

**The Power of
Parent
Engagement**



Helping public education fulfill the promise of equal opportunity.

Lauren May, Director of Advocacy



Our Mission

Step Up For Students empowers families to pursue and engage in the most appropriate learning options for their children, with an emphasis on families who lack the information and financial resources to access these options. By pursuing this mission, we help public education fulfill the promise of equal opportunity.

Step Up For Students is a state-approved nonprofit scholarship funding organization that helps administer several scholarships for Florida schoolchildren:

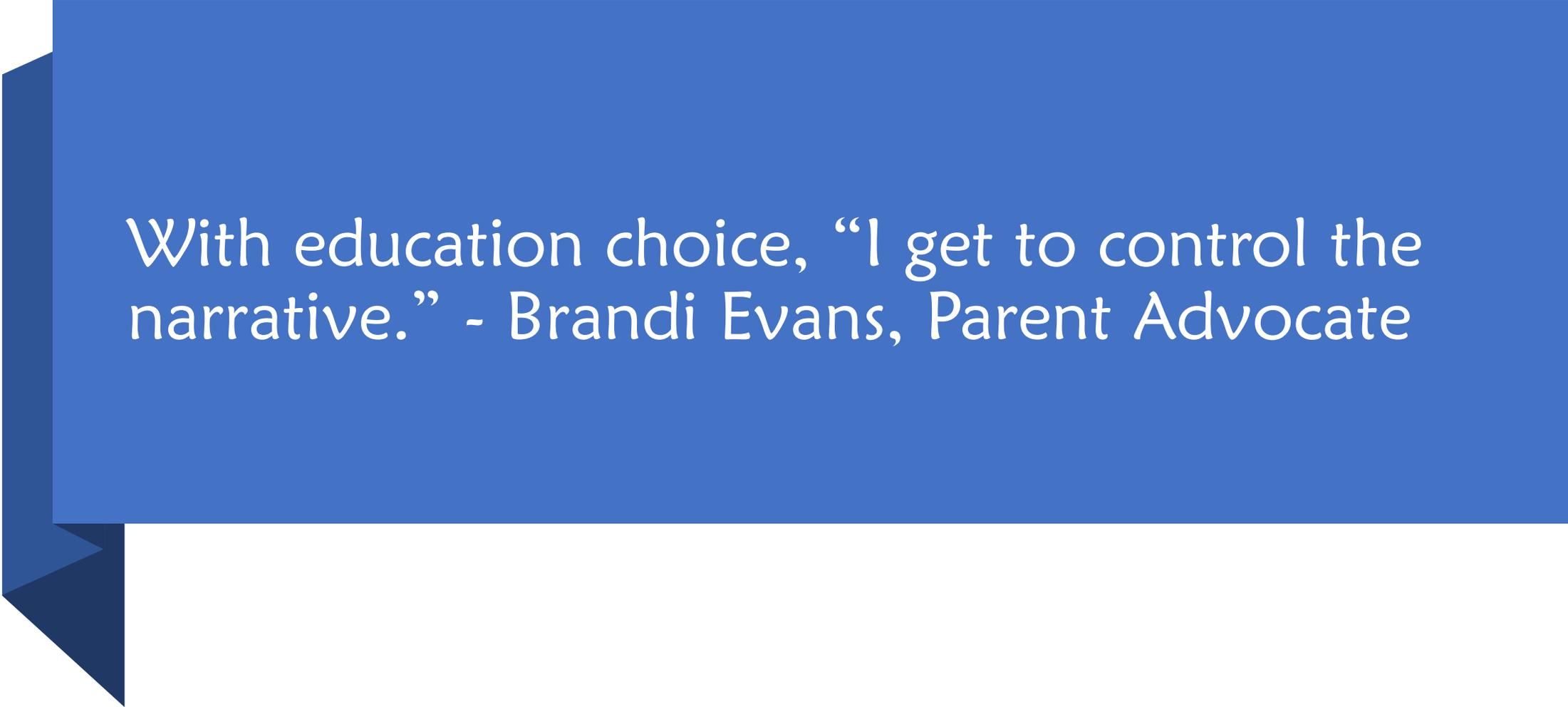
Florida Tax Credit Scholarship (FTC) and The Family Empowerment Scholarship Educational Options (FES-EO) Scholarships for private school, public school transportation

Personalized Education Program (PEP) for students participating in home education programs

The Family Empowerment Scholarship Unique Abilities (FES-UA) for students with unique abilities (formerly Gardiner)

The Hope Scholarship for public school students who are bullied or victims of violence

The New Worlds Scholarship Accounts for public school students in kindergarten through fifth grade who struggle with reading or math.



