

# MOVE SCHOOLS FORWARD: OVERVIEW OF ELEVATE 215 ADVOCACY AND ENGAGEMENT DURING MAYORAL ELECTION

## Education Presentation for Philanthropy Network OST Meeting



### AGENDA

1. OVERVIEW OF ELEVATE 215 ENGAGEMENT
2. INFORMATION ON SURVEY
3. IDENTIFICATION OF COMMON SOLUTIONS
4. WHAT CAN NON-PROFITS DO?

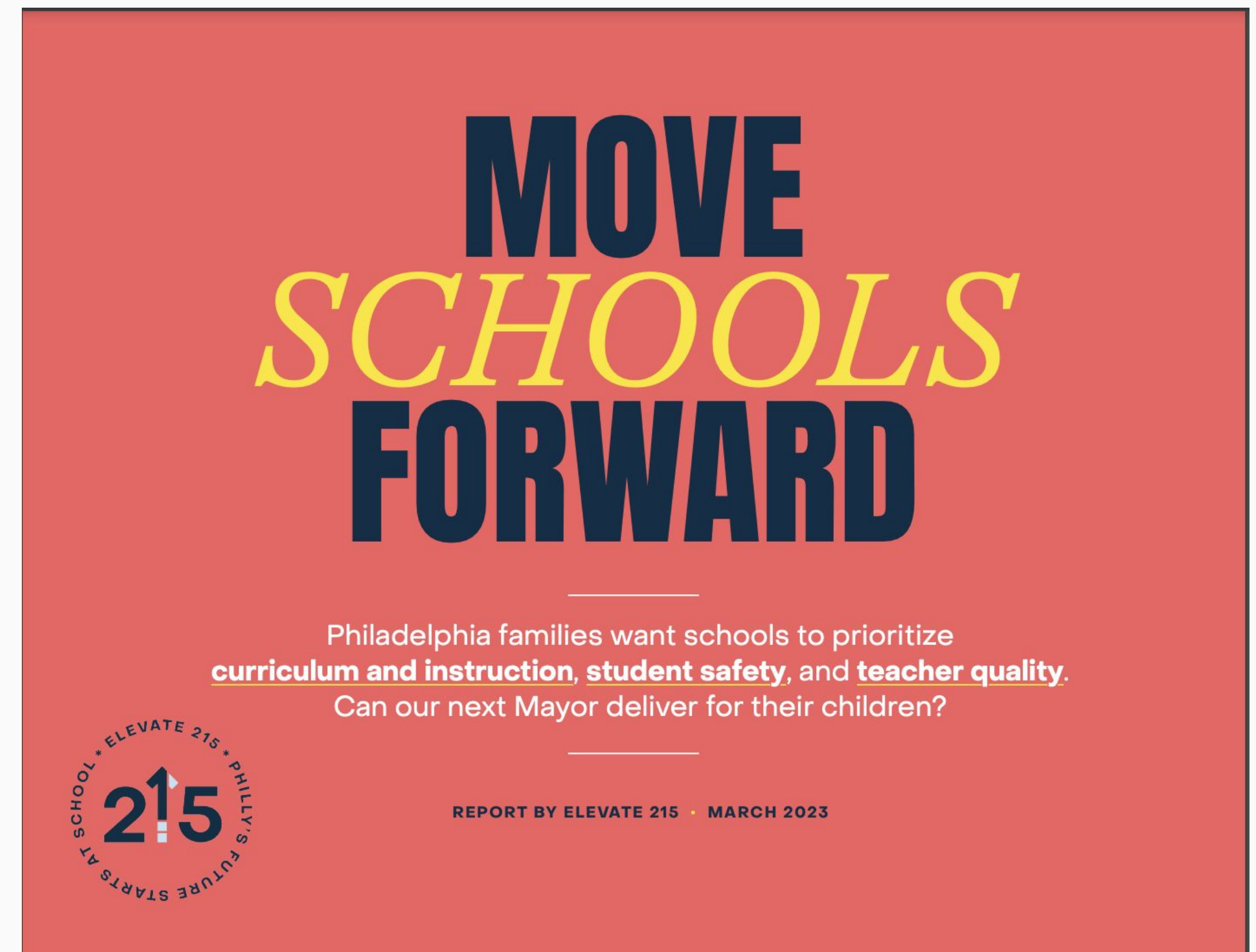
# Overview of Elevate 215 Advocacy and Engagement

Ahead of the Mayoral primary, Elevate 215 determined it was important to work to ‘elevate’ the importance of education in the Mayoral election.

