

WE WILL NOT
CONFORM

ACTION PLAN

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Mission Statement

As an informed group comprised of educators, students, community members and other stakeholders, we are committed to working together to educate ourselves, peacefully assemble, and exercise our rights as concerned citizens regarding the implementation of Common Core and the use of high-stakes standardized testing.

Document Outline

This document is comprised of 5 teams:

1. Research and Resources
2. Grassroots Activism
3. Politics
4. Alternative Schooling
5. Messaging and Public Relations

This document, in its entirety, is meant to be a comprehensive guide to educate the community and assist individuals in finding the necessary resources to start and sustain an opposition movement to Common Core State Standards and the use of high-stakes standardized testing. This document's purpose along with the purpose of the We Will Not Conform Event is to empower and mobilize groups of informed citizens across the country regardless of party affiliation.

Team 1: Research and Resources

Action Step – Educate yourself so you can educate others!

To have an impact and to sustain a movement, members must be well informed on the pertinent issues. Being educated on the issues is not only beneficial to your voice or position, but it enables you to educate others as well.

As you conduct the necessary research you will discover connections among corporations, politicians, and education reformers. Understanding the key players in the planning, creation and execution of Common Core and the use of high-stakes testing is essential in pushing your movement forward.

You must conduct extensive research and don't go at it alone. Connect with people who can help you get the answers you need. Stay abreast of new information and be committed to becoming an expert in this area.

✓	Research & Resources Checklist
	Get to know the US Department of Education's Blueprint for Reform. <ul style="list-style-type: none"> • This is where the standards were born. • Link HERE: http://www2.ed.gov/policy/elsec/leg/blueprint/blueprint.pdf
	Read the Common Core standards. <ul style="list-style-type: none"> • Know what they are. HERE: http://www.corestandards.org/read-the-standards/
	Familiarize yourself with all of the Common Core resources (white papers, videos, and fact sheets). <ul style="list-style-type: none"> • Freedom Works HERE: http://www.freedomworks.org/campaign/common-core • Pioneer Institute HERE: http://bit.ly/1v9Mh6t & Video HERE: http://bit.ly/1iyXvkX • Heritage Foundation Video HERE: http://bit.ly/1wBtt2J • Truth in American Education HERE: http://bit.ly/1s7ub0 • Common Core Critics Fact Sheet HERE: http://bit.ly/1dyUyy & Video: http://bit.ly/TAUXH9 • Stop Common Core Videos (1-5) HERE: : http://bit.ly/1lhqMuS
	Read your state's Race to the Top application. <ul style="list-style-type: none"> • HERE: http://1.usa.gov/1pmEDZe
	Follow the money. <ul style="list-style-type: none"> • Find out how testing companies are lobbying in your state. • Link to Pearson's lobby information HERE: http://bit.ly/1kasNd5

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✓	Research & Resources Checklist
	<p>Get to know who is behind the Common Core State Standards</p> <ul style="list-style-type: none"> • A list of people, the companies they are affiliated with and short bios of everyone behind Common Core <ul style="list-style-type: none"> ○ HERE: http://wapo.st/1rl0kpZ ○ HERE: http://bit.ly/U3YjIR • Understand the role of The Gates Foundation in implementing Race to the Top and Common Core. • See if your state or district has received professional development grant money from Gates. <ul style="list-style-type: none"> ○ HERE: http://bit.ly/1yRnBo2
	<p>Get to know Jeb Bush, his influence in education policy for the last 15 years and his role in Common Core.</p> <ul style="list-style-type: none"> • He's a potential presidential candidate in 2016. • His influence is considerable and makes Florida "Ground Zero" for Common Core. • Get it stopped in Florida and it will be easier around the country. <ul style="list-style-type: none"> ○ HERE: http://bit.ly/1ylzNfE
	<p>Visit your State Board of Education website and look for meeting minutes on Common Core.</p> <ul style="list-style-type: none"> • January 2010 to June or July 2010 is when these changes were starting to take place. • See what has been promised, and see if you have any allies. <ul style="list-style-type: none"> ○ HERE: http://bit.ly/1nYMmar
	<p>Find anti-Common Core legislation proposed in your state.</p> <ul style="list-style-type: none"> • HERE: http://bit.ly/NXijnv
	<p>Know your rights for Opting Out of the Common Core Tests.</p> <ul style="list-style-type: none"> • Your rights will be outlined in your school's privacy statements. <ul style="list-style-type: none"> ○ Example HERE: http://bit.ly/Tmjg2s • Visit United Opt Out to learn more about your state's opt-out guidelines & groups. <ul style="list-style-type: none"> ○ HERE: http://unitedoptout.com/ ○ HERE: http://www.concernedparentsofcalifornia.com
	<p>Understand your rights under Federal Education Rights and Privacy Act (FERPA)</p> <ul style="list-style-type: none"> • FERPA overview HERE: http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html <ul style="list-style-type: none"> ○ Understand that FERPA has been gutted so it is no longer a mandate but rather a best practice. ○ Make sure your school and district are using FERPA guidelines. • Be sure your child's rights are not being violated. • Be sure your school and district are abiding by FERPA laws in regards to students scores and information. • Information regarding FERPA HERE: http://epic.org/apa/ferpa/ • Persuade legislators to be proactive in protecting your child's data.

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✓	Research & Resources Checklist
	<p>Understand what is happening to your child's test DATA.</p> <ul style="list-style-type: none"> • Find out the school or district's data policy. <ul style="list-style-type: none"> ○ Are they storing it and/or sharing it with other entities? ○ Are you entitled to see your child's data? • Find the website for your state's Longitudinal Data System (LDS). <ul style="list-style-type: none"> ○ Every state has its own LDS. Get to know yours. ○ Helpful Links to the 400 Data Points that can be tracked. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>One of the biggest issues surrounding Common Core is the retrieval, storage and later use of your child's test and demographic data. Find out how this data is being used. Find out if you have rights to your child's data. Every state is different.</i></p> </div>
	<p>Get to know your school board of education (BOE) and how they vote on Common Core and high-stakes testing.</p> <ul style="list-style-type: none"> • Some will have this information published based on votes or public hearings (minutes from BOE meeting when Common Core was implemented may reveal allies). • Pick up the phone and call your BOE and ask how they are voting on Common Core and high-stakes testing.
	<p>Get to know all the education players in your community and state and find out where they stand on the issues:</p> <ul style="list-style-type: none"> • State Superintendent or Lead State Education Official (available on each state's Department of Education website) <ul style="list-style-type: none"> ○ Example HERE: http://bit.ly/TmOsan ○ Find your state HERE: http://1.usa.gov/1rDStn6 • State Board of Education Members – same as above • Local School Board Members • Local Superintendent/Principal (local school/district webpage). <ul style="list-style-type: none"> ○ Find your school HERE: http://1.usa.gov/1g4zu3W
	<p>Get to know the textbooks and ancillary materials your child is using in school.</p> <ul style="list-style-type: none"> • Who is the publisher? • Are they Common Core Aligned? • Is the publisher the same company as the one building the Common Core test? • Find samples of Common Core aligned texts and resources at Amazon and other booksellers HERE: http://amzn.to/1oev8oj and http://bit.ly/1m9rXBR

✓	Research & Resources Checklist
	<p>Get to know the high-stakes tests your state and district will use for Common Core.</p> <ul style="list-style-type: none"> • There is a blueprint or outline for every test. Find the blueprint and know it well. <ul style="list-style-type: none"> ○ What standards are tested? ○ At what level of complexity are the questions? ○ How will your child fair on these tests? • You can go directly to tests websites as well. <ul style="list-style-type: none"> ○ Smarter Balance test HERE: http://www.smarterbalanced.org/ ○ PARCC test HERE: http://www.parcconline.org/ ○ AIR tests HERE: http://www.air.org <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>Some states opted out of the Partnership for Assessment of Readiness for College and Career (PARCC) & the Smarter Balance exams. That does NOT mean they are exempt from Common Core exams. It just means they have chosen a different testing company to build the Common Core test. For example, in Florida AIR.org will be building the Common Core assessments. There will be a test. Find out what company is building your state test.</i></p> </div>
	<p>Attend a FREE webinar by ConversationED on August 24th and get educated on high-stakes tests and what you can do to in your area to boycott these tests.</p> <ul style="list-style-type: none"> • Webinar includes: <ul style="list-style-type: none"> ○ A guide to building and growing a grassroots movement in your community. ○ A step-by-step process for boycotting tests in your district. ○ What to do when district and state officials try to intimidate you. ○ Alternatives to testing. <p>How to ask for a portfolio and other alternative assessments.</p> <ul style="list-style-type: none"> • Sign up HERE http://conversationed.com/webinar/

Team 2: Grassroots Activism

Action Step – Engage!

