

Reclaim & Rewrite

Crafting Goal Framed Messaging to Champion the Promise of Public Education

July 23, 2025 | 9:00 AM - 11:30 AM PST

Event Overview

Building a collaborative platform that generates unified goal framed messaging for public education and identifies concrete pathways for coordinated action among education advocates. This convening moves beyond defensive advocacy to proactive vision-casting that builds public support for strong public education systems.

Our Goals:

- Educate on goal framing and the research that informs effective messaging
- Develop shared messaging framework that moves from reactive defense to proactive vision-casting
- Center student voice in strategy development
- Identify opportunities for collective action and amplified impact

Agenda

9:00 - 9:15 AM | [Welcome & Opening](#)

Setting the Stage for Collaboration

Welcome remarks from Perception Institute and National Center for Youth Law (NCYL) leadership, plus an overview of how this summit builds upon ongoing education defense work.

Speakers: **Sadiqa Reynolds**, Perception Institute; **Shakti Belway**, NCYL; **Johnathan Smith**, NCYL

9:15 - 9:25 AM | [Historical Context](#)

From Colonial Foundations to Today's Advocacy Moment

A brief exploration of how we arrived at this critical juncture for public education and why new approaches to advocacy are essential.

Speaker: **GeDá Jones Herbert**, Brown's Promise

9:25 - 9:40 AM | [Community Introductions](#)

Meeting Featured Discussion Leaders

Featured introductions from professional and student leaders representing diverse organizations and perspectives across the education advocacy landscape.

Speaker: **Michelle Francois**, NCYL

Student Leaders: (1) Aubrey Patton (Lead), (2) Amaru Landrón, (3) Angel Morales (4) Anna Swedlow, (5) Arella Fries, (6) Destiny Peabody, (7) Jessica Reclusado, (8) Lillian Bilensky, (9) Lina Alhasan (10) Maurice Fox, (11) Taylor Palmer, (12) Warda Malonda; (13) Carmen Espinoza

Featured Professional Leaders: **Shaheena Simons**, Lawyers' Committee for Civil Rights Under Law; **Lorreen Pryor**, Black Youth Leadership Project; **Scott Palmer**, Managing Partner & Co-Founder, Education Council, **Jessenia Reyes**, Californians for Justice; **Valerie C. Williams**, Former Director of OSEP, U.S. Department of Education; **Sawsan Jaber**, Award Winning Educator, Equity Strategist and Advocate; **Johnathan Smith**, NCYL

9:45 - 10:00 AM | Research Foundation

Why Messaging Matters: Racial Ideology Mapping & Goal Framing for Movement Building
Research on racial ideology mapping/goal framing/messaging effectiveness - why leading with problems triggers hopelessness while goal framing is more likely to inspire hope and action builds support

Facilitator: **Rachel Godsil**, Perception Institute

10:00 - 11:15 AM | Collaborative Workshop

Building Messages That Move People to Action

Facilitator: **Rachel Godsil**, Perception Institute

Phase 1: **Framework Development** (40 minutes) Interactive fishbowl-style discussion featuring professional and student leaders, with full audience participation through chat and facilitated engagement. Together we'll build a messaging framework covering:

- Our aspirational vision for public education
- Evidence that shows this vision is achievable
- Honest acknowledgment of challenges without dwelling on problems
- Clear calls to action for supporters

Phase 2: **Message Creation** (15 minutes) Small breakout groups craft 30-second messages using our newly developed framework, integrating student and professional perspectives.

Phase 3: **Refinement & Synthesis** (20 minutes) Groups share their messages for real-time feedback and improvement, leading to 2-4 refined messaging themes co-created by all participants.

11:15 - 11:30 AM | Closing & Next Steps

From Conversation to Coordinated Action

Key takeaways, coordination opportunities for continued collaboration, and appreciation for our collective work.

Speakers: **Sadiqa Reynolds**, Perception Institute & **Shakti Belway**, NCYL

This convening brings together education advocates, civil rights leaders, philanthropic partners, and student voices to develop powerful, research-backed messaging that champions public education's transformative potential.