

**Problem Statement:** San Francisco has an educator recruitment & retention problem because the city & its residents lack an understanding of the job of teaching & educating students and therefore teachers & other school-based educators are not paid as professionals

**Goal:** Raise educator compensation in San Francisco.

**Rationale:**

Educators are the foundation for student success and the city has to make the full investment in educators to create stability in every school.

In order for San Francisco to be a thriving city, you have to invest in a thriving school system.

<u>Inputs:</u>	<u>Activities:</u>	<u>Outputs:</u>	<u>Outcomes:</u>
<p>Lita Blanc, President UESF (union)</p> <p>Community-based organizations</p> <p>Parent groups</p> <p>Coalitions between legislators, City Supervisors, School Board, City Gov &amp; community</p> <p>Prop 30 Local Control Accountability Plan Mandate</p>	<p><b>HISTORICALLY: 10 years of work to win hearts &amp; minds that we must value teachers:</b> publish a book, made a film, worked to raise compensation thru “Gov’s Challenge in 43 state”, TedX on better salaries for teachers, move to SF 1 school got Prop 30.</p> <p>NOW: an all San Francisco campaign to reduce educator attrition (by increasing compensation)</p> <p>A= private/public partner</p> <p>B=Research</p> <p>C=Regulation/Legislation</p>	<p><b>Research:</b></p> <p>data on educators’ housing needs &amp; #’s of prevalence of “outside employment” amongst survey</p> <p><b>Communications</b></p> <p>PSA &amp; editorial campaign about data around teacher compensation leading to # editorials # letters to the editors. Launch more of the film series with a strategic media plan.</p>	<p><b>Short Term:</b> 1 year</p> <p>Deeper collaborations established with 25 partner organizations.</p> <p>Public awareness around the job of teaching reaches critical mass (Double Facebook friends, triple twitter following)</p> <p>Awareness among parents and larger community around the challenges teachers face and the resulting turnover.</p> <p>We become policy experts (renewing Prop 30, Make It Fair and the CA teacher Corp).</p> <p>Include educator salary increase in Prop 30 in San Francisco LCAP</p>

	<p>Public information about expenditures on education</p> <p>Media, film &amp; storytelling experts &amp; professionals</p> <p>National education thought leaders</p> <p>Contract reopeners-9/2016</p> <p>Contract negotiations 6/2017</p> <p>name recognition &amp; credibility</p>	<p><b>D= Communications</b></p> <p>1. <b>D</b> Storytelling to shift public perception using all channels of communication</p> <ul style="list-style-type: none"> <li>a. Paint the picture of a well compensated teacher</li> <li>b. Student voice “I’m worth it” campaign</li> </ul> <p>2. <b>B</b> Do research about public finances &amp; teacher attrition</p> <p>3. <b>B</b> Leverage UESF teacher survey on housing &amp; income to emphasize wage issues</p> <p>4. <b>C</b> get district to do more timely school budgets as part of their local accountability plan under Prop 30</p> <p>5. <b>C &amp; D</b> do a push to get teacher salary included in the Prop 30 accountability plan</p> <p>6. <b>B</b> Central Office budget analysis for internal knowledge at least</p>	<p>Get 4 district dept. connected to parents to collaborate with TTSP &amp; UESF on educator</p> <p><b>Long Term:</b> Beyond 2 years compensation</p> <p>leverage parent groups, liaisons,</p> <p>Outreach program for members, especially younger teachers &amp; other educators on how compensation is established &amp; how SF compares to other local</p>	<p>A serious consideration of passing our own legislation (with key stakeholders working together)</p> <p><b>Medium Term:</b> 2 years</p> <p>Both the reopeners and contract negotiations happen in the spirit of generosity toward teachers.</p> <p>Greater % of city residents supporting positive contract negotiations</p> <p>Teacher salary increase of 20%-50%</p>
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- (Matthew Hardy UESF comm's guy)
- 7. **D** Write a job description that captures the job
  - 8. **C** Outreach to School Board members
  - 9 **C** Leverage contract reopeners to keep track of \$ coming into the district & get more
  - 10. **C** Increase district funding & allocate a higher percentage for teacher compensation
  - 11. **A & D** New grasstops (focus on younger tech actors) outreach to be a new influence on School Board & City Supervisors
  - 12. **D** connect to newer teachers
    - a. UESF buddy system between retirees & newer teachers
    - b. Key & Peele or other "humor" & media hooks
  - 13. **C** Support "Make It Fair"

## Student Impact: (If..., then...)

If educators are paid a professional salary they will continue teaching and students will benefit from a stable and thriving school -- resulting in higher engagement and achievement.