Every school, district and state is different in their adoption of Common Core and the use of high-stakes standardized testing. Therefore, a local, grassroots initiative is essential in impacting the specific changes needed for each unique community. The way revolutions start is with a small group of homegrown, frustrated, informed citizens.

Provide opportunities for your community to come together and share ideas. This will help you enlist the strengths and talents parents, teachers, administrators, local businesses and other community members have to enhance your cause. Encourage students in your community to speak out and join the grassroots activism in your local community. Finally, don't be afraid of technology and social media because these tools are the key to growing a grassroots initiative.

✓	Grassroots Activism Checklist
	Connect with other activists in your state. <ul style="list-style-type: none"> • No one person can do everything that needs to be done. • The Common Core proponents have massive funding and the support of the elitists in both parties. To win, activists need to be part of a team. • A list of anti-Common Core websites state-by-state HERE: http://bit.ly/1IISCFvJ
	Make sure your state's effort is connected to the efforts in other states. <ul style="list-style-type: none"> • A great place to start is <ul style="list-style-type: none"> ○ http://truthinamericaneducation.com/ ○ http://conversationsed.com • Familiarity with the activists in other states provides intelligence as to what our opponents are doing, saves time by not having to reinvent the wheel, and helps with the refinement of strategies. <ul style="list-style-type: none"> ○ http://www.concernedparentsofcalifornia.com
	Divide the work. <ul style="list-style-type: none"> • The best state networks have divided the work, with some individuals concentrating on writing, others on research, others on contacting legislators, and still others in working the media.
	Attend your school board meetings. <ul style="list-style-type: none"> • Become known in the community. • Take Common Core education materials to local group meetings, PTA, etc. <ul style="list-style-type: none"> ○ Materials HERE: <ul style="list-style-type: none"> ▪ Anti-CC White Paper: http://bit.ly/1v9Mh6t ▪ CC 2-pg Fact Sheet: http://bit.ly/1dyUyyd ▪ CC 1-pg Tip Sheet: http://bit.ly/1yRwa25

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✓	Grassroots Activism Checklist
	<p>Develop brochures and flyers.</p> <ul style="list-style-type: none"> • A simple flyer can be your greatest recruiting tool with key facts, action items with numbers of whom to contact and how to obtain more information. • Include in the flyer a list of national and local groups that oppose Common Core. • Sample HERE: http://bit.ly/1mO7YZ9
	<p>Develop an interesting and engaging presentation.</p> <ul style="list-style-type: none"> • Make it as concise and informative as possible. • Example HERE: http://bit.ly/1wBLOMR
	<p>Engage your Local Superintendent, State Superintendent (or Lead State Education Official) and State Board of Education Members.</p> <ul style="list-style-type: none"> • Know where they stand on the issue. • Present them with information regarding community concerns.
	<p>Initiate a letter-writing campaign.</p> <ul style="list-style-type: none"> • Relevant addresses are available on websites for Federal reps, state reps, and school board members.
	<p>Question your Representative and Senator and document their answers:</p> <ol style="list-style-type: none"> 1. What is the cost analysis of Common Core? 2. What will this cost us? 3. Where the money is coming from? 4. How can we amend them? 5. What are the scientific studies upon which the academic foundations of Common Core test? 6. How can you opt your child out of the data tracking system (P20w Longitudinal System) and what is the process to do this? 7. Do you believe in the 10th Amendment and how (if they support CC) they can support CC given that it ignores the 10th Amendment?
	<p>What do you do if your local legislatures ask, 'if we repeal Common Core, what do we replace it with?'</p> <ul style="list-style-type: none"> • Answer: You present road-tested alternatives with standards that are ranked higher than Common Core. • Samples HERE: http://www.scpie.org/alternatives/
	<p>Get the attention of the local media.</p> <ul style="list-style-type: none"> • Host rallies, protests, and other opportunities to get your voice heard. • Call local news media and tell them in advance about rallies and protests your group will be initiating.
	<p>Become a citizen journalist.</p> <ul style="list-style-type: none"> • Write Op Ed letters • Request permission from your local newspapers to report on Common Core and high-stakes testing issues.
	<p>Enlist key players in your community to join the movement.</p> <ul style="list-style-type: none"> • Parents, teachers, administrators and business members. • Students are essential in building the movement. They hate what is happening in schools. Talk to their parents and get the students to join the movement.

✓	Grassroots Activism Checklist
	<p>Use social media to mobilize your grassroots effort.</p> <ul style="list-style-type: none"> • Start your own Opt Out Facebook group <ul style="list-style-type: none"> ○ Opt Out Toolkit HERE: http://optoutorlando.wordpress.com/opt-out-florida-3/opt-out-toolkit-2/ • If you are inept in this area, find someone who can manage your social media message for you. <ul style="list-style-type: none"> ○ Get a student to run your social media message (get parent permission). ○ Students are experts in social media messaging. • Create a Facebook page where people can share ideas and concerns. <ul style="list-style-type: none"> ○ This is one of the most effective ways to connect with people who want to help you. ○ Example HERE: https://www.facebook.com/groups/OptOutOrlando/ • Twitter <ul style="list-style-type: none"> ○ Use hash tags to engage your audience Example: #CCSS, #stopcommoncore, #StopJebNow, #EdReform, #LetTeachersTeach, # Opt Out • Instagram/Pinterest <ul style="list-style-type: none"> ○ Create anti-Common Core memes to share in your social media news feeds. Example: http://bit.ly/1yS05ah <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>Be sure to leverage the influence and expansion social media provides. Start your own Facebook groups or join others. Use twitter to send messages. Revolutions are possible when we use social media to connect.</i></p> </div>
	<p>Join a Coalition</p> <ul style="list-style-type: none"> • Example of a Florida coalition HERE: http://www.flstopccoalition.org/about-us/
	<p>Get to know the people and sites for online activism.</p> <ul style="list-style-type: none"> • Here's a partial list of anti-Common Core websites state-by-state. HERE: http://bit.ly/1ISCFvJ
	<p>Teachers and educators can form their own grassroots movements within their respective schools and districts.</p> <ul style="list-style-type: none"> • Understand the legislation. • Read the Race to the Top Grant and how it is influencing school/district policy. <ul style="list-style-type: none"> ○ Details HERE: http://1.usa.gov/1pmEDZe • Know the test specifications and content focus for the Common Core assessments. <ul style="list-style-type: none"> ○ Specific details HERE: http://bit.ly/1qmH0sU • Watch these videos for teacher testimonials on why Common Core fails HERE: http://bit.ly/1vSJY8a and http://bit.ly/1n8BYiQ

✓	Grassroots Activism Checklist
	<p>Build a website for your cause.</p> <ul style="list-style-type: none">• Enlist the help of a web designer who believes in the cause to help you build a functional and interactive site.• How to set up anti-Common Core website.<ul style="list-style-type: none">○ Example – R.O.P.E. http://bit.ly/1jo0O9I• Create a “Take Action” page on your local site (how to contact legislators, school boards, Governor, etc)<ul style="list-style-type: none">○ Example: (legislature) http://bit.ly/1li5r4p○ Example: (governor) http://1.usa.gov/1li5wFI <div data-bbox="925 273 1360 646" style="border: 1px solid black; padding: 10px; margin-top: 10px;"><p><i>A website is a powerful tool to disseminate information. Find someone who is web design savvy and who believes in your movement. See if he or she will help you design and launch a site. Although websites can be costly, outsourcing this task is more cost effective than trying to go at it alone.</i></p></div>

Team 3: Politics

Action Step: Engage: Action at the Local Level

Too often people are more concerned with national elections than they are with their local-level politics. But in reality, public officials at our local level affect our day-to-day lives more than public officials at the national level. Therefore, a grassroots, community-based effort is essential in bringing awareness about our concerns regarding Common Core and high-stakes testing.

