Suggested proclamation

WHEREAS, The schools represent a major investment by any community; and

WHEREAS, Teachers are a most important part of our community's leadership; and

WHEREAS, Schools represent the best possible avenue of improving the quality of life in our country; and

WHEREAS, Involved citizenry provide a most important facet in the community schools; and

WHEREAS, There is a need for better communication and a more cooperative relationship between professional educators and the community; now, therefore,

I _____Mayor or other official_____
of _____City_____, do hereby design and declare (insert dates) to be American Education Week and do urge all citizens to:

- Reaffirm their commitment to improving and supporting education at all levels, and
- Translate this commitment into action by visiting our local schools.

Suggested broadcast announcements

30 Seconds
"Great Public Schools: A Basic Right and Our Responsibility" is the tagline for American Education Week. Today, America remains strong because of its educational values. The American Legion has a long-standing interest and commitment to American education. The Legion is proud to be a co-sponsor of American Education Week. Remember (insert dates)…and visit your local school.

30 Seconds
American Education Week …a time to get involved with _____community_____ schools. The American Legion and Auxiliary urge you to participate in activities (insert dates). For over 92 years, we have believed a strong America needs a strong educational base. That is why "Great Public Schools: A Basic Right and Our Responsibility," is more than just a tagline. Join with us and visit your local school and then become involved.

30 Seconds
America's children …the legacy of our Nation. The American Legion knows this legacy can only be fulfilled through quality education. That's why American Legion Post _____number_____ in _____City/Town_____ supports American Education Week, (insert dates). "Great Public Schools: A Basic Right and Our Responsibility," reflects the need for your involvement. Plan now to visit your local school.

30 Seconds
Education…protecting the foundation of freedom that we as Americans cherish. American Legion Post _____number_____ is proud of _____community_____ schools. That's why we support American Education Week… (insert dates). We realize that the future of America lies in the hands of today's youth. The tagline "Great Public Schools: A Basic Right and Our Responsibility," reflects this belief. Join The American Legion and Auxiliary, visit your local school during American Education Week, (insert dates).

Additional information

Another source for suggested activities for American Education Week can be found on the **National Education Association's website at www.nea.org/aew**. The website contains information about the designated week's history, sample press releases, resources for parents, fact sheets, an online toolkit and more.

National co-sponsors

American Association of School Administrators
American Federation of Teachers
The American Legion
American Legion Auxiliary
Council of Chief State School Officers
National Association of State Boards of Education
National Association of Elementary School Principals
National Association of Secondary School Principals
National Education Association
National School Boards Association
National School Public Relations Association

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THE AMERICAN LEGION

American EDUCATION WEEK

NOVEMBER 18 – 22, 2014

Great Public Schools: A Basic Right and Our Responsibility

American Education Week

The American Legion has a long-standing interest and commitment to education in the United States. The Legion believes a strong education program is important and significant in maintaining American traditions and instilling in our youth a sense of personal obligation and responsibility.

What? The purpose is to recognize the contributions made by schools, school boards, administrators and teachers to our cherished American way of life.

Where? In public and private schools in every community.

Who? By all citizens interested in the education of their children, grandchildren and other youths in their community, and who continue with their involvement in today's schools.

How? By visiting their child's school and talking with teachers and/or observing classes or activities.

When? The specific days will vary by community but the national observance will be during the week of Nov. 18-22, 2014.

Organizational suggestions

Planning

- Preparation for an American Education Week observance should begin in early September and continue until American Education Week has been observed.

Before the First week of September

- Post and unit chairpersons should determine the organizations to be asked to have representatives serve on the planning committee.
- Those groups to be contacted should include the school board, school administration, faculty, PTA, student council and others interested in education.

By the Second week of September

- Set a meeting date.
- Select a coordinating chairman.
- Review past observances and discuss all possible activities for this year.
- Assign subcommittees to investigate tentative suggestions for finances, time involved, material and manpower, place of events, speakers' publicity and special invitations.

By the Third week of September

- Review each subcommittee report.
- Select the activities that are workable and fit the interest in your community.
- Assign subcommittees to the various phases of the activities.
- Be sure to keep your members informed and involved.

By the Second week of October

- Meet to identify and discuss problems, and promote progress as reported by individual chairmen.
- Plan for detailed work needed for success of each activity such as printed materials, parking, seating, food, babysitting and guides.

By the First week of November

- Finalize all plans.
- See that all activities, including time and place, are reported to the news media – newspapers, television and radio.

Planning committee ideas

Promoting and advertising

- Obtain a signed proclamation by the mayor.
- Use spot announcements on radio and TV.
- Announce school "open house" times, dates and school locations.
- Create and distribute posters, street banners, billboards and bumper stickers.
- Issue news releases on all activities.
- Write a letter to the editor.

Sponsoring opportunities

- A poster, art and essay contest for children.
- A "Know Your America" program.
- School passes to school activities for senior citizens.
- Exhibits of student work and special projects.
- American Legion School Award Medal to be presented at end of year awards program.
- An annual scholarship.
- A public forum to create understanding of local educational systems' needs.
- A Careers Night.

Promoting Americanism

- Present flags, subscriptions to The American Legion Magazine, copies of American history documents.
- Decorate store windows with Americanism and Legion youth program items.
- Enlist Boys/Girls State and Oratorical participants as speakers for civic groups, schools and assemblies.
- Provide a speaker and a program for the students on or about Veterans Day, Nov.11.
- Distribute "A Guide for Parents and Students."

Additional suggestions

- Honor educators with a banquet, party, social hour or certificate of appreciation.
- Assist with an "open house" and distribute American Legion materials.
- Have houses of worship mention American Education Week activities in weekly bulletins.
- Include retired teachers in the community for all activities.

Public relations assistance

To assist the post and unit chairpersons with the public relations effort, the following items are included as suggestions. These items **must be retyped** with blanks appropriately filled before submitting the release to newspapers, radio and television stations.

Suggested news release

Plans for community participation in the observance of American Education Week, (insert dates) were released today by _____ Name of Post _____ , _____ Number of Post _____ of The American Legion by Post Commander _____ Full Name _____ and Unit President _____ Full Name _____.

Representing Post No. _____ on a special planning committee for the annual observance are: _____ list all involved - give full names _____.

For more than 90 years, The American Legion, its Auxiliary and professional groups have advcoated on behalf of schoolchildren. This year, during the annual nationwide observance of American Education Week, (insert dates), the theme is: "Great Public Schools: A Basic Right and Our Responsibility."

Though the reasons for their initial activities have changed, these groups and others continue to lead the way in seeking the aid and assistance of every concerned American for better schools.

American Education Week is not just for parents and educators, it's for everyone. With the aid of statistics, it is quite apparent that many citizens have not visited their local schools since their own graduation from high school. Exercise your right and responsibility and visit the school of your choice.

This year's theme should remind each of us that we have a duty and a responsibility to see that our children are prepared to take up the roles of citizens and leaders in the years to come.