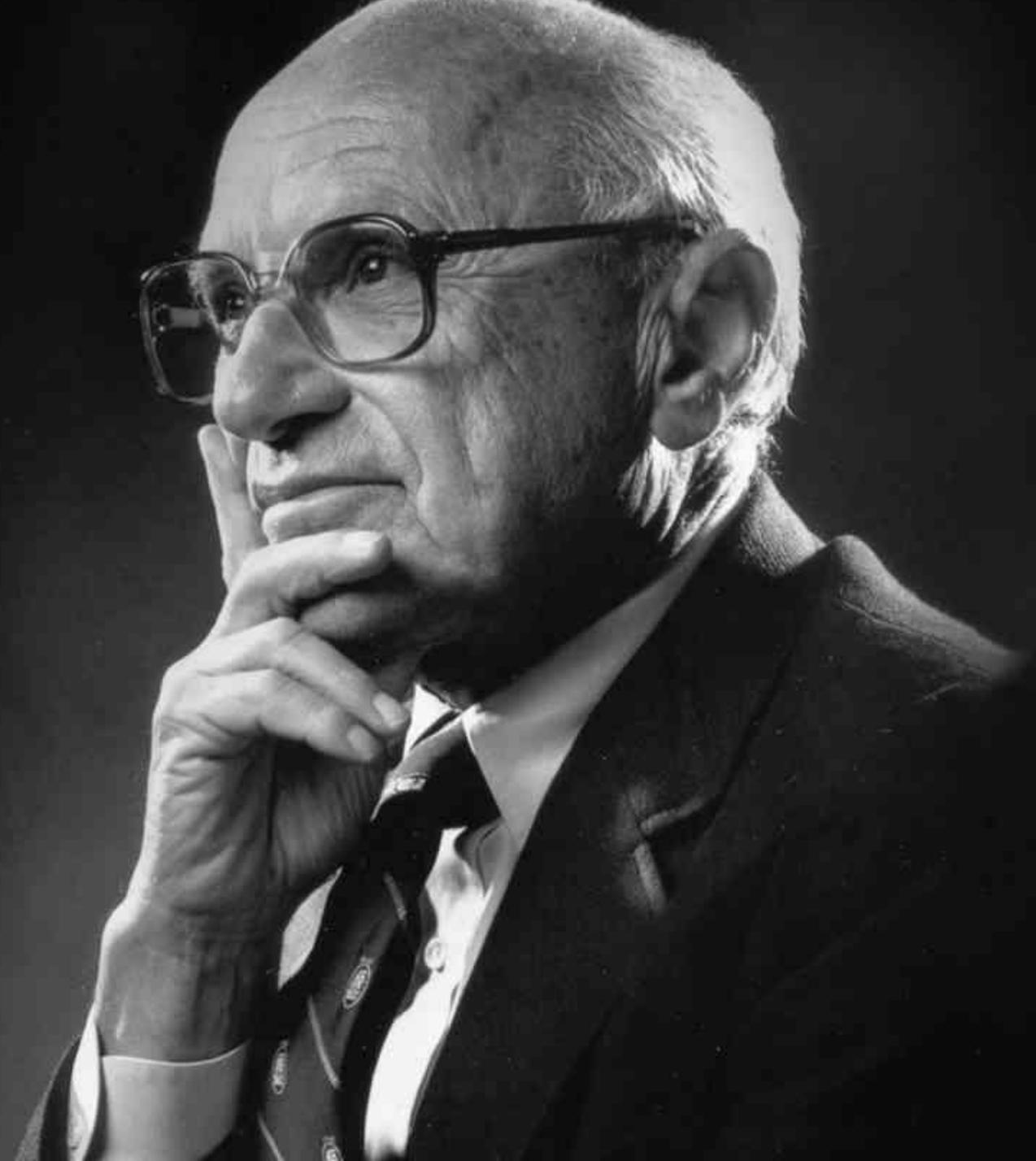
All teachers left BEHIND!
#raisesnotlies

The Future of Arizona is in my Classroom

#RedFor2

Super our TEAM

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





Randi Weingarten
President, AFT

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.

