



**Taking Back Your School Board:  
How to Grow a Parent Led Movement**

# 2021 BEST Coalition Spring Tour

4/5 Jupiter, FL  
4/14 Atlanta, GA  
4/14 North Gwinnett, GA  
4/15 Columbus, GA  
4/24 Portland, OR  
4/30 Orlando, FL  
5/1 Fuquay Varina, NC  
5/2 Jacksonville, NC  
5/3 Columbus, NC  
5/10 Vero Beach, FL  
5/11 Stuart, FL  
5/12 San Antonio, TX

5/12 Bastrop, TX  
5/14 Dallas, TX  
5/17 Pittsburgh, PA  
5/20 Scottsdale, AZ  
5/21 Tucson, AZ  
5/22 Peoria, AZ  
5/25 Phoenix, AZ  
6/10 Pittsburgh, PA  
6/11 Harrisburg, PA  
6/14 Medina, OH  
6/15 Delaware, OH  
6/17 Cincinnati, OH

# → About BEST.

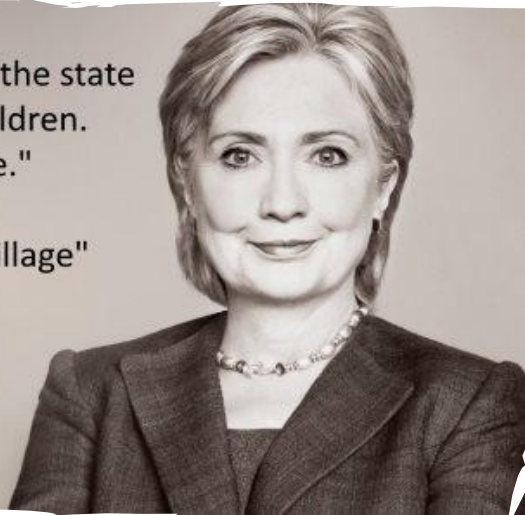
**Building Education for Students Together's mission** is to ignite a national parent-led movement by building, educating, and mobilizing the largest network of parent activists in the country to advocate for their children's education through the election of school board members and the passage of policies that align with our vision of expanding education freedom.



# The Role of the Parent Is Under Assault In America

"I believe the primary role of the state is to teach, train and raise children. Parents have a secondary role."

- Hillary Clinton, "It Takes A Village"



# *What's the Government's Role in Helping Parents According to the Biden Plan?*



**BIDEN**  
**HARRIS**

**DONATE**

**President Biden will start investing in our children at birth.**

- Provide high-quality, universal pre-kindergarten for all three- and four-year-olds. For families with young children, finding highly quality pre-K is a major financial, logistical, and emotional burden, with potentially life-long consequences for their children. As President, Biden will work with states to offer pre-K for all three- and four-year-olds. This investment will ease the burden on our families, help close the achievement gap, promote the labor participation of parents who want to work, and lift our critical early childhood education workforce out of poverty.

# “Investing in Children at Birth Plan”

What are the risks to Parental Rights?



MENU

**BIDEN**  
**HARRIS**

DONATE

- Expand home visiting. Through the Affordable Care Act, President Obama and Vice President Biden funded voluntary home visiting programs, under which health and child development specialists make consistent, scheduled visits to help parents through the critical early stage of parenting. Families may receive coaching on preventive health and prenatal practices, learn how to care for their babies and about important child development milestones and behaviors, receive breastfeeding support, get connected to employment and child care, and receive general support in navigating the often-stressful early stages of parenthood. Home visiting has been found to improve school readiness, maternal, and child health, and reduce child maltreatment. President Biden will double funding for home visiting so more families benefit from this program every year.

MENU

**BIDEN**  
**HARRIS**

DONATE

- Provide early childhood development support to families where they are most likely to access it – the pediatrician’s office. For many families with young children, the pediatrician’s office is the one place where they interact with service providers before their child enters school. President Biden will provide funds to ensure that there is an early childhood development expert in every community health center. He will also provide grants to help cities place early childhood development experts in other pediatrician offices with a high percentage of Medicaid and Children’s Health Insurance Program patients. These experts, as part of the primary care team, will help identify whether children are reaching development milestones, help connect families to additional services like home visiting when needed, and answer parents’ questions regarding child development so every child in the U.S. is placed on the path to succeed once they start kindergarten.

