

# **National Day of Action to Reclaim the Promise of Public Education, Our Schools, Our Solutions**

Dec. 9, 2013

## **Background**

Over the last year, community groups and teachers unions have taken unprecedented steps to forge an alliance to work together to reclaim the promise of public education as our nation's gateway to democracy and racial and economic justice.

Together, we have developed **The Principles That Unite Us** as our common vision for public education. It stands in sharp contrast to the corporate agenda for public schools, which disregards our voices and attempts to impose a system of winners and losers. More than 100 community groups and unions have already endorsed the principles.

**The National Day of Action**—coordinated public actions organized by community and union partners in cities across the country—is the first step in coordinating and amplifying our voices. It will be followed by multicity and multistate campaigns and larger actions in the spring.

## **Purpose of the National Day of Action**

- To signal the emergence of our national movement and **The Principles That Unite Us** as our collective vision.
- To begin to create a national echo chamber for our vision and narrative.
- To support ongoing local work and issues by connecting them to a national movement.

## **Message/Slogan**

*National Day of Action to Reclaim the Promise of Public Education,  
Our Schools, Our Solutions*

We will develop additional national messaging, to be combined with local messaging.

## Action

To maximize the impact of our nationally coordinated action, we believe that holding events in as many places as possible on the same day—**Monday, Dec. 9**—is most strategic. (Groups that absolutely cannot participate on that day should choose another day close to Dec. 9.) While each action should be planned according to the needs and circumstances in each city and should help advance ongoing local work, they should have the following in common:

- Use the national message and slogan (see above), combined with your local message.
- Mobilize large numbers of parents, students, community residents and union members for the public action/rally.
- Highlight educational reforms that your organizations are working on to improve public schools in your city and connect them to **The Principles that Unite Us**.
- Highlight **The Principles that Unite Us**.
- Tell stories of the impact of the corporate agenda on students, schools and communities.
- Announce that cities across the country are organizing similar actions, and that this is part of an emerging movement for educational justice.
- Recruit additional supporters to endorse **The Principles That Unite Us**.

We welcome new organizations to participate in the **National Day of Action** and endorse **The Principles That Unite Us**. For more information, please contact any of the following representatives of the national organizations involved in planning the **National Day of Action**.

Alliance for Educational Justice (AEJ)	Jonathan Stith	Jonathan.AEJ@gmail.com
American Federation of Teachers (AFT)	Eric Zachary	ezachary@aft.org
Annenberg Institute for School Reform	Leigh Dingerson	ldingerson@comcast.net
Gamaliel Network	Laura Barrett	lbarrett@gamaliel.org
Journey for Justice Alliance (J4J)	Jitu Brown	brothajitu@gmail.com
Leadership Center for the Common Good	Kyle Serrette	kyle@commongoodcenter.org
League of United Latin American Citizens	Luis Torres	latorres@lulac.org
National Education Association (NEA)	Brian Dunn	bdunn@nea.org
National Opportunity to Learn Campaign	Cassie Schwerner	cs@schottfoundation.org
Service Employees International Union (SEIU)	Bill Ragen	bill.ragen@seiu.org