

## Cheat-Sheet Glossary

Informed by recent research and metrics, below are key principles to transcend partisan divides, break through siloed thinking, and tackle the stickiest conversations on children and the learning environment that they deserve.

This glossary is a mere starting point for a wide audience of people. While the guidance will continue to evolve as the conversation does, the vocabulary below has proven effective across broad audiences of base and persuadable voters, but we encourage you to think critically about your audience and the context. You know your context better than anyone — We encourage you to take what works for you from this glossary but don't feel obligated to use what doesn't.

When possible:	
Use this:	Instead of this:
<b>“Our Children” or “Our kids”</b>	<b>“Students” or “schools” or “teachers”</b> <i>Reason:</i> Our focus groups found language that centers schools as institutions and teachers drives away a persuadable audience. Referring to “children” taps into familial values and aligns the message with families, but in certain contexts, students might be the more appropriate word.
<b>“Education that supports and affirms every child”</b>	<b>“Culturally responsive education”</b> <i>Reason:</i> Straightforward language helps communicate exactly what we mean and minimizes opportunity to misconstrue.
<b>“Educational gag order”</b> <b>“Censorship laws”</b>	<b>“Anti-CRT legislation”</b> <i>Reason:</i> This assault isn't really about critical race theory. Using “educational gag order” helps keep the conversation focused, without getting sucked into a debate about what “CRT” is/isn't.
<b>“Public education”</b>	<b>“Public schools”</b>

	<p><i>Reason:</i> The word education taps into core positive values that “schools” does not. Even so, language that centers schools as institutions drives away our persuadables.</p>
<p><b>“Fix”</b></p>	<p><b>“Change”</b></p> <p><i>Reason:</i> The former implies the system is faulty, and is more resonant with audiences.</p>
<p>Focus on what our children <b>“learn”</b></p>	<p>What students are <b>“taught”</b></p> <p><i>Reason:</i> The former centers children and helps pivot from concerns that the current curriculum is indoctrinating children.</p>
<p><b>“One-on-one attention”</b></p>	<p><b>“Instructional time”</b></p> <p><i>Reason:</i> Jargon gets muddled, and audiences respond better to language that centers people, children, and educators.</p>
<p>Inclusive language when discussing locality: <b>“rural,” “urban,” “suburban”</b></p>	<p>Blanket terms like <b>“every zip code.”</b></p> <p><i>Reason:</i> Polling has shown people respond to this language better.</p>
<p><b>“True history”</b></p>	<p><b>“Full history”</b></p> <p><i>Reason:</i> Better received by parents in red/purple states according to polls</p>
<p><b>“Accepted and valued”</b></p>	<p><b>“Sense of belonging”</b></p> <p><i>Reason:</i> Better received by parents in red/purple states according to polls</p>
<p><b>“Understand the contributions and struggles of different groups of people and communities”</b></p>	<p><b>“Ensuring that all students see people who look like them or share their identity reflected in the curriculum”</b></p> <p><i>Reason:</i> Polling shows students learning empathy and understanding differences (as a</p>

	life skill) resonates more than concepts of representation and marginalization
<p>Describe equity rather than naming it: <b>“Every child should have what they need to succeed.”</b></p>	<p><b>“Curriculum should treat students equitably”</b></p> <p><i>Reason:</i> “Equity” has become a hot button word that can lose audiences in its meaning</p>
<p>Describe diversity rather than naming it:</p> <p>“Children learn the skills they need for the future when they engage with <b>a broad range of diverse people, places, and perspectives</b>”.</p>	<p><b>“Diversity”</b></p> <p><i>Reason:</i> “Diversity” has become a hot button word that can lose audiences in its meaning</p>
<p>Describe white supremacy, white privilege, or an alternative vision, rather than naming it:</p> <p><b>“Acknowledge the different struggles and experiences of different groups”</b></p> <p>Or</p> <p><b>“Norms that don't account for the lived experiences and cultures of every student”</b></p> <p>Or</p> <p><b>“Every child, regardless of their background, deserves a quality education — one that recognizes their unique needs and provides them the resources they need to reach their full potential.”</b></p>	<p><b>“White supremacy culture” or “White privilege”</b></p> <p><i>Reason:</i> “White supremacy culture” has become a hot button word to the public that can lose audiences without an understanding in its true meaning</p>