

R: Minnesota Department of Education, 2012 data, 5th grade math proficiency, E: "How Teachers and Schools Contribute to Racialization of Academic Potential," by Tina Wildhagen, Teachers College Record Volume 114, Number 7, 2012, p. 1-27. S: "School Leaders Matter" by Gregory F. Branch, Eric A. Hanushek, and Steven G. Rivkin, University of Texas at Dallas Texas Schools Project, Education Next, Winter 2013. E: line graph data source McKinsey & Company, "The Economic Impact of the Achievement Gap in America's Schools" 2009. Sanders and Rivers "Cumulative and Residual Effects on Future Student Academic Achievement"; relative influence of teachers on student achievement data source RAND Corporation 2012. T: "The Underworked American," The Economist, 7/11/2009.

# Five strategies that create schools where every student succeeds.

## Let's Reset Education in Minnesota.



**R = Real-time use of data**

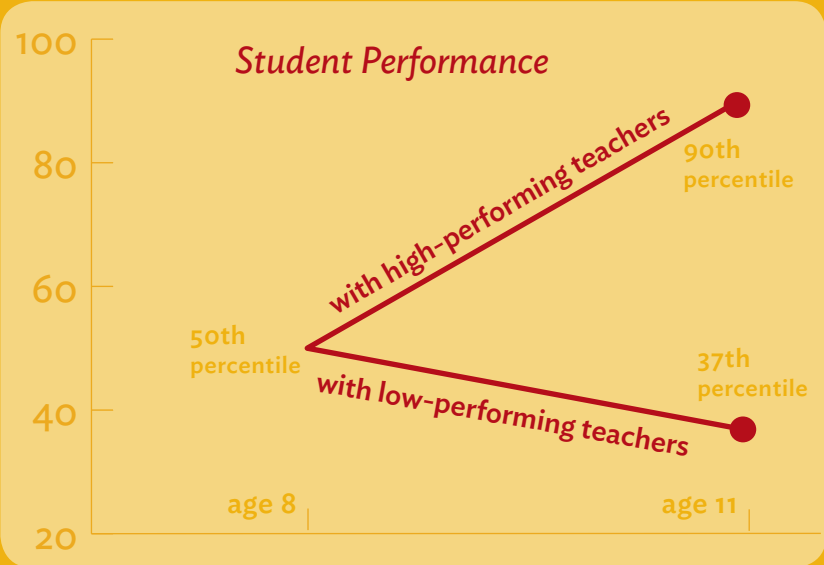
**E = Expectations not excuses**

**S = Strong leadership**

**E = Effective teaching**

**T = Time on task**

successful schools consider teaching effective when students master the material, not just receive it

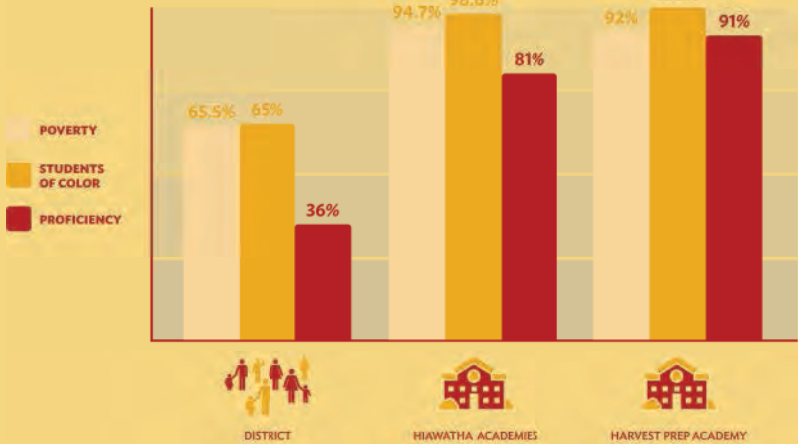


Teachers are the single-most influential in-school factor on student achievement.



successful schools continually monitor student progress and use the data to shape instruction

By checking for student mastery daily – through exit quizzes and other teaching methods – and targeting instruction accordingly, schools can keep students on track for success throughout the year.



math proficiency, 2012 data >

successful schools expect every child to excel and accept no less



Teacher perceptions of students' classroom effort and behavior account for 42% of the black-white gap in realizing academic potential.

successful schools have their students spend more time in the classroom and make every minute count



The US has one of the shortest school weeks and school years.

