

## 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.*

Facilitator: **Michelle Francois**, NCYL

Student Leaders: Aubrey Patton, Anna Swedlow, Arella Fries, Warda Malonda, Taylar Palmer, Jessica Reclusado, Maurice Fox, Amaru Landron, Destiny Peabody, Lillian Bilensky

Featured Professional Leaders: **Shaheena Simons**, Lawyers' Committee for Civil Rights Under Law; **Lorreen Pryor**, Black Youth Leadership Project; **Jessenia Reyes**, Californians for Justice; **Johnathan Smith**, NCYL; **Valerie C. Williams**, Former Director of OSEP, U.S. Department of Education

### 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

Facilitators: Sadiqa Reynolds & 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

**Featured Discussion Leaders:** Shaheena Simons, Lorreen Pryor, Jessenia Reyes, Aubrey Patton, Jessica Reclusado, Destiny Peabody, Warda Malonda, Anna Swedlow, Amaru Landron

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

**Featured Student Leaders in Breakouts:** Aubrey Patton (lead), Arella Fries, Maurice Fox, Lillian Bilensky, Taylar Palmer

**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

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*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.*