



The Stand Up for Public Education™ Campaign Fact Sheet

The American Association of School Administrators launched the Stand Up for Public Education™ campaign in 2003 to help school system leaders support public education in their communities. The campaign is founded on the core belief that public education is vital to the continued success of American democracy and that leadership matters in improving outcomes for children. AASA also believes that improvements to American public education must be systemic and built around three organizing principles:

- Getting children ready for schools by working together with communities to produce the best outcomes for children
- Getting schools ready for children by ensuring that they are safe places where teaching and learning have been transformed to meet the needs of each child
- Getting children ready for democracy by preparing them for active roles in society

The Goals

The goals of the Stand Up for Public Education™ campaign include:

- Increasing awareness of the good news about public education among the public, the news media and policymakers
- Empowering school leaders to positively influence the dialogue about public education and respond to misinformation concerning public education
- Helping school leaders maintain public support so that they can continue improving education for each child

Reframing the Discussion

AASA has sought to reframe the discussion about student achievement and school improvement. AASA publications, advocacy and other materials have successfully influenced conversations in Washington and elsewhere as follows:

- Drawing attention to schools' shift in focus from providing access to education for all children to helping all children achieve at high levels of proficiency
- Changing the understanding of proficiency from arbitrary scores to individual student growth
- Shifting from a focus on achievement of all children or groups of children to achievement for each child
- Understanding the root causes of low achievement—both in-school and out-of-school factors

AASA seeks to give school system leaders the tools to lead these conversations and be effective advocates for public education in their communities. To this end, AASA has conducted nationwide public opinion polls that provide insight on messages that work, what the public thinks about educational initiatives, and how superintendents can best communicate effectively with the public.

Correcting Misinformation

In a world with a 24-hour news cycle, where anyone can say anything on the Internet in a few minutes, it has become critically important to correct misinformation about public education. AASA has been the first to respond to inaccurate, negative attacks on public education and educators. AASA has compiled and distributed resources to help school system leaders set the record straight about public education and fight campaigns that would harm public education, such as vouchers and the “65 Percent” campaign. AASA has also been working to promote research showing the critical role of the superintendent in improving student outcomes.

For More Information ➤ visit the AASA web site at www.aasa.org