By adding just 15 days to the school year, our children would gain the equivalent of an additional year of instruction by the time they graduate.

successful schools empower their leaders to shape staffing, resources and culture and hold them accountable for student, teacher, and school success



## take action

1. CONSISTENTLY COUNTER THE MYTH THAT POOR KIDS CAN'T LEARN.
2. TELL ELECTED OFFICIALS YOU WANT RESET STRATEGIES IN OUR SCHOOLS
3. SUPPORT ORGANIZATIONS THAT BELIEVE WE CAN EDUCATE ALL CHILDREN NOW - NO EXCUSES

### OUR PARTNERS

Our partners believe all students can learn and that education is a path out of poverty. They advance RESET strategies in different ways. Learn more at [RESETEducation.org](http://RESETEducation.org).



### OUR SPONSORS

We're lucky to have so many local businesses and foundations who care about the future of our children and our community. Thank you for taking a stand!



3M  
Bush Foundation  
Delta Dental  
Faegre Baker Daniels  
General Mills Foundation

Greater Twin Cities United Way  
HealthPartners  
Leonard Street & Deinard  
McKnight Foundation  
Current & former Minneapolis Foundation trustees

### ABOUT US

The Let's RESET Education public awareness campaign took place in the spring of 2013. It was designed to increase awareness of the achievement gap and share proven solutions for creating schools where every child succeeds.

For nearly 100 years, The Minneapolis Foundation has connected people, resources, and ideas to spark positive change in our community and beyond. We offer tools and services to help donors fund their unique charitable passions and bring people together to create a better quality of life for all.

Learn more and join us at [MinneapolisFoundation.org](http://MinneapolisFoundation.org).





# MINNESOTA'S ACHIEVEMENT GAP

Minnesota has one of the nation's largest gaps in achievement between white students and students of color. Fewer than half of MPS students of color are graduated on time. The achievement gap can be seen in kindergarten—where only 43% of Latino children start school ready to learn vs. 90% of white children—all the way through to adulthood. By graduating students of color at the same rate as white students, Minnesota would add \$1.3 billion to the state's economy by 2020.

## REACH

*Alerting our community to the problem and the solutions within our grasp.*

We raised awareness of the achievement gap, the urgent need to address it, and the fact that there are proven solutions we can implement today.

We targeted our messages to reach audiences with influence to impact the issue, including business and civic leaders, voters, parents and educators throughout the west Metro.



### PUBLIC SERVICE ANNOUNCEMENT

A 60-second Public Service Announcement was created, using local youth, scenery, and talent including actor T Mychael Rambo and the Minneapolis Youth Chorus. Styled like a movie preview, it showed the threat our community will face if we don't close the achievement gap as well as the choice we have to create successful schools today. The PSA ran:

- on 65 different movie theater screens
- on 12 Comcast cable channels
- before YouTube videos

**Viewed 250,000 times**



### ADVERTISING

Campaign ads, many with infographics demonstrating the measurable impact of the RESET strategies, ran:

- in local business and lifestyle publications
- in community newspapers
- on daily news websites
- on skyway billboards

Many of our partners also published the ads in their own communications to spread the message further.

**Viewed 4.5 million times**



### RADIO BROADCASTS

Minnesota Public Radio aired two of the RESET Education Minnesota Meeting events over the noon hour.

**Reached 850,000 listeners**

## ENGAGEMENT

*Connecting our community with solutions and local efforts for change.*

Three Minnesota Meetings brought diverse stakeholders together to learn more about the issue and solutions. The format – evening events at the beautiful Fitzgerald Theater – and the popular appeal of the speakers drew crowds well beyond a typical public affairs audience. Many sponsors and partners used the events to grow and engage their membership. And throughout the campaign, new supporters of education reform were mobilized, many of whom connected with RESET partner organizations, joining effective advocacy, teacher and student activism efforts. Local civic and business groups also requested presentations on the RESET strategies.



### MINNESOTA MEETING

Principal, author, and news correspondent **DR. STEVE PERRY** electrified the audience, challenging everyone to do their part in ensuring our children get the best possible education. "We know how to create great schools," Perry said. "The question is 'will we?'"

Nearly 500 people braved an April(!) snowstorm to hear his message, including Angelique Kedeem who said: "As a Black parent, it was soul edifying to hear someone speak the truths that Minnesota culture resolutely shies away from."

Panelists included: Eli Kramer (Hiawatha Academies), Eric Mahmoud (Harvest and Best Prep), and Michael Thomas (Minneapolis Public Schools).



Grammy-winner **JOHN LEGEND** packed the house with music fans that he converted into RESET advocates with his passionate remarks and real-world expertise. Legend is an active volunteer with several schools and education reform groups including Teach for America, whose Twin Cities director Crystal Brakke introduced him.

Legend also took audience questions and closed the evening with several swoon-inducing songs. "Even if he hadn't sung, it would have been a beautiful night," said one attendee.

