

InvestEdTX

88TH LEGISLATIVE SESSION KEY MESSAGING TOOLKIT

Core Message

All students deserve to graduate high school ready for success in college, career, or the military.

With continued investment and continuous improvement, Texas has the tools to make this vision a reality.

As we continue to recover from the impact of the pandemic, we must keep front and center what we know is best for students: equitable school finance, high quality instruction, meaningful assessments and accountability, and our educators themselves.






Toolkit Guide

This toolkit is meant to help inform social media posts made by InvestEdTX supporters and members highlighting the positive impact of HB3 in their communities. We encourage you to use it in tandem with this [running Google document](#) of HB3 implementation stories. On the following pages you will find key messaging points about specific elements we are most interested in highlighting, combined with example posts and potential hashtags.

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How to Use This Toolkit

-  **STEP #1:**
When communicating about an InvestEdTX policy priority area, refer to the key messages and supporting data points in the Key Messaging Grid, as well as the Sample Social Copy provided related to each topic area, if needed.
-  **STEP #2:**
Include a link and/or image related to the subject. We provide regular updates with relevant news media – email joshua.kumler@commitpartnership.org for more information.
-  **STEP #3:**
Tag relevant partners, school districts, and legislators in your post. Be aware: tags on Twitter and Facebook often differ.
-  **STEP #4:**
Add your hashtags - #HB3 and any others that are relevant. If you plan to promote any posts, be sure to edit copy based on platform policies. Ex: remove #txlege from tweets that you plan to promote.
-  **STEP #5:**
If you're using a platform like HootSuite, schedule your post for the best available time. If you're posting directly to Facebook or Twitter, hit 'Post'!

Social Media Best Practices

Tagging:

Whenever possible, be sure to tag school districts, legislators, and partner organizations to help your post be seen by more people.

Tools: *Hootsuite* is a social media management tool that offers a free plan for one (1) user and up to thirty (30) scheduled posts per month.

Suggested Frequency:

- For individuals—educators, parents, students, etc.—we recommend posting as often as possible and with personal testimonies.
- For organizations and districts, we recommend posting at least three (3) times a week or as often as capacity allows.

Assets:

As often as possible, add articles, links, and images to your posts to increase engagement. Research shows that a visual boosts visibility amongst followers.

- Hootsuite: www.hootsuite.com/platform

Opposition:

We have provided examples of oppositional narratives to ITX policy priorities with suggestions for responses when encountered. However, we do not recommend sharing, responding to, or otherwise amplifying oppositional narratives on social media. Even a well-thought out response ultimately serves to further the potential harm of the negative messaging.

All students deserve to graduate high school ready for success in college, career, or the military. With continued investment and continuous improvement, Texas has the tools to make this vision a reality. As we continue to recover from the impact of the pandemic, we must keep front and center what we know is best for students: equitable school finance, high-quality instruction, meaningful assessments and accountability, and our educators themselves.

