

Education Equity on the Ballot Toolkit

Prop 15: Schools & Communities First Prop 16: Equal Opportunity For All

August 2020

Education equity is on the ballot this November, and we have a historic opportunity to advance racial justice in California with Propositions 15 and 16 – but we need your support! The Education Trust–West is proud to share our [#EdEquityontheBallot](#) Toolkit to support your organization's voter education activities in your communities!

This toolkit equips you with information and resources you can use to vote, conduct voter education, and help to get out the vote! The following outlines the resources and ways you and your organization can get involved and accompanying materials for your engagement:

Action	Resources
Vote	<p>Make sure you can vote yes on Prop 15 (Schools and Communities First) and Prop 16 (Opportunity for all)</p> <ul style="list-style-type: none"> ● You can register to vote here ● Check your voter registration status to ensure it is up to date here
Host an event	<p>Plan a webinar, conference call or a meeting</p> <ul style="list-style-type: none"> ● Download this deck with embedded talking points for your presentations or discussions ** <p>Need an event agenda, invitation language, help with promotion or a co-presenter? Contact us.</p>
Engage on social media	<p>We've crafted sample language that you can use to share your support on your social media</p> <ul style="list-style-type: none"> ● Prop 15: Sample posts ● Prop 16: Use our education focused digital toolkit with weekly updated language from now until November! <ul style="list-style-type: none"> ○ Here is a digital toolkit from the Yeson16 campaign ● Follow The Education Trust–West at: @EdTrustWest ● Follow the Campaigns at: @Schools1stC and @YesProp16 <ul style="list-style-type: none"> ○ Make sure to use the hashtags: #edequityontheballot, #yeson15 and #yesonProp16
Share out Resources	<p>We've developed and compiled resources for you to share</p> <p>Prop 15: Schools and Communities First</p> <p><i>Written Materials</i></p> <ul style="list-style-type: none"> ● Campaign Bilingual 1-pager** ● Campaign Policy Summary

****** indicates this material is available in Spanish. Contact us if interested in accessing.

	<ul style="list-style-type: none"> ● Campaign Infographic ● California needs a new master plan to close the education equity gap ● After tax cuts derailed the ‘California dream,’ is the state getting back on track? ● Working Toward K-12 Funding Adequacy: California’s Current Policies and Funding Levels <p><i>Video</i></p> <ul style="list-style-type: none"> ● Prop 15 & 16 Ed Equity on the Ballot Webinar Recording <ul style="list-style-type: none"> ○ Need an email drafted to share this video out with your network? Contact us. <p>Prop 16: Opportunity for All</p> <p><i>Video</i></p> <ul style="list-style-type: none"> ● Prop 16 Why Only Race-Conscious Policies Can Fix Racism in Higher Education Forever <p><i>Written Materials</i></p> <ul style="list-style-type: none"> ● Campaign 1-pager** ● ETW Prioritizing Racial Equity webpage ● Dispelling the Myths: Providing Opportunity for All in K-12** ● Dispelling the Myths: Providing Opportunity for All in Higher Education** ● Affirmative Action Frequently Asked Questions ● The Majority Report: Supporting the Success of Latino Students in California ● Black Minds Matter Report: Supporting the Educational Success of Black Children in California ● Hard Truths Report: Why Only Race-Conscious Policies Can Fix Racism in Higher Education ● Segregation Forever?” The Continued Underrepresentation of Black and Latino Undergraduates at the Nation’s 101 Most Selective Public Colleges and Universities
<p>Connect with the campaigns</p>	<p>Become involved with the campaigns directly</p> <p>Prop 15: Schools and Communities First</p> <ul style="list-style-type: none"> ● Text “Our Future” to 97779 ● Secure Endorsements ● Donate, volunteer or learn more about other ways to get involved by visiting: yes15.org <p>Prop 16: Opportunity for All</p> <ul style="list-style-type: none"> ● Text Bank by signing up at this link ● Sign the Pledge and commit to voting yes on Prop 16 <ul style="list-style-type: none"> ○ Are you an educator? Pledge to host a classroom conversation here ● Donate, volunteer or learn more about other ways to get involved by visiting: voteyesonprop16.org

Thank you for your commitment to educating voters in your community about the ways these two important ballot measures can improve education equity in schools and colleges across the state. Please contact Yvonne Muñoz (ymunoz@edtrustwest.org) if you have any questions and or would like to request any additional support to further support your engagement.

****** indicates this material is available in Spanish. Contact us if interested in accessing.