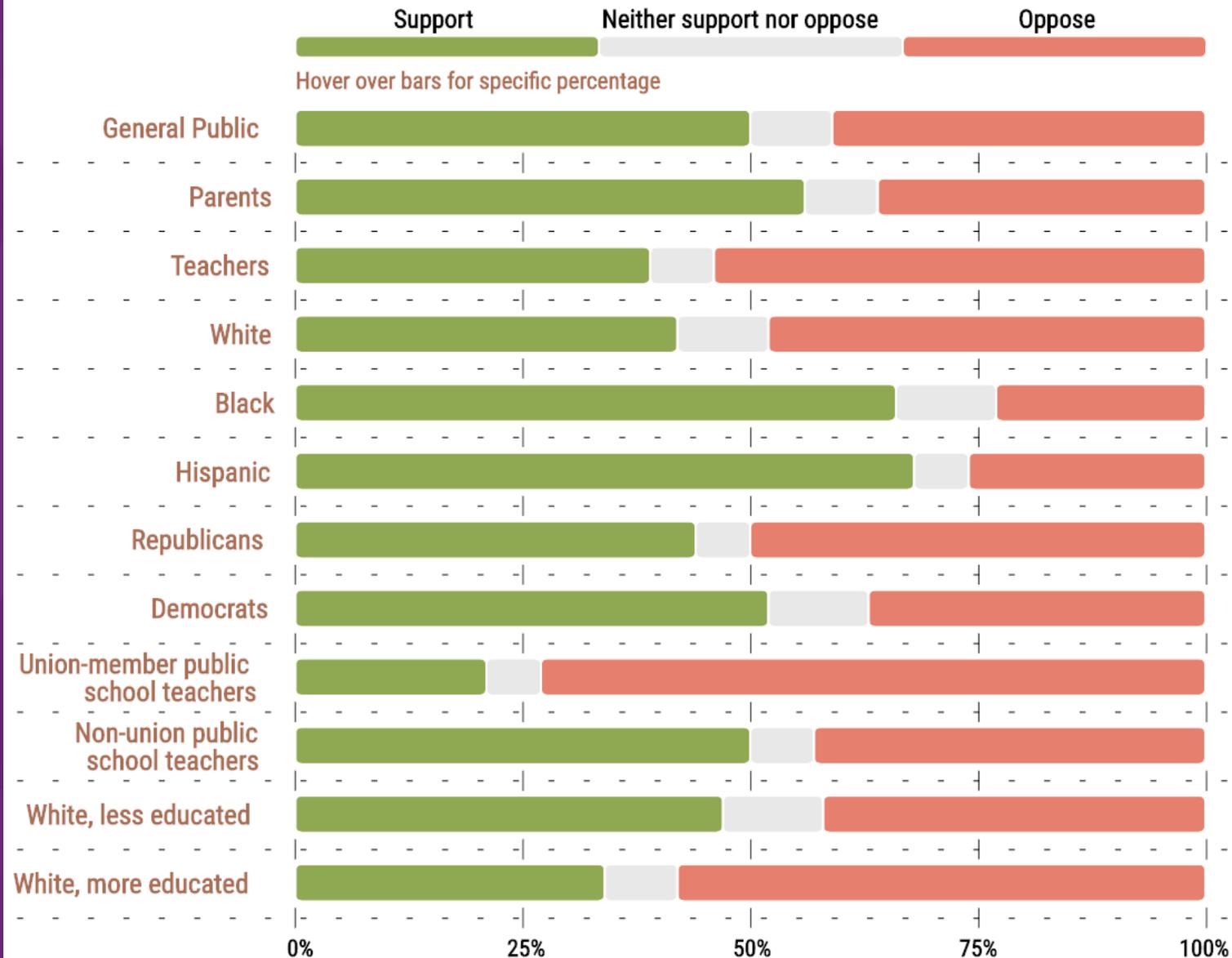
CHOICE IS DEEPLY
PERSONAL.