If you are unhappy about Common Core and high-stakes testing, the local level is where you need to focus your political efforts.

If you are unhappy about Common Core and high-stakes testing, the local level is where you need to focus your political efforts. Below is a checklist to reference on how to cross your t's and dot your i's when starting an education movement in your community.

✓	Action at the Local Level Checklist
	<p>Get educated.</p> <ul style="list-style-type: none"> • Go to http://www.corestandards.org and read the standards. Understand what the standards are all about. • Get to know the legislation for your state regarding anything Race to the Top (RTTT), Common Core and high-stakes testing (also referred to as standardized testing). • Make sure you are informed of changes happening in your district because of RTTT and Common Core.
	<p>Get to know your local school board.</p> <ul style="list-style-type: none"> • Who are the members? • What are their positions? • What outside vendors have they hired to provide textbooks, testing materials and other Common Core Standards and Common Core test-related material?
	<p>Attend school board meetings on a regular basis.</p> <ul style="list-style-type: none"> • The more informed you are about your school district's policies, the better position you are in to address issues with the board. • Enlist community members to attend these meetings with you. <ul style="list-style-type: none"> ○ There's power in numbers. Get others to attend board meetings with you.
	<p>Address the school board during public comments.</p> <ul style="list-style-type: none"> • Check district policy regarding when public comment will be heard. • Verbalize your concerns directly to the board. • Enlist other community members to speak on the same issue.

✓ Action at the Local Level Checklist
<p>Ask your local education officials specific questions regarding high-stakes testing.</p> <p>For principals:</p> <ol style="list-style-type: none"> 1. How many standardized tests does my child have to take this year? 2. Where do these tests originate? 3. What is the specific academic purpose for each one? 4. How will these tests affect my child's academic future or standing? 5. For each test, does the teacher see individual student results and have a chance to adjust individual instruction to help each student? 6. Who sees the scores, where will they be recorded, and for what purpose? 7. Do the scores become part of my child's record? 8. Who in the district instructed you to give these tests? 9. When are tests given throughout the year? 10. What does the testing calendar look like (INCLUDING RETAKES)? <p>For school superintendents:</p> <ol style="list-style-type: none"> 1. Identify by name and frequency each standardized test your district requires in each grade. 2. Explain where these tests originate and, for each, explain its specific academic purpose and the year it started. <p>For school board members:</p> <ol style="list-style-type: none"> 1. How do you view the academic purposes for standardized testing? 2. Are you familiar with all the standardized tests your district requires, and their academic purposes? 3. Are you willing to initiate a parent/teacher review of the use of testing in your district? <p>For school board attorneys:</p> <ul style="list-style-type: none"> ○ Explain your district's policy on opting out of/refusing standardized tests and cite its legal foundation.
<p>Educate your school board on the issue.</p> <ul style="list-style-type: none"> • Email campaigns that include current news about high-stakes testing and Common Core to board members. <ul style="list-style-type: none"> ○ Ask for their opinion to be returned. • Present information that will educate the board to your issue. Many board members have no idea what is going on in the actual buildings of schools.
<p>Find out which members of your school board do NOT support Common Core.</p> <ul style="list-style-type: none"> • Ask one of them to introduce a resolution against Common Core. • Petition them to focus on returning education to local control.
<p>Petition your school board.</p> <ul style="list-style-type: none"> • Use this site to create local petitions: http://www.ipetitions.com/

Every test is used differently. Some are high-stakes and determine grade promotion or graduation. Districts give other assessments for their own data collection purposes and for RTTT money. In many respects, districts test far more than the state and federal government require. Find out if your district is testing more than required or if they are over testing to adhere to the RTTT grant.

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✓	Action at the Local Level Checklist
	<p>Be persistent.</p> <ul style="list-style-type: none"> • They will ignore you over and over again. • Keep your efforts frequent, informative and consistent.
	<p>Identify your local <i>Stop Common Core</i> and <i>Opt Out</i> groups.</p> <ul style="list-style-type: none"> • Most groups have a Facebook account. Connect with them there. • These groups are in or near your community. • Members are usually educated on the legislation of your particular state and district. • They can help you with understanding your rights. • They can help you with the processes you can use to take a stand. • Join them and see what you can do to help. <p>For example, here are two local Opt Out and Stop Common Core Groups in Florida:</p> <ul style="list-style-type: none"> • Opt Out Orlando https://www.facebook.com/groups/OptOutOrlando/ • Florida Stop Common Core Coalition - http://www.flstopccoalition.org <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>Be sure to leverage the influence and expansion social media provides. Connect with people in Facebook groups and use twitter to grow your movement.</i></p> </div>
	<p>Boycott any test that is aligned with Common Core or any test that does not guide instruction or has punitive damages to students, teachers and schools.</p> <ul style="list-style-type: none"> • Get educated on your rights and exercise them. • Inform your community and encourage them to boycott with you. • Remember: there is power in numbers.
	<p>If you are unhappy with your local representation, consider running for school board.</p> <ul style="list-style-type: none"> • Helpful suggestions on running for your school board HERE: <ul style="list-style-type: none"> ○ http://runningforschoolboard.info/ ○ http://bit.ly/1rbq207 ○ http://abt.cm/1mO2f79 ○ http://bit.ly/TV9UUh

Action at the State Level

Once you have mobilized your community to taking local action, you might also want to petition the state. The state is where districts get their money. The state is the boss and if we want real change, we will eventually need the state to make better education policy decisions. When you are ready, here are a few things to consider when mobilizing at the state level.

✓	Action at the State Level Checklist
	<p>Get informed on education legislation in your state.</p> <ul style="list-style-type: none"> • Every state is different and it is essential you become thoroughly informed on specific legislation regarding: <ul style="list-style-type: none"> ○ Common Core ○ High-Stakes testing ○ Grade retention policies ○ Graduation policies
	<p>File a Freedom of Information (FOIA) Request</p> <ul style="list-style-type: none"> • Every state has public information laws and every state is different. • Find your state FOIA HERE: http://www.foiadvocates.com/records.html
	<p>Find a list of states fighting back against Common Core</p> <ul style="list-style-type: none"> • Research what they are doing to stop Common Core. • Find states pushing back on Common Core. <ul style="list-style-type: none"> ○ Here is a map identifying states pushing back on Common Core. http://truthinamericaneducation.com/common-core-state-standards/states-fighting-back-map/ • Enlist the strategies these states are successfully using and develop a plan to petition your state.
	<p>Consider running for or helping someone run for state office.</p> <ul style="list-style-type: none"> • Every state has specific qualifying information. • Visit your state's elections website and look for a qualifying information page. <ul style="list-style-type: none"> ○ Example HERE: http://election.dos.state.fl.us/candidate/Qualifying-info.shtml ○ Example HERE: http://www.nycivic.org/story/candidate-college-10-essential-tips-running-office
	<p>Be persistent</p> <ul style="list-style-type: none"> • If you were ignored at the local level, you can bet you'll be ignored at the state level. • <i>Keep your efforts frequent, informed and consistent.</i>

Action at the Federal Level

Common Core adoption and the high-stakes tests used to accompany Common Core is a decision made at the state level. However, states agreed to this policy because they were promised hundreds of millions of federal dollars in Race to the Top grant money. That money came from President Obama’s Recovery Act. Some states, like Florida, received hundreds of millions of dollars for adopting these standards and agreeing to use the tests, curriculum and books that go with the standards.

