



**Leading Now**

## Building Public Trust

### *Data Insights on Challenging Topics in Education*

**WHAT IS THIS RESOURCE FOR?** This one-pager includes the QualBoards Statement—a perspective on teaching on race and equity that an array of parents surveyed were able to agree on—and key talking points that educators can use to find common ground when discussing these issues.

#### QUALBOARDS STATEMENT

*“We should teach our children that there is much to be proud of when it comes to America, and at the same time we should ensure we are giving our children a complete picture of our complicated country, including the things past and present that we have not gotten right.*

*We should not ignore the issue of race but should also celebrate the way that diverse backgrounds and experiences make our country and communities even better.*

*By facilitating open and honest conversations between students of different races and backgrounds, we can help students become more curious about and understanding of one another.*

*In a moment where racial tensions may be rising, it is important to make sure our teachers and schools have the resources to navigate these issues effectively.*

*By both celebrating the good and confronting the bad things that happen in our country around race, we can help the next generation be part of the great ‘work in progress’ that is America.”*

#### MESSAGING ARCHITECTURE AND SAMPLE MESSAGING



**Shared Values**



**Impact**



**Benefits**



**Call to Action**

**Start with shared values.** “Parents want their children to feel accepted and valued, and to learn skills to prepare them for the future—and schools should work with families to achieve those goals.”

**Define the impact.** “When we censor ourselves, practice exclusion, or prevent students from learning the true history of the US — good and bad — we are undermining the education we all want for our children.”

**Highlight benefits.** “An honest and inclusive education benefits every student, not just by making them feel valued and accepted, but also by helping them build critical skills -- like communicating across differences and understanding how others feel -- that will prepare them for future success.”

**Call to action for a positive vision.** “Children are America’s future — and that future is at stake. Let’s work together to give our kids what they need and deserve: a truthful learning environment that affirms all kids, so that they can learn freely and develop the important life skills they need to build toward a brighter future for all of us.”