



EXPECT MORE ARIZONA
Ready Kids • Ready Graduates • Ready Workforce

A High Expectations Movement Dedicated to World-Class Educational Excellence for all Arizona Students

A Shared Vision for Arizona's Future

Arizona education is the best in the nation and all students are prepared to thrive in college, career and life.

Mission

To build a statewide movement of Arizonans with the collective public will to ensure world-class education, birth-career, for all students.

Building Blocks of a World Class Education

The Building Blocks are a framework that articulates Expect More Arizona's vision for world-class education that includes: 1) World-Class Academic Achievement, 2) Commitment to Innovation, 3) Excellence for All, 4) Strategic Investment, and 5) Communities Working Together.

The Building Blocks reflect Expect More Arizona's belief that all students deserve an education that recognizes their potential and challenges them to meet high expectations. By building a world-class education system in Arizona, students will be prepared to be successful in college and career and Arizona's economic future will be stronger.




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Priorities (2012-2015)

- Build a tipping point **movement** of Arizonans who are dedicated to realizing a vision of world-class educational excellence for all students
- Through **building public will and community engagement, create the culture change** needed for Arizona's students and workforce to thrive in the 21st century
- Foster **collective leadership** at the statewide and community level to build shared vision, voice and impact in Arizona education
- Develop our **sustainability** as a non-partisan, statewide 501c(3) organization that is building a high expectations movement for all Arizona students, birth through career

2012 Campaigns and Initiatives

- **Expect More Excellence Tour**
 - In fall 2012, the Expect More Excellence Tour will be launched to advance a shared vision of world-class excellence for Arizona education by asking the public to share examples of educational excellence in their communities. Submissions will be sought of effective programs, initiatives, after school programs, events and other activities that demonstrate Expect More Arizona's Building Blocks for world-class education, from birth-career. Top entries will receive an award and will be celebrated online, through social media, and in four regional events throughout the state.
- **Parent and Family Engagement**
 - Through mass media, social media, public relations and grassroots engagement, this campaign provides the tools and resources to help parents to be more engaged in their child's education and ultimately build momentum towards a high expectations culture for student academic achievement.
- **Vote 4 Education**
 - This campaign will ask Arizonans to prioritize education issues when they vote in this year's elections. The focus of the campaign will be on voter education through an online resource center, hard copy materials, social media engagement, and grassroots outreach and mobilization efforts.
- **College & Career Planning**
 - In partnership with GEAR UP at NAU, the campaign will engage parents and students in creating a postsecondary going culture in communities throughout Arizona.

For Additional Information

Expect More Arizona, 602-381-2267, ExpectMoreArizona.org