

A-G (Curriculum) Media Plan

Media Strategy Goals

The A-G media plan is designed to inform the public about the need to make A-G the graduation requirement and pressure decision-makers that the majority of parents, students & community members supports a resolution requiring the A-G course curriculum for high school graduation.

- Our media message is developed to expose the discrepancy of student access to A-G and the low UC/CSU eligibility rates
- To sustain coverage, we will organize different actions to both engage different decision makers and expose the current educational crisis of Los Angeles schools; pitch stories that feature student and parent leaders and present our case for the implementation of A-G as a graduation requirement with the necessary learning supports
- Well-trained, disciplined & moving spokespeople will carry the campaign. Given the opposition's power, our spokespeople need to stick to the message and call out decision-makers to take on leadership and bring A-G equity for all LAUSD students. Our strength lies with the parents and students' stories.
- Develop fact sheets that present survey results, educational results and disappearance & college going rates that support the need for A-G as a graduation requirement
- Get endorsements particularly from Elected Officials, Universities, Businesses, Clergy, Unions & Organizations that strengthen our credibility

Campaign Goals

LAUSD Board of Education adopts a policy requiring the A-G course curriculum for high school graduation.

1. Re-align resources to ensure that students and teachers are supported to guarantee academic success.
2. A-G must be a priority in all efforts to improve student achievement.
3. Let's fulfill the promise of education by ensuring that all students are prepared for school and life.

Timeline

- January-April: Petition/Post Card Gathering
- April 26: Introduction of Resolution/ HSHA Press Conference
- April: A-G/ Small Learning Communities Report
- April/May: Local District Educational Summits
- Thursday, May 12: Introduction of Resolution at Curriculum Committee
- Tuesday, May 22: Vote for A-G Resolution/ HSHA Mobilization & March

Frame

As students, parents, community members, and educators concerned with the future of our children and our city, the High School for High Achievement Community Taskforce calls on the LAUSD school board to implement a comprehensive policy that will provide all students the opportunity to attend a four-year university and compete in the skill-driven 21st century workforce. LAUSD must adopt the A-G curriculum as one of the

requirements for high school graduation and re-align resources to ensure that all students and teachers are given the tools and support to guarantee academic success.

Today, only 20% of LAUSD's 9th graders complete high school having satisfied the UC/CSU requirements. When broken down by race, only 15% of Latinos, 21% of African-Americans, 36% of Whites, and 50% of Asian students will complete the A-G coursework. While some attribute these tragically low numbers to apathetic students and parents, a closer look at access and support for A-G in LAUSD schools proves the opposite to be true. In a recent survey of students at Roosevelt High School in Boyle Heights, 77% of students expressed the desire to attend a four-year university. However, only 65% of the classes offered at Roosevelt fulfill the A-G requirement, making it extremely difficult for all students to access these courses. These same numbers echo throughout the district. Our education is in crisis.

When students are not provided the opportunity to complete the A-G, their life and career choices become extremely limited. Without these courses, students are barred from attending a UC/CSU campus directly after high school. The 80% of students in LAUSD that do not meet the A-G are then forced to contend in the ever-competitive highly technical work force for which they are ill-prepared. Increasingly, students who enter directly into the labor market after high school must be prepared for the high level of skills necessary in today's high-performance, high-growth jobs. Automotive technicians must have a solid grounding in physics to understand force, hydraulics, friction and electrical circuits. Bilingual speaking ability is crucial to current sales and service industries: the A-G requires two years of foreign language study. Nevertheless, when young people are denied access and opportunity to these courses their limited life choices often lead them in to less productive life paths. 68% of prison inmates did not graduate from high school. 85% of those in prison are incarcerated for non-violent offenses, crimes that are often times committed for the purpose generating income. Completion of the A-G coursework serves as an indicator of student's preparation for success in the university setting and the workplace.

When communities and policy makers come together to improve the conditions of our schools, the results can be incredible. This is evident in the massive school construction campaign that is currently underway which when completed, for the first time in decades, will be offering the opportunity for every student to attend a school in their neighborhood that operates on a traditional calendar. In the recent months we have seen how collaborations between students, parents, and school administrators has led to an increase in reading and math test scores for elementary schools. These efforts are in vain if we cannot guarantee that all students will have access to higher education. The LAUSD school board must adopt a policy that will ensure these children the support and access they need. The future of our children and our city depends on it.

