

**EQUITY**  
in  
**EDUCATION**

# 20 YEAR IN IMPACT





# THE VISION



**3 years ago, a plan was established to create a more equitable school board in Atlanta by:**

- INVESTING IN BOLD LEADERSHIP**
- ADVANCING EQUITABLE POLICIES**
- EMPOWERING COMMUNITY**



# THE PLAN



## Candidate Training Fellowship

The Equity in Education (EiE) Candidate Training Fellowship was designed to invest in Atlanta's emerging leaders by helping them develop the mechanics, knowledge and skills to run, staff and resource a winning campaign for the APS Board of Education.

### ACHIEVEMENTS

*Trained 12 community leaders*

*2 ran for school board*

*1 school board campaign manager*

*Fellowship endorsed by Atlanta City Council and US Senator, Reverend Raphael Warnock*



# SPOTLIGHTS

## First School Board Debate

- Moderated by TV and Radio Personality  
*Rashad Richey*
- 150+ in attendance
- 700 views on YouTube

## Two Atlantas

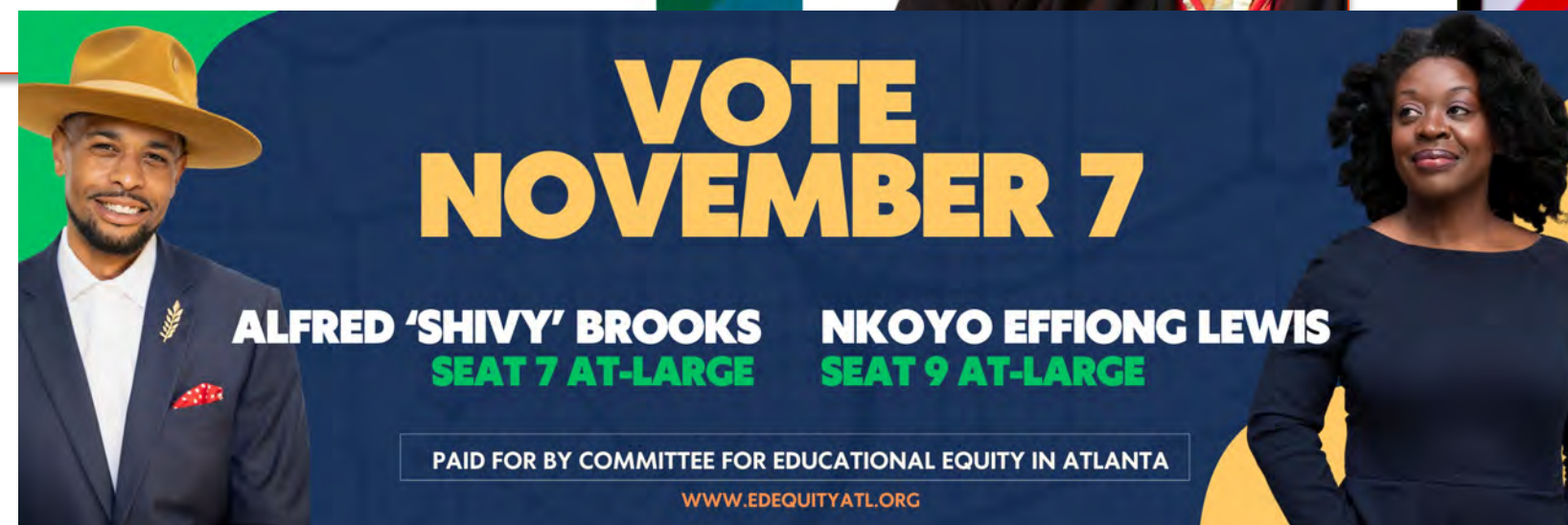
- Fireside chat in partnership with  
The Gathering Spot hosted by  
WABE's *Rose Scott*
- 70 in attendance
- 160 views on YouTube
- Billboard campaign generated  
9.4M impressions

EQUITY IN EDUCATION & THE GATHERING SPOT PRESENT

## THE STATE OF ATLANTA'S SCHOOLS

*Fireside Chat*

ROSE SCOTT, WABE  
TIFFANY FICK, EQUITY IN EDUCATION





# THE RESULT

*Candidates we  
supported for the  
Atlanta School Board.*



*Elected.*



# THE HOW



171K

MAILERS SENT

32K

DOORS KNOCKED

212K

SMS TEXTS SENT

40%

CONTACT RATE AT  
THE DOORS

212

HOURS OF TOTAL  
CALL TIME

7K

CALLS MADE



# THE HOW



**225K Impressions**  
**142K Reach**  
**88K Video Views**  
**9.98% Engagement Rate**



**4K Subscribers**  
**44% Open Rate**




**60K Views**  
**1.2k Hours watch time**  
**30K impressions**



# THE MEDIA

THE ATLANTA VOICE

MENU




Equity in Education (EiE), in partnership with ALi at Lakewood, hosted the first School Board Candidate Debate of this election season Wednesday evening. Representatives from Equity in Education with candidates left to right: Nkoyo Effiong Lewis, Tamara Jones, Jessica Johnson, Alfred "Shivy" Brooks, and Michelle Olympiadis. Photo by Isaiah Singleton/The Atlanta Voice

EDUCATION

Ali at Lakewood hosts first 2023 Atlanta school board candidate debate

FULTON WATCH

www.fultonwatch.com



ATLANTA

Winners & Losers in Atlanta Public Schools Debate Hosted by Equity in Education

by Admin • Sep 25, 2023 7:26 am EDT

WABE

ATLANTA PUBLIC SCHOOLS | ATLANTA SCHOOLS | COMMUNITY |

K-12


Georgia hits record number of high school graduates, but students are still struggling

Juma Sei | WABE

October 13th, 2023

Listen

1:03



Students walk wearing their caps and gowns. (Mel Evans/AP)

CAPITAL B ATLANTA

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TRAINING FOR THE FUTURE OF WORK

EDUCATION

ELECTIONS

UNCATEGORIZED


What Community Members Are Looking For in APS Board Elections

The public got an opportunity to learn more about candidates for Atlanta Public School Board at a forum on Wednesday, Sept. 20.

Audacy


News & Talk 1380 WAOK The Voice of the Community

LISTEN



NEWS-TALK 1380 WAOK | NEWS | LOCAL

Addressing Low Literacy Rates: Atlanta School Board Candidate Debate Aims for Change



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EDUCATION


K-12

The Push to Amplify Black Voices in ATL School Board Elections

Early voting began Oct. 16 for the upcoming election of Atlanta Public Schools' next Board of Education.

By Sydney Sims

October 18, 2023





# THE QUOTES



“The work Equity in Education is leading to create avenues and connect residents to the process to show up to school board meetings is how you rebuild trust.” **Rep. Phil Olaleye**

*“Tonight’s debate did an amazing job at centralizing the platforms of each candidate running, and putting them directly in front of the people. I was very happy to see the candidates speak and explain themselves and their positions, and be held accountable by the community at the same time.”*

**Brian Cornelius,  
Urban League of Greater Atlanta**



# OUR TEAM





***EQUITY ISN'T THE END GOAL,  
IT'S THE STARTING POINT.***

