



KEEP US LINKED

Powered by the **Linked Learning Alliance**

Welcome to the Keep Us Linked movement, powered by the [Linked Learning Alliance](#). My name is Anne Stanton, and it is my privilege to lead the Alliance as President and CEO. Today, we face unprecedented challenges in education, economics, and equity across California. Governor Gavin Newsom and the California State Legislature have taken a bold step toward a sustainable, evidence-based solution to these crises: they have proposed a **\$2 billion investment in college and career preparation** through college and career pathways and dual enrollment.

For many, this innovation isn't new: For over a decade, the [Linked Learning movement](#) has delivered high-quality academics in concert with career-technical education and work-based learning opportunities in growing industries, access to early college credit, and integrated student supports—keeping adolescents linked to a future they're passionate about. With the proposed K-12 budget, we have a real opportunity to deepen and expand high-quality college and career preparation across the state to ensure young people thrive during their **decade of difference**, a transformative period between the ages of 14 and 24 where identities, outlooks, and aspirations take shape.

That's where you come in. Students, parents, educators, higher education partners, industry leaders, and community voices have always been at the center of Linked Learning and the Alliance. Your dedication, passion, and expertise has driven this movement since day one. No one knows the life-changing potential of access to high-quality college and career preparation better than you. Join young people in calling on California leaders to **Keep Us Linked** to meaningful high school experiences, to smooth postsecondary transitions, to high-impact careers with family-sustaining wages, **to the future all Californians deserve**.

This toolkit gives you an opportunity to join our campaign, contact your legislators, amplify voices of the movement on social media, and more. I'm so grateful to have you as a partner in this work. I can't wait to see the power of **Keep Us Linked**.

In community,

Anne B. Stanton
President & CEO, Linked Learning Alliance



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Key Talking Points

As you talk about the Keep Us Linked movement, you can use this detailed messaging platform to explore talking points to help bring the work to life.

[Explore Key Talking Points](#)

Join the Movement

We know there is power in numbers. Show Sacramento how powerful the Keep Us Linked movement is and sign on to our open letter calling for college and career preparation initiatives to meet evidence-based, high-quality standards that generate excellence and equity in education and the workforce, and that drive continuous improvement.

[Sign the Open Letter](#)

Contact Your Representatives

In California, you have two legislators representing your interest in Sacramento: a State Senator and State Assembly Member. These members pass legislation that impacts every aspect of our daily life, including education. Make your voice heard and tell your representative to fully fund high-quality college and career preparation initiatives that meet evidence-based standards of excellence and equity.

Email Your Representatives

[Click Here to Email Your Representatives](#)

Or, you can send an email through your regular email (Gmail, Outlook, etc) using the sample text below. *If you'd like to further personalize your email with information specific to your school district, you can find college and career pathway data [here](#), or contact [Ava Marinelli](#), Communications Manager at the Linked Learning Alliance.*

Subject: Keep Us Linked: Support College and Career Preparation

Dear [Representative Name],



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In his 2022-23 budget proposal, Governor Gavin Newsom proposed a \$2 billion investment in college and career preparation. **I am writing today to urge you to support these critical investments in California's young people through the K-12 Omnibus Trailer Bill.**

This approach to high school innovation isn't new: For over a decade, the Linked Learning movement has delivered high-quality academics in concert with career-technical education and work-based learning opportunities in growing industries, access to early college credit, and integrated student supports—keeping adolescents linked to a future they're passionate about. Through efforts like the Golden State Pathways Program, Education Code Section 41585 on Dual Enrollment, and the Educator Effectiveness Block Grant, we have a real opportunity to deepen and expand high-quality college and career preparation across the state to ensure young people thrive during their **decade of difference**, a transformative period between the ages of 14 and 24 where identities, outlooks, and aspirations take shape.

Invest in college and career preparation—and keep us linked to meaningful high school experiences, smooth postsecondary transitions, high-impact careers with family-sustaining wages, and the future **ALL** Californians deserve.

In community,
[Your Name]

Call Your Representatives

Find your representative's contact information [here](#).

