

the Promise OF OREGON

2016: Let's Dream Bigger

WHAT IS IT? “The Promise of Oregon” was launched in November 2014 as a public education support campaign based on two defining principles: First, today’s students are Oregon’s greatest natural resource. Secondly, we as Oregonians must invest in our public schools so the next generation can reach its potential. The campaign aims to create a groundswell of public support for K-14 education, in hopes of meeting our 40-40-20 goals and lifting student achievement and graduation rates.

WHAT IS ITS REACH? In less than a year, the Promise campaign has generated 3,500 Facebook likes, 4,800 unique users reached through Facebook and Twitter, and 3.8 million impressions on Twitter and Facebook. More than 6,800 people signed a Promise online petition, and 127 school boards adopted a resolution supporting the campaign.

WHERE IS IT GOING? Building on its success in the 2015 legislative session, the campaign will continue to advocate for adequate and stable education funding. It will also continue to celebrate student success, and in particular those programs that boost student achievement.

HOW WILL IT GET THERE? The Oregon School Boards Association, along with its contractor, Blue Chalk Media, has created a dedicated website and social media channels on Facebook, Twitter and Instagram. In 2015-16, five thematic videos, along with dozens of shorter video clips and still images of students, will be disseminated through those means, as well as through mainstream media and direct messaging from OSBA members, schools and their contacts. Students and parents will be encouraged to post their own photos and videos demonstrating why they constitute “The Promise of Oregon.” Programs that have been successful in increasing student achievement will be highlighted, demonstrating the positive result of investing in our schools. Districts will again be asked to feature “Promise Kids” in their own schools.

HOW CAN LOCAL BOARD MEMBERS AND OTHERS BUILD ON 2014-15 SUCCESSES? Board members, administrators and other advocates can spread the word through social media and community groups, and engage legislators in 2016. Board members and administrators are strongly encouraged to adapt the Promise to their districts, sponsoring a “Promise Kid” of the day or week, and promoting/hosting student-created “I am the Promise of Oregon” photos and videos on district websites. Finally, you can engage community groups by highlighting district Promise students, building community support for student achievement.

Website: www.promiseoregon.org

Twitter and Instagram: @PromiseOregon

Facebook and YouTube: ThePromiseofOregon

