

# ESSA State Plan Stakeholder Toolkit

## PTA and The Every Student Succeeds Act (ESSA)



### Overview

The U.S. Department of Education released a [new guide](#) for states to use while developing their education plans under the Every Student Succeeds Act (ESSA). While ESSA requires meaningful stakeholder engagement, the new guide does not compel states to include a description of how they are engaging stakeholders while developing their plans. National PTA is extremely disappointed that stakeholder engagement is no longer prioritized in the new guide.

To assist state and local PTA members as they work to ensure state leaders include a description of how different stakeholders have been meaningfully engaged in the implementation of the new state education plans, National PTA has put together this stakeholder toolkit, which contains template letters, sample graphics and messaging you can use when talking to state leaders.

You can also connect with National PTA on this issue using the official hashtag #PTATakesAction and #ESSA on Twitter, Facebook and Instagram. Visit [PTA.org/ESSA](http://PTA.org/ESSA) for updates and new resources about ESSA.

### Take Action



**Send a Letter to Your State Education Chief and Governor**



**Share on Social Media**



**Submit an Op-Ed**

### Resources

#### Letters

*Use the sample letters below to contact your state education chief and your governor to ensure a description of stakeholder engagement is included in the final state plans submitted to the U.S. Department of Education.*

*You can usually send comments and letters electronically through the contact information tab of each of their respective websites. You can also email or mail the letter using the contact*

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information provide on their websites. You can find the contact information for your [state education chief](#) and [governor](#) by clicking on the respective position.

- [Sample Letter to State Education Chief](#)
- [Sample Letter to Governor](#)

### Social Media Graphics

Click the links to the images below and then right-click to save a copy. Display the images on social media networks like Facebook, LinkedIn and Twitter, or add the graphic to your email signature. You can add the graphic to your website or blog too!

- [Instagram and Facebook Posts](#)
- [Twitter Posts](#)

### Sample Tweets

Use the sample twitter posts to inform other advocates and policymakers about the importance of stakeholder engagement.

Remember to replace “@YourState’sEducationChief” with their twitter handle! If you don’t already follow your state education chief’s twitter account, just enter their name in the search bar to find their twitter handle!

- [@YourState’sEducationChief](#) As a PTA member, I ask that you include a description of stakeholder engagement in ESSA state plans! #PTATakesAction  
([Downloadable Sample Image](#))
- [@YourState’sEducationChief](#) How are you engaging stakeholders in the new education plans? We want to know! #PTATakesAction  
([Downloadable Sample Image](#))
- Use the tools at PTA.org/ESSA to contact our state leaders to demand stakeholder engagement be included in the education plan.
- Stakeholders, esp. parents, are essential to the success of #ESSA so all children receive a quality ed. More at PTA.org/ESSA  
([Downloadable Sample Image](#))
- Teachers, principals, support personnel, paraprofessionals, administrators + PARENTS should not be overlooked! #PTATakesAction #ESSA  
([Downloadable Sample Image](#))

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- Family engagement matters! Make sure parent and other stakeholder voices are heard in ESSA implementation at [PTA.org/ESSA](https://pta.org/ESSA) #PTATakesAction  
([Downloadable Sample Image](#))

### Sample Facebook Posts

*Use the following sample Facebook posts to inform other advocates and policymakers about the importance of stakeholder engagement.*

- Make sure parents' voices are heard! Use the resources at [PTA.org/ESSA](https://pta.org/ESSA) to demand state leaders include stakeholder engagement in new state education plans and meaningfully consult different stakeholders like parents in the implementation of ESSA.  
([Downloadable Sample Image](#))
- I sent an email! Have you? Send an email to **[STATE EDUCATION CHIEF]** today to make sure a description of stakeholder engagement is included in the state education plan submitted to the U.S. Department of Education using the template at [PTA.org/ESSA](https://pta.org/ESSA).  
([Downloadable Sample Image](#))

### Sample Newsletter Blurbs

*Use these messages in electronic newsletters and other online communications to your members in your network.*

#### Sample 1

The U.S. Department of Education released a [new guide](#) for states to use while developing their education plans for the Every Student Succeeds Act (ESSA). **[STATE/LOCAL]** PTA is extremely disappointed that stakeholder engagement is no longer prioritized. Stakeholders, particularly parents, play an essential role in the successful implementation of ESSA and ensuring that all children receive a quality education by providing valuable input and holding states and districts accountable. Send an email to **[STATE EDUCATION CHIEF]** today to make sure a description of stakeholder engagement is included in the state education plan submitted to the U.S. Department of Education using the template at [PTA.org/ESSA](https://pta.org/ESSA).

#### Sample 2

The U.S. Department of Education released a [new guide](#) for states to use in developing their education plans under the Every Student Succeeds Act (ESSA). While ESSA requires meaningful stakeholder engagement, the new guide does not compel states to include a description of how they are engaging and consulting stakeholders in developing their plans.

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Use and share the stakeholder media toolkit at [PTA.org/ESSA](http://PTA.org/ESSA) to assist PTA members in demanding state leaders include a description of how they will meaningfully consult different stakeholders in the implementation of the new state education plans.

### Sample Op-Ed to Newspapers

*Use the sample op-ed template below to submit an article to your local newspapers to raise awareness of this issue and encourage others to send a letter to your state's education leader. Remember to change the bold, bracketed text with the correct information for your state!*

Title: Stakeholder Engagement is Critical, Not Optional

This year, states and schools are grappling with a new education law—the Every Student Succeeds Act (ESSA). While many teachers, students and parents won't see immediate change in their schools and classrooms, work has begun behind the scenes to implement ESSA with the creation of new education plans that hopefully will soon make high-quality, well-rounded education a reality for every child.

For the first time, ESSA acknowledges the critical role parents and other community members play in student success and school improvement efforts by requiring that they be “meaningfully consulted” in the development of new education plans and implementation of the law. Parents and their children are the consumers of our nation's public education system, and parents have always been essential partners in education. But they haven't always had a seat at the decision-making table. ESSA provides a unique opportunity for parents and families to give their input and hold states and districts accountable for their children's educational experience.

Despite this promising start, the U.S. Department of Education's recently released [guide](#) for states to use in developing their ESSA education plans does not compel states to include a description of how they are engaging stakeholders like parents. As a PTA member and parent, I am extremely disappointed that stakeholder engagement is no longer prioritized in the state plan template. Stakeholders, particularly parents, play an essential role in the successful implementation of ESSA and ensuring that all children receive a quality education by providing valuable input and holding states and districts accountable.

Stakeholder engagement is critical, not optional to ensuring the successful implementation of ESSA in our state and district. Although I am encouraged by the collaborative process [**STATE EDUCATION AGENCY**] has conducted thus far, I want to reiterate that meaningfully engaging parents during this time is critical to the success of the new law and to ensure that every student succeeds. I have contacted the [**STATE EDUCATION CHIEF**] to urge [**him/her**] to include

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a description of stakeholder engagement in the state education plan. As the [TITLE] of [NAME] PTA, I call others to also contact [him/her] to urge [him/her] to include a description of stakeholder engagement in the state education plan to be submitted to the U.S. Department of Education.

*[Insert short bio for the author of the piece.]*