

## Every Student Succeeds with STEM Mobilization Challenge #2

*The Challenge: Reach out to your state governor about the ESSA state plan and encourage the prioritization of STEM learning, and encourage local business leaders to do the same.*

As states develop new plans under ESSA, all members of the STEM community have an important role to play to keep great STEM teaching and great STEM learning a top priority for students.

### Tools and Tips for Rising to the Challenge

Below are several tools you can use as you reach out to: (1) your **governor** about prioritizing STEM learning and (2) **business leaders** to help reinforce your message. These tools include:

- **Call** your Governor: Phone Script
- **Invite** a Business Leader: Step-by-Step Instructions and Sample Email
- **Email** your Governor: Sample Email
- **Tweet** at your Governor: Sample Tweets
- **Track** Impact: Share any responses you receive with us at

Twitter: @success\_STEM

Email: [successwithSTEM@100Kin10.org](mailto:successwithSTEM@100Kin10.org)

To learn more and get involved more broadly with the “Every Student Succeeds with STEM” campaign, visit [www.successwithstem.org](http://www.successwithstem.org).

Thanks for everything you are doing to make a difference in STEM learning for our young people!



# Every Student Succeeds With **STEM!**

## Tips for Contacting Your Governor

### Call or Visit, Ideally

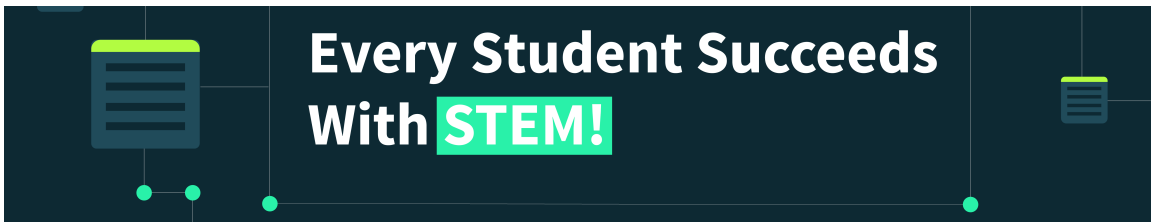
Call your Governor about the ESSA state plan and encourage the prioritization of STEM learning. Activists and lawmakers say a phone call can have more weight and be harder to ignore than an email or social media post. The chances of you actually speaking to the Governor are slim--but that's okay! Even if you don't speak directly to the governor, staff members often pass the message along in one form or another. (Citation: [NYTimes article](#))

Directory of Governors can be found at:

<http://www.successwithstem.org/resource/directory-sea-governor/>

Before you call:

- **Research** what type of commitment the Governor has made to STEM in the past, maybe you just need to call and thank them for their hard work to make a STEM a priority!
  - *Helpful tip:* Did your governor mention STEM in his or her State of the State? You can google and find a transcript or key takeaways from your Governors 2017 State of the State.
- When you call, **inform** the receptionist that you are a constituent and would like to convey your feeling on STEM and ask politely to speak with the staff who handles education.
- You will need to give **basic information** including your name, address, the issue about which you are calling and your opinion.
- Talk about your **mutual interest** to help students. Avoid talking about your organization's track record.
- **Thank** the Governor's education advisor for his/her time and indicate that you appreciate his/her willingness to listen and record your comments. If you spoke with one of the education advisor's staff, be sure to record the name of the staffer and the day and time you spoke, so you can have it for future use and in case you need to follow up.



## Tool #1: Call your Governor – Talking Points and Tips

Phone calls make a difference. Even if you don't speak directly to someone, staff members often pass the message along in one form or another. Even a voicemail needs to be logged and noted as stakeholder feedback. Don't be shy!

### Steps for a Successful Phone Call to Make STEM a Priority:

**1. Call the main number at the Governor's office.**

I'm -----, a [insert your role: teacher/education leader/STEM expert] really passionate about STEM education. Can you please connect me with the Governor's Education Advisor?

**2. [About you]**

I'm -----, a [insert your role: teacher/education leader/STEM expert] really passionate about STEM education. I know you are developing the state plan right now and I'm eager to make sure that STEM education is included and prioritized.