Bottom line, we don’t want the money because what comes with it are increasing federal, bureaucratic demands that impede our local education systems.

✓	Action at the Federal Level Checklist
	<p>Be informed about mid-term elections.</p> <ul style="list-style-type: none"> • Identify positions on Common Core, Race to the Top and other education reform efforts.
	<p>Participate in national efforts to stop Common Core and standardized testing.</p> <ul style="list-style-type: none"> • Sign and disseminate this national petition: http://grassfire.com/2014/02/stop-common-core/
	<p>Participate in mid-term elections.</p> <ul style="list-style-type: none"> • Find out where your representative stands on Common Core. All 435 seats in the House of Representatives are up for election on November 4. • Find out if your representative co-sponsored legislation to rein in Common Core, HR 4008 by Rep. Phil Gingrey to prevent coercion to adopt standards. • Find out who your representatives are by following this link: http://www.house.gov/representatives/find/ • Find out if your senator has co-sponsored S.1971 (similar to HR 4008) by Senator Roberts and if not, ask them to do so. • Find out if your senator signed Sen. Charles Grassley’s letter last March asking for their vote to defund Common Core in Congress at the following link: http://www.scribd.com/doc/213995040/Common-Core-Dear-Colleague-1 • Find out if your member of Congress will sponsor or support legislation to reign in federal data collection and sharing, such as re-writing FERPA.” Follow these links: http://bit.ly/U6thd5 and http://bit.ly/1r0GAc3.
	<p>Read the 2015 Budget Proposal for the Department of Education.</p> <ul style="list-style-type: none"> • Show your federal legislators all of the places in this budget that set up similar situations to Common Core. <ul style="list-style-type: none"> ○ 2015 Budget Proposal: http://www2.ed.gov/about/overview/budget/budget15/index.html?exp=0
	<p>Educate your federal legislative branch.</p> <ul style="list-style-type: none"> • Help them understand the impact of programs like Race to the Top. • Ask them to join your LOCAL Level Act or similar legislation. • Keep your efforts frequent, informed and consistent.

Team 4: Alternative Schooling

Action Step – Educate and Engage!

Some families are deciding to take matters into their own hands and homeschool their children. The decision to remove your child from school is one not to be taken lightly and there are community and online resources to help you with this decision. If alternative school, or homeschooling is something you are already doing, reach out to others and help to inform them on the benefits and challenges of this choice. An educated and well-informed decision is one that will benefit all parties involved, especially our children.

✓	Alternative Schooling Checklist
	<p>Research Homeschooling movements in your community.</p> <ul style="list-style-type: none"> • Lots of people homeschool for different reasons. • Find a group you identify with and get connected.
	<p>Check out homeschooling resources.</p> <ul style="list-style-type: none"> • http://www.theoldschoolhouse.com • http://thehomeschoolmagazine.com
	<p>Join your local Home School Legal Defense Association (HSLDA).</p> <ul style="list-style-type: none"> • Find your state HERE: http://www.hslda.org/hs/default.asp • Homeschool families should find out the status of Common Core for homeschoolers in their state. HERE: http://www.hslda.org/commoncore/ • Watch this video by HSLDA to better understand Common Core HERE: http://bit.ly/1qP7ANf
	<p>Get to know what other homeschooling families are doing to fight back against Common Core.</p> <ul style="list-style-type: none"> • Contact your state legislators to defund or repeal Common Core. <ul style="list-style-type: none"> ○ Talking points and sample letter HERE: http://www.hslda.org/commoncore/state.aspx • Contact your federal representatives and ask them to introduce or support legislation that will cut off further Race to the Top funding. <ul style="list-style-type: none"> ○ Talking points and sample letter HERE: http://www.hslda.org/commoncore/federal.aspx • Spread the word. Educate your friends about the dangers of Common Core and get them to join you in fighting back. • Sign up for HSLDA E-alerts to get updates on impending Common Core legislation that will impact you. <ul style="list-style-type: none"> ○ HERE: http://www.hslda.org/elert/

✓	Alternative Schooling Checklist
	<p>Get to know on-line schools that work with and support homeschoolers.</p> <ul style="list-style-type: none">• Liberty University Online Academy (grades K-12) provides students the support of a traditional, residential, Academy while enrolled in a technology-based online homeschooling academic program.<ul style="list-style-type: none">○ HERE: http://www.liberty.edu/onlineacademy/
	<p>Explore non-Common Core aligned textbooks and ancillary materials.</p> <ul style="list-style-type: none">• <i>Example:</i> Kimber Academy is not aligned with Common Core. It gives curriculum guidelines that bring morals and patriotism back into the classroom and offer guidelines so that you can use it in your own home.<ul style="list-style-type: none">○ HERE: http://kimber.academy/• Know where various homeschool curriculum providers stand on Common Core and if they are CCSS aligned. Check for a comprehensive list.<ul style="list-style-type: none">○ HERE : http://bit.ly/1pT46al

✓	Alternative Schooling Checklist
	<p>Steps for Catholic School/Christian School students.</p> <ul style="list-style-type: none"> • Ask your school administrators for the following information: <ol style="list-style-type: none"> 1. Curriculum plan and whether it aligns with Common Core. 2. Diocese technology plan. 3. Assessment and testing plan. 4. Textbook lists. 5. Ask how all of this will function in light of the testing, assessment, and digital learning push required by Common Core. <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>Find out if your Diocese has a governance manual/framework outlining the role of the pastor, administrators, parishioners and parents. This will help you find out who makes various decisions and how they are made, which can help in your conversations.</i></p> </div> <p>Talk to your principal, pastor and school administrators about alternatives to Common Core.</p> <ul style="list-style-type: none"> • Information on <i>Classical Catholic Education</i> HERE: http://bit.ly/1sS3NAo • Alternative curricula resources <ul style="list-style-type: none"> ○ HERE: http://www.setonhome.org/ ○ http://www.memoriapress.com/ ○ http://www.k4j.org/ ○ http://bit.ly/TJZZB4 ○ http://www.kolbe.org/ ○ http://www.cardinalnewmansociety.org <p>Propose to your principal or school administrator that they form a Christian Education Accountability Plan.</p> <ul style="list-style-type: none"> • This could be done through parent-teacher groups. It would be formalized and part of the school handbook or guidelines. • The plan should include: <ul style="list-style-type: none"> ○ A review of any documents, textbooks, supplemental materials and activities that parents and teachers find during the course of the year to be objectionable and not aligned with Christian teachings. ○ Guidance and follow-up training to educators on the objectionable material and why it was. ○ Alternate material that is aligned with Christian beliefs and is further reviewed by parents and teachers.
	<p>Get to know the major Christian school organizations.</p> <ul style="list-style-type: none"> • American Association of Christian Schools (AACCS) www.aacs.org • Association of Christian School International (ACSI) www.acsiglobal.org

Team 5: Messaging and Public Relations

Action Step – Use best messaging practices and tactics.

People from both sides of the political spectrum agree, Common Core is detrimental to authentic and individualized learning and the over use and over emphasis of high-stakes tests is hurting students and educators. It’s important to leverage the common ground and the common frustration we are all experiencing regarding Race to the Top and Common Core.

For both sides to come together, thus growing a larger more effective movement, we cannot get hung up on politics or ideology. Instead focus the message on aspects everyone who is fighting Common Core can agree on.