# *COVID School Closures Have Awakened Parents*

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- *Anti American Political Ideology*
- *Critical Race Theory*
- *Gender Identity Indoctrination*
- *Comprehensive Sex Education*
- *Need for enhanced School Choice Laws*
- *Lack of Parental Respect and/or Authority*

*Where Can Parents Go For Support?*

*The School Board?*

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# School Boards from the West Coast to the East Coast are Censoring, Harassing, and Targeting Parents as “The Opposition”

BLOG

CA School Board actions appalling but not uncommon. The only difference is they got caught on a hot mic.



BY LAURA ZORC

02/23/2021

#### Key takeaways:

- School boards should be opening schools and helping parents, not insulting them.
- Parents are fed up with the system controlled by school boards and teachers unions that aren't listening to their concerns.



## Loudoun County Public School Board Targets Parents as “the Opposition”



BY LAURA ZORC

03/31/2021

Loudoun County, Virginia School Board Member Beth Barts joins FreedomWorks Wall of Shame.

The overtly despicable actions of a Loudoun County, VA elected official have united public school parents with demands for the removal of 6 of 9 school board members in Loudoun County.



By way of a Facebook group, Beth Barts has encouraged teachers to post the personal information of students' parents who oppose the inclusion of Critical Race Theory in Loudoun County Public Schools curriculum. Barts has actively encouraged teachers to post the names, workplaces and home addresses of these parents. Barts has even gone as far to ask teachers to name the children involved, their schools, and

*Georgia School Boards Joins  
"Cancel Culture" to Prevent  
Transparent Oversight by  
Eliminating Citizen Input at  
School Board Meetings*



Schools

## Gwinnett School Board May Limit Comments At Future Meetings

Armies of COVID-19 commenters at recent Gwinnett school board meetings led to a proposal to limit input to 15 speakers in 30 minutes.



Jim Messera, Patch Staff

Posted Fri, Feb 19, 2021 at 5:35 pm ET

Like 17

Share



Replies (4)



Fewer people will be able to speak at future Gwinnett County school board meetings if a policy change proposed by administrators is approved. (Jim Massara/Patch)

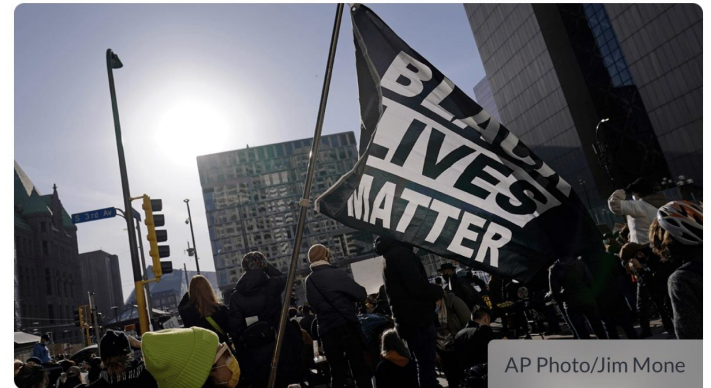
# North Carolina's Largest School District Joins "Cancel Culture"

District instructs teachers to ignore the concerns of white parents because "White parents children are benefiting from the system"



## Largest North Carolina school district tells teachers to ignore white parents' concerns over critical race theory in curriculum

March 19, 2021



AP Photo/Jim Mone

# How are Ohio students taught CRT ideologies?

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Embedded in Diversity, Equity, Inclusion  
Social Justice  
Culturally Responsive

## Sample Programs:

Unconscious Bias  
Courageous Conversations  
Creation of DIE departments

\*Teaches white privilege, advantage, and benefit

\*Systemic racism is embedded in all aspect of American culture

*How are School District bringing in CRT Ideologies despite CRT bans?*



## SCHOOL DISTRICT OF INDIAN RIVER COUNTY

### CHIEF EQUITY and DIVERSITY OFFICER

#### JOB DESCRIPTION

##### QUALIFICATIONS:

- (1) Master's degree from an accredited educational institution.
- (2) Valid Florida certification in Educational Leadership, Administration and Supervision, School Principal or Professional School Principal.
- (3) Five (5) years successful experience in education including three (3) years in administration and supervision.
- (4) Certificate in Diversity, Equity and Inclusion (DEI) preferred.
- (5) Satisfactory criminal background check and drug screening.
- (6) Valid Florida driver's license.

##### KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of cultural responsiveness and meeting the needs of an increasingly diverse public school district. Skill in assisting school and district leaders in infusing diversity into the curriculum and enhancing the compositional diversity profile of students, faculty, and staff.. Ability to successfully engage with and improve outcomes for diverse communities and student populations. Ability to challenge and influence peers to approach all work with an equity lens. Ability to engage with diverse staff, leadership, and constituents to promote trust, collaboration, and partnerships, both internal and external to the organization. Knowledge of the diversity, equity, and inclusiveness (DEI) research base and best practices for organizations striving to become more diverse, equitable, and inclusive. Skill in utilizing data to improve District office performance and school leadership, instruction, and operations to produce quantifiable student gains. Ability to develop and monitor indicators of organizational culture and engage employees and senior leadership to create organizational change. Ability to create/design professional development regarding equity and diversity.