To do this, we identified ways to better inform community members and school leaders about the upcoming mayoral primary election, but also to advocate in non-partisan ways about what an eventual Mayor could do to improve education for Philadelphia students.

A few of the key activities as a part of this work included:

- Conducting a representative survey (or poll) of [Philadelphia Families about Education](#)
- Engaging Community Partners to make meaning of the results of this survey
- Releasing the [Move Schools Forward Report](#) highlighting survey results and recommendations based on results and engagement
- Hosting a [Mayoral Debate](#) titled ‘How Can Our Next Mayor Can Move Schools Forward’
- Offering to meet with candidates individually to review the report and recommendations





# Overview of Elevate 215 Advocacy and Engagement



*A few highlights from this engagement include:*

### Mayoral Forum at Community College of Philadelphia

#### Press Stories and Media

- CBS News Philadelphia | 4.24.23 | [Infrastructure of Philadelphia schools key topic during education mayoral forum](#)
- 6 ABC Philadelphia | 4.24.23 | [YouTube: 6 abc's Coverage of Elevate 215's Mayoral Forum](#)

#### Elevate 215 Materials

- Elevate 215 Insights Blog | 4.28.23 | [Mayoral Candidates Share Education Plans at Forum Hosted by Elevate 215 and Community College of Philadelphia](#)

### Move School Forward Report

#### Press Stories and Media

- Philadelphia Tribune | 4.3.23 | [Report outlines next Philly mayor's education priorities](#)
- Philadelphia Inquirer | 3.28.23 | [School safety is Philly parents' top concern, and other takeaways from a new report for the next mayor](#)
- Chalkbeat Philadelphia | 3.28.23 | [Philly parents say schools don't prepare students to thrive, want next mayor to prioritize education](#)

#### Elevate 215 Materials

- Elevate 215 Press Release | 3.28.23 | [Elevate 215 Report Identifies Key Ways The Next Mayor Can Move Schools Forward](#)
- Elevate 215 Insights Blog | 3.28.23 | [Move Schools Forward Report and Survey Resources](#)

# Family Survey: Methodology

**Embold Research – a non-profit focused research partner of the organization Change Research – conducted a survey of Philadelphia families from September 22 - October 5, 2022.**

- 404 surveys completed by parents living in Philadelphia, PA.
- Modeled margin of error: +/- 5.1%.

**The Survey was fielded online using a combination of methods:**

- Targeted advertisements on Facebook and Instagram
- Text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data.
- the Lucid sample aggregator, which recruits respondents from dozens of different online panels. All members of these panels are admitted to our survey based on qualification in a pre-screening survey administered by Lucid.

**Data is weighted to accurately depict the gender and race/ethnicity of adults in Philadelphia, PA.**

**Full Survey Results Will Be Made Available to Public by Elevate 215**



# Survey Headlines: What do Philadelphia Families Say They Want in Schools?

**1** 95% of Philadelphia families say they “want schools that create modern learning experiences that prepare students for the real world,” but a majority (51%) of Philadelphia parents currently do not feel their children are being prepared to ‘thrive in life.’

**2** When asked about the most important things about schools, parents consistently identify three themes across question types:

- 1. Curriculum and instructional practices**
- 2. Student safety, and**
- 3. Teacher quality**

More on this in following slides.

**3** A majority of parents feel that Philadelphia schools are on the wrong track (64%).

**4** 91% of parents agree that “In the upcoming mayoral election, a candidate’s plan for improving the education system in the city is key to earning my support.”

# What Are Some Common Solutions to Creating a Great System of Schools in Philadelphia? And What Can the Next Mayor Do?

*In this report, we provide facts about Philadelphia schools and highlight the main takeaways from the family survey. We then identify six priority areas based on feedback that Philadelphia's next Mayor can take action on to move schools forward. These actions include:*

- 1 **Set a Citywide Vision for Schools**
- 2 **Increase the Number of High Quality Schools**
- 3 **Develop a Plan to Provide Safe and Modern School Facilities**
- 4 **Improve Student Safety and Wellbeing**
- 5 **Focus on Citywide Teacher Recruitment and Retention**
- 6 **Advocate for Equitable Funding for Philadelphia Schools**

