



February 20, 2007

Dear Superintendent and Board President,

It's time for us all to go into action! If ever there was a time for advocacy on behalf of public education funding, it is now. We urge you to join us in a collective call to the Legislature to "Do it Right, and Do it Now."

Last week, the state Senate rejected the Governor's plan to avoid a catastrophic mid-year cut to your school funding, and develop a long-term solution to ensure a solid base for future funding to sustain our schools. We understand the Senate is currently developing its own plan.

This puts our schools, our children, and our state's economic future in alarming jeopardy. In March, local school boards will be approving pink slips to be delivered to school employees in April. Yet, some legislators dismissed reports of threatened school bankruptcies and teacher layoffs as "a typical scare tactic," and hinted that education may not be held harmless. Our research tells a different story, and we need you to spread the word.

We need to engage our communities and call on state legislators to fix this funding crisis now, and we need to do it right! We can't continue to rely on one-time fixes and suffer repeated threats of pro-rata reductions every year.

MASA, along with MASB, MSBO, and Middle Cities, joins the State Board of Education and State Superintendent Mike Flanagan in their resolution to support efforts to create adequate, predictable, and equitable funding to schools. We invite you to work with us to activate our collective resources and voices. We support the Governor's plan, or any other plan that provides for a stable and adequate investment in children and in Michigan.

We would ask you to do two things to support this joint campaign:

1. **Develop local communications and awareness campaigns.** Communications campaigns should involve board members, parents, teachers and staff, along with municipal and business leaders. Plan to include Letters to the Editor; Op-Ed columns; local television and radio interviews and call-ins; PTA phone trees, and school-to-parent communications. Sample communications tools will follow. Let us know your plans **by Friday morning, March 2**. Later, we will ask you for feedback from your conversations with legislators. Contact Brad Biladeau at [bbiladeau@gomasa.org](mailto:bbiladeau@gomasa.org) or 517-327-9265.
2. Likewise we need your direct **interaction with your local state legislators**. Write or call them directly at their office and at home. Invite them to community forums. Ask: "What are you going to do?" and "When are you going to do it?" We need you to get a solid commitment from each one on how they stand on their commitment to education. We've **attached some Key Messages** you are welcome to adapt. We will also send e-mails directing you to an easy-to-use online tool for your campaigns.

Keep in mind that we ALL are stakeholders in this urgent campaign, but the most important stakeholders are the children. We need you to mobilize your community to fight, and win, for them.

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