

the Promise OF OREGON

WHAT IS IT? “The Promise of Oregon” is a public education support campaign based on two defining principles: Today’s students are Oregon’s greatest natural resource. Accordingly, we as Oregonians must invest in our public schools so the next generation can reach its potential. Join us – our state’s future depends on it!

WHERE IS IT GOING? The “Promise” 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. As the campaign moves into the 2015 legislative session, it will advocate for funding levels necessary for all of Oregon’s students to compete in the 21st century world economy.

HOW WILL IT GET THERE? Along with its contractor, Blue Chalk Media, the Oregon School Boards Association has created a dedicated website and social media channels on Facebook, Twitter and Instagram. 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.” Celebrity endorsers will discuss how public education in Oregon changed their lives, and the importance of investing back into schools. Districts will be encouraged to feature “Promise” kids in their own schools. In 2015, the campaign will create opportunities for direct contact between school board members and other education advocates and their elected state legislators.

HOW CAN LOCAL BOARD MEMBERS AND ADMINISTRATORS SUPPORT IT? Local boards can pass a resolution in support of the campaign – the sooner the better. The campaign’s success also depends upon board members, administrators and other advocates spreading the word through social media and community groups, and engaging legislators in 2015.

Website: promiseoregon.org

Twitter and Instagram: @PromiseOregon

Facebook and YouTube: ThePromiseofOregon