It is essential when disseminating information about this movement we keep the message clear, concise and focused on common ground.

✓	Messaging and Public Relations Checklist
	Keep message focused on students NOT politics. <ul style="list-style-type: none"> • The best thing about this movement is we all care about our children regardless of party affiliation. • Keep it personal by making it about your child. Use an example from your child's work/experience. We all can relate to the personal.
	Identify YOUR concern and craft a short and concise message around it. <ul style="list-style-type: none"> • Keep the messages short and simple. • Don't overload your audience with too much information at once.
	Don't be afraid of repeating key messages and be consistent. <ul style="list-style-type: none"> • Consistency and repetition is important when you're crafting an effective and enduring message. • Even if you feel like you're saying the same thing over and over this audience may be hearing it for the first time.
	Talk about LOSS OF LOCAL CONTROL <ul style="list-style-type: none"> • What does it mean for parents to lose control over their child's education?
	Be persistent <ul style="list-style-type: none"> • If you were ignored at the local level, you can bet you'll be ignored at the state level. • Keep your efforts frequent, informed and consistent.
	Don't scare people. <ul style="list-style-type: none"> • Ideological rants on either side are detrimental to the cause. • Inform people without scaring them.
	Always be respectful. <ul style="list-style-type: none"> • The argument is lost when it becomes angry or vindictive.

✓	Messaging and Public Relations Checklist
	<p>Help people educate themselves on the issues.</p> <ul style="list-style-type: none"> • Provide important information and resources. • Let people see for themselves and draw conclusions based on accurate information.
	<p>Tailor your message.</p> <ul style="list-style-type: none"> • Whenever you have a chance to speak to individuals or groups, be sure the message is specific to them. • Blanketed statements used for everyone are inauthentic and do not have as much of an impact as messages tailored to specific individuals or groups.
	<p>Be persistent and polite.</p> <ul style="list-style-type: none"> • They will ignore you or try to make you go away. • Keep going and keep pushing. • Be classy and respectful. • Keep your efforts frequent, informed and consistent.
	<p>Use phrases that work:</p> <ul style="list-style-type: none"> • Common Core is age/developmentally inappropriate. • Common Core is not internationally benchmarked. • Common Core is a fundamentally flawed experiment. • The benefits cited by pro Common Core people are unproven and mostly untested. <ul style="list-style-type: none"> ○ Follow up by saying, "Common Core is being tested right now on our kids." ○ Refer back to the 'fundamentally flawed experiment' line. • The standards will be costly to states and taxpayers to implement. • Common Core does not support STEM. • No early education experts were involved in creation of the standards. <ul style="list-style-type: none"> ○ In fact two early education experts Marion Brady and John T. Spencer speak out against CCSS HERE: http://wapo.st/1mU2hJ5 • Common Core represents a loss of local control of education. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>The pro Common Core crowd has been working on developing, implementing and messaging Common Core for years and years. Take their messaging techniques and use them to enhance yours.</i></p> </div>
	<p>Learn from those who are supporting and pushing Common Core. They have been at this a while.</p> <ul style="list-style-type: none"> • Use their strategy and enhance yours. • Two great websites with PDFs on messaging for common core. HERE: http://bit.ly/1zJm2c5 and http://bit.ly/UcEAkc

Appendix A: What is Common Core?

Common Core Standards is an initiative brought to us by the Obama administration. It is his version of education reform. But before you can understand Common Core, we have to examine No Child Left Behind, which was George W. Bush's education reform policy. Both are related and to understand one, you have to understand the other.

President Bush signed No Child Left Behind or NCLB into law in 2002. This new federal mandate was an attempt to hold schools accountable. According to the President and his brother Jeb, who was really the force behind NCLB, schools were not doing the job they should be doing and NCLB was going to fix that.

Under this new law, schools and districts would be given a grade based on their performance on state assessments. This was just like a report card: A, B, C, D and F. Those grades would be published and the public could then decide what school they wanted to attend. This was what we call the accountability movement because the President was attempting to hold students, teachers, administrators, districts and states accountable for student performance on high-stakes assessments.

The tests are called *high-stakes* because the students' scores on these exams determine their entire academic success. For example, a student could have all A's and fail the state assessment and therefore be denied a high school diploma under this new law. One measure, the state assessment, determined everything.

Under NCLB states were permitted to adopt their own tests. A problem of inconsistency in the rigor in assessments soon surfaced. For example, Florida's assessment was very difficult while other states, that shall remain nameless, were much easier. So the standard was not the same for every kid in every state. This was one of many issues with NCLB.

One important aspect about NCLB is that testing companies got in line to produce these new tests that went with this new mandate. Hundreds of millions of dollars were spent on tests. The more tests, the more money. It was the first time in education history where companies were profiting off of the failure of our students.

For example, under NCLB a tenth grader must pass the state exam to graduate. If the student does not pass the first time, he or she must retake the exam. Some students retake the exam multiple times per year, year after year. In the high school where I worked there were 1500 students; 50% of them failed the exam. The exam cost between 15-35 dollars per student. If half fail, then 750 kids are retaking the exam over and over again. Multiply that by every school in every district, in every state all over the country, that's a

lot of cash for testing companies. Test makers love failure because there is profit in failure.

Fast forward a few years and in comes President Obama and his own education initiative called Race to the Top or RTTT. While much of RTTT is like President Bush's NCLB, Obama wanted to remove the inconsistencies of all the different standards and all the different tests in every state. In schools it was called "reducing the variance".

He also wants to up the ante and cultivate more science, technology, engineering and math (STEM) in schools. With RTTT came big money for states from the Recovery Act. If states adopted Common Core and the tests that go with them, they could get hundreds of millions of dollars. For example, Florida got 700 million dollars in RTTT money.

But we all know, you don't get 700 million dollars for nothing.

President Obama, his Secretary of Education, Arne Duncan, and Bill Gates decided that Common Core Standards, the same standards every state would adopt, would promote more rigor in the classroom and make students "college and career ready". These were the new buzzwords in education.

Jeb Bush, the National Governors Association and Achieve.org were also instrumental in the implementation of Common Core.

In a nutshell, if you were a governor and wanted hundreds of millions of dollars for education, you adopted the standards. Some governors adopted without even looking at the standards. Money does that to people.

Forty-six states adopted the Common Core Standards right off the bat and began to adopt the assessments that went with them. At the time there were two assessments for the Common Core: The Partnership for Assessment of Readiness College and Careers or PARCC and Smart Measures. There were only two testing companies, one for PARCC and one for Smart Measures. The money to be made was bigger than ever before. While under the Bush administration the assessments were between 15-35 dollars per student, these new assessments would be much more expensive.

Under RTTT, states were given some autonomy. Once they adopted the Common Core Standards, they could change the standards to fit the needs of the state up to 15%. Many governors, who opposed federal intrusion into state affairs, adopted the standards and changed them. Florida was one. Governor Scott said the standards were unconstitutional after he adopted them and received 700 million dollars. It was politically bad for him so

he had the Florida Education Commissioner, Pam Stewart, change them and rename them *The Florida Standards*. Don't be fooled; it's Common Core with a different name. Florida also adopted a different exam and different testing company to build the exam. Don't be fooled by that either. American Institute of Research or AIR, the company chosen to build the Common Core assessments for Florida students, has just as much to gain as the other companies building other Common Core exams.

The most important thing you should know about this initiative is that there is a lot of money to be made in the test generation, data acquisition and data storage.

Most districts are now in a deficit over Common Core, because the amount of money it costs to implement the standards and the tests that go with them is way over the amount given to states and districts for adopting them.

As the federal mandates for common core trickle down to the schools, administrations are being overwhelmed and overworked with the requirements of all the new testing. Computer labs that are purposed for research and electives are now being turned into testing rooms. Libraries, cafeterias and even gyms have now been converted to accommodate hundreds of laptop computers in order to facilitate testing large quantities of students. Since it is a requirement to test, school funds have to be set aside to buy computers and software strictly for testing only. All of this has to be done without any extra funds.

