

California Ed.G.E. Initiative

(Education for a Global Economy)



Presentation to the
CABE Board of Directors

Preparing Our Students with the Language Skills They Need to Succeed

Everyone wants California's children to succeed. But many lack the resources to finish college and career ready.

The California Ed.G.E. Initiative will give parents, teachers & schools the power to help kids compete for tomorrow's jobs.



The Ed.G.E. Initiative - SB1174

State Senator Ricardo Lara authored SB1174, passed with bipartisan support and signed by Governor Brown in 2014, thus placing the act on the Nov. 2016 general election ballot as the “California Education for a Global Economy Initiative”

Broad-Based Support: for SB1174 including CA Teachers Assoc., CA School Boards Assoc., Silicon Valley Chamber of Commerce, Los Angeles Chamber of Commerce



The Ed.G.E. Overview

The Initiative advances California's goals:

- **Providing highest quality education for all children**
- **Preparing students for college and careers in the 21st Century economy**
- **Accessing high-quality, innovative, research-based educational programs**
- **Empowering parents, teachers, and local schools to meet the needs of all students**



Ed.G.E. Overview and Benefits

- **Importance of being multilingual in the 21st Century global economy**
- **Multilingual education programs benefit all students**
- **Requires same English proficiency standards required upon graduation**
- **Continues English language requirements while providing flexibility for school districts to immerse English language learners**
- **Provides a choice for parents and the opportunity for students to access language programs to be better prepared and more competitive in a global workplace**



Campaign Update and Next Steps

Research:

Qualitative Research: Nine Focus Groups conducted in Northern and Southern CA
Quantitative Research: Polling to be conducted in early 2016

Opinion Research for ballot arguments in May/June 2016, followed by polling for final campaign message and targeting



Some Good News – EdSource Poll

A poll of 1002 registered California voters were asked:

“A proposition that will appear in the November 2016 statewide election ballot would require public schools to offer students who are not proficient in English academic instruction in both English and the student’s native language. It would also require the schools to offer English speaking students more opportunities to master other non-English languages. If the election were being held today, would you be inclined to vote YES or NO on this statewide ballot proposition?”



Results

YES	61%
NO	32
NO OPINION	7



Campaign Update and Next Steps

Fundraising:

Issue committee fundraising began in September:

- Goal of raising \$200,000 in 2015
- Goal of raising \$6 million in 2016



Campaign Update and Next Steps

Campaign Structure (in formation):

- **Executive Committee (Primarily responsible for fundraising and executive decisions)**
- **Consulting Team, Legal and Staff (Campaign management, Research, Legal, Communications, and Grassroots)**
- **Steering Committee (Providing support in campaign implementation)**



Preguntas?

