



Every Student Succeeds Act








Elementary and Secondary Education Act Reauthorization

MEDIA TOOLKIT

ESEA Reauthorization – Every Student Succeeds Act Media Toolkit

USE THESE MATERIALS TO HELP COMMUNICATE – TO OTHER SCHOOL BOARD MEMBERS, STAKEHOLDERS, AND THE PRESS – SUPPORT FOR THE EVERY STUDENT SUCCEEDS ACT (ESSA) AND TO CELEBRATE THIS HISTORIC LEGISLATION WHEN IT IS SIGNED INTO LAW.

Talking Points

-  [NSBA] supports the Every Student Succeeds Act as effective reauthorization legislation of ESEA.
-  ESSA is bipartisan and addresses priorities for public education, including local governance and flexibility, accountability to stakeholders, and local-state innovation and reform efforts for continuous student achievement.
-  The work of NSBA’s legislative governing body, the Delegate Assembly, informed the development of provisions to support local governance present in the legislation. Senators Deb Fischer (R-Neb.), Jon Tester (D-Mont.), and Angus King (I-Maine) introduced the tri-partisan local governance measure. This provision strengthens support for local autonomy in managing school administration, budget development, and related operations for school district responsibilities – all important to continuous improvement for student achievement.
-  ESSA restores the balance between federal, state, and local government in public education.
-  The local governance provision of the Every Student Succeeds Act will positively affect the educational outcomes of our nation’s 50 million public school students, the performance of our more than 13,000 public school districts, and the success of both our communities and our nation. Our public school children must be our top priority. [NSBA] is committed to ensuring that the local school board voice is heard for the passing of an education law that empowers states and districts with the flexibility needed to ensure high quality public education.
-  ESSA reaffirms the importance of local governance and community leadership in public education. The collective voice of America’s school boards have been heard.
-  [NSBA] praises the Senate’s efforts in passing a bill that underscores the importance of local governance, and ensures school board members will be better positioned to offer all students a high quality education.







Quotes from NSBA Executive Director

- “ We are now closer than we have ever been in the last eight years to producing a new law that addresses both equity and excellence to help our school boards provide the high-quality public education that every child deserves and requires for future success,” stated NSBA Executive Director Thomas J. Gentzel.
- “ NSBA applauds lawmakers for restoring regular order in the legislative process and working with our school boards and education stakeholders to achieve this important step towards the passage of a final



bill that will modernize ESEA and facilitate greater innovation in education for school districts and states,” said Thomas J. Gentzel, Executive Director National School Boards Association.

“ The passage of the Every Student Succeeds Act is good news for our nation’s 90,000 local school board members, and an historic step toward reversing years of undue burden under the No Child Left Behind Act and restoring responsibility for school accountability and academic standards back to states and local school districts,” stated Thomas J. Gentzel, Executive Director of the National School Boards Association.

Sample Tweets

-  [#ESSA](#) empowers local school boards with the flexibility needed to ensure high-quality public education. [#ESEA](#)
-  [#ESSA](#) passage shows important work by school boards advocating on behalf of America's public schoolchildren. [#ESEA](#)
-  [#ESSA](#) restores power for local communities in [YOUR STATE] to make local ed decisions. We urge passage. [#ESEA](#)
-  [YOUR STATE]'s school board voices have been heard. [#ESSA](#) empowers local communities to make ed decisions. [#ESEA](#)
-  Thanks to school board members throughout [YOUR STATE] for making [#ESSA](#) a reality. Your voices have been heard. [#ESEA](#)
-  Congress listened to [STATE]'s school boards. Local communities now have the power and flexibility to make important ed decisions. [#ESEA](#)

Sample Facebook Posts

-  Congress is on the verge of empowering school board members and local communities to make the important education decisions for [YOUR STATE]’s public schoolchildren. We support the Every Student Succeeds Act because it restores local governance and provides the flexibility for states and local districts to ensure high-quality public education.
-  [YOUR STATE]’s school board voices have been heard. The Every Student Succeeds Act provides flexibility to local communities in their decision-making and empowers them to set policies that advance the public education of [YOUR STATE]’s students. We thank school board members throughout [YOUR STATE] and the country for advocating on behalf of public schoolchildren everywhere.

Resources

- ❖ NSBA [primer](#) on what the ESSA means for local school boards, including a transition timetable, and frequently asked questions.
- ❖ NSBA [Commentary](#) on the ESEA conference framework Every Student Succeeds Act.
- ❖ NSBA [ESEA reauthorization webpage](#) listing updates and resources for school board members.
- ❖ NSBA [official statements](#) and latest news on [NSBAwire](#).
- ❖ Bill Text: [Every Student Succeeds Act](#).

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