



## RESOLUTION TO ADOPT “THE PROMISE OF OREGON”

### BACKGROUND INFORMATION:

“The Promise of Oregon” is a public education support campaign based on two defining principles: (1) Today’s students are Oregon’s greatest natural resource, and (2) Oregonians must invest in our public schools so the next generation can reach its potential. As the campaign moves into the 2015 legislative session, it will advocate for the funding needed to lift student achievement and graduation rates, meet our 40-40-20 goal, and allow Oregon’s students to compete in the 21<sup>st</sup> century world economy.

The “Promise” campaign aims to create a groundswell of public support for K-14 education. The Oregon School Boards Association has created a dedicated website and social media channels on Facebook, Twitter and Instagram. Five thematic videos, along with dozens of shorter video clips and still images of students, will be disseminated through those means, as well as through mainstream media and direct messaging from OSBA members, schools and their contacts. Students and parents will be encouraged to post their own photos and videos demonstrating why they constitute “The Promise of Oregon”. Celebrity endorsers will discuss how public education in Oregon changed their lives, and the importance of investing back into schools. Districts will be encouraged to feature “Promise” kids in their own schools. In 2015, the campaign will create opportunities for direct contact between school board members and other education advocates and their elected state legislators.

### RECOMMENDATION:

**(14-461) BE IT RESOLVED** that the Beaverton School Board supports “The Promise of Oregon” campaign.

**District Goal:** All students will show continuous progress toward their personal learning goals, developed in collaboration with teachers and parents, and will be prepared for post-secondary education and career success.

The Beaverton School District recognizes the diversity and worth of all individuals and groups. It is the policy of the Beaverton School District that there will be no discrimination or harassment of individuals or groups based on race, color, religion, gender, sexual orientation, gender identity, gender expression, national origin, marital status, age, veterans' status, genetic information or disability in any educational programs, activities or employment.

**BEAVERTON SCHOOL DISTRICT**  
**Resolution #14-461**

WHEREAS, This state's children constitute "The Promise of Oregon" through their potential as thinkers, leaders, and caretakers of their generation and the future; and

WHEREAS, We believe funding a strong system of public education is the best investment Oregonians can make to strengthen our economy, create thriving communities and improve the quality of life for every Oregonian; and

WHEREAS, We support a well-rounded curriculum that meets the needs of Oregon's students, including: art, music, PE, career and technical training and co-curricular activities; and

WHEREAS, We must expand efforts to close the academic achievement gap and supports for students who have been historically underserved; and

WHEREAS, Oregon's public schools have experienced a prolonged period of unstable and inadequate funding that has resulted in dire consequences: thousands of teacher and staff layoffs, unacceptably large class sizes and one of the shortest school years in the country; and

WHEREAS, The 2013-15 budget marked the beginning of a turnaround in school funding, and the 2015 Legislative Session will determine whether we will continue that forward progress; and

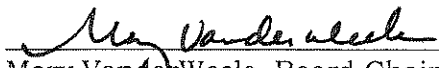
WHEREAS, Oregon's political leaders have codified an ambitious "40-40-20" goal for our education system to reach by the year 2025, which requires a significant financial investment to attain; and

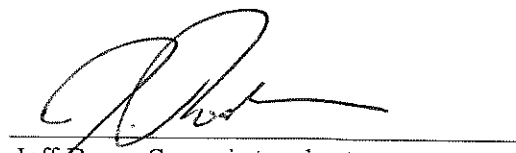
WHEREAS, The case must be made to Oregon's voters and the Legislature to prioritize investments in full-day kindergarten, a full school year, and modern, safe school facilities in every community in our state; and

WHEREAS, School Board members need to lead the challenge to Oregon's voters and the Legislature so that every child has the opportunity to become a responsible and productive citizen of our state.

NOW THEREFORE, BE IT RESOLVED, that the Beaverton School Board pledges to join and support the efforts of "The Promise of Oregon" campaign to ensure that we prioritize investments in Oregon's greatest natural resource: our children.

ADOPTED this 29<sup>th</sup> day of September 2014.

  
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Mary VanderWeele, Board Chair

  
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Jeff Rose, Superintendent