##### REPORTS TO:

Superintendent

##### JOB GOAL

To lead the District's efforts to build a culture of equity, diversity, and inclusion for all students, families, employees, and school community.

##### SUPERVISES:

Assigned Personnel

##### PERFORMANCE RESPONSIBILITIES:

###### Service Delivery

- \* (1) Develops strategies and provides leadership in overseeing compliance in all areas of equity and diversity.
- \* (2) Develops a unified definition of equity and organizational equity identity/lens, to define a vision of success in applying the equity identity and lens to the District's body of work.

# Teachers forced to write PLEDGE disclaiming their “Whiteness”

Show your commitment to building and sustaining racial equity and inclusion by writing a pledge and sharing in the feedback loop before our next training.

## Example

“I acknowledge and own that my whiteness can come with an understandable lack of trust rooted in generations of xenophobia, racism, and ways my own tactics and behaviors perpetuate harm throughout my daily movements. In my commitment to create and sustain a foundation centered on racial equity and inclusion, I am here to support you when and if you are comfortable in any way that I am capable.”

Unmute Stop Video Participants 419 Chat 47 Share Screen Record Live Transcript Reactions

Leave

DELL



# Examples of how Students are asked to identify themselves.

Encouraging for white  
children to claim identity as  
a White Critical, White  
Traitor, or White Abolitionist

## The 8 White Identities

By Barnor Hesse

There is a regime of whiteness, and there are action-oriented white identities. People who identify with whiteness are one of these. It's about time we build an ethnography of whiteness, since white people have been the ones writing about and governing Others.

### 1. White Supremacist

Clearly marked white society that preserves, names, and values white superiority

### 2. White Voyeurism

Wouldn't challenge a white supremacist; desires non-whiteness because it's interesting, pleasurable; seeks to control the consumption and appropriation of non-whiteness; fascination with culture (ex: consuming Black culture without the burden of Blackness)

### 3. White Privilege

May critique supremacy, but a deep investment in questions of fairness/equality under the normalization of whiteness and the white rule; sworn goal of 'diversity'

### 4. White Benefit

Sympathetic to a set of issues but only privately; won't speak/act in solidarity publicly because benefitting through whiteness in public (some POC are in this category as well)

### 5. White Confessional

Some exposure of whiteness takes place, but as a way of being accountable to POC after; seek validation from POC

### 6. White Critical

Take on board critiques of whiteness and invest in exposing/marking the white regime; refuses to be complicit with the regime; whiteness speaking back to whiteness

### 7. White Traitor

Actively refuses complicity; names what's going on; intention is to subvert white authority and tell the truth at whatever cost; need them to dismantle institutions

### 8. White Abolitionist

Changing institutions, dismantling whiteness, and not allowing whiteness to reassert itself

## DEPARTMENT OF EDUCATION REOPENING GUIDEBOOK

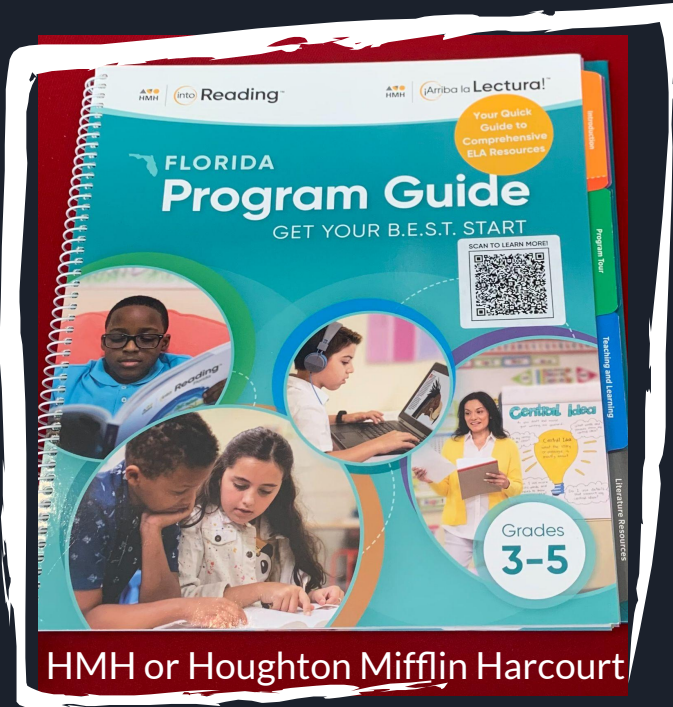
the skills they are building in school are the foundation for participating in a democracy and should be anchor tenets in building a schoolwide system of educational opportunity."