With education choice, “I get to control the narrative.” - Brandi Evans, Parent Advocate

Grassroots Mobilization

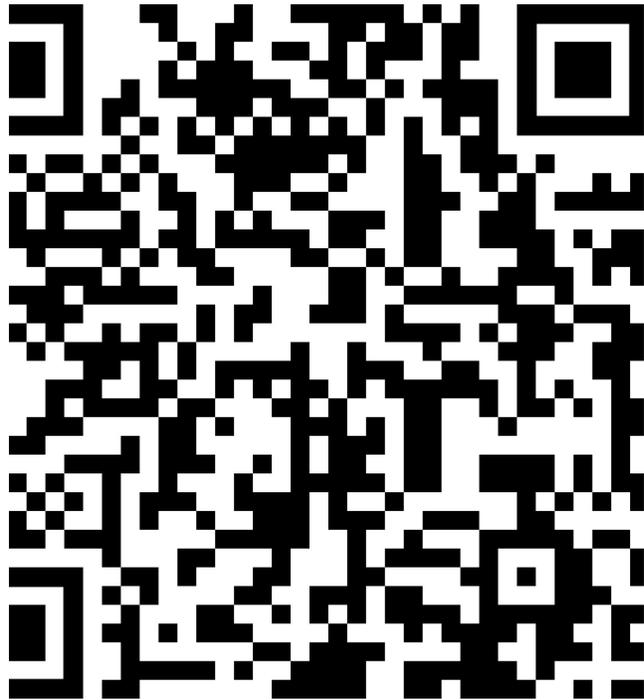
In 2010, two thirds of the Florida Legislature's Black Caucus voted to expand the Florida Tax Credit Scholarship, ensuring it would become the nation's largest private school choice program.

In 2014, when that same program was targeted by a lawsuit that threatened its existence, more than 100 Black ministers in Florida joined a coalition to formally condemn it.

Two years later, more than 10,000 people, most of them Black and Hispanic, rallied against the lawsuit at the state capital, in an event headlined by Martin Luther King III.

In 2018, there were over 10,000 students on the FTC waitlist. Families shared why they needed this scholarship.

I'm a single mother of three. I drive a garbage truck for the city of Orlando, usually working more than 60 hours a week. I'm doing it to send my two youngest sons to private school. We live paycheck to paycheck, and sometimes I have to choose between buying food and paying tuition.



<https://www.reimaginedonline.org/2019/02/a-mothers-plea-for-education-choice/>

How many parents are there?

- Nearly 360,000 students on scholarships
- Nearly 385,000 students in charter schools

Important to work with parents to build a constituency of support for both local and state issues to help more students have access.

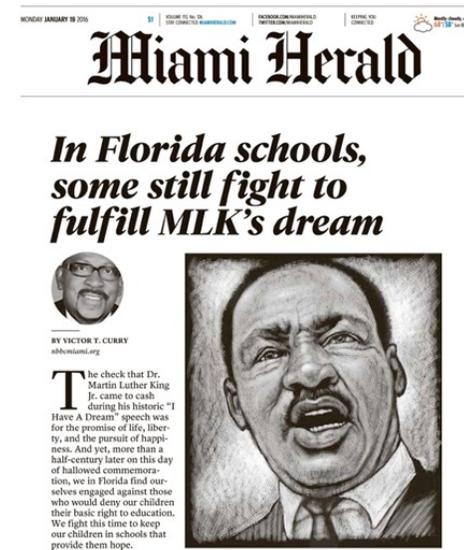


Think-Pair-Share

What are the ways you may need to mobilize parents in the next few years?

We need each other

- Phone Calls
- Committee/Legislative/District Meetings
- School Board Meetings
- Blog Comments
- Newspaper Reporters
- Letters to Editors/Op-Eds
- Social Media
- Parent Meetings
- Emails







Tactics That Work!
Speak before lawmakers

Think-Pair-Share

What could you parents or advocates say to lawmakers right now? the next few years?



GAINESVILLE.COM

Stephanie Karst: Use voucher funding for teacher raises instead



GAINESVILLE.COM

Jason Acosta: Scholarships increase chance for a better education

I was disappointed to read Stephanie Karst's recent column in The Sun opposing t...

Tactics That Work!
Respond to opponents

Tactics That Work!

Share powerful stories



ORLANDOSENTINEL.COM

Expanded tax-credit scholarship would help more kids succeed |

Tactics That Work!

