

TAKING ACTION: FACE-TO-FACE

Clarify the new California Standards benefits. Make clear, powerful points.

6 TIPS TO START THE CONVERSATION

Whether you like to talk, write or go digital, use these steps that will help you communicate the benefits of Common Core standards.



#1: Speak Up.

Ask to present a Common Core minute at the start of parent and community meetings.

#2: Write About It.

Dedicate a recurring column in a parent newsletter to explain and illustrate what the Common Core learning standards really look like. *Bonus Tip:*

Link to a video from this Toolkit to bring in voices from across the community.

#3: Make it Real. Distribute the 1-page Fact Sheet in this Toolkit to parents and community members. *Bonus Tip: Build on the Fact Sheet in this Toolkit to show more details of what Common Core looks like in a classroom.*

#4: Get Social. Use the Facebook Postings and Tweet Sheet in this Toolkit to start your social media presence. *Bonus Tip: Link from postings and tweets to videos in the Toolkit.*

#5: Go Digital. Create a "Common Core" or "21st Century Learning" section on a parent website. If you don't have the resources to maintain a new page, link to a trusted source from the front page of your site. *Bonus Tip: Refer to the Resources section on the last page of this Toolkit.*

#6: Engage. Set up a Common Core-centered meeting with your school's PTA or Parent Committee. *Bonus Tip: Prepare for the meeting by reviewing the Key Messages, Common Core Minute and PowerPoint Presentation in this Toolkit. Designate one or two spokespersons (i.e. Experts/Champions).*

COMMON CORE MINUTE #1

With one of these brief statements, you can quickly tell parents, students, school board members and community groups why Common Core matters.

- My name is XXXXX. I am the parent of children who attend XXXXX.
- I feel very fortunate that my children will benefit from Common Core. That's because I believe Common Core will help our children develop important life skills, such as critical thinking. Going forward, our kids can use these skills to make informed choices, get a job and stand on their own two feet.
- The marketplace is changing so fast. For example, the cell phone in my pocket looks very different from the one I had when *[insert name of child]* was born. And the job skills *[insert name of child]* will need are changing so fast, it's hard to keep up.
- Because of Common Core's focus on critical thinking, collaboration, creativity and communication, I believe that *[insert name of child]* and *[his/her]* classmates will stand a better chance of mastering the skills they need to be successful and have a good life.

COMMON CORE MINUTE #2

- I talk with a lot of parents, and one thing is universal. We are all interested in the same thing – the best education possible for our children.
- That's why I'm glad to see the higher standards and clear benchmarks we have with Common Core.
- Common Core is raising the educational standards for our students here in Orange County.
- Here's what I mean. Schools still teach the facts – but are now going beyond them to challenge students to really think things through.
- Students are learning critical thinking skills that will help them in college, on the job and in their lives.
- They are learning to analyze information and to better communicate with others – not just go along with the loudest voice.
- This approach will help our children to be better prepared for college and careers in today's world.

PowerPoint Presentation

Click [here](#) to download a brief PowerPoint presentation. Refer to the Notes pages for help in delivering a presentation to other parents and community members on the benefits of the Common Core standards.