We've provided a sample script to help guide your conversation:

Hi, my name is _____ and I am [a student/parent/educator/community member/etc] at [school/district/organization], I live in [city/town], and a member of the Keep Us Linked coalition. I am calling today to urge my representative to **support this critical investment in California's young people by investing in college and career readiness initiatives in the K-12 Omnibus Trailer Bill**. These programs prepare young people for higher education and grow our local talent supply chain through evidence-based, high-quality academics, career-technical education, work-based learning, and comprehensive student supports. **SHARE YOUR PERSONAL WHY FOR COLLEGE AND CAREER PATHWAYS.** Keep us linked to meaningful high school experiences, smooth postsecondary transitions, high-impact careers with family-sustaining wages, and the



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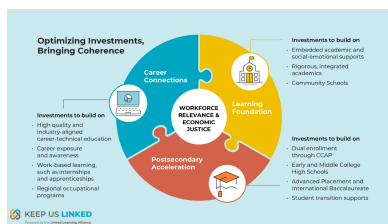
future **ALL** Californians deserve. Invest in college and career preparation. Thank you for your time.

Join the Social Media Campaign

Let's make waves on social media—we're asking our partners to post every day between using the sample language and graphics below. You can use the **"Click to Tweet this Message"** link for each day to automatically generate a Tweet you can share, or copy and paste the suggested copy and use the graphics provided on your preferred social media platform. We recommend sharing wherever you are most active on social media, whether it's Twitter, Instagram, Facebook, LinkedIn, or all of the above!

Monday March 14, 2022

[Click to Tweet this Message](#)



[Download graphic here.](#)

Sample text to post with graphic: Proposed investments in the #CABudget should work in concert with existing college and career preparation efforts taking place in California communities today. #KeepUsLinked has a blueprint for how to do just that. Learn more: <https://bit.ly/34yiymv>

Tuesday March 15

[Click to Tweet this Message](#)



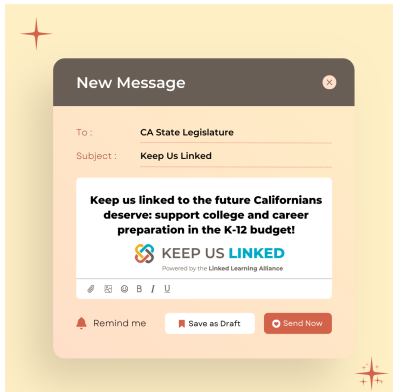
[Download video here.](#)

Sample text to post with graphic: #LinkedLearning pathways provide young people with a wide variety of career connections. Investments in the #CABudget can build on this work to deepen & expand career learning. Hear how work-based learning impacts @fresnounified students #KeepUsLinked <https://youtu.be/u3lI7dFh-os>

Wednesday March 16

[Click to Tweet this Message](#)

Sample text: While access to dual enrollment is expanding, investments in the #CABudget will help ensure ALL students can equitably access dual enrollment and early college credit opportunities. #KeepUsLinked <https://west.edtrust.org/resource/jumpstart-setting-goals-to-drive-equitable-dual-enrollment-participation-in-californias-community-colleges/>

Thursday March 17 <u>Click to Tweet this Message</u>  <u>Download graphic here.</u> <u>Sample text to post with graphic:</u> Have you emailed your legislator urging them to #KeepUsLinked yet? Be sure to contact them before the March 22 #CABudget hearing to make your voice heard! <u>https://actionnetwork.org/letters/keep-us-linked-to-prosperous-futures-support-college-and-career-pathways</u>	Friday March 18 <u>Click to Tweet this Message</u> <u>Sample text to post with graphic:</u> .@RoneetaGuha writes that as more and more students across California participate in college & career pathways, we must collect and analyze quality data on student outcomes to ensure we are serving all young people equitably. #KeepUsLinked <u>https://www.linkedlearning.org/blog/lets-tie-new-state-investments-to-data-and-quality</u>	<i>Stay tuned for more social media soon!</i>
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Tell Your Story

Tell Your Story opportunities coming soon!

Share the Movement

We want your students, friends, colleagues, family, and community members to join Keep Us Linked, and you're the best person to invite them! You can use the sample language below to email, text, or Tweet about Keep Us Linked:



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Email Your Network

Dear [Name],

I hope you are doing well! I wanted to reach out to share a project I've been working on that's close to my heart. As a [student, teacher, industry partner, supporter] in a [Linked Learning pathway](#), I'm excited about the California Legislature's [proposed \\$2 billion investment in college and career preparation](#) in the K-12 Omnibus Trailer Bill. This approach to high school learning will prepare our community's next generation of college goers and highly skilled employers in our most in-demand industries, and ensure a future all Californians deserve.

