

AMERICAN EDUCATION WEEK, NOVEMBER 13–19, 2011 KEY MESSAGES AND THEMES

Background

During American Education Week, November 13–19, 2011, Americans nationwide will join together in raising awareness about the need to provide every child with a quality public education. The celebration highlights the importance of bringing together educators, parents, students, and communities in a unified effort to build great public schools.

Sponsored by the National Education Association (NEA) and others, it highlights the importance of mobilizing communities to share in the responsibility of making schools great for every child so that they can grow and achieve in the 21st century.

"Great Public Schools: A Basic Right and Our Responsibility" is the theme of this year's celebration. This celebration highlights the importance of providing every child in America with a quality public education, and the need for everyone to participate in making public schools great.

To further reinforce American Education Week's theme, each day of the week will spotlight the different people who are critical in building great public schools for the nation's 50 million K-12 students. American Education Week's celebration days include:

- **Monday, November 14: Kick Off Day.** From national commemorations to local community events, millions of Americans will celebrate public education.
- **Tuesday, November 15: Parents Day.** Schools will invite parents into the classroom for a hands-on experience of what the day is like for their child.
- **Wednesday, November 16: Education Support Professionals Day.** Individuals who provide invaluable services to schools are recognized for their outstanding work.
- **Thursday, November 17: Educator for a Day.** Community leaders will be invited to serve as educators to get a glimpse of a day in the life of a school employee.
- **Friday, November 18: Substitute Educators Day.** This day honors the educators who are called upon to replace regularly employed teachers.

Key Messages and Themes

Great Public Schools -- A Basic Right and Our Responsibility: This celebration highlights the importance of providing every child in America with a quality public education, and the need for everyone to participate in making public schools great.

Every Child Deserves a Great School: DoDEA educators, support staff, and local military communities are dedicated to the success of their students.

Investments in Great Schools Build Strong Military Communities: It takes teamwork – amongst educators, families and the entire community – to keep our DoD schools strong, and great schools benefit everyone.

DoDEA takes pride in great schools: We take pride in our great schools, and through American Education Week we celebrate DoDEA's education tradition.

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Talking Points

- Public education is the cornerstone of democracy. As a fundamental right of all children, public education is the pathway to the American dream.
- Education is central to the pursuit of the many goals and aspirations of our country and its citizens.
- Public schools are the backbone of our democracy, providing young people with the tools they need to maintain our nation's precious values of freedom, civility, and equity.
- By equipping young Americans with both practical skills and broader intellectual abilities, schools give them hope for, and access to, a productive future.
- Schools are military community linchpins, bringing together adults and children, educators and volunteers, business leaders, and elected officials in a common enterprise.
- Employees at all levels of DoDEA work to serve military connected children and military communities with dedication, professionalism, and compassion.
- We must ensure that all children receive the opportunities they need to achieve at high levels—and our reform efforts have been designed to do this.
- We are fortunate to live and work in military communities that values education. The DoD and our communities demonstrate their commitment to education through appropriate resources, partnerships, and support.
- Military communities with DoD schools continue to be an attractive assignment for many military families, in large part, due to the quality of our school system.
- We provide all students with a high-quality, world-class education that builds the knowledge, skills, and attitude that ensures success for every student.
- Celebrating American Education Week provides a great opportunity to show parents and community members what school is like and how educators support children on a daily basis.
- Teachers, education support staff, parents, students, and communities all play an important part in education. American Education Week provides a great opportunity to learn about your schools and to see if there are ways we can work together to make our education system even better.
- In our communities, we can take this time to recognize and reflect on the important partnerships our schools have forged with parents, students, and commanders to improve the quality of education for children.

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- Our DoD schools take on an additional role and significance in our communities -- often providing the stability, routine and focus for families affected by current global events, deployments, and separations.

There is no greater calling than contributing to the future of our country by educating our children, and no greater opportunity than serving those military and civilian families who sacrifice so much in the name of freedom. During this special week -- and every week -- we need to remember our responsibility to provide every child with a quality education.

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