National teaching expert **MAYME HOSTETTER** demonstrated the power of classroom instruction to close the educational opportunity gap. Hostetter shared proven teaching strategies that ensure students master the skills and material. A Minnesota native, Hostetter also identified local teachers who inspired her as a child.

At left: moderator Beth Hawkins (MinnPost education reporter); Mayme Hostetter (dean of the Relay Graduate School of Education); and teacher panelists Angela Mansfield, Holly Kragthorpe, Crystal Ballard (not pictured).



# OUR PARTNERS

Our partners believe and demonstrate that we don't need to wait until poverty is solved. We can educate all of our children now.

They believe student success can be measured and achieved using proven RESET strategies and that transforming schools is one of the most effective ways to close the achievement gap.

## RESPONSE

*Sparking dialogue around the RESET strategies for creating successful schools.*

The campaign generated significant media and community interest.

Business leaders responded especially strongly to the data-driven strategies, as well as to our efforts to engage parents as part of the solution. We also heard from a significant number of African American parents, in particular, who embraced the campaign for the research-based and very public affirmation that it's our schools that need to change, not our children.



John Legend at Minnesota Meeting

### MEDIA COVERAGE

The campaign was frequently covered by business, community, and daily news media with interviews in print, radio, and television. The campaign generated editorial endorsements and many community commentaries.

Of note: Though one provocative Minnesota Meeting speaker (Dr. Steve Perry) took everyone in the audience to task - specifically calling out taxpayers, school leaders, and African-American parents - it was his sharp critique of teachers' unions that created a stir. Letters flew from the local teachers' union president to the Minneapolis School

Board, from the district superintendent to all teachers, and from parents, advocates, and other audience members to the broader community. These letters were all subsequently published, sparking further dialogue.

While the Foundation, its partners and sponsors would not have used the language this national speaker did, the result was that it gave voice to some very real local frustration - especially among parents – that children of color are being failed by our schools and too many people in power are reluctant to adopt strategies proven to bring our children success.

One woman who attended the Dr. Perry event noted: "His talk could give people more courage to openly challenge a system that is deeply failing their children."



### WEBSITE

Communications resources created for the RESET campaign continue to inform our community. The website is home to all of these tools including:

- a video showcasing the RESET strategies in local classrooms, along with infographics showing the data behind this open approach
- information about the state of education in Minnesota
- opportunities to get involved with RESET partners

**10,000+ website visits**

## IMPACT

*Influencing public support and decision-making to create gap-closing schools.*

The role of an awareness campaign is to generate visibility and support needed for change to occur. The RESET Education campaign increased awareness and urgency around tackling the so-called achievement gap and promoted a school-based approach to doing so. While we can't know the full impact of our efforts yet, early indications show positive momentum. Building on intensive leadership, advocacy and teaching by local educators, parents, and community groups, RESET was able to spotlight the amazing results we should be getting for all of our children today.



See the RESET strategies at work in this video at RESETEducation.org. You'll get the data behind each one, while being inspired by local teachers and students. Every day, more educators in district and charter classrooms are embracing proven strategies to ensure all students are on track for success.

### RESET EDUCATION by POPULAR DEMAND

Eric Mahmoud, co-founder and leader of Harvest Prep, noted at the RESET campaign a lunch that, "after doing this work for more than 20 years, I've never felt more optimistic." Indeed, momentum for closing the gap has been growing, thanks to years of hard work, courage and leadership, and tireless parent and teacher voices pushing to improve our schools. Together, through the RESET campaign, we gave the movement an additional and timely push.

We were proud to unite so many committed leaders, sponsors, partners, and participants around a common message, standing up for children who are being left behind by a K-12 system that fails more children of color than it graduates. Today, the broader community is beginning to recognize the critical need - and opportunity - to educate all children equally and with excellence:

**Mayoral candidates** are being pressed like never before to deliver concrete plans for improving public education. A few candidates have identified RESET strategies in their plans; those who haven't are feeling public pressure to do so.

Minneapolis Public Schools Superintendent Bernadeia Johnson released her SHIFT plan for the district, which includes many of the RESET strategies. Campaign messages about the importance of more time in the classroom, empowered school leaders, and effective teaching bolstered public perception of the Shift plan.

And in September, the Star Tribune published poll results in which Minneapolis voters identified education as the most important issue facing the city. The article noted, "Residents are giving priority to the city's schools as a problem after... a barrage of publicity by self-styled reformers has spotlighted the district's achievement gap."

Next? Get these plans and platforms adopted so every child can experience the academic success that's within our power to deliver.

**Together, we can RESET Education**



Watch Minnesota Meeting, read the campaign coverage, learn about the strategies, and connect with partners and sponsors - all at RESETEducation.org.