Our 2017 Campaign: 
#PublicSchoolProud

Celebrating our strong neighborhood public schools

Honoring our dedicated educators, students & parents
New Yorkers want STRONG neighborhood schools that are accessible to ALL children.
Campaign goals:

★ CHAMPION OUR PUBLIC SCHOOLS AND COMMUNITIES
★ HONOR THE ACCOMPLISHMENTS OF OUR STUDENTS
★ ILLUSTRATE THE JOYS OF TEACHING AND LEARNING

#PublicSchoolProud
Campaign goals:

★ SHOWCASE THE POWER AND PROMISE OF PUBLIC EDUCATION & OUR STUDENTS

★ BUILD RESPECT AND SUPPORT FOR OUR DEDICATED EDUCATORS

★ ENHANCE PARENT & COMMUNITY ENGAGEMENT

#PublicSchoolProud
A simple – but powerful – vision:

SHOW YOUR LOVE FOR PUBLIC SCHOOLS

#PublicSchoolProud
Every CLASSROOM has a story. What is yours?

What special project has your class pursued?

How do your students inspire you?

Why does teaching mean so much to you?

How are you making a difference every day?

#PublicSchoolProud
Every STUDENT has a story. What is yours?

Why do they love their neighborhood school?

What are their proudest moments?

How have they been creative?

What challenges have they surmounted?

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Every SCHOOL COMMUNITY has a story. What is yours?

Why are you proud of your school?

How are parents involved in the life of your school?

Why is your school community so strong?

What special event does your school organize each year?

#PublicSchoolProud
There are MANY ways to tell our story

- Essays
- 3D Art
- Posters
- Artwork
- Photos
- Digital Media
- Videos
- Music
- Original Songs
- Letters
- Collages

#PublicSchoolProud
Campaign Idea:
Hold a School Showcase Fair

Create an event to exhibit your school’s clubs, music groups, STEM classes, and more.

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Campaign Idea:

Decorate your school hallways & classrooms

Have your students each make a “heart” that describes why they love their school.

Have your students create posters & artwork.

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Campaign Idea: 
Hold a school spirit rally

Get your school community pumped up!

Take photos & video of your students & staff singing the school song.

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Campaign Idea: Create a video

Tell your story through images and words.

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Get your whole school community involved

Focus on the positive

Class projects
Afterschool clubs & organizations
Parent & PTA activities
Community partner events

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Step #1
Sign up for the campaign on the UFT website
Step #2
Meet with colleagues & parents to organize your #PublicSchoolProud project or event
Step #3
Share your story!

Send your photos & video to uftphotos@gmail.com

Post on Facebook, Twitter & Instagram

#PublicSchoolProud