Equitable School Funding	Innovation in Instructional Delivery and School Design	Assessments & Accountability	Attracting, Preparing, Developing & Retaining Effective and Diverse Educators	Postsecondary Readiness and Success
<p>Sustaining House Bill 3's equitable and strategic investments in Texas schools is critical for the success of our students and our state as we recover from the pandemic and make strides to become a national leader in education.</p>	<p>COVID-19 has changed the way Texans think about school. We need innovative solutions to ensure all students receive an excellent education. Evidence-based accelerated learning strategies and workforce-aligned virtual education are tools that can get students back on track to graduate ready for college and career.</p>	<p>In addition to formative academic snapshots, valid, reliable, annual, and comparable summative assessments in core subjects enable decision makers (parents, school leaders, and policymakers) to identify opportunities and stay informed. Meaningful, fair, and transparent accountability systems define excellence and spur continuous improvement. The accountability and the assessment system within it must focus on core academic skills that research shows are critical to post-graduation success.</p>	<p>In a time where more teachers are leaving the profession, we must incentivize our best educators to stay in the classroom and set future teachers on a path toward successful careers in the field. With high-quality teacher preparation and data-driven continuing education, a diverse, effective teaching workforce can better support strong student outcomes.</p>	<p>A student's academic experience from prekindergarten through high school graduation should result in a college or career-ready transition and ultimately reach their potential. Data-driven strategies should ensure all students have the opportunity to lead a productive, successful life.</p>
<p>School systems across the state have returned to or even surpassed pre-pandemic levels of student success in reading. Many educators credit this to HB 3 initiatives such as Reading Academies and the Additional Day School Year. <i>[Examples: Aldine for ADSY, Grand Prairie, potentially Lancaster, Dallas and/or Humble for Reading Academies]</i></p>	<p>Over the last few years, the state has made massive investments in the technologies needed for virtual education, which provides the opportunity to overcome barriers in access to apprenticeships, career and technical education, credentials of values, and the advanced coursework critical for high-demand occupations.</p> <p><u>88% of voters</u> are in favor of leveraging technology to ensure all students – especially those in rural Texas – have better access to rigorous coursework.</p>	<p>Texas spends \$60B+ annually on our PK-12 education system. The accountability system provides policymakers with critical information to inform resource allocation.</p> <p><u>Half of public school parents use their students' STAAR scores as a major source of information, and about three-quarters cite the school's A-F ranking, as a factor in keeping their child in their current school. This is especially true for parents of color.</u></p>	<p><u>Teachers are the greatest in-school factor on student achievement</u> – and as outcomes in critical subjects like math still trail pre-pandemic levels, it's more important than ever to invest in and develop effective educators.</p>	<p><u>By 2030, 62% of all Texas jobs will require some kind of postsecondary credential. But only 23% of Texas 8th graders go on to achieve any type of credential ten years later.</u> The rigorous outcomes-based funding criteria holds schools accountable for not only demonstrating readiness in their students but ensuring those students have a postsecondary plan they can act on.</p>
<p><u>Effective educators are staying in the classroom and even moving to economically disadvantaged campuses thanks to the Teacher Incentive Allotment</u>, ensuring an equitable recovery for the students mostly likely to have been negatively impacted by the pandemic.</p>	<p><u>High-impact tutoring and high-quality instructional materials</u> have been proven to accelerate learning who are not meeting grade level expectations and are in danger of falling further behind. It is especially important to focus on what works as we continue to recover from the pandemic.</p>	<p>All districts have a fair chance at achieving an A-rating. <u>Students attending A-rated campuses demonstrated 2.5 times greater STAAR proficiency than students at F-rated campuses – regardless of income.</u></p>	<p><u>Recruiting and retaining well-prepared teachers is essential for our students to achieve -- and the stakes are even higher for students experiencing economic instability and students of color as they are more likely to be taught by novice teachers.</u></p>	<p>For many Texas school districts, college, career and military readiness (CCMR) outcomes-based funding has been a "game changer" that allows schools to make live, data informed changes to ensure more students succeed.</p>

Policy Priority Areas

Equitable School Funding

Sustaining House Bill 3's equitable and strategic investments in Texas schools is critical for the success of our students and our state as we recover from the pandemic and make strides to become a national leader in education.

Support Points

- School systems across the state have returned to or even surpassed pre-pandemic levels of student success in reading. Many educators credit this to HB 3 initiatives such as Reading Academies and the Additional Day School Year.
- Effective educators are staying in the classroom and even moving to economically disadvantaged campuses thanks to the Teacher Incentive Allotment, ensuring an equitable recovery for the students mostly likely to have been negatively impacted by the pandemic.

Policy Priority Areas

Equitable School Funding

Sample Social Posts

- CLICKTOTWEET: #TIA was created by #HB3 to keep highly effective teachers in the classroom – with 387 Texas school districts participating, it's becoming a trend. Congrats to @AmarilloISD for joining the most recent cohort! #txed #txlege <https://bit.ly/3qUVfe2>
- CLICKTOTWEET: Early literacy is a key marker for academic success. Thanks to #ReadingAcademies, Texas teachers, like those at @LongviewISD, are being trained in the science of teaching reading -- a proven method to boost literacy across the state. #txed #txlege <https://bit.ly/3qSa8h0>



School districts like @AldineISD are taking advantage of #ADSY to help students succeed by extending the school year -- and they're seeing results. #txed #txlege



k12dive.com

How a Texas district extended the school year to improve achievement

The Aldine Independent School District has seen positive outcomes from a program in which four campuses have 210 school days.