# WHAT CAN NONPROFIT ORGANIZATIONS DO?

- **Nonprofit organizations can't participate in partisan campaign activities, but there are things nonprofit organizations can do to engage with and educate candidates about your issues, and to inform the public about issues during an election cycle.**
- **Some useful ways to think about this:**
  - How could a given election or leadership change impact goals of your organization and the issues you invest in or support?
  - If there is potential for substantial impact, can you educate the public about this impact in a non-partisan way?
  - Can you engage with candidates in a non-partisan way to educate them about your issues?
  - How might engaging before, during, or after an election cycle impact your goals?
- **There are always benefits and costs to engaging with candidates and elected leaders, and this should be weighed as a part of any engagement or effort.**
- **Of course, all nonprofits and foundations should consult their legal counsel with specific questions about any engagement or advocacy around candidates or elections.**



# Questions and Next Steps

## Opening Up for Discussion:

- What are ways non-profit organization can think about engagement with mayoral candidates or other candidates moving forward?



# Thank You

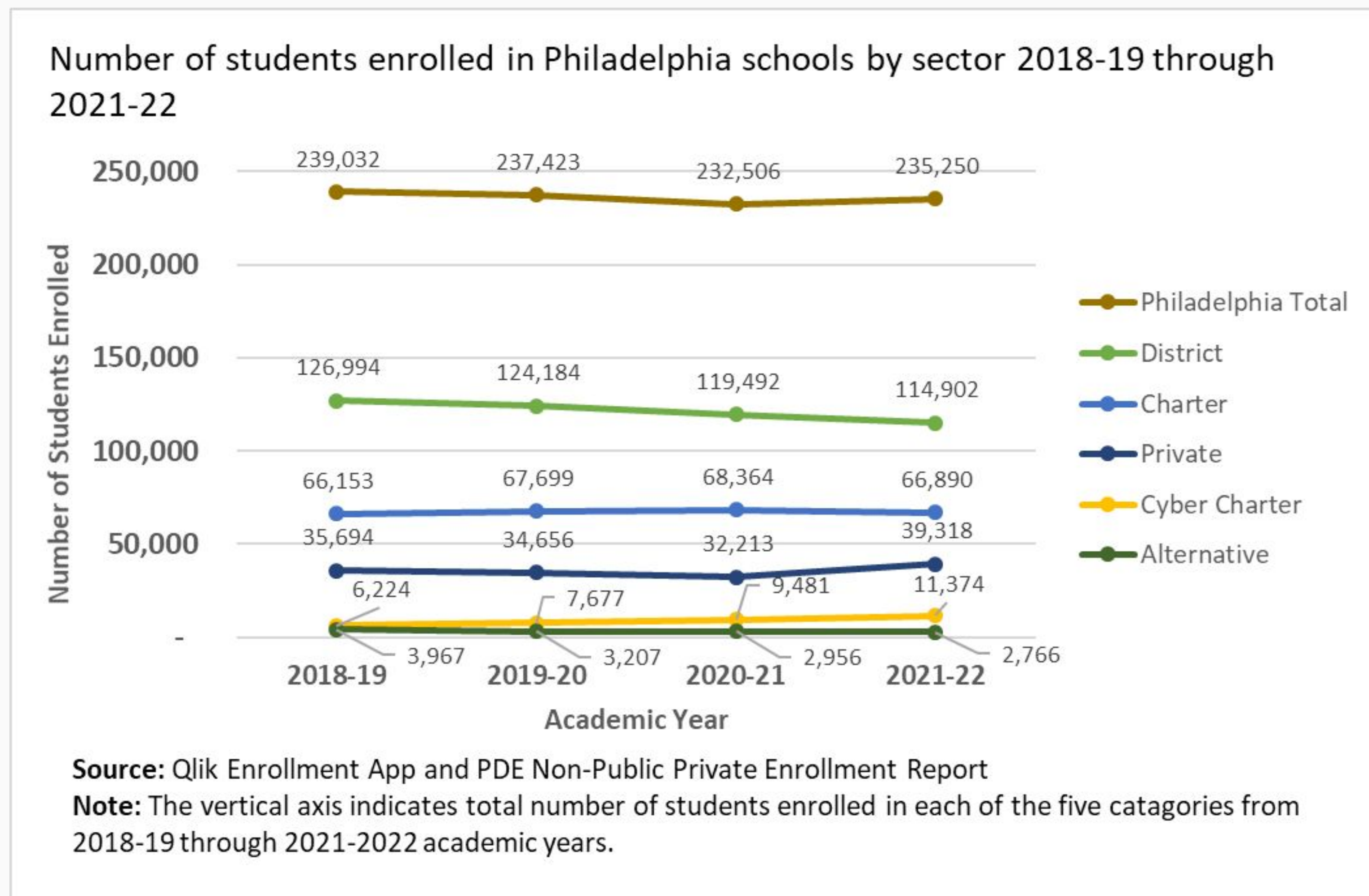


# APPENDIX

# Background: Student Enrollment

Student enrollment is down across public school sectors in Philadelphia over the last several years