Controversy

- ❑ Not all students, schools & tracks have equal access to A-G
- ❑ African American & Latino students in low income areas are being tracked into low-wage & low-skill economy
- ❑ With community investment in education with new school construction, we need to insure all students will be given the opportunity to reach their full potential
- ❑ Different expectations for LAUSD students (majority African American & Latino)

Human Interest

- ❑ Majority of African American and Latino students being denied an opportunity of social mobility
- ❑ Students are graduating from high school without any skills for today's economy
- ❑ Parent experience of advocating on behalf of their child
- ❑ Student experience of low expectations and not being placed on A-G

Timeliness

- ❑ Small Learning Communities
- ❑ New School Construction
- ❑ School Reform Movements
- ❑ Leave No Child Behind

Shared Values

- ❑ Equity, Access & Opportunity
- ❑ High Expectations
- ❑ Investing in our youth & future of LA
- ❑ Will not accept inequality, neglect, low expectations
- ❑ Believe in the promise of education
- ❑ Good education supports strong families
- ❑ Everybody thinks their child has a right to a good education
- ❑ Everybody believes that children deserve safe and effective learning conditions.
- ❑ Everybody thinks that children have a right to a future.
- ❑ Everybody feels the consequences of a society that does not educate its children.

Discipline Message

High Expectations and Rigorous Curriculum

Problem: Low Expectations & Lack of Rigorous Curriculum

Today, only 20% of LAUSD's 9th graders complete high school having satisfied the UC/CSU requirements. While at schools like Roosevelt and Garfield in East LA, only 65% of the classes offered at these schools fulfill the A-G. These low expectations are leading our students and the future of the city down a road towards economic and social instability.

Solution: A-G must be a priority in all efforts to improve student achievement

In too many of our schools, low income students, students of color and low-performing students are shepherded into low-rigor courses and they get mostly buried with low level assignments. Research shows that students of all skill levels actually do better when they're enrolled in rigorous classes, because students are less bored and more engaged in the classes. For example, African American students have a 75% chance of graduating if they had a strong high school curriculum, but only a 45% chance without it. Schools and districts that require all students to take A-G expect, demand, and foster, high academic and post-secondary achievement in each of their students.

Action: LAUSD Board of Education adopt a policy requiring the A-G course curriculum for high school graduation

We are calling on the LAUSD Board of Education adopt a policy requiring the A-G course curriculum for high school graduation. An LAUSD that requires all students to take a rigorous, college- and life-prep curriculum like A-G sends a powerful message: They expect, demand, and foster, high academic and post-secondary achievement in each of their students.

Preparation for 21st Century Workforce

Problem: Not Prepared for 21st Century Workforce

In 1950, 80% of jobs were classified as unskilled. That number is shrinking rapidly. Now, about 85% of jobs are classified as skilled. Today, the fastest-growing professions recruit people with higher-level skills and postsecondary credentials. When students are not provided the opportunity to complete the A-G, their life and career choices become extremely limited. The 80% of students in LAUSD that do not meet the A-G are then forced to contend in the ever-competitive highly technical work force for which they are ill-prepared. Increasingly, students who enter directly into the labor market after high school must be prepared for the high level of skills necessary in today's high-performance, high-growth jobs.

Solution: Let's fulfill the promise of education by ensuring that all students are prepared for their future

Employers want the same skills colleges do. Recent research by the American Diploma Project found that employers increasingly want the same high-level skills that college bound students need. Employers unanimously cited the importance of strong reading and comprehension ability, so employees can understand informational and technical texts. Even blue collar jobs that in the past didn't require college-level skill sets have tougher entrance requirements today. Sheet Metal Workers must complete a four or five year apprenticeship requiring geometry, trigonometry and technical reading. Automotive Technicians must have a solid grounding in physics to understand force, hydraulics, friction and electrical circuits.