Share powerful stories



Best of 2021: Florida governor signs landmark education choice expansion into law

on December 28, 2021





Tactics that work!

Train your audience for the mission

Focus on the central point: We are one!

We support a parent's right to choose the best school for their child. This includes:

- District-run schools
- Private schools
- Charters
- Magnets
- VPK
- Scholarships
- Virtual programs
- Homeschools



Speak from the heart Focus on:

- Your children
- Your students
- Why your school works for your kids
- How your children have improved since switching schools
- Grades, good behavior, good habits, safe environment
- Teachers who care about your children
- Why your family needs a choice
- Personal stories that tell us about your unique situation
- Your right as a parent to choose the school that works best



Think-Pair-Share

Where could you train your parents or advocates?
What type of event could you host to do this?



Tactics that work!

Marketing and Networking

Relationship Building is KEY!

Ensure you know what your parents and advocates want and need so when you need to mobilize them, they are ready to be engaged.



Webinars and meetings



2021-22 Webinars

3 videos · 450 views · Last updated on Aug 14, 2021



Step Up For Students

SUBSCRIBE



Program and Process Updates for Scholarship Schools - 2021-22 School Year

Step Up For Students



Updates for Family Empowerment Scholarship (Formerly Gardiner) Families - 2021-22 School Year

Step Up For Students



Updates for FTC & FES Education Options - 2021-22 School Year

Step Up For Students

GoToWebinar

Analytics

Try the new Multi-Session Attendee and Engagement report today

LEARN MORE

Live Recording

BUILD REPORT

Overview > Step Up For Students School L...

Download

STANDARD

Step Up For Students School Informational Training

Monday, Jul 28, 2021 02:05 PM EDT - 04:03 PM EDT

527

Attendees

76

Avg. Interest Rating

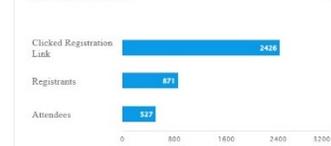
70.28

Total Avg. Attentiveness

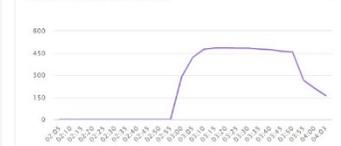
61%

Attendance Rate

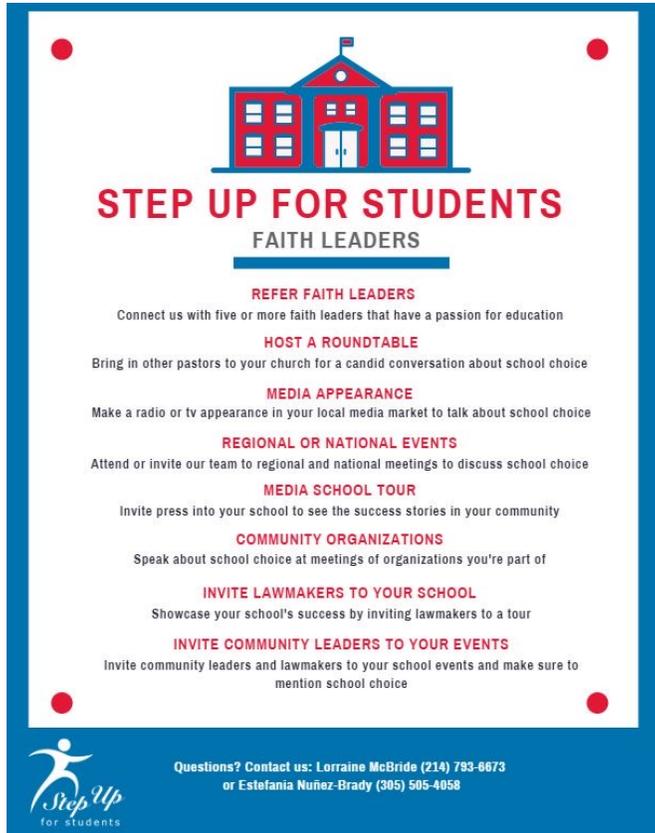
Attendance Conversion



Number of Attendees in Session



Flyers For Specific Audiences




STEP UP FOR STUDENTS
FAITH LEADERS

REFER FAITH LEADERS
Connect us with five or more faith leaders that have a passion for education

HOST A ROUNDTABLE
Bring in other pastors to your church for a candid conversation about school choice

MEDIA APPEARANCE
Make a radio or tv appearance in your local media market to talk about school choice