To make sure these investments are fully funded in the final state budget, I'm participating in the Keep Us Linked Campaign, powered by the Linked Learning Alliance. We're contacting our legislators to advocate for college and career pathways, sharing about the work on social media, and more. Because [of your passion for education, business in our community, role on the PTA – insert their personal connection to the work], I thought you'd be interested in joining me!

You can learn more about Keep Us Linked [here](#), and if you're ready to get involved, sign up [here](#).

[Personalized sign off]

Text Your Network

Hi [Name]! I hope you're well. I've been getting involved with the Keep Us Linked campaign to the California State Legislature's proposed investment in college and career preparation in the K-12 Omnibus Trailer Bill. Because [of your passion for education, business in our community, role on the PTA – insert their personal connection to the work], I thought you'd be interested in joining me! Learn more about how you can join Keep Us Linked here: <https://www.linkedlearning.org/keep-us-linked>

Tell Your Network on Social Media

College and career preparation initiatives like pathways and dual enrollment keep students linked to the future all Californians deserve. Join me in supporting the Keep Us Linked campaign, powered by the Linked Learning Alliance, to make sure this approach to



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hands-on, high-quality learning is fully funded in the CA Budget:

<https://www.linkedlearning.org/keep-us-linked>

Our Coalition Partners

This work is only possible when we come together—K-12, higher education, industry, and community—and advocate for a commitment to adolescents during their decade of difference, a formative period between the ages 14 and 24 when young people establish their identities, dispositions, and lifelong aspirations. We are so proud to partner with these organizations in this work:



[Anatomage Inc](#)



[Anivation Tech Academy](#)



[Arroyo Valley High School](#)



[Business and Logistics Academy](#)



[CA Community Schools Learning Exchange](#)



[Center for Powerful Schools](#)



[CORE Academy](#)



[Digital Media Arts Academy](#)



Evaluation & Applied Research

[DMDS Partners, Inc.](#)



[Eastside High School Biomedical Science Academy](#)



[El Molino Education Fund](#)



[Global Leadership Academy](#)



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[Greenwork, Inc.](#)



[Lancaster High School
Multimedia &
Engineering Academy](#)



[Los Angeles Academy
Middle School and
STEAM Magnet](#)



[Seals Construction](#)



[STEM Academy of
Hollywood](#)



[Swanson & Cosgrave
Consulting](#)



[Teaching Academy](#)



[The Knowledge Shop](#)



[Visual & Performing
Arts Pathway](#)

Keep Us Linked coalition partners are featured in this toolkit, the Keep Us Linked website, and other Keep Us Linked materials. Coalition partners also have access to exclusive advocacy engagement opportunities.

[**Join the Keep Us Linked Coalition**](#)

Find Your Representatives

Find your representatives [here](#). You can input your home address and/or school address to find who represents you.

State Senate

Name	District	Linked Learning District(s)	Phone Number	Email	Twitter Handle
Brian Dahle*	1		(916) 651-4001	senator.dahle@senate.ca.gov	@BrianDahleCA
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Nancy Skinner	9	Oakland USD; West Contra Costa USD	(916) 651-4009	senator.skinner@senate.ca.gov	@NancySkinnerCA
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Thomas Umberg*	34	Long Beach USD	(916) 651-4034	senator.umburg@senate.ca.gov	@SenatorUmberg

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Brian Jones*	38	San Diego USD	(916) 651-4038	senator.jones@senate.ca.gov	@SenBrianJones
Toni Atkins	39	San Diego USD	(916) 651-4039	senator.atkins@senate.ca.gov	@SenToniAtkins
Ben Hueso	40	San Diego USD	(916) 651-4040	senator.hueso@senate.ca.gov	@SenBenHueso

+ indicates a member of a committee relevant to Keep Us Linked

* indicates a Keep Us Linked Legislative Champion

State Assembly

Name	District	Linked Learning District(s)	Phone Number	Email	Twitter Handle
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	17	San Francisco USD	(916) 319-2017		
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+ indicates a member of the Education Committee

* indicates a Keep Us Linked Legislative Champion

Additional Resources

Linked Learning Pathway Resources

Linked Learning Pathway Data: *Linked Learning Pathway Data coming soon!*

[Linked Learning Pathways Across the State](#): Use this interactive map to see where Linked Learning pathways are innovating in climate, education, healthcare, and STEM industries.

Communication Tools

[Keep Us Linked Branding Kit](#): Use Keep Us Linked colors, fonts, and logos when you're sharing about the movement.