**[Make the Case]**

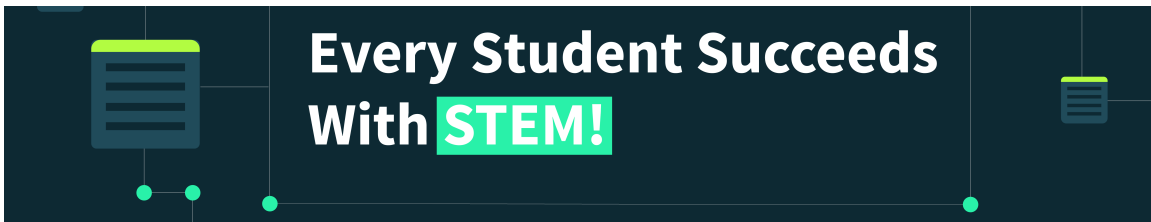
We know that STEM education helps ensure students have the critical thinking and problem-solving skills they need to succeed in school, work, and life. Making STEM a priority in [our state] under ESSA can help ensure all our children have the opportunity not only to receive a great education, but also to pursue the college or career pathway of their choice.

**[Be specific]**

I hope that STEM learning is represented in our overall state vision. Additionally, STEM should have priority in Title II programs and funding to help teachers in these critical areas. And in Title IV where we know that high-quality STEM education is essential to a well-rounded education for all students.

**[Offer to Help]**

Are there ways that STEM stakeholders can help you in writing and reviewing the plan to ensure STEM is available for young people in our state?



## Tool #2: Email Your Governor; Make it Personal

*Email your story and request to prioritize STEM; template and guidance for crafting email*

Write a simple, personalized and clear email advocating for your issue.

- A. Think for a minute: Why is it important to me to prioritize STEM in the state plan, and ultimately the future of education in my state?
- B. Review the [messaging framework](#) to understand the big ideas.
- C. Brainstorm something specific to share like:
  - a. A story of an individual kid who got really excited about STEM in your class
  - b. Your experience of how a specific professional development activity changed your teaching
  - c. A data point(s) about how STEM learning has changed/improved over the years in your classroom/school



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## EMAIL TEMPLATE:

Dear Governor:

***[Explain your reason for writing]***

I'm writing today because I believe that making STEM a priority in [your state] under the new Every Student Succeeds Act can help ensure all our children have the opportunity for not only a great education, but also to pursue the college or career pathway of their choice.

***[Introduce yourself and why it matters to you]***

Example: I am a science teacher and believe that when young people engage in STEM subjects, we can inspire them, sparking their curiosity and interest and preparing them for future careers.

***[Talk about mutual desire to improve student outcomes]***

Example: I know that we both want young people to succeed. Can we talk about how STEM makes a difference in students' lives? In science classes, we are able to focus on skills like problem-solving and critical thinking, while building STEM-related knowledge.

***[Help tie their work to your work]***

As you develop the ESSA state plan, I hope you will think about me and my classroom. I know that STEM learning opportunities and support for STEM teachers are mentioned specifically throughout the new law and its guidance. And I understand that ESSA provides states with flexibility to set new policy and funding priorities, and you can do that to support STEM learning.

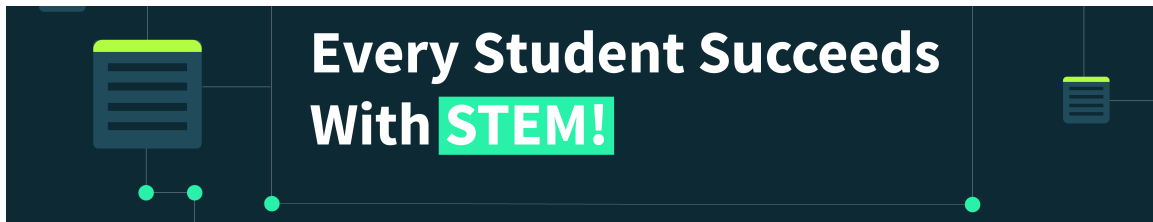
***[Reinforce your request]***

We need strong STEM learning today for our future tomorrow. STEM is critical for a well-rounded education for all students. It is a way of thinking and learning as much as it is tied to a specific curriculum. It helps engage kids in school and learn important life skills, such as creativity, perseverance and experimentation. It is fundamental and I hope our state plan in [your state name] will reflect that.

***[Thanks and contact information]***

Thank you for all you are doing to make education stronger in [our state]. For more stories about STEM learning, don't hesitate to contact me at [contact info].

Sincerely,  
**[signed]**



### Tool #3: Sample Tweets to Adapt and Post

Although we've mentioned earlier, phone calls are the most effective way to get your voice heard, tweets aren't very time consuming and can help inspire others to take action as well!