REGIONAL OR NATIONAL EVENTS
Attend or invite our team to regional and national meetings to discuss school choice

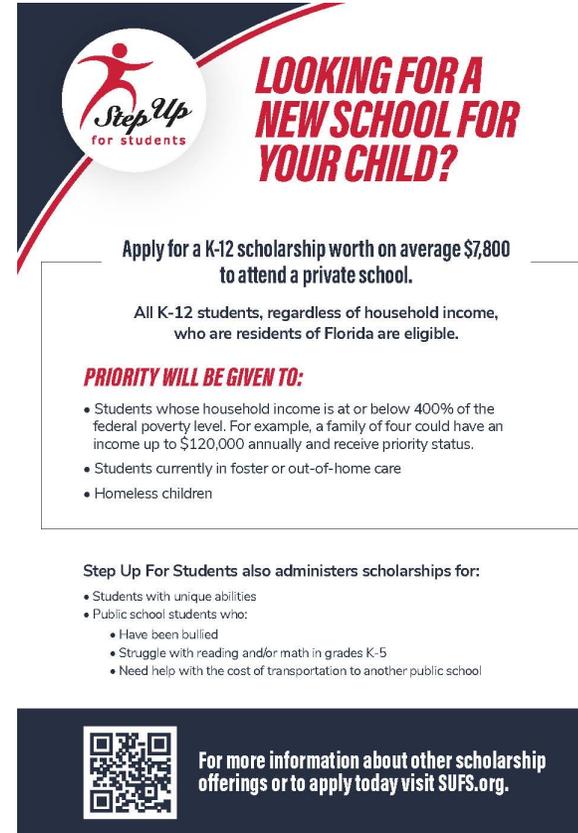
MEDIA SCHOOL TOUR
Invite press into your school to see the success stories in your community

COMMUNITY ORGANIZATIONS
Speak about school choice at meetings of organizations you're part of

INVITE LAWMAKERS TO YOUR SCHOOL
Showcase your school's success by inviting lawmakers to a tour

INVITE COMMUNITY LEADERS TO YOUR EVENTS
Invite community leaders and lawmakers to your school events and make sure to mention school choice

 Questions? Contact us: Lorraine McBride (214) 793-8673
or Estefania Nuñez-Brady (305) 505-4058




**LOOKING FOR A
NEW SCHOOL FOR
YOUR CHILD?**

Apply for a K-12 scholarship worth on average \$7,800
to attend a private school.

All K-12 students, regardless of household income,
who are residents of Florida are eligible.

PRIORITY WILL BE GIVEN TO:

- Students whose household income is at or below 400% of the federal poverty level. For example, a family of four could have an income up to \$120,000 annually and receive priority status.
- Students currently in foster or out-of-home care
- Homeless children

Step Up For Students also administers scholarships for:

- Students with unique abilities
- Public school students who:
 - Have been bullied
 - Struggle with reading and/or math in grades K-5
 - Need help with the cost of transportation to another public school

 For more information about other scholarship offerings or to apply today visit SUFS.org.

Marketing & Networking

- Bulletin announcements
- Pulpit announcements
- Postcards and flyers

Send your child to a private school with the help of a Step Up scholarship.

Learn more at SUFS.org



SCHOLARSHIPS FOR PUBLIC SCHOOL STUDENTS

Apply for a transportation or reading/math scholarship for your public school student.

TRANSPORTATION SCHOLARSHIP

- Provides at least \$750 to K-12 public school students to help with the cost of transportation to **attend another public school.**

NEW WORLDS SCHOLARSHIP ACCOUNTS

- Provides up to \$500 to public school students in **grades K-5** that have a reading and/or math deficiency.
- Helps cover the costs related to part-time tutoring, literacy programs, instructional materials, fees for summer education and after-school programs designed to improve mathematics skills, approved technology items and more.



For more information about other scholarship offerings or to apply today visit SUFS.org.

Reading Scholarships

for Public School Students



New Worlds Scholarship Accounts K-5

New Worlds Reading Scholarship Accounts Program Eligibility Criteria

Florida public and charter school students in:

✓ Grades 3-5 who scored below Level 3 on the statewide, standardized English Language Arts (ELA) or Math assessment in the prior school year (2022-2023).

