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 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 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.

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

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 find their unique charitable passions and bring people together to create a better quality of life for all.

Learn more and join us at minneapolfoundation.org.
MINNESOTA’S ACHIEVEMENT GAP

Minneapolis 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 graduating on time. The achievement gap can be seen in kindergarten—where only 48% of Latino children start school ready to learn vs. 56% of white children—all the way through to adulthood. By graduating students of color at the same rate as white students, Minneapolis 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 30-second Public Service Announcement was created, using local youth, scenery, and talent including actor Tywanna 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 choices 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 skyline billboards

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

Viewed 4.5 million times

MINNESOTA MEETING

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 Kadem 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 (Hawthorne 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 music. Hosted by Minneapolis Public Schools Superintendent Bernadeia Johnson, the event was hosted by Minneapolis Public Schools Superintendent Bernadeia Johnson, who introduced him.

Legend also took audience questions and closed the evening with several sono-influencing songs. “Even if I hadn’t sung it, it would have been a beautiful right,” said one attendee.

RESET Education by Popular Demand

Eric Mahmood, 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 timeless 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.

MINNESOTA RADIO PUBLIC RADIO®

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

Reached 850,000 listeners

RADIO BROADCASTS

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

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.

RESPONSE

Sparkling 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.

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.

ORE 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.

Five percent of African American students are graduating from high school on time. The achievement gap can be seen in kindergarten—where only 48% of Latino children start school ready to learn vs. 56% of white children—all the way through to adulthood. By graduating students of color at the same rate as white students, Minneapolis would add $1.3 billion to the state’s economy by 2020.

Our partners and sponsors - all at RESETEducation.org. You’ll get the data behind 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.”

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.

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