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?

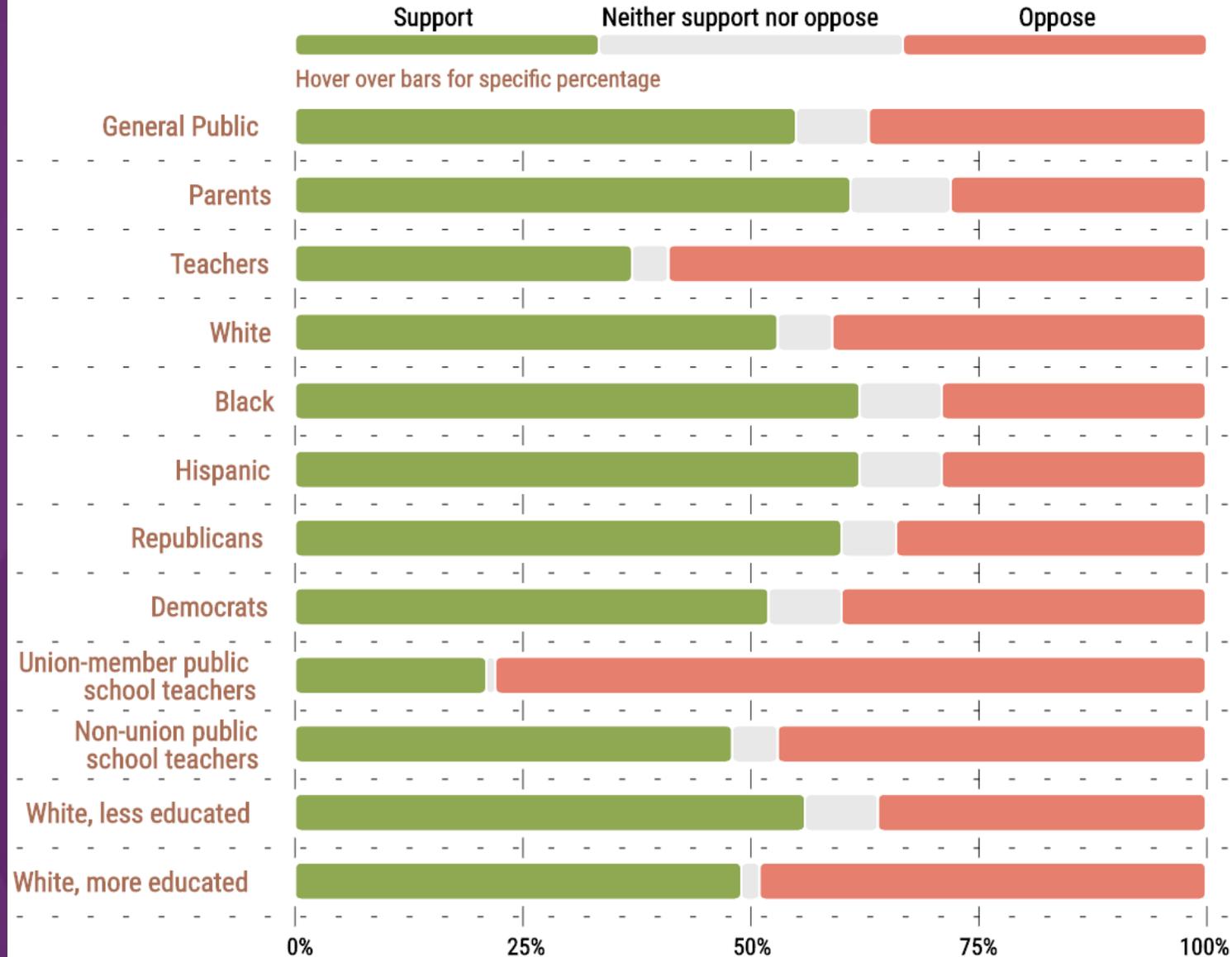