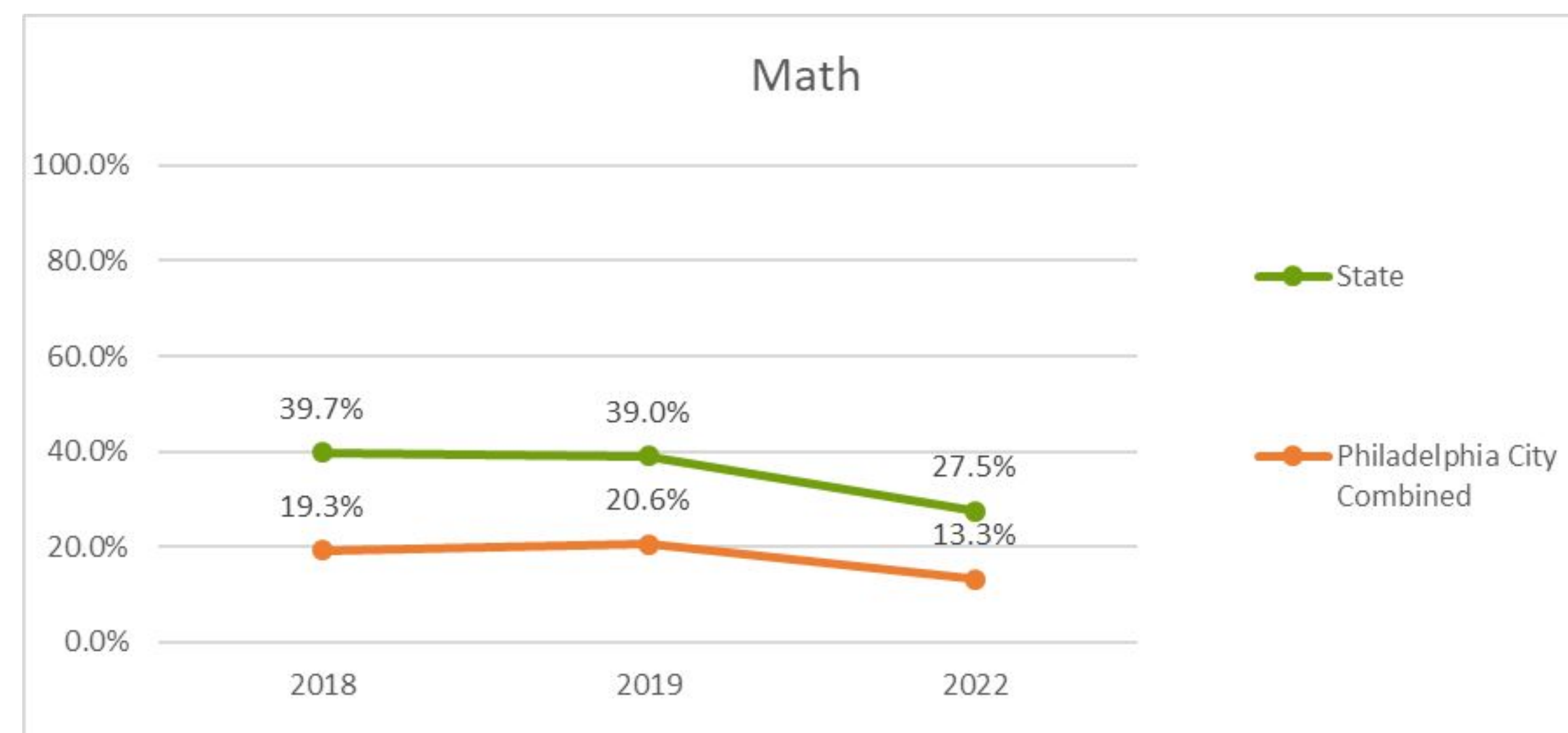
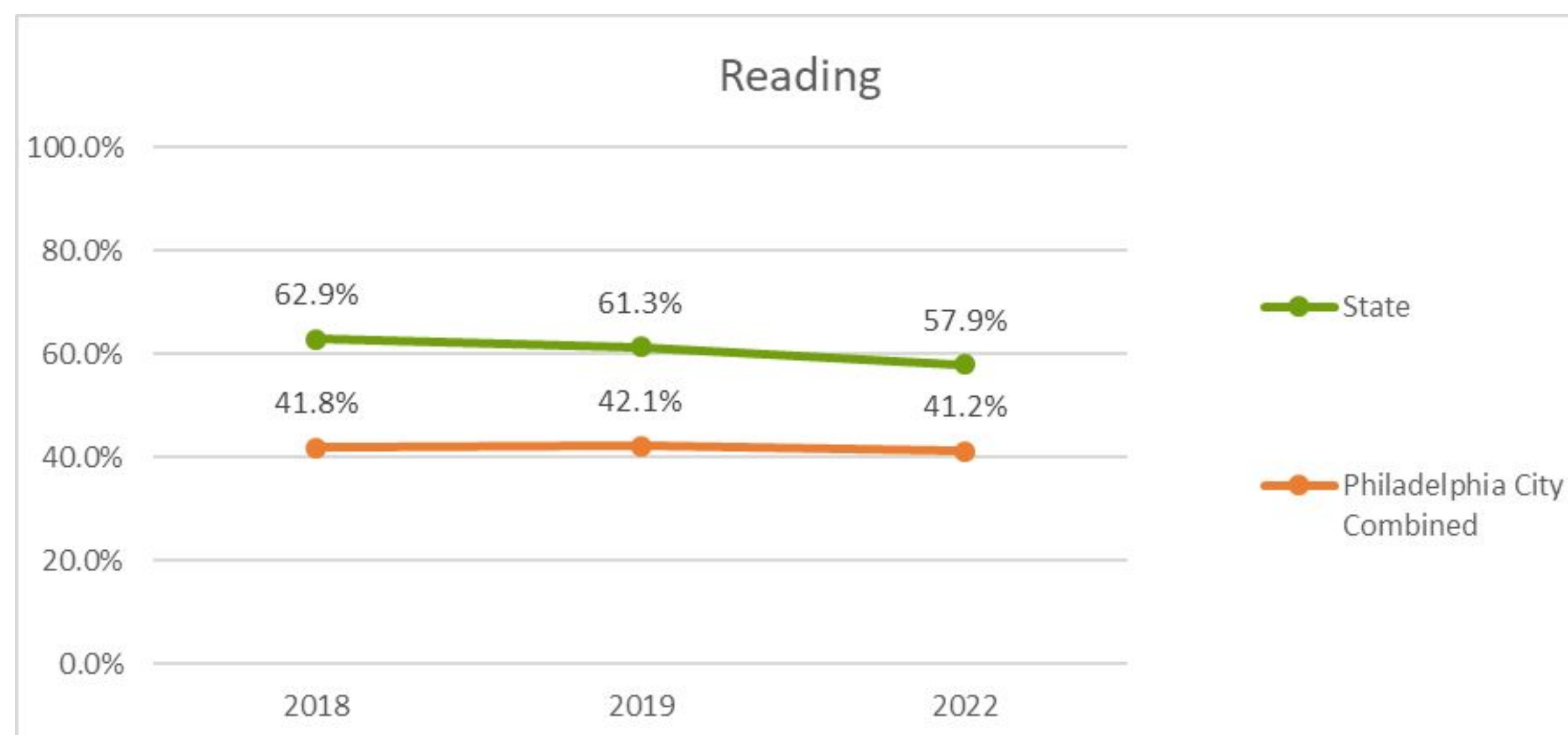
This follows a pre-existing trend in public district schools and reverses growth in public charter schools, while private schools and cyber charter schools saw increases in enrollment





# Background: Student Achievement

- Data below represents citywide Public Schools, grades 3-8 proficiency percentages on PSSA in Math and Reading
- Declines are relatively consistent across subgroups



