

A RESOLUTION SUPPORTING THE NORTH CAROLINA ASSOCIATION OF SCHOOL ADMINISTRATORS' PUBLIC RELATIONS CAMPAIGN: BUILDING SUPPORT FOR PUBLIC SCHOOLS

Whereas, it is time for public schools in North Carolina to step up in a concerted effort and tell their stories – how our teachers and schools are changing lives; how our public schools are enjoying great success in preparing our students for the future; why public schools are foundational to the future of our communities and our state; and

Whereas, despite the media and political criticism of public schools that has increased since the publication of the 1983 landmark report “A Nation at Risk” that called for sweeping reforms to public education and teacher education, the facts confirm that our public schools are more successful than ever in achieving the mandate of educating all children and preparing them to compete on a global stage; and

Whereas, the North Carolina Association of School Administrators (NCASA), in collaboration with the North Carolina School Public Relations Association, is launching a year-long campaign to improve the perception of public schools to ensure that they remain strong and viable not only for the students they serve but also for those they will educate in the future; and

Whereas, the campaign’s logo, “North Carolina Public Schools: Every Child’s Chance... Every Community’s Future,” will help spread the right perception that our public schools are open to any and all; they serve both the most profoundly disabled student and the most gifted child; and the future and well-being of our communities is dependent upon ongoing delivery of a free and quality public education; and

Whereas, the campaign will include, in addition to this logo, numerous other elements including (i) a website, everychildschancenc.org, (ii) the celebration of the 175th anniversary of the state’s enactment of the first common school law establishing the principle of combined state and local funding for public schools, and the opening of the first public school under that law, (iii) banners, (iv) videos, (v) success stories and N.C. Stars, (vi) PowerPoint, Fact Sheet and Talking Points, (vii) billboards, (viii) press releases, (ix) public service announcements, (x) student competitions, and (xi) ideas for activities at the local level; and

Whereas, the goals of this campaign of enhanced public outreach are to create an understanding of how public education supports the financial health of North Carolina, defeat the myth that “public schools are broken,” and instill the conviction that traditional public schools are an outstanding resource for North Carolina students and families; and

Whereas, collectively, our public school leaders, personnel and supporters must urge all sectors of the public to “Support Public Schools,” and this call to action must begin a groundswell of support and respect for public education that resonates with parents, business leaders, media, and elected officials at local, state and national levels of service;

Now, therefore, **Be it Resolved:**

SECTION 1. Partner agrees to actively promote and support NCASA’s campaign “Support Public Schools” without tying it to any political agenda or distorting its messaging in any way.



SECTION 2. NCASA agrees to list Partner on the campaign website and in supporting materials. In addition, NCASA agrees to provide Partner with the campaign logo, specific elements of the campaign, such as a frequently asked questions document and a Power Point Talking Points/fact sheet about public school successes, and other information that Partner may use to support and promote the campaign.

SECTION 3. Partner, if a school district, will designate a primary contact for the duration of the campaign to encourage ongoing local participation and outreach.

SECTION 4. This Resolution is effective upon adoption.

Resolution Adopted:

_____ Partner/Entity
_____ Authorized Signature
_____ Printed Name & Title
_____ Date

_____ NCASA
_____ Authorized Signature
_____ Printed Name & Title
_____ Date