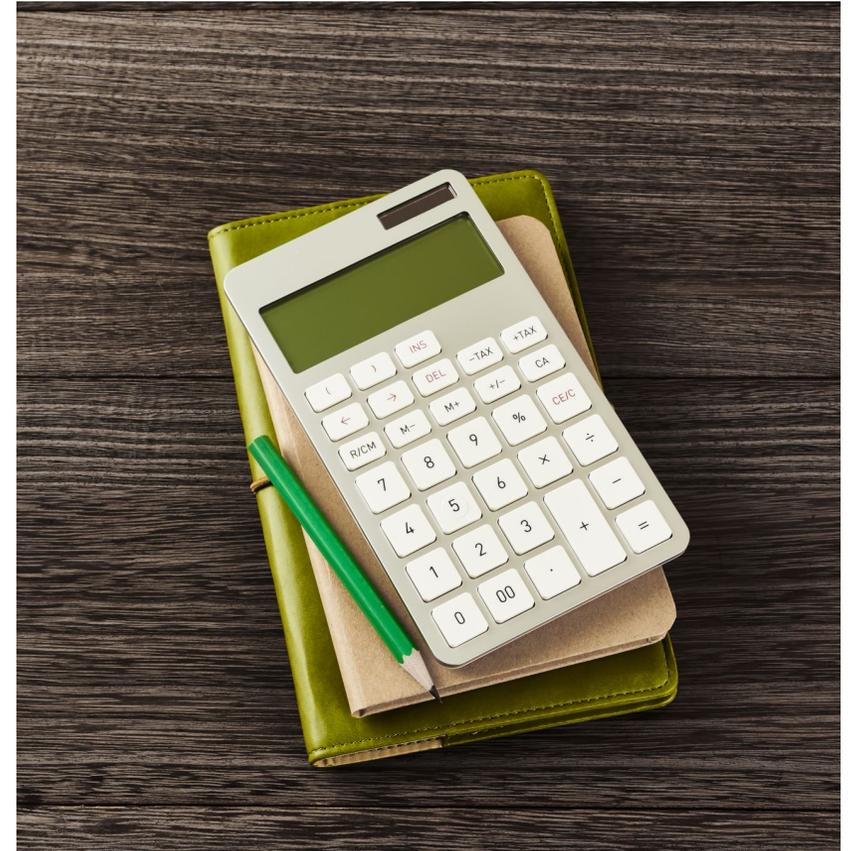
✓ Grades 3-5 who score a Level 1 or Level 2 on the Grades 3-10 FAST ELA Reading or Math for Progress Monitoring 1 (PM1), PM2 or PM3 in 2022-2023 **OR**

✓ Grades K-2 in 2022-2023 who are identified with a substantial reading or math deficiency per Rule 6A-6.053 F.A.C.

Funding priority will be given to students indicated as English Language Learners who are enrolled in a program or receiving services specifically designed to meet their instructional needs.

How the New Worlds Scholarship Accounts Work

- New Worlds Scholarship Accounts provide access to an Education Savings Account (ESA). The ESA functions like a bank account with funds you can spend on educational resources.
- Dollars from this scholarship must be used in ways that improve reading and/or math.
- This includes:
 - Part-time tutoring in reading and math
 - Summer or after-school programs designed to improve reading or math skills
 - Curriculum or instructional materials, including books and some technology items



New Worlds Reading Scholarship Accounts Application Process

We are accepting applications for the 2023-24 school year.

Where to Apply

www.StepUpForStudents.org

Scholarships For Struggling Readers

[Apply For Scholarship](#)

Providers & Schools



[Click here](#) or scan for handbooks and marketing materials.

Platform that Works for You!

Phone2Action

Send an email to your lawmakers and add your own personal message!

Mr. * Full Name *

Email (jsmith@email.com) *

Mobile Phone ? *

Home Address (123 Any St) *

Zip Code *

 Send Email

Hi there,

I live in your district and am hoping you will vote yes to end waiting lists and support our children so they can get the education they deserve.

Please vote to pass the Family Empowerment Scholarship.

Regards, *Your Name*

Send me emails about this campaign

Email your lawmakers now!

Children on scholarship waiting lists are running out of time.

The Family Empowerment Scholarship can fix that.

Let's get every kid off a waiting list and into a great school.

Please send an email now so your lawmakers vote YES.

Your story might be the difference between scholarships and waiting lists. Tell it now.



How do critical issues affect your organization?

There are several different audiences with whom maintaining trust, transparency, positive relationships, and timely communications are critical to your ability to continue to grow and fulfill your mission.

Parents
Schools
Media
Donors
Partner organizations



Think-Pair-Share

How has this training helped you today? What can you take back with you and implement?

Lauren May
Lmay@sufs.org



Every child deserves a chance to succeed.