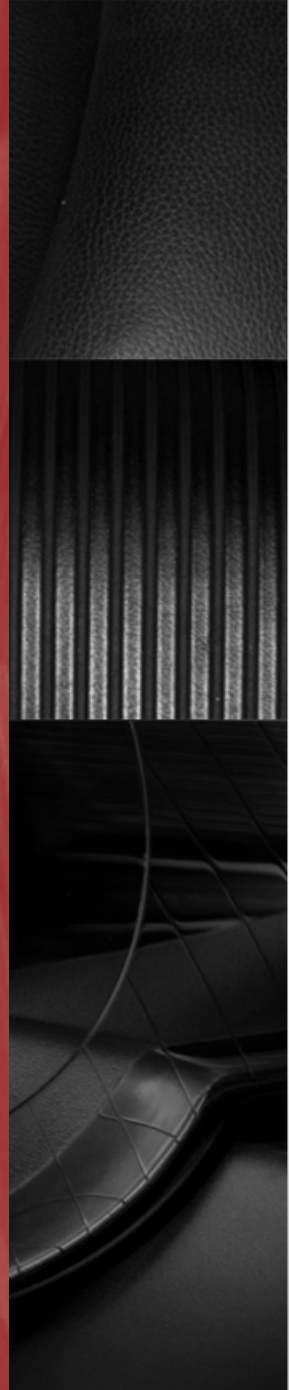


# “Every Child is a Success Story Waiting to Happen”

*Raising the bar to help all students  
receive a world-class education*



# Our Message Frame

*Every child is a success story waiting to happen.*

- Our message summarizes **the frame** in which we want to talk about the issue.
- It reflects our **values and our priorities**.
- It makes a point and is **true and believable**.
- **Resonates** with the target audience and reinforces their worldview.

# Key Message Talking Points

*Every Child  
is a  
Success  
Story  
Waiting to  
Happen.*

- Standards are about equity.
- We're raising the bar to help all students receive a world-class education.
- When we expect more, we achieve more.
- Standards are rigorous and grounded in evidence.
- NH was deeply involved in the development of the standards.
- The results in NH classrooms has been inspiring.
- NH does better when we all do better.
- Standards are not curriculum. Local control is maintained and strengthened.
- The business community fully supports the standards.
- The world has changed. Employers expect more. The standards prepare our kids for tomorrow.



# Maintaining Frame

- When you're thrown a tough question, what should you do?
- What about when someone begins a debate in a frame that supports **THEIR** message?
- A technique called "**Bridging**" and "**Pivoting**" will help you get back on track.

**Remember:** we *never* want to respond in their frame;  
we respond in *ours*.



# Maintaining Frame

A technique called "bridging" helps the speaker "bridge" from an off-topic or difficult question back to their key messages or safer territory.

A bridge is not a dodge, but is intended to *keep the discussion on topic and productive.*



# Opposition Letter to the Editor

- “...ever increasing number of citizens, particularly parents and, increasingly teachers, are fighting back against Common Core. The ***more they learn, the more they oppose it.***”
- “...fighting to approve and push this ***intrusive, bogus system*** on our children, even against strong public opposition.”
- [Republican candidates are] “well informed about the pros and cons of Common Core and Smarter Balanced testing and have concerns about some ***deep flaws with both.***”
- Children deserve best standards we have to offer not “some ***nationally decided equalizing standards,*** often age inappropriate or underwhelming where ***testing is the primary focus and privacy is at great risk.***”

# Bridge, Then Pivot Back to Our Frame

**Q:** “Why is the Federal government reaching into my child’s classroom? Isn’t Common Core just Obamacare for education?”

**A: BRIDGE:** “The standards are not a curriculum. Our local districts will, as they always have, adopt their own curriculum. Decisions about textbooks and materials are still, as they should be, left to local decision makers who know their students best. **This argument is a just distraction from the real priority** – ensuring our students will be successful after high school.”

**PIVOT:** “**I think we can all agree that when we expect more, we achieve more;** these standards not only improve what students learn, they teach the critical thinking, problem solving and effective communication skills required to be successful in today’s economy.”

# Safe Bridges

- “The bottom line is ...”
- “We can all agree that...”
- “What I really want the voters to remember is ...”
- “We really need to stay focused on the main point which is ...”
- “Three key points to remember are ...”





# Communication is Storytelling



There are two ways to share knowledge. You can push information out. Or, you can pull them in with a story.

**People don't buy facts, they buy stories.**

# Don't Get Lost in the Weeds

## *Great Stories...*

- ... are true
- ... make a promise
- ... are trusted
- ... are subtle
- ... happen fast
- ... are rarely aimed at everyone
- ... don't contradict themselves
- ... agree with our worldview



# Craft Your Story Based on Today's Experience

- The beliefs and understanding about the standards you brought into the workshop.
- How they were altered by your experience.
- The effect of using the standards had on you.
- Your hopes/wishes for the students of New Hampshire now that you better understand the standards.

**2-5 minute talk using personal experience would be very persuasive and effective.**