The most impactful thing parents and students can do is fight back. Understand that assessments fuel this machine. To stop the machine, we have to cut off the fuel. Boycotting the exams will drastically disrupt this system because a school's grade is determined by the amount of student's tested. Simply put, 90-95% of all students in the school's population MUST be tested. If this number is not reached, based on the school grade calculation, the school grade automatically drops one letter. Dropping a letter grade looks bad on the administration, the school and the district. Administrators and school leaders will do everything in their power to prevent this from happening.

A boycott of the test disrupts the data, which ultimately is used to calculate school grade. You can learn more about boycotting the exams [here](#).

States are adopting Common Core differently and now the ways in which the standards are tested vary throughout the country. Become informed in your particular state and district with laws, rules and regulations regarding Common Core and their accompanying assessments.

Appendix B: Feedback and Questions from the Audience

Many of you emailed and tweeted your thoughts regarding the We Will Not Conform event. We heard you and created this appendix just for you. Below are some general questions and feedback from the audience.

“Please provide more information about HOW to boycott testing (does it involve writing a letter, filling out a form, where can we find that form, etc.) both for public and homeschoolers.”

Boycotting is complicated and involves many different avenues. We recommend attending a free webinar on how to boycott high-stakes exams on August 24, 2014 @ 4PM. You can ask questions directly to the moderators. The webinar also includes resources you can download and use to inform your decisions. Sign up for the webinar here: <http://conversations.com/webinar/>.

*I would like you to consider adding a section within **Action at the Local Level Checklist** for those who live in towns where the local government still operates via town meetings. If the town school committee members have taken action to implement CCSS against the will of the people, the electorate can submit an article for town meeting for a town wide vote on the issue.*

This is an important point and we recommend citizens look into this further. Here is an example of a referendum of procedures:

No final vote of a Town Meeting on any article, except votes appropriating money for the payment of notes or bonds of the town or votes for the temporary borrowing of money in anticipation of revenue or a vote declared by preamble by a two-thirds vote of the Town Meeting to be an emergency measure necessary for the immediate preservation of the peace, health, safety or convenience of the town, shall be operative until after the expiration of 5 days from the dissolution of the Town Meeting. If a petition is not filed within the said 5 days, the votes of the Town Meeting shall then become operative.

If, within 5 days, a petition signed with the names and addresses of at least 3% of the registered voters is submitted to the Board of Selectmen requesting that an action of the Town Meeting be submitted to the voters of the town at large, the Selectmen shall, within 10 days after the filing of such petition, call a special election that shall be held within 35 days after issuing the call for the purpose of a town-wide vote on the question.

ACTION PLAN

Any question so submitted shall be determined by a majority vote of the voters voting thereon, but no action of the Town Meeting shall be reversed unless at least 20% of the registered voters vote on the question.

***IMPORTANT:** This is just an example. Please check your local constitution and local bylaws to take the correct action for your township.

Address the teachers who aren't the bad guys and just feel stuck in the middle. Please provide ways that they can get involved "behind the scenes", help inform parents that they can opt out, etc.

This is a very important concern. Teachers are not the bad guys and are often stuck in the middle. They are often required to impose standards and regulations onto students because they are afraid to lose their job. However, teachers can help by taking three simple steps in and out of the classroom.

1. Be as informed as possible. Don't just blindly accept what administration is telling you.
 2. Inform students and parents they have rights and even point them in the direction to learn more about their rights.
 3. Provide support for and work with students and parents who choose to opt out of testing.
-

How can we convince administrators and teachers that Common Core is not okay without them taking offense? Suggested conversation starters for parents and students.

The bottom line, this conversation is very uncomfortable, and you may offend people who support Common Core. Even if administrators believe Common Core and high-stakes tests to be detrimental to students, many will not openly oppose the standards, because they are afraid of losing their jobs. However, keeping your message focused and outlining clear-cut reasons why you do not support the standards and the tests that go with them is essential in engaging in an effective conversation.

What are alternatives for low-income single parent households w/ no time to homeschool and not enough money for private school?

The best thing you can do as a parent is to be informed. Understand your rights regarding Common Core exams and don't let any one push you around. An informed parent trumps a rich parent any day. Please consider attending a free webinar on how to boycott high-stakes assessments associated with Common Core. Go here for more information <http://conversations.com/webinar/>.

I am one of the only parents in my district that is really speaking out about this and I refuse to stop encouraging others to become educated on this issue. Can they tell me, now that I am in the PTSA, what I can and can't speak out about?

No of course not. You will encounter opposition. You must stand strong and use your voice. You were elected to the PTSA for a reason; use your voice and refuse to be intimidated.

What are the consequences of opting children out of tests? What does it mean for their grades, passing, college entrance, etc? What, if any, are the alternatives if they do boycott testing?

Please get informed on this issue by attending a free webinar on boycotting high-stakes tests here: <http://conversations.com/webinar/>

What good are alternatives if they, the Government/The Machine, are changing the SAT and ACT standards?

Several studies surfaced in the last year where the inadequacy of the SAT and ACT in predicting student success in college was debunked. Therefore, many colleges no longer require an SAT or ACT score. Look into colleges that do not require these exams. Read this study for more information: <http://www.nacacnet.org/research/research-data/nacac-research/Documents/DefiningPromise.pdf>.

How are special needs students affected? (specifically autism)

Here is a great resource for those concerned about how Common Core affects students with special needs: Special Ed Advocates to Stop Common Core (<https://www.facebook.com/groups/SpedAdvocatestoStopCommonCore/>) They have put together a 1-pager about the impact on kids with special needs that explains a lot of concerns.

I am a previous locally elected public school board member in Ferndale, WA. With the dollars coming from the Feds, how do we maintain and keep our public schools open if we no longer participate in the Federal educational program?

We completely understand your concern. By saying no to federal dollars many think they are saying no to funding education. However, what you should know is those federal dollars rarely make it down to the classroom. The way the system is set up, the federal money goes right back to testing companies and publishers that profit off Common Core and high-stakes tests.

My name is Cadi, I'm fourteen years old, and I just watched the film "We Will Not Conform." While the program was exceptional, it did not touch on one subject I was hoping for. There was no talk on how students can get involved and make a difference. I was in a Common Core pilot class for English this year, and I can say it was more than disappointing. I will be attending an online, non-Common Core school instead of my previous public school in this upcoming school year. But I will not soon forget the friends I left behind. I know from firsthand experience what classes will be like with this new curriculum, and I wouldn't wish that on my worst enemy, let alone my friends. So, my question for you is, how can I help? What can I do to make a difference? I know of multiple students, who were subjected to what is Common Core right alongside me, who are willing to speak up. I'm willing to work. To get out there, raise awareness, and repeal that which is wrong. But how do I, a fourteen year old who no ones ever heard of, get adults to listen to me? They say this generation of kids is "their greatest assets," yet they don't listen to what we're trying to tell them. I know this is the world I'm going to live in, and I'm ready to fight to make it what I want it to be. I just don't know where to start.

*Respectfully,
Cadi*

Cadi! You are the most important resource in this fight. Students have to understand this topic and get angry enough to fight for themselves. Many students have no idea this is happening. You can help to educate them and encourage them to form groups to take back their education from politicians and corporations that exploit students. Get students together and speak up

Appendix C: Contributors and Participants

MICHELLE MALKIN

Michelle Malkin is a well-known conservative author, blogger, columnist and entrepreneur.

She began her career in newspaper journalism with the Los Angeles Daily News, where she worked as an editorial writer and weekly columnist from 1992-94. In 1995, she was named Warren Brookes Fellow at the Competitive Enterprise Institute in Washington, DC. In 1996, she joined the editorial board of the Seattle Times, where she penned editorials and weekly columns for three and a half years.

