Let’s create a groundswell of support for public schools.

WHAT IS IT? “The Promise of Iowa” is a public education support campaign to focus attention on the future of Iowa public school students and rally citizen support for investments in public education.

WHERE IS IT GOING? The “Promise” campaign aims to celebrate the successes of Iowa public schools as well as tell the story of how public schools are evolving to keep pace with new needs in a fast changing world. Our goal is to draw attention to the importance of this work and create a groundswell of public support for investment levels needed to ensure Iowa students can compete in a 21st century economy.

HOW WILL IT GET THERE? The campaign launches in November 2016 and will evolve over three years—sending a lasting, consistent message across Iowa in different ways. The Iowa Association of School Boards—with considerable help from member volunteers—is creating a dedicated website full of videos, photos, facts and ways to take action. Using the Promise website as a “digital rally point,” the campaign starts by spreading the message in social media and gathering signatures of citizens and organizations who support public schools. Over time, IASB will organize outreach to the newspaper, radio and TV media, conduct presentations to civic and community groups, and encourage direct contact between citizens and their elected officials.

WHERE ARE WE STARTING? The first step is for local boards and administrators to get engaged as the campaign launches. You are the first wave of the groundswell! Getting involved is as easy as 1-2-3.

1. PASS A RESOLUTION to make a public statement to your staff and community that you support this important effort.

2. GET ENGAGED ON SOCIAL MEDIA: Get engaged and start spreading the message on your personal and district social media and websites. Let’s make support for Iowa public schools go viral! The campaign website and social media channels make sharing the story easy.

3. RALLY YOUR CITIZEN BOOSTERS TO SIGN THE CAMPAIGN PLEDGE. Make a personal request to parents and local citizens who are actively involved and supportive of your district to be the first to sign the campaign pledge.

Find everything you need to take action: www.promiseiowa.org

As locally elected citizens entrusted with public schools, Iowa school boards are uniquely positioned to lead the effort to showcase the impact of public schools on students, communities and our economy. Get involved today!