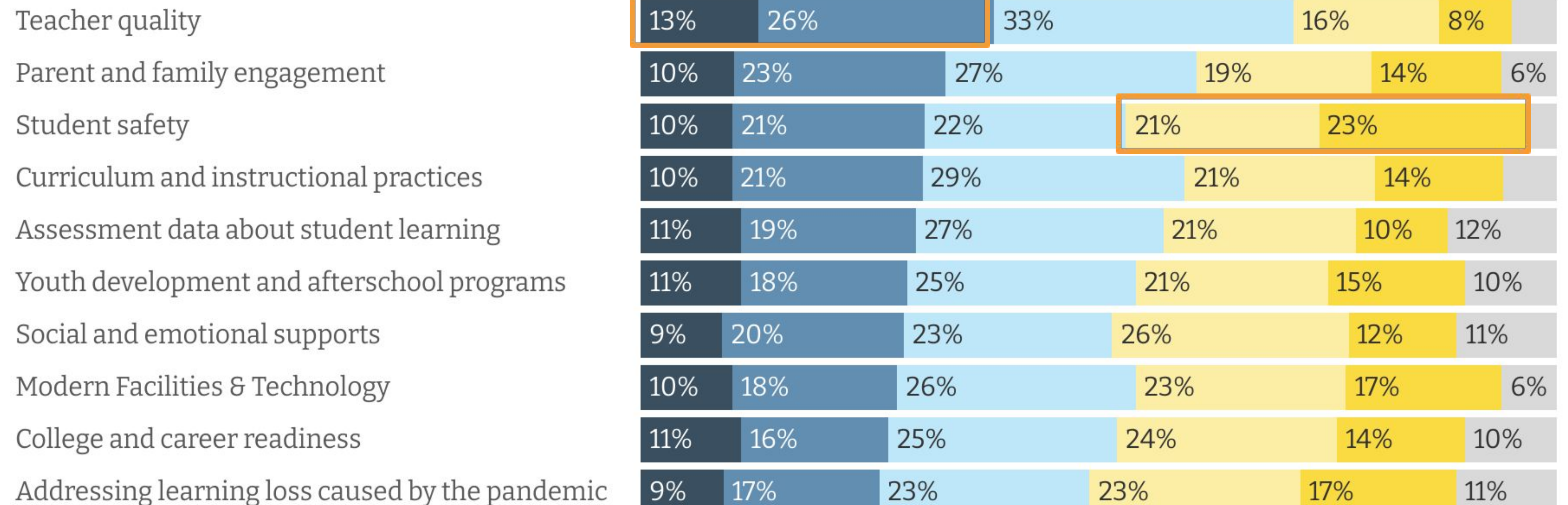
# Going Deeper: Teacher quality is viewed as the most positive part of Philadelphia schools, while student safety is the most negative.

Parents have middling assessments of most attributes - they tend to believe performance is just "good" "acceptable" or "poor", and few would qualify school performance as excellent on any metric.

## How would you rate Philadelphia schools on each of the following attributes?

EMBOLD research

● Excellent ● Good ● Acceptable ● Poor ● Very poor ● Not sure





# Going Deeper: Parents feel that schools should prioritize delivering high-quality instruction and curriculum and supporting teachers in the new school year.

High-quality instruction and curriculum is even more important among parents of color who are college educated (74%).

College and career preparation, providing social and emotional support, and offering additional tutoring and remedial instruction were tied as the third most important areas that parents feel schools should prioritize in the upcoming school year (32%).

## Which of the following are the most important for schools to prioritize in the new school year? Please select up to three.

EMBOLD research

Delivering high quality instruction and curriculum

Supporting teachers with additional pay, resources, and/or time

College and career preparation

Providing social and emotional support

Offering additional tutoring and remedial instruction

Addressing students' level of stress or trauma

Investing in technology

Making coronavirus testing accessible for students and teachers

Maintaining social distance in the classroom

Something else (please specify)

56

45

32

32

32

25

22

9

8

7



# Going Deeper: Parents primarily base their school choices on student safety, teacher quality, and curriculum and instruction

Parents also prioritize parent engagement (77% very important), college and career readiness (73%), and social and emotional support (70%) when negotiating which schools are best for their child(ren).

- Social and emotional support is even more important among parents with household incomes below \$75,000.

Very few parents report that any of these priorities are not important to them.

## How important are each of the following priorities to you when considering the school(s) your child(ren) attends? EMBOLD research

● Very important ● Somewhat important ● Not very important ● Not at all important ● Not sure