Mrs. Malkin has been a nationally syndicated columnist for Creators Syndicate since 1999. Her twice-weekly column is carried by the New York Post, National Review, Townhall.com, and many other newspapers and websites.

Her first book, *Invasion: How America Still Welcomes Terrorists, Criminals, & other Foreign Menaces to Our Shores*, published in 2002, was a New York Times bestseller.

Her most recent book, *Culture of Corruption: Obama and His Team of Tax Cheats, Crooks, and Cronies*, was #1 on the New York Times hardcover non-fiction bestseller list for six weeks in a row.

She has founded three successful conservative websites: michellemalkin.com, HotAir.com (sold to Salem Communications in 2010), and Twitchy.com (sold to Salem Communications in 2013).

The daughter of Filipino immigrants, Malkin was born in Philadelphia, Pa., in 1970 and was raised in southern New Jersey. She has worked as a press inserter, tax preparation aide, and network news librarian. She is also a lapsed classical pianist.

She lives with her husband and two children in Colorado Springs, Colo.

<http://michellemalkin.com>

@michellemalkin

SHANE VANDER HART

Shane Vander Hart is an Iowa native. He has been writing about the Common Core since 2010 at TruthinAmericanEducation.com and is the online communications director for American Principles Project. He also founded Iowans for Local Control to fight Common Core in his home state. Shane, his wife Cheryl, and their three teenage children live near Des Moines, IA.

<http://www.truthinamericaneducation.com>

@TruthinAmEd

KYLE OLSEN

Kyle Olsen is founder of Education Action Group and EAGnews.org, a news service dedicated to education reform and school spending research, reporting, analysis and commentary. He is co-author of Glenn Beck's *Conform: Exposing the Truth About Common Core and Public Education*. Kyle is a contributor to Townhall.com. He has made appearances on the Fox News Channel, TheBlaze, Fox Business Network, NPR and MSNBC. Kyle has given scores of interviews on talk radio programs coast-to-coast. Kyle likes talking about his family, as well as his favorite music. Bob Dylan, Mark Knopfler, Neil Young and Johnny Cash are at the top of the list. He has attended 25 Bob Dylan shows.

<http://eagnews.org>

@kyleolson4

KATHLEEN JASPER

Kathleen is the founder of ConversationED.com and a former high school assistant principal. She decided to abandon her career as a K-12 educator to exposed injustices in the American public education system. She is an activist, educator, writer and game-changer here to incite a conversation about education policy.

<http://conversationed.com> & <http://kathleenjasper.com>

@ConversationED and @jasperkathleen

EMMETT MCGROARTY

Emmett McGroarty is Director of the Education Initiative at the American Principles Project. He is also the co-founder of TruthinAmericanEducation.com. Mr. McGroarty has provided commentary and analysis on the federal education takeover and its affronts

to the underpinnings of our democratic republic. Mr. McGroarty received his bachelor's from Georgetown University and his juris doctorate from Fordham school of law.

www.americanprinciplesproject.org
@aproject

HEIDI HUBER

Heidi Huber is a mom, wife, patriot activist, and founder of Ohioans Against Common Core. She is also a SW Ohio liberty leader, and financial administrator for Miami Valley Christian Academy. She believes "the future of our Republic rests in reclaiming our children from the state and reseating our parental authority over their moral and academic education. Such failure leaves all future generations without a foundation for public policy rooted in liberty's first principles. The grass is green where you water it".

www.ohioansagainstcommoncore.com
@OhioAgainstCCSS

HEATHER CROSSIN

Heather Crossin is a homemaker, wife and mother. As co-founder of Hoosiers Against Common Core, Heather works on informing the citizens of Indiana on education issues and has testified before the Indiana Senate on the Common Core State Standards program. From 1989 to 1997, Heather served as a legislative assistant to U.S. Representative Dan Burton, initially in Washington, D.C. and later in his Indianapolis district office. In that role, she researched and advised the Congressman on a number of issues, including education. In 1995, with Congressman Burton's blessing, Heather, along with other activists, initiated a grassroots and legislative effort to prevent Indiana from receiving Federal Goals 2000 funding. Heather has also previously served as a precinct committeeman and on the School Commission of a parochial Catholic school. Heather has published numerous articles and letters to the editor on the topics of outcome-based education, year-round school, and Common Core. She graduated from Miami University with a Bachelor of Arts degree in political science.

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@HoosiersNoCore

DAVID BARTON

David Barton is the Founder and President of WallBuilders, a national pro-family organization that presents America's forgotten history and heroes, with an emphasis on our moral, religious and constitutional heritage.

WallBuilders is a name taken from the Old Testament writings of Nehemiah, who led a grassroots movement to rebuild the walls of Jerusalem and restore its strength and honor.

In the same way, WallBuilders seeks to energize the grassroots today to become involved in strengthening their communities, states, and nation.

David is the author of numerous best-selling books, with the subjects being drawn largely from his massive library of tens of thousands of original writings from the Founding Era. He also addresses well over 400 groups each year.

His exhaustive research has rendered him an expert in historical and constitutional issues. He serves as a consultant to state and federal legislators, has participated in several cases at the Supreme Court, was involved in the development of the History/Social Studies standards for states such as Texas and California, and has helped produce history textbooks now used in schools across the nation.

A national news organization has described him as "America's historian," and *Time Magazine* called him "a hero to millions - including some powerful politicians". In fact, *Time Magazine* named him as one of America's 25 most influential evangelicals.

David has received numerous national and international awards, including *Who's Who in Education*, *DAR's Medal of Honor*, and the *George Washington Honor Medal* from the Freedoms Foundation at Valley Forge. His work in media has merited several *Angel Awards*, *Telly Awards*, and the *Dove Foundation Seal of Approval*.

David and his wife Cheryl have three grown children, Damaris, Timothy, and Stephen, and they reside in Aledo, TX.

www.wallbuilders.com
@DavidBartonWB

MATT KIBBE

Matt Kibbe is the President and CEO of FreedomWorks. He has been with the organization for over 17 years. An economist by training, Kibbe is a well-respected national public policy expert, bestselling author and political commentator. He also serves as Distinguished Senior Fellow at the Austrian Economic Center in Vienna, Austria.

Newsweek has called Kibbe "one of the masterminds" of Tea Party politics. His expertise has led to frequent appearances on national news shows including FOX News, NBC, ABC News, CNN, MSNBC, FOX Business, PBS, TheBlaze TV and CSPAN.

Kibbe lives in Washington, DC with Terry, his sublimely awesome wife of 27 years. For Matt, goofing off usually involves reading Hayek or Rand, watching *The Big Lebowski*, or listening to a killer Grateful Dead show, preferably with a nice bottle of red wine.

www.freedomworks.org
@mkibbe

JENNI WHITE

Jenni White earned a Master's Degree in Biology in the early nineties. She taught public school science at the high school and middle school levels and served as an epidemiologist with the Oklahoma State Health Department before becoming a stay-at-home mom to Betty (12), Coleman (12) and Sam (9) in 2002.

Jenni co-founded Restore Oklahoma Public Education (ROPE) in 2008 after researching the teaching of US History in Oklahoma prompted larger concerns about the course of public education. Since that time, she has written research papers, which have been shared widely, on the Common Core and student data collection. She continues to research and write regularly for ROPE's blog. She has been published in scientific and trade journals, editorials, *American Thinker* and *School Reform News*. Jenni has been a guest on the Laura Ingraham, Sam Sorbo and American Family radio programs, as well as many local radio shows across the country. For the last several years, she has traveled across Oklahoma and numerous states speaking about Common Core and the problems with public education today.