APRIL 2021





# Samples of Embedding CRT in ELA Curriculums



**“Our ultimate goal is to create democracies in the classroom”**

- Embed Social and Emotional Learning
- Follow Best Practice of **Culturally Responsive Teaching**
- Discuss Social and Political Issues
  - Examples given:
    - Police relations
    - Women’s Rights
    - Race Relations
    - Environmental concerns

*What are Steps to Stop  
Critical Race Theory in Ohio?*

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## House Republicans introduce bill to ban teaching of critical race theory in Ohio



An Ohio lawmaker has introduced a bill to ban critical race theory in Ohio schools. The concept of critical race theory has prompted outcry and protests in communities across the country.

ANNA STAVER | THE COLUMBUS DISPATCH | 3:20 pm EDT May 25, 2021

# Ohio House Rep Don Jones takes Action

State Rep. Don Jones, R-Freeport, said in a statement announcing House Bill 322 that his measure would prevent state agencies and school districts from teaching that one race or gender is superior to another or that a person can be inherently racist or sexist.

# OHIO CRT HB322 Facing Opposition

- Teacher's Union
- Educators
- Democrats
- Few Republicans

Bill "Ban Teaching of Racism" ???



*What's the Answer to Taking Back our Schools?*

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# *Taking Action!*

## **Action Step 1**

**Empowering and Supporting Parents**

*Run for School Board*

## **Action Step 2**

**Educating Parents and the Community**

## **Action Step 3**

**Strategically Organize Local Parents**

## **Action Step 4**

**Unifying Parent Groups Across the State**

*Building Statewide Parent Coalitions*

## Step 1

# *Empowering and Supporting Parents*

**BEST** is committed to taking back our schools, one school board seat at a time

*by actively recruiting, supporting, and training parents to win school board campaigns*

# BEST ACADEMY



- The BEST Academy is a **FREE** 6 week training program for those interested in or planning on running for school board
- Offered every Tuesday (7pm ET) LIVE on Zoom
- Candidates, Parents, or Potential Candidates can jump on at any time to start the training!



# BEST ACADEMY

6/8/21

***Topic: Before Declaring Your Candidacy***

6/15/21

***Topic: Marketing Yourself As a Candidate***

6/22/21

***Topic: Racing to the Finish Line***

6/29/21

***Topic: The Power of Grassroots***

7/6/21

***Topic: You're Elected! Now what?***

## Step 2

# *Educating Parents and the Community*

## *Step 2: ABC Empowering Each Other Through Knowledge on the Issues and Process*

### **A) Understand the Facts**

#### **Attend School Board Meetings**

- Review the agenda and read all back up materials
- Listen for subtle slips and pieces of information that don't line up or match previous statements

### **B) Request Public Resources and Information**

#### **Freedom of Information Act**

- Submit a FOIA request to be given access to the debate and decision making process of your elected officials. If requested, the government is required to give access to records via “Open records laws” and “Sunshine laws.”
  - You can request missing or undisclosed materials related to trainings, curriculum, supporting curriculum materials, and emails between departments and staff.

## **C) *Share with others information you have learned!***

- **Speak at Public School Board Meeting**

Know the school board citizen input rules

- Rules for signing up - deadlines and submission processes
- Speaking time given
- Always close by including your contact information for others to connect with you or your group
- Have extra copies of your speech to give to any media attending

- **Write Letters to the Editors**

Let others know what you know. Start a letter writing campaign.

- General rule 200 to 250 words per submission
- Rules on how other you can submit a LTE

## Step 3

# *Strategically Organizing Local Parents*

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# Step 3: Stay connected to share information and action steps

## Social Media Page

- Create a group name that is inclusive of **Who, What, Where** and easy to find

*Examples:*

- *Allegheny County Parents for Quality Education*
- *Cincinnati Parents Know Best*

Add resources and action steps

## Email and Text

- Always have a clipboard to gather contact information at rallies and school events

## Step 4

# *Building Statewide Parent Coalitions*

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*Join the Movement!*

**Ohio Parents Know BEST**

Text "BEST" to 41490

LZorc@FreedomWorks.org



[www.ParentsKnowBest.com](http://www.ParentsKnowBest.com)