

ESSA Media Toolkit: Communications for the New Law PTA and the Every Student Succeeds Act (ESSA)



Overview:

It is important to encourage more parents and families to get involved in the ESSA implementation process. To help state and local PTAs in this effort, National PTA has put together this media toolkit, which contains sample graphics and messaging you can use to promote National PTA's Every Student Succeeds Act (ESSA) resources.

The media toolkit includes social media posts and cover photos, newsletter blurbs, a sample op-ed and a sample email to send to reporters in your state. You can also connect with National PTA using the official hashtag #PTATakesAction and #ESSA via Twitter, Facebook, Instagram and Pinterest for updates and new resources about ESSA.

For State/Local PTAs

Check out the images below and then right-click to save a copy. Display the images on social media networks like Facebook, LinkedIn, and Twitter, or add the graphic to your email signature. Have a website? Add the graphic there, too!

- [Facebook Cover](#)
- [Instagram and Facebook Posts](#)
- [Twitter Posts](#)

Sample Tweets

- Here are five things you need to know about #ESSA <http://tinyurl.com/jrpgog8>
 - ([Downloadable Sample Image](#))
- How could #ESSA impact your state and local education policies and practices? Find out at PTA.org/ESSA! #PTATakesAction
- I'm leaving #NCLB behind. Are you? Learn more about the new education law and what you can do to make a difference at PTA.org/ESSA #PTATakesAction #ESSA
- Get involved in ESSA implementation! Learn more at PTA.org/ESSA
- Save the Date for the _____ PTA and ESSA Presentation!
- Family engagement matters! Make sure parents' voices are heard in ESSA implementation at PTA.org/ESSA

Sample Newsletter Blurbs

- Want to learn more about the Every Student Succeeds Act (ESSA)? National PTA has a [dedicated webpage](#) containing resources on the new law for PTA members and families. These resources include brief overviews of what the new law will mean for your child and ways you can be involved in creating new education plans in your state and district.

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- What is the future of family engagement in education? How can child’s educational experience be improved? It all starts with the implementation of the Every Student Succeeds Act (ESSA). [Watch this recording](#) of National PTA’s webinar to learn about the Every Student Succeeds Act (ESSA), family engagement provisions in the new law governing K-12 education, discover the role of a parent in ESSA implementation and how parents can make sure that every child gets a world-class education.
- What does the Every Student Succeeds Act mean for my child’s...
 - upcoming school year?
 - classroom instruction?
 - testing requirements?
 - growth and achievement?

Find out at [PTA.org/ESSA!](https://pta.org/ESSA)

Sample Op-Ed to Newspapers

Title: It Takes a Village

This year, schools and states are grappling with a new education law—the Every Student Succeeds Act (ESSA). While many teachers, students and parents won’t see immediate change in their schools and classrooms, states are actively working to implement ESSA by creating new education plans that we hope will soon make high-quality, well-rounded education a reality for every child.

For the first time, K-12 education law acknowledges the critical role parents and other community members play in student success and school improvement efforts by requiring that they be “meaningfully consulted” in the development of new education plans and implementation of the law. Parents and their children are the consumers of our nation’s public education system, and parents have always been essential partners in education. However, they haven’t always had a seat at the decision-making table. ESSA provides a unique opportunity for parents and families to give their input and hold states and districts accountable for their children’s educational experience.

[State] PTA is excited for the opportunity to be a partner in the development of our state’s education plan. We are working to ensure that family engagement is a priority for schools and districts across the state. [Insert an example from your state that demonstrates how family engagement has made a difference for student achievement and school improvement efforts OR share an example of how the lack of resources has impacted the ability to provide

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meaningful, effective family engagement OR give examples of the work you have done on the state education plans as a voice for parents]

Not only are we working at the state level to develop the new education plan, we are also working to ensure that parents understand what the new law will mean for their children and school. Our members are educating other parents across the state on the implications of having a new federal education law and ways in which they can have their voices heard as well. They are informing parents that they must be consulted when a district is drafting a family engagement plan or the format of the state's new report card. Our members know the importance of having parents be involved at this critical juncture in education and we hope our decision makers recognize the value of parent input as well.

We've all heard that old saying, "It takes a village to raise a child." ESSA provides an important opportunity for every community to unite in designing the best education system possible for our children. We hope that [state] policymakers continue to recognize the importance of including families and other community members in this process to make sure our children receive the education they deserve.

Although we are encouraged by the collaborative process thus far and for the partnership of [state education agency], we want to reiterate that meaningfully engaging parents during this time is critical to the success of the new law and to ensure that every student succeeds.

[Insert short bio for the author of the piece.]

Sample Email to Send to Reporters in your State

Please review all of the Stop 1 materials in the State PTA ESSA Roadmap before sending an email to be prepared to discuss PTA's ESSA priorities with a reporter.

Subject Line: [state] PTA's voice in the new federal education law

Dear _____,

My name is _____ and I am a member of the [state PTA] and a resident of [City, State]. I am reaching out to you today in the hope of discussing the importance of having a parent's voice in the implementation of the new federal education law, the Every Student Succeeds Act (ESSA).

[State] PTA played a big role in ensuring that family engagement is prioritized in the new law. We are now collaborating with other stakeholders and policymakers with the implementation

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of this new law to ensure we have the best state education plan that fits the needs of our children.

This is a pivotal moment for [state's] kids. Our state's PTA leaders are available and would welcome the opportunity to speak with you about our role in shaping our state's education plan and how we are educating parents about the new law. Please feel free to contact me at [phone number] or [email address]. In the meantime, I encourage you to look at PTA.org/ESSA to see some of the resources we have developed to assist parents in this process.

I look forward to hearing from you.

Sincerely,

[Name]

[Role in PTA]

If you don't hear from the reporter after a few days, send a follow up email or call them to make sure they received your message. Remember to review all of the Stop 1 materials in the State PTA ESSA Roadmap and in particular the "PTA ESSA Talking Points" beforehand.