[Linked Learning Alliance Story Bank](#): Find quotes, articles, videos, and more from Linked Learning students, educators, superintendents, industry partners, policymakers, and more.

[Linked Learning Pathway Story Examples](#): These short stories provide examples of Linked Learning pathways across the state innovating the high school experience through climate, education, healthcare, and STEM industry themes.

[Social Media Graphics and Language](#): Find all the graphics and sample social media language we've shared so far in the Keep Us Linked social media campaign.



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[Weekly Keep Us Linked Supporter Emails](#): Each week, we send emails with the latest policy and advocacy updates to Keep Us Linked supporters. Catch up on previous emails [here](#).

Policy Resources

[A Guide to Public Comment](#): Instructions and templates for submitting written and “in person” public comment.

[A Student’s Guide to Public Comment](#): Student-facing instructions and templates for submitting written and “in person” public comment.

[K-12 Omnibus Trailer Bill Language](#): Read the K-12 Omnibus Trailer bill in full.

[Policymakers Celebrate 2021 Linked Learning Pathways](#): Hear policymakers celebrate the Linked Learning field from our 2021 Symposium and Celebration.

Frequently Asked Questions

Joining the Movement

What am I agreeing to do when I sign the open letter?

Signing the open letter shows support for the Keep Us Linked movement and investing in high-quality college and career preparation initiatives.

Can I sign the open letter on behalf of my pathway/school/district/organization?

If you would like to sign on to the Keep Us Linked movement on behalf of your pathway, school, district, or organization, we invite you to become a coalition partner. You can learn more about becoming a coalition partner [here](#) and sign on as a coalition partner [here](#).

Are there requirements to joining the Keep Us Linked movement?

We hope that anyone who joins us in the Keep Us Linked movement is passionate about ensuring equitable, high-quality college and career education opportunities for all young people. By signing on as a member of this movement, we hope you’ll join us in digital, virtual, and in-person advocacy efforts to support our goals.



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Contacting Your Representative

Find My Legislator is telling me I'm in a different district than I remember being in. What happened?

California went through redistricting in 2021, a process that takes place once every ten years. During this process, district lines can shift, which might change who your representative is.

My district doesn't have a representative. Why is that?

There are currently vacancies in both the State Assembly and Senate. If your district is currently vacant, there will be a special election to select a new representative.

If there is a vacancy in my district, who should I email or call?

If there is a vacancy in your district, you can call another representative who represents your school district or community. You can also call any members of the Senate or Assembly Education Committee, indicated by a + next to their name.

I've never called my representative before. What should I expect?

Calling your representative is an easy process! You will be connected to your representative's office and speak with one of their staff members. You can use the sample script we provided either through Action Network or in this [toolkit](#) to help guide your conversation. You will also be able to leave a message if you aren't able to connect with a staffer. If you're feeling nervous, you can practice the script a few times before you make the call!

Joining the Social Media Campaign

I don't have Twitter. How do I join?

If you don't have a Twitter account, you can share posts on your preferred social media platform. If you'd like to create a Twitter account, you can learn how to do so [here](#).

I don't have Instagram. How do I join?

If you don't have an Instagram account, you can share posts on your preferred social media platform. If you'd like to create an Instagram account, you can learn how to do so [here](#).

What is an image description?



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Image descriptions help make social media more accessible for folks who use screen readers. We encourage all Keep Us Linked members to help keep this movement open to all by using alt text. Learn more about adding image descriptions to social media [here](#).

My representative doesn't have a Twitter handle. Who should I Tweet at?

If your representative does not have a Twitter handle, you can Tweet at another representative who represents your school district or a member of the education committee.

I missed a day of social media action! What should I do?

That's okay! Just jump back into the schedule.

When I use the Click to Tweet link, the graphic doesn't come through. Why not?

Unfortunately, Click to Tweet doesn't support graphics right now. You can add the graphic into your Tweet before you post, post the Tweet without the graphic, or post the copy and graphic manually.

Telling Your Story

Telling Your Story FAQs coming soon!

Do I have to be on camera to tell my story?

If you're not comfortable being on camera, you can share your story as an audio message. Just select that option when you're getting ready to record.

Sharing the Movement

Do I have to use the sample language you shared word for word?

Nope! We wanted to give you a starting point, but you know your network best. Please adapt the language to fit your needs.

Coalition Partners

Coalition Partner FAQs coming soon!