*Click image to open Click to tweet

Hashtags: #TIA, #ADSY, #ReadingAcademies #txed, #txlege

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Policy Priority Areas

Equitable School Funding

Responses to Opposition

- *“Pits one teacher against another,” “Only Dallas ISD benefits”* - <https://www.houstonchronicle.com/news/houston-texas/texas/article/Merit-pay-program-for-Texas-teachers-pushes-17152307.php>
 - **Response:** At Anderson-Shiro ISD, TIA fostered a community of learning. As TIA-designated teacher Dana Wagner said, “Our teachers here, I mean, we’ve all pretty much had an open door. And I mean, I know teachers who have, you know, shared with other teachers because we are only as strong as our weakest link. And so our teachers are very invested in making sure that we don’t have that weak link.”
 - Over 6,200 Texas teachers in districts across the state have been designated as TIA teachers and are eligible for over \$55.5 million in state funding this year for their districts. The data makes it clear – TIA is an exceedingly common and cost-effective tool to ensure Texas students can learn from the best teachers our state has to offer.
- *“Reading Academy is just a kick in the ass after being treated poorly for the past few years.”*- <https://www.texastribune.org/2022/04/01/texas-teachers-reading-academies/>
 - **Response:** Our dedicated teachers have been through a lot these past few years, but thanks to their perseverance and the rollout of Reading Academies, our students are seeing gains in reading. Given how crucial early literacy is for later academic success, we need Reading Academies more than ever to ensure our students continue to thrive.

Policy Priority Areas

Innovation in Instructional Delivery and School Design

COVID-19 has changed the way Texans think about school. We need innovative solutions to ensure all students receive an excellent education. Evidence-based accelerated learning strategies and workforce-aligned virtual education are tools that can get students back on track to graduate ready for college and career.

Support Points (1/3)

- COVID learning loss rocked our nation. In Texas, our challenges began building well before the pandemic hit due to leaks in our education-to-workforce pipeline:
 - 90%: The amount of Texas high school students who graduate in four years
 - 63%: Of those graduates, just over half are college or career ready
 - 26%: Within six years of graduation, less than one-third of young folks attain a postsecondary credential
- By 2030, 62% of jobs will require education and skills beyond high school. Students should graduate ready for the workforce on Day 1. We can prepare them by offering more career training in high school. Virtual education provides immediate access to high-value coursework for students across the state at a much lower cost to districts.

Policy Priority Areas

Innovation in Instructional Delivery and School Design

Support Points (2/3)

- Many short-term credentials can be offered virtually and finished entirely in high school allowing students to graduate immediately ready for good jobs. This is an area ripe for collaboration between high schools and community colleges. Simulated workplaces and virtual reality can fill gaps where there may not be enough capacity for students to get the required hands-on training for certifications and apprenticeships.
- Virtual education can and should be utilized to allow students to take courses they may not otherwise have access to due to where they live. Huge gaps in course offerings exist depending on where a student lives in the state. For example, suburban and urban students generally have access to 4-5x more AP courses than their peers in rural Texas. Frequently, these courses aren't offered at many smaller schools due to economies of scale or the inability to hire teachers.

Policy Priority Areas

Innovation in Instructional Delivery and School Design

Sample Social Posts

- CLICKTOTWEET: Virtual learning will not solve our state's workforce challenges overnight, but it is a crucial strategy to support Texas students & put them on the path to earning a self-sustaining wage. Learn more from @Texas2036 here ↓ #txed #txlege <https://bit.ly/3SIPXnq>.



High-impact tutoring is essential to accelerate student learning & Texas school districts know it. As @Commit2Dallas's Dr. Sharla Horton-Williams said, "they just need the support & structure to be able to implement it well." #txed #txlege

Read more:

The "Promise and Potential" of High-Impact Tutoring

Dr. Sharla Horton-Williams' recent Texas House testimony charts a path forward from the impact of the pandemic

commitpartnership.org

The Commit Partnership - The "Promise And Potential" of High-Impact Tutoring
Dr. Sharla Horton-Williams recent Texas House testimony charts a path forward from the impact of the pandemic Citing the benefits that high-impact tutoring ...

*Click image to open Click to tweet

Hashtags: #txed, #txlege

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Policy Priority Areas

Assessments & Accountability

In addition to formative academic snapshots, valid, reliable, annual, and comparable summative assessments in core subjects enable decision makers (parents, school leaders, and policymakers) to identify opportunities and stay informed. Meaningful, fair, and transparent accountability systems define excellence and spur continuous improvement. The accountability and the assessment system within it must focus on core academic skills that research shows are critical to post-graduation success.

Support Points

- Texas spends \$60B+ annually on our PK-12 education system. The accountability system provides policymakers with critical information to inform resource allocation.
- Half of public school parents use their students' STAAR scores as a major source of information, and about three-quarters cite the school's A-F ranking as a factor in keeping their child in their current school. This is especially true for parents of color.
- All districts have a fair chance at achieving an A-rating. Students attending A-rated campuses demonstrated 2.5 times greater STAAR proficiency than students at F-rated campuses – regardless of income.

