WHAT IS IT? “The Promise of Oregon” is a public education support campaign based on two defining principles: Today’s students are Oregon’s greatest natural resource. Accordingly, we as Oregonians must invest in our public schools so the next generation can reach its potential. Join us – our state’s future depends on it!
Since Nov. 2014, the Promise campaign has generated 3,500 Facebook followers, 21,900 unique users reached through Facebook and Twitter, and 3.8 million impressions on Facebook. The Promise online petition has been signed by 6,840 individuals, and 127 school boards have adopted a resolution in support of the campaign.

WHERE IS IT GOING? The “Promise” campaign aims to create a groundswell of public support for K-14 education, in hopes of meeting our 40-40-20 goals and lifting student achievement and graduation rates. In the 2015 legislative session, supporters advocated for funding levels necessary for all of Oregon’s students to compete in the 21st century world economy. In 2016, we will continue to advocate for adequate and stable funding to support programs that boost student achievement.

HOW WILL IT GET THERE? The Oregon School Boards Association, along with its contractor, Blue Chalk Media, has created a dedicated website and social media channels on Facebook, Twitter and Instagram. In 2015-16, four 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.” Programs that have been successful in increasing student achievement will be highlighted, demonstrating the positive result of investing in our schools. Districts will again be encouraged to feature “Promise” kids in their own schools.

HOW CAN LOCAL BOARD MEMBERS BUILD ON 2014-15 SUCCESSES? Board members, administrators and other advocates can spread the word through social media and community groups, and engage legislators in 2016. Board members and administrators are strongly encouraged to adapt Promise to their districts, sponsoring “Promise Kid of the Day” or “Week,” and encouraging/hosting student-created “I am the Promise of Oregon” photos and videos on district websites. Finally, board members and administrators can engage their groups within their communities to highlight Promise students in the district, showing community support of student achievement.

Website: www.promiseoregon.org
Twitter and Instagram: @PromiseOregon
Facebook and YouTube: ThePromiseofOregon
I'm keeping the Promise of Oregon