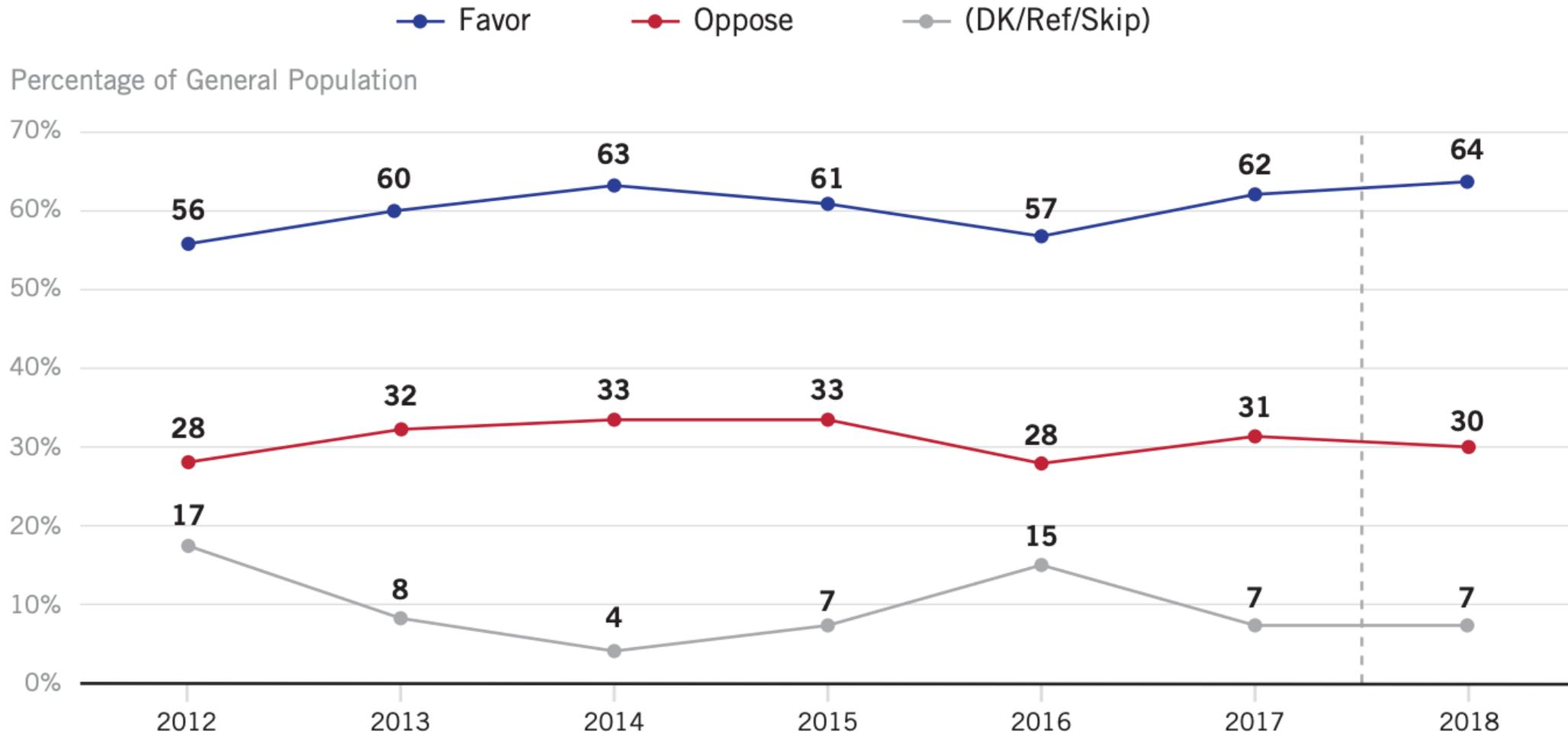


FIGURE 23

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*.

