Back-to-School Night Campaign, 2014: Opt Children Out of Common Core Assessment Testing

Summary

Most school districts provide a opportunity for parents to meet their child's teacher and provide them with information shortly after school begins. This presents an opportunity for activists to educate parents about Common Core assessment testing and *their right* to opt their child out of the testing program.

Action Highlights

- Identify multiple school locations to flyer
- Print flyers
- Distribute flyers

The Campaign

This is a very simple campaign designed to build a volunteer group, design and print a flyer with the goal of getting parents to opt their children out of Common Core assessment testing and provide a follow up informational meeting(s) for concerned parents. The campaign goal will be accomplished by distributing opt-out flyers directly on to the windshields of parents vehicles as they attend 'Back-to-School Night' at their child's school.

Goal

Promote parental rights; encourage parents to opt their children out of assessment testing and biometric database collection programs

Procedure

Flyers

Develop and print flyers for target groups you are trying to reach: Note, you may wish to design and use the same flyer for both groups: (You can use the flyer we have on our Web site)

- Volunteers
- Parents

Action Item 1: Seek Volunteers to help in campaign coordination and flyer distribution. This can be accomplished by inviting prospects to a predetermined informational and coordination meeting:

- Door-to-Door, One-to-One Sales
    1. Distribute flyer
    2. Invite to meeting
- Web
    1. Social Media: Facebook
    2. Blogs
    3. Activists Groups , Women's Groups, etc.

Action Item 2: Volunteer Meeting

- Provide a basic overview of Common Core
- Show how assessment test violates: Parental rights privacy and trust

Action Item 3: Logistics

Assign individual(s) in your volunteer group to determine times and location for flyer distribution: when and where Back-to-School Night occurs.

Note: The information below is very easy to find via simple Google Search.

1. Contact each school and find out when the 'Back to School' night is. These are typically just a few days after school starts. Get the date and time of the event. Example: Here is a city link with all the addresses and phone numbers of schools: http://www.cityofrc.us/residents/schools.asp

- The first school on the list is Alta Loma Elementary. They have a link to the school's Web page. There is a calendar of events.
- School starts: Monday, 8-4-2014
- Back-to-School Night is, Wednesday 8-7-2014, from 6 – 8 pmhttp://www.cityofrc.us/residents/schools.asp

2. Where are the School Locations?

- Map Schools

http://cucamonga-ca.schoolloop.com/file/1315636383529/1317567777547/605349509809339664574.pdf

Action Item 4: Distribute Flyers

Action Item 5: Lead Development

Create system to capture contact information of parents for future follow-up.

Action Item 6: Get Opt-Out Forms; Point all Promotions to These Documents

- Pacific Justice Institute: California and National Opt-Out Forms

    http://www.pacificjustice.org

    Go to top menu: Get Help > For Parents > (See forms in menu)

    OR http://www.pacificjustice.org/for-parents.html

- Arkansas Against Common Core: PARCC Opt-Out Form

    http://www.arkansasagainstcommoncore.com/opt-out-info.html

More Information: California

- Concerned Parents of California

    http://www.concernedparentsofcalifornia.com/