



Parents Educating and Mobilizing the Silicon Valley Bay Area Community Towards Education Reform

Vote for Our Future is a Bay Area-wide campaign incorporating public service announcements, public relations campaign, grassroots outreach, educational workshops, public official forums/debates and voters registration drives to increase civic engagement and voter turnout of the parent, student and larger communities in Silicon Valley and beyond for the November 2010 elections. The campaign is led by Educacy, a non-profit, non-partisan, parents-based organization dedicated to the advocacy of K-12 education reform. Educacy is partnering with KGO7, KTSF, Univision, Telefutera, American Leadership Forum Silicon Valley, Silicon Valley Community Foundation, Silicon Valley Education Foundation, Working Partnerships, other media partners and local grassroots organizations on this campaign.

There is a pressing need for education reform and parents have been the missing link in that equation. Public education is at risk because of systemic failures in state funding. Educacy was created as a non-partisan advocate for public education reform from the parents perspective.

Parents have a history of low voter turnout. This campaign will register new parent and youth voters. Based on recent analyses performed by Working Partnerships, reforms representative of those sought by Educacy are short 100,000-500,000 votes statewide. In Santa Clara County, the measures/elections are short 40,000 votes. Educacy wants to play a lead role in increasing voter registration and turnout to overcome these shortages and help school districts pass local parcel tax measures as well as other legislation that move communities in the direction towards greater education reform.

Goals of the Campaign:

- Create awareness of the education crisis utilizing public service announcements in eight languages to target traditionally under-represented groups.
- Educate the parent community about education issues using website, special news segments, grassroots outreach, education workshops, and candidate forums/debates.
- Mobilize parents to get-out-the-vote and join Educacy's efforts with a deep understanding of the education crisis and the role that they have towards short-term and long-term reform.

Activities, Events and Tools:

1. Public Service Announcements in eight languages to run from September 7 to the November 2 election. Messages from children will urge parents to engage in the election process. A public relations campaign will utilize general and ethnic media to create awareness of the education crisis and to motivate parents and the Bay Area community to get-out-the-vote for the November elections.
2. Voters Outreach, Education, Registration and Get-Out-The-Vote: Grassroots mobilization by partnering with local community based organizations, parent leaders and students groups to increase number of new voters and voter turnout of the parent and student communities for the November 2 elections.



3. Forum/Debate for CA Superintendent of Public Instruction race – Tom Torlakson and Larry Aceves will have the opportunity to share their platforms so that the parent community can make an informed voting decision. (Target: October 4)
4. Panel and workshop on the decline of California’s educational system and reform efforts that are underway. Call to action to parents sharing how they need to engage in the reform movement. (Target: October 23)
5. Local school board candidates forums in Santa Clara County – (September – October 2010)

Districts (number of students in district) participating in the Vote for Our Future Voters Outreach and Registration Campaign:

Alameda County

- Berkeley Unified School District (9,000)
- New Haven Unified School District (13,000)
- Fremont Unified School District (32,000) – parcel tax Nov. 2010

San Mateo County

- Redwood City School District (9,000)
- Sequoia Union High School District (9,000)

Santa Clara County

- Cambrian School District (3,200)
- Cupertino Union School District (17,500)
- East Side Union High School District (26,000) – Silver Creek High School students have formed an Educacy Club focused on outreach to their local community and other high schools. Parcel tax Nov. 2010
- Evergreen Elementary School District (13,500)
- Fremont Union High School District (10,000)
- Los Altos School District (4,200)
- Sunnyvale School District (6,000)

These school districts serve over 150,000 students. By educating and mobilizing parents, students and others in these communities towards greater civic engagement, these communities will be stronger and public policies will better represent the priorities of the communities.