

# TENNESSEE PUBLIC SCHOOLS... BEYOND EDUCATING CAMPAIGN



## Launch

TSBA launched its Tennessee Public Schools... Beyond Educating Campaign in June. The

importance of the public education system to our local communities is perhaps more apparent now in the midst of a global pandemic than ever before. Tennessee families are facing a myriad of challenges related to public school closures that extend far beyond the absence of instructional time for their children. Many Tennesseans are dependent upon their public school for support beyond education including, but not limited to, nutritional support, mental health issues, and child-care so parents can go to work. The totality of the negative impact from this school closure will reach far beyond this academic year.

## Problem

Public schools are often a microcosm of their communities, facing ever-increasing social problems, including poverty, single-parent households, opioid and other drug abuse, juvenile crime, hunger, homelessness, and unemployment. These are local community problems that public schools must deal with because they accept ALL students, no matter their race, religion, social class, family income, or special needs. To understand the importance of public schools, you must understand the issues beyond educating.