**Support for school choice
is high.**

**Parents are not getting
what they deserve or want.**

■ 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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0% Raise

For 2

ARIZONA EDUCATORS UNITED #REDFORED

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

All teachers left BEHIND!
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TEACHERS ARE THE SUPERHEROES OF OUR TIME

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.**

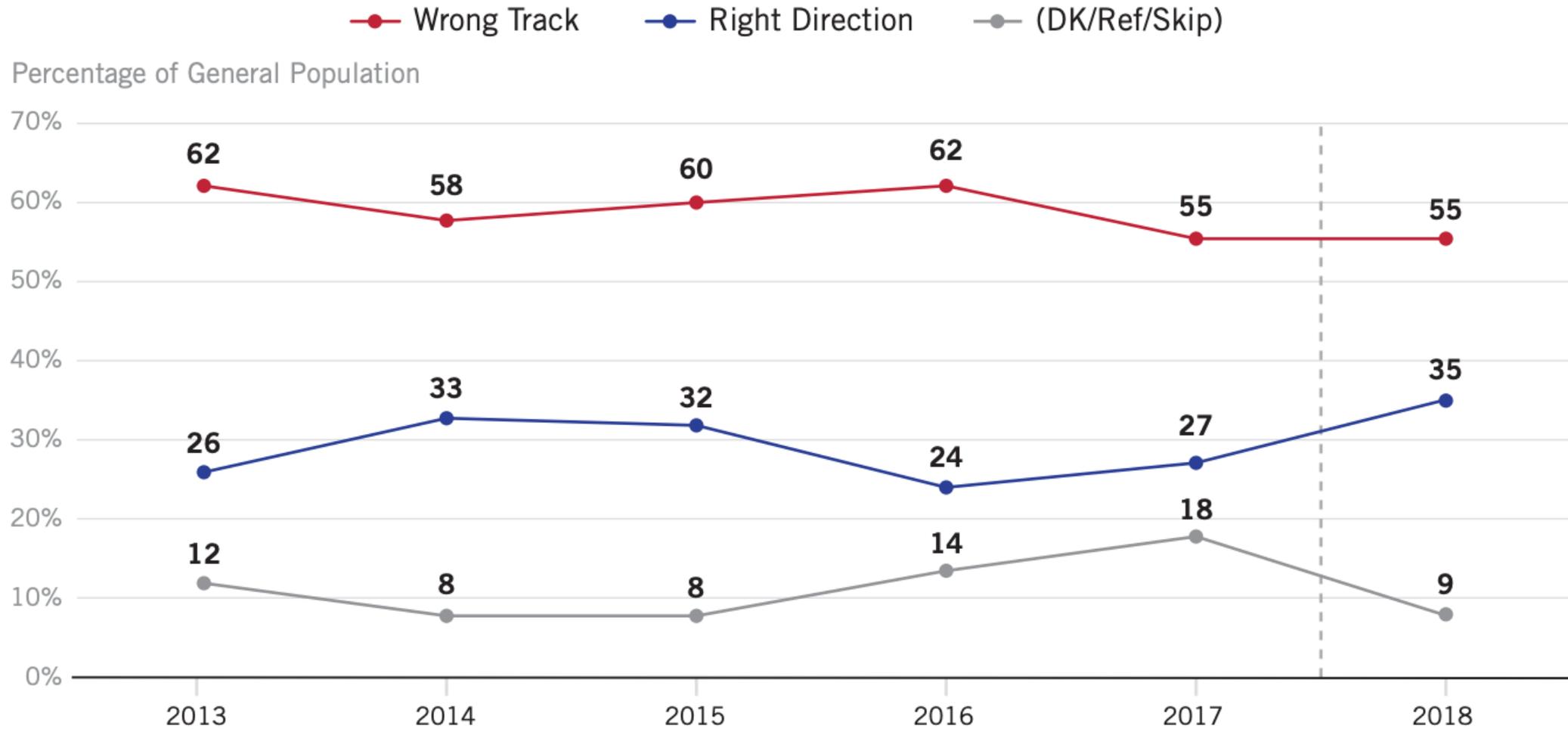
The Congressional Effect



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.



