

KEY MESSAGES

These Key Messages are designed to clearly and consistently explain the benefits of the new California Standards, also known as Common Core to other parents and community members.

LIFE SKILLS



Common Core is a way for students to acquire the life skills they need, such as the ability to think critically, communicate and collaborate. Common Core will help them stand on their own two feet to meet the challenges and take advantage of the opportunities that lie ahead.

TIME IS NOW



Businesses need skilled workers – now. By ramping up Common Core, students have a much better chance of acquiring the skills necessary to succeed in today's economy and emerging opportunities as the 21st Century workplace evolves.

CHANGE IS GOOD

It's true, Common Core represents a change. Because of its focus on solving complex problems students will learn the skills they need for today's jobs and the jobs of tomorrow.

WORKPLACE SKILLS

Some of the most important attributes of Common Core, such as the ability to solve problems creatively, communicate effectively and work in teams, are needed every day by Orange County companies and entrepreneurs.

GETTING THERE



Common Core's assessments, like the dashboard in a car, will help parents, students and teachers navigate the learning process. Everyone can see if students are getting to their destinations, or if course corrections are needed.

SUPPORTED BY JOB CREATORS

Employers* across the region are enthusiastic supporters of Common Core. Tomorrow's employees need to be creative and innovative critical thinkers.

**Companies supporting Common*

Core include: Aetna, AT&T, Bayer, Boeing, Broadcom, Chevron, Dell, Dow Chemical, DuPont, Exxon Mobil, Ford, GE, Harley Davidson, Hitachi, IBM, Intel, Lockheed Martin, Microsoft, Motorola, Northrop Grumman, Raytheon, Rockwell, State Farm, Symantec, Taco Bell, Texas Instruments, Time Warner Cable, Verizon, Walmart, Xerox



WHAT TEACHERS DO BEST

Common Core gives teachers the flexibility to do what they do best – be creative in choosing the teaching methods and selecting the curriculum that best fits their students' needs.