

the Promise OF OREGON



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. Second, 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 lifting student achievement and graduation rates and assuring full and sustainable education funding.

WHAT IS ITS REACH? Since its inception, the Promise campaign has gained 7,036 Facebook fans and generated 69,200 engagements (reactions, shares, comments) and 11.5 million impressions across Facebook, Twitter and Instagram.

WHERE IS IT GOING? Building on its success in the 2015 and 2017 legislative sessions, the campaign will continue to advocate for adequate and stable education funding. It will also support the efforts of the “Oregonians for Student Success” campaign to achieve revenue reform in 2019.

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. Districts will again be asked to feature “Promise Kids” in their own schools. These portrayals of Oregon students and their aspirations will help support advocacy for sustainable public school funding.

HOW CAN LOCAL BOARD MEMBERS AND OTHERS BUILD ON SUCCESSES? Board members, administrators and other advocates can spread the word through social media and community groups and engage legislators in 2019. 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.

2018-19: OREGON STUDENTS DESERVE

REVENUE REFORM

FOR MORE INFORMATION OR GUIDANCE, CONTACT US AT
info@promiseoregon.org | www.promiseoregon.org

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