

American Education Week 2023

WEAC and NEA

TOOLKIT

American Education Week is an annual event that focuses special attention on education and education employees. This extra attention provides opportunities to advocate for the issues that matter to us and our students. Use this toolkit to organize events and encourage your colleagues to use social media effectively during American Education Week.

We are also making extra effort this year highlighting the amazing work of our Education Support Professionals. Use the NEA's specialized [toolkit](#) for ESP Day to gather ideas on how to celebrate, artwork/graphics, templates and more!

Background: November 13-17 marks the National Education Association's 102nd annual celebration of American Education Week. Each day of the week has its own theme, celebrating our public-school communities. Festivities honor the team of people who work in our nation's public schools, everyone from the bus driver and classroom teacher to the cafeteria worker and administrative staff, plus countless others.

Messaging: **It takes a team to educate and inspire students**, to keep schools safe and healthy, and to create welcoming learning environments that allow young people to prepare for their future. By working together, teachers, administrators, education support professionals like paraprofessionals and custodians, and specialized personnel like school counselors and library media specialists create the great public schools our students deserve, and our nation needs.

Community schools are a playbook for a winning education. Community schools are an example of great teamwork. Tell the story of a community school. Here are the top ten plays for community schools, etc.

This American Education Week, **we're cheering for the team** that keeps our public schools safe, healthy, and welcoming for every student. These dedicated professionals keep the lesson plans flowing, the carpool lanes running, and the lunch lines moving. They are committed to the success of every school and dedicate themselves to discovering students' potential in classrooms and cafeterias, from gyms to the grounds, on stages and in storage closets.

We're not just spectators! Whether we're a parent, a student, or a member of our community, we all have a role to play in making our public schools a success. We can support elected officials who listen to educators, speak out for the freedom to learn, and talk to our friends and loved ones about all we can do to protect and strengthen public schools in our area.

American Education Week 2023 Pledges

For AEW 2023, we are encouraging public school supporters to sign a [pledge supporting safe, just and equitable public schools for all students](#). And, this year, in the spirit of our messaging about coming together as a TEAM, we are asking individuals to name a “**MVP**” educator at their school. As a thank you for signing the pledge and shouting out their school’s MVP, we will mail a free “**I love Public Education**” bumper sticker.

We want to use social media to create conversations about great public schools. Be sure to use our hashtags **#AEW2023** or **#WeLoveOurESPs** when posting to your social media channels.

Tools You Can Use

- WEAC.org AEW article: [Celebrate American Education Week](#)
- NEA Main Website: www.nea.org/aew
- [AEW Pledge](#)
- Hashtags: #AEW2023 and #WeLoveOurESPs
- [Artwork and Graphics](#)
- [Customizable Artwork](#) (raw files of our artwork)
- [ESP Day Planning Toolkit](#)
- [Parents Campaign Video](#)

Daily Celebrations

- Monday, November 13: Kick Off Day
- Tuesday, November 14: Family Day
- Wednesday, November 15: Education Support Professionals Day

The National Education Association will host a “**Championing Education Support Professionals**” National Tele-Town Hall on **Wednesday, November 15, 2023, from 8-8:30PM ET.**

Join **NEA President Becky Pringle** and **ESP of the Year Pamella Johnson** on **Education Support Professionals (ESP) Day** for an **invigorating discussion** about the **important role ESPs** play in the lives of students, the **critical issues** facing their professions, and the **things they need** to ensure every student succeeds. **To join, call in directly at 877-229-8493 using event ID 18010 at the time of the event.**

- Thursday, November 16: Educator for a Day
- Friday, November 17: Substitute Educators Day

Get Social!

[Download artwork](#) to update your social media profile.

@NEAToday will be tweeting the latest and greatest news about our national and local AEW events. Be sure to use the hashtag **#AEW2023** or **#WeLoveOurESPs** and follow us on [X \(Twitter\)](#), [Facebook](#), and [Instagram](#).

Send a text!

Anyone can show their appreciation for ESPs across the country. **You can send a thank you message to education support professionals (or receive them, if you are an ESP!) by texting CELEBRATE to 48744.**

Sample Evergreen Posts

These posts can be used on any platform!

- Happy American Education Week! Our public schools are powered by teams of educators who help students win. Shout out an MVP educator at the link below, and we'll send you a free "I love public education" sticker!
- It's American Education Week! We love our public schools and the educators who inspire us each day. (Share a photo or video from your school that shows how your school is welcoming to all students.)
- Happy American Education Week! Our public schools are powered by teams of educators who help students learn, thrive, and win. Let's celebrate all of our educator MVPs this week! #AEW2023
- It's #AEW2023! We love our public schools and the educators who inspire us. Pledge your support for our public schools and the all-stars who make up the education team. Shout out an MVP educator who makes a difference in your school **[LINK TO PLEDGE PAGE coming soon!]**

Wednesday, November 15: Education Support Professionals Day

Social media is a great way to share stories online and thank the ESPs in your school. Here are some sample posts for your channels. Remember to use the hashtags #WeLoveOurESPs and #AEW2023. Sample graphics can be found in our toolkit here.

- On Education Support Professionals Day, we're sharing stories about how ESPs make our schools—and our lives—complete. Learn more about these education all-stars: <https://bit.ly/ESPDay2023> #WeLoveOurESPs #AEW2023
- Join us on Nov. 15 to celebrate Education Support Professionals and the impact they make on the lives of everyone in our school communities: <https://bit.ly/ESPDay2023> #WeLoveOurESPs #AEW2023

- Happy ESP Day! How has an education support professional made a difference in your life? Share your story using #WeLoveOurESPs!
- It's ESP Day! Thank you to all the education support professionals who make our school communities whole.