Action: LAUSD Board of Education adopt a policy requiring the A-G course curriculum for high school graduation

We are calling on the LAUSD Board of Education adopt a policy requiring the A-G course curriculum for high school graduation. High Schools that make A-G curriculum available to all students provide a quality education for all our children and places them on path towards a better future that it not just dream but a reality.

Academic Achievement & College Preparation

Problem: Low CSU/UC Eligibility and College Going Rates

Today, only 20% of LAUSD's 9th graders complete high school having satisfied the UC/CSU requirements. Students are barred from our 4-year public colleges without A-G. When students enter school they believe they have the potential to do anything they choose. They are open to all opportunities, and they usually have big dreams. But as they move through the grades, many youngsters have those hopes dashed. Without A-G many doors are closed.

Solution: Re-align resources to ensure that students and teachers are supported to guarantee academic success

Most good jobs in Los Angeles, and across the nation, require education beyond high school. It is estimated that, "over the next decade 83% of the jobs in the 30 fastest growing occupations in the U.S. will require a college education or training. 8 of the top 10 fastest growing jobs require an Associate's degree or higher. We cannot expect our children to be prepared for less.

Action: LAUSD Board of Education adopt a policy requiring the A-G course curriculum for high school graduation

We all dream of a bright future for our children. We want them to attend college, pursue a career and be successful and responsible adults. We encourage them to work hard so they can have a life full of opportunities. If we want our children to go to college the A-G courses must be required, must meet the highest standards, and must be available to all students.

Spokespeople

- School Parents
- High School Students
- HSHA Steering Committee
- CBO Leadership
- Business Leaders
- Church Leaders
- Education Leaders: K-12/Higher Education
- Trade Union Leadership
- Elected Officials

Produce Materials & Media Deliverables

- LAUSD Conditions fact sheet
- Data/Research Fact Sheet
- One-pager on HSHA
- A-G fact sheet
- Myth & fact sheet
- Endorser list
- Background on A-G campaign
- Press Clips
- Press Release

Spokesperson Preparation Materials

- Myth & Fact Sheet
- Question & Answer sheet
- Message & talking points
- Opposition research

Stage Media Events (and other Message Outreach)

- March-April: 4-5 Op/Eds in Community & Spanish Language Press
- March-April: 4-5 Stories Framing the debate and/or presenting the campaign
- April 26: Introduction of Resolution & petitions/ HSHA Press Conference
- April: A-G/ Small Learning Communities Report
- April/May: Local District Educational Summits
- Tuesday, May 22: Vote for A-G Resolution/ HSHA Mobilization & March

Media Briefings & Target Media Outlets

Local Press

- *LA Times*: Erika Hayasaki, Jean Merl & Cara Mia DiMassa
- *KABC7*: Leslie Sykes
- *NBC4*: Tara Wallis & Kim Baldonado
- *FOX11*: Jerry Shackwell & DM Connely
- *LA Daily News*: Jennifer Radcliffe
- *KTLA5*: Robb Murphy
- *CBS2*
- *KCOPI3*
- *KCAL9*
- *KFWB*

- *KNX*
- *KFI*

Spanish Language Press

- *La Opinion*: Monica Lozano, Maria Luisa Arredondo & Agustin Duran
- *Hoy!*: Paula Diaz & Jorge Tiscareno
- *Telemundo52*: Antonio Mineros & Gabriel Huerta
- *KRC62*: Gilberto Alvarado
- *Univision34*

Alternative/Public Press

- *LA Weekly*: Erin Aubry Kaplan, Howard Blume
- *Los Angeles Alternative Press*: Bobby Murray
- *KCET--Life & Times*: Val Zavala & Toni Guinyard
- *KPCC—Talk of the City*
- *KPFK*

Community Press

- *Eastern Group Publications*: Gloria Alvarez, Selene Rivera
- *Our Weekly*: Dennis Freeman
- *Los Angeles Sentinel*: Sharlene Muhammed
- *Watts Times*: Aisha Coleman
- *The Wave*: Cynthia Griffin
- *Culver City Observer*: Gary Walker

National/State

- *New York Times*
- *Sacramento Bee*: Laura McCoy
- *San Jose Mercury News*
- *San Francisco Chronicle*