Jenni and her husband David – an electrical engineer – also have a married daughter (Bryna) and enjoy working their small farm in the rolling hills of east central Oklahoma.

www.RestoreOkPublicEducation.com

@RopeOk

JOSH BRECHEEN

Josh Brecheen is a committed Christian, husband and father and a fourth generation Coal County Oklahoma rancher. Josh has continued to ranch and train working cow horses apart from his service in the State Senate which began in 2011. After attending college at SOSU in Durant, Oklahoma, Josh was elected State President of the Oklahoma FFA Association (formerly known as the Future Farmers of America). Josh then went on to graduate from Oklahoma State University with a dual degree in Agricultural Communications and Animal Science. At the age of 21, Josh started Brecheen Keynotes and Seminars, a youth based inspirational speaking business and ministry that continues today, although sparingly given his legislative and ranch responsibilities. After college, Josh trained cutting horses as a non-pro and worked in a family owned heavy equipment business where he operated equipment and also ran the business for a season. From 2005 to 2010, Josh served United States Senator Tom Coburn as a field representative in SE Oklahoma. In November of 2010, Josh made history by being elected as the first Republican Oklahoma State Senator of District 6 unseating a popular 8 year incumbent. Josh authored HB 3399 in the Senate in 2014 repealing Common Core in full, thereby making national news for being the first full repeal in the nation. HB 3399 is known as

the most thorough safeguard against Common Core, standing in contrast to the Obama Administration's RACE to the Top vision for educational reform.

Josh and his wife Kacie reside in Olney, Oklahoma (just north of the Red River) with their three cherished kiddos, Micah, Makayla and Colt.

www.brecheenforsenate.com

@brecheen4senate

Dr. TERRENCE MOORE

Dr. Terrence Moore is principal of the Atlanta Classical Academy. A former Marine with a Ph.D. from the University of Edinburgh, he served as the founding principal of a top K-12 classical school in Colorado and advises Hillsdale's Charter School Initiative, providing assistance with the formation of classical charter schools across the country. Dr. Moore is the author of *The Perfect Game* and *The Story-Killers: A Common Sense Case Against the Common Core*.

www.atlantaclassical.org

Dr. JAY SPENCER

Dr. Jay Spencer has been involved in distance/online education since 1988 and with Liberty Online Academy since its inception in March of 2007. He graduated with a Bachelor of Arts degree from Tennessee Temple University, a Master of Arts from Liberty University and his Doctor of Ministry with Liberty Baptist Theological Seminary. He has additional graduate studies in Higher Education Administration from Walden University and Argosy University. As dean, he also is responsible for Liberty's non-degree programs offered in the university's online program and is an adjunct professor in the School of Religion. He has been married to his wife, Freda, for more than 30 years. Mr. Spencer and his wife have four children, five grandsons and one granddaughter.

www.liberty.edu

@libertyuonline

BRIAN GLICKLICH

He's not the guy you call when you want to tickle someone with a feather; he's the guy you call when losing is simply not an option. Brian Glicklich advises successful companies with their public relations and messaging strategies. He also advises fortune 100 CEOs, media CEOs, Broadcasters, and other high impact business leaders on digital strategy and execution, especially when faced with serious or contentious issues.

He is also the CEO of *How Handy Is That*, which is a digital marketing and services organization designed for very sophisticated lead generation and management for complex transactions, typically related to financial services. In this business, we typically help large scale organizations develop and manage digital search and display advertising, ingest scoring and CRM routing, nurturing, and revenue generation through ancillary Business marketing.

www.howhandyisthat.com

@brianglicklich

ELLEN WHEELER

Ellen is a three-time Emmy award-winning producer and director who came to the freedom movement to help tell the stories of liberty. She's been helping FreedomWorks inform millions of activists across the country as they engage in their local fights against Common Core.

www.freedomworks.org

@FreedomWorks

BECKY GERRITSON

Becky Gerritson lives in Wetumpka, AL with her retired Air Force husband Eric and their daughter Shelley, whom they homeschooled through graduation. Becky has always been patriotic and has always voted conservatively, but she was not involved in politics. Not until 2009 that is, when she and Eric founded the Wetumpka TEA Party.

Becky has served as Vice President and President of the Wetumpka Tea Party, leading a large network of patriots through such battles as Obamacare, Cap and Trade, two major elections, and several Alabama Constitutional amendments. She is an active member of the Stop Common Core Task Force in Alabama.

www.wetumpkateaparty.com

@teapartybecky

ANDREA DILLION

A.P. Dillon (Lady Liberty 1885) is a conservative-minded wife and mother living in the triangle area of North Carolina. A.P. Dillon founded the blog LadyLiberty1885.com in 2009. After the 2012 election, she added an Instapundit style blog called *The ConMom Blog*. Mrs. Dillon's writing can also be found at *DaTechGuy Blog's Magnificent Seven group*, *StopCommonCoreNC.org*, *WatchdogWireNC* and *WizBang*. Non-political writing projects include science fiction novellas that are, as of yet, unpublished. Her current writing project is a children's book series.

www.ladyliberty1885.com

@LadyLiberty1885

Appendix B: Twitter

People & Hashtags

Hashtags
#WeWillNotConform
#CCSS
#EdReform
#LetTeachersTeach
#stopcommoncore
#OptOut
#EndFedEd
#StopJebNow

Name	Twitter Handle
Glenn Beck	@glennbeck
The Blaze	@theblaze
Freedom Works	@FreedomWorks
Liberty University	@libertyuonline
Michelle Malkin	@michellemalkin
Shane Vander Hart	@TruthinAmEd
Kathleen Jasper	@ConversationED & @JasperKathleen
Kyle Olsen	@kyleolson4
Emmett Mcgroarty	@TruthinAmEd
Heidi Huber	@OhioAgainstCCSS
Heather Crossin	@HoosiersNoCore
David Barton	@DavidBartonWB
Matt Kibbe	@mkibbe
Jenni White	@RopeOk
Josh Brecheen	@brecheen4senate
Dr. Jay Spencer	@libertyuonline
Ellen Wheeler	@FreedomWorks
Becky Gerritson	@teapartybecky
Andrea Dillion	@LadyLiberty1885

Other Organizations to follow

Name	Twitter Handle
American Principles	@aproject
Andrew Palmer	@AndrewHMPalmer
AR Against Common Core	@ARstopCC
Common Crud	@CommonCrud
Edlibertywatch	@edlibertywatch
Education Freedom	@EduFreedom1
EducationFreedomOhio	@EducationFreedom
FLStopCCCoalition	@FLCCFighters
Hoosiers Against CC	@HoosiersNoCore
Idahoans 4 Local Ed	@Idaho4LocalEd
Iowa 4 Local Control	@Iowa4LocControl
James V. Shuls	@shulsie
Jim Stergios	@JimStergios
Joy Pullmann	@JoyPullmann
KansansAgainstCC	@KSagnstthecore
Kentuckians Against	@NoCommonCoreKY
Lisa A. Harris	@peachteach3
MO Moms No Common Core	@momomsnocc
No Catholic CCSS	@nocatholicccss
No Common Core in AL	@aahbukuh
No Common Core Maine	@CommonCoreMaine
Ohioans Against CCSS	@OhioAgainstCCSS
PaCC	@PaAgainstCC
Pioneer Institute	@PioneerBoston
Restore Ok Pub Ed	@RopeOK
School Reform News	@SchoolReform
Shane Vander Hart	@shanevanderhart
Stop CCSS in NYS	@StopCCSSinNYS
Stop Common Core CO	@amspue67
Stop Common Core IL	@stop_cc_il
Stop Common Core MI	@StopCCMichigan
STOP COMMON CORE NY	@StopCommonCinNY
StopCommonCoreFL	@StopCommonCore
StopCommonCoreinTN	@StopCCinTenn
StopCommonCoreNC	@StopCCinNC
Truth in American Ed	@TruthinAmEd
William A. Estrada	@Will_Estrada