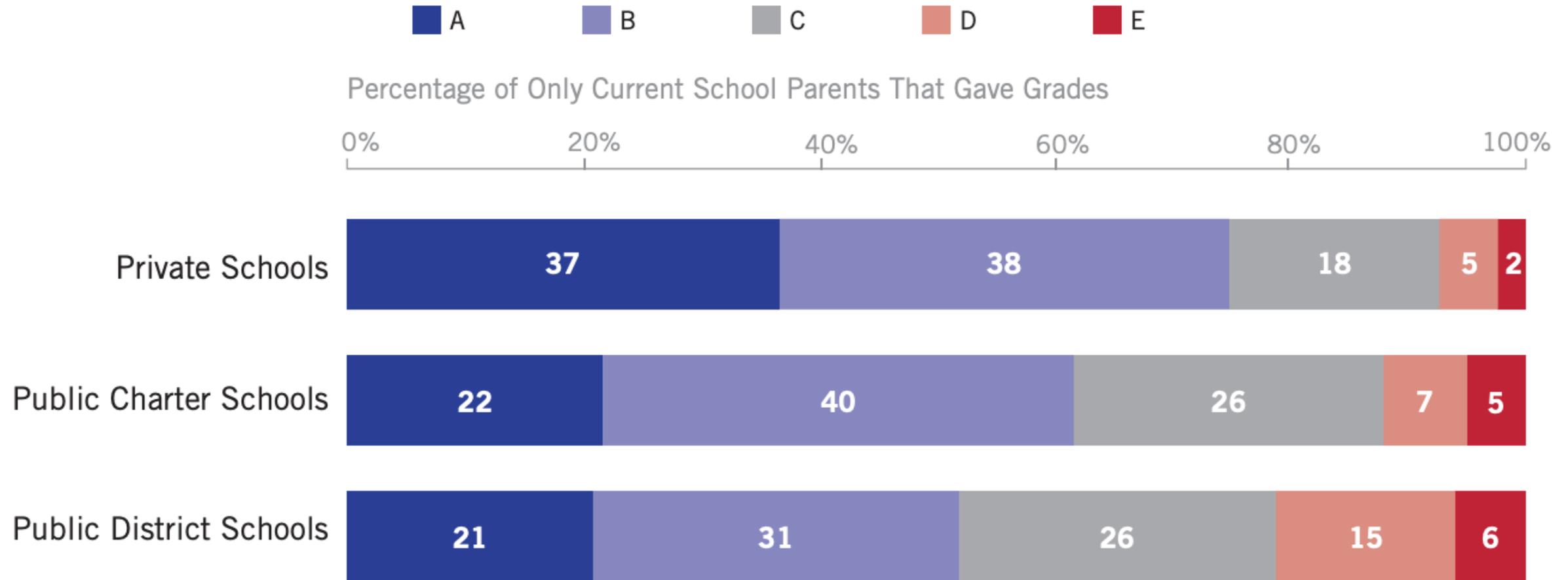
Notes: Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

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.

The background is a solid purple color with faint, large-scale cursive text in a lighter shade of purple, possibly the word 'Eloquent', which is partially obscured by the main text.

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?



**But not everyone loves
choice, so we have to have
a conversation.**

Assume good
motives.

Sell the benefits
of choice.

Always keep an
open mind.

Be kind.



Remember 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?



You'll leave here today
with tips and tricks to help
you tell your story.

WE WANT TO HELP!

Message development

Press releases

Op-eds and LTEs

Social media and email planning

Reporter lists

Radio and TV scripting

Website design and development

Additional trainings

Webinars



**WE ARE HAPPY
WARRIORS!**



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