Policy Priority Areas

Assessments & Accountability

Sample Social Posts

- CLICKTOTWEET: Dallas County schools are seeing year-over-year progress, and we can measure the results thanks to our state's accountability data: 44,949 more Dallas County students are attending an A- or B-rated campus than were 3 years ago! Learn more: #txed #txlege <https://bit.ly/3BwAdav>



The image shows a tweet from InvestEdTX (@investedtx). The tweet text reads: "In order to make smart investments in our schools, we need to know how our students - and their districts - compare. Texas' STAAR exam ensures state leaders have valid, reliable, fair, & actionable data -- and we need to keep it that way. #txed #txlege". Below the text is a photo of a student writing in a notebook. At the bottom of the tweet, there is a link to "texas2036.org" and a short paragraph: "Educational assessments: Why they matter - Texas 2036. Educational assessments provide information that is valid, reliable, fair, and comparable, and helps leaders make smart academic investments."

*Click image to open Click to tweet

Hashtags: #txed, #txlege

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Policy Priority Areas

Assessments & Accountability

Responses to Opposition

- “Standardized testing does not prepare students for the future or the workforce, and distorts the true picture of measuring success” - <https://bit.ly/3eUPnP4>
 - Response: What gets measured gets done – in order to strengthen our education to workforce pipeline, we need to know how Texas students and districts are doing. The STAAR exam provides the valid, fair, and reliable data necessary for state leaders to make targeted changes to improve student achievement. And parents – and particularly parents of color – overwhelmingly look to the STAAR exam as a measure of their student’s success.

Policy Priority Areas

Attracting, Preparing, Developing & Retaining Effective and Diverse Educators

In a time where more teachers are leaving the profession, we must incentivize our best educators to stay in the classroom and set future teachers on a path toward successful careers in the field. With high-quality teacher preparation and data-driven continuing education, a diverse, effective teaching workforce can better support strong student outcomes.

Support Points

- Teachers are the greatest in-school factor on student achievement – and as outcomes in critical subjects like math still trail pre-pandemic levels, it's more important than ever to invest in and develop effective educators.
- Recruiting and retaining well-prepared teachers is essential for our students to achieve -- and the stakes are even higher for students experiencing economic instability and students of color as they are more likely to be taught by novice teachers.

Policy Priority Areas

Attracting, Preparing, Developing & Retaining Effective and Diverse Educators

Sample Social Posts

- [CLICKTOTWEET](#): Emergent bilingual students make up about 21% of all Texas students, but there is a shortage of bilingual teachers. With key investments in the teacher pipeline, we can change that. #txed #txlege <https://bit.ly/3f6O4gf>
- [CLICKTOTWEET](#): While recent studies have shown increased teacher diversity nationwide, there is still higher turnover for teachers of color. Read @teachplusTX's report for more on how to foster an inclusive culture & better support teachers of color ↓ #txed #txlege <https://bit.ly/3BX3rRg>



.@DallasCollegetx's Rob DeHaas is right: "Texas doesn't need to sacrifice its commitment to quality teacher preparation to address staffing shortages that existed well before the pandemic." #txed #txlege



dallasnews.com

Texas shouldn't lower its standards for teachers to address the shortage

The teaching profession across the country is at a crossroads: Do we reduce barriers to entry in response to the teacher shortage? Or do we respond to this...

*Click image to open Click to tweet

Hashtags: #txed, #txlege

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Policy Priority Areas

Postsecondary Readiness and Success

A student's academic experience from prekindergarten through high school graduation should result in a college or career-ready transition and ultimately reach their potential. Data-driven strategies should ensure all students have the opportunity to lead a productive, successful life.

Support Points

- By 2030, 62% of all Texas jobs will require some kind of postsecondary credential. But only 23% of Texas 8th graders go on to achieve any type of credential ten years later. The rigorous outcomes-based funding criteria holds schools accountable for not only demonstrating readiness in their students but ensuring those students have a postsecondary plan they can act on.
- For many Texas school districts, college, career and military readiness (CCMR) outcomes-based funding has been a “game changer” that allows schools to make live, data informed changes to ensure more students succeed.

Policy Priority Areas

Postsecondary Readiness and Success

Sample Social Posts

- [CLICKTOTWEET](#): Dallas County is one of the nation's most glaring examples of economic disparity. With P-Tech programming & Career Institutes, @Dallasschools is working to change that. Learn more here: #txed #txlege <https://bit.ly/3DCHBnh>



As part of the Rural #CCMR Accelerator, Rio Hondo ISD took major steps to ensure its students are college, career, or military ready -- and they are seeing results. Learn more! #txed #txlege



commitpartnership.org
The Commit Partnership - College, Career & Military Readiness In Deep South ...
"Knowing our students and knowing our community has helped us to bring about programming that is going to fit their needs." That was the commitment...

*Click image to open Click to tweet