Examples:

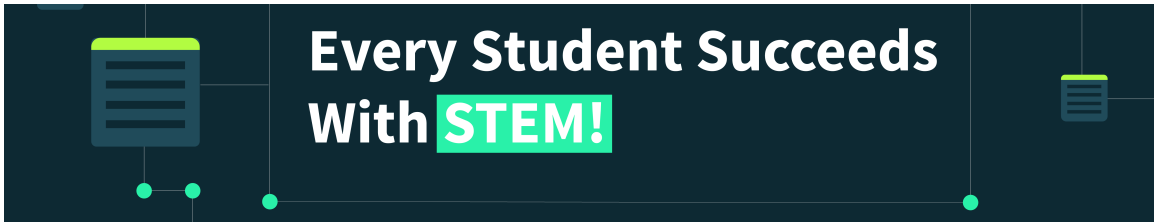
@success\_STEM I just sent an email to @governor about the need to prioritize #STEM in [our state] #ESSA plan.

@success\_STEM #STEM matters! We need inspired leadership from @governor to make #STEM a priority in our [state] #ESSA plan. Thank you!

I just called @governor about why #STEM should be a priority in our [state] #ESSA plan and you should too! Here's the # [insert]

@governor I just sent you an email about why #STEM should be a priority in our [state] #ESSA plan! I hope you read it.

I just called @governor education advisor about why #STEM should be a priority in our [state] #ESSA plan!



## **Tool #4: Contact a Business Leader**

If you know local business leaders, professionally or personally, one action you can take is explaining to him or her why STEM is so critical to the workforce and what they can do to help make STEM a priority in the state's ESSA plan.

If you don't know any local business leaders but would like to take this action, research to see what businesses are helping to fund local STEM initiatives. Reach out and thank them for their commitment to STEM and explain to them why it's so important that STEM is a priority in your state's implementation plan and how engagement and advocacy are essential.



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## EMAIL TEMPLATE:

Dear **[business leader]**:

We share a desire to have a strong workforce in [our state]. I see my work in education as helping make sure you have the employees you need in the future with the knowledge and skills to make sure they are successful.

Will you help me help you? Together we need to reach out to [our governor] and make sure that [he/she] will make STEM a priority under the new education law called Every Student Succeeds Act. Together we can help ensure all our children have the opportunity for not only a great education, but also to pursue the college or career pathway of their choice.

I hope you will share with [our governor] that, as a business leader, you know that STEM matters. We need young people to have the knowledge and skills gained from science and mathematics. And we need everyone in our workforce to have the kinds of abilities learned in those subjects like creativity, critical thinking, collaborative and communications.

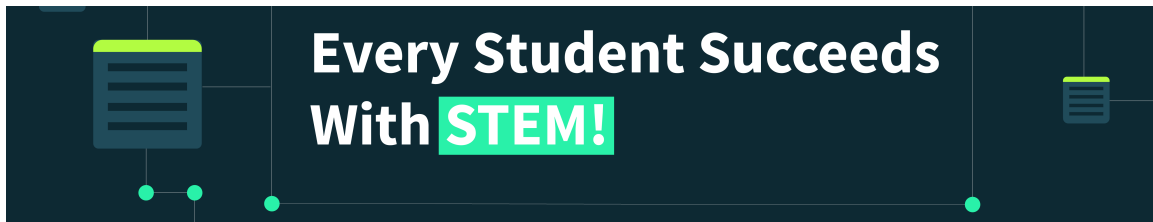
As a business leader, I know you understand that every industry needs workers with strong STEM skills, but there is often a struggle to find these workers. One critical way to bridge the STEM skills gap is if our state prioritizes STEM in its ESSA state plan. Though STEM learning opportunities and support for STEM teachers are mentioned specifically throughout the new law and its guidance, ESSA provides states with flexibility to set new policy and funding priorities. We need our state's ESSA plan to prioritize STEM because it is key to the nation's future and competitiveness.

Please help advocate for STEM in our state. Send an email to [our governor's contact]. And here's a [link with a set of resources](#) for calling, meeting with, or writing to the Governor."

Thank you for your leadership. The business community is vital in communicating that STEM is a key to developing the next generation workforce. For more stories about STEM learning, don't hesitate to contact me at [contact info].

Thank you!  
**[signed]**





## Finally: Track Impact

Share any responses you receive with us at: <http://bit.ly/2kokKTy>

Or share responses at:

Twitter: @success\_STEM

Email: [successwithSTEM@100Kin10.org](mailto:successwithSTEM@100Kin10.org)

What can you expect in response to your outreach? Maybe just a form letter. Maybe just a simple thank you. Share it with us! All of the responses together add up to real momentum.

(And be sure to thank the respondent!)

Thanks for everything you are doing to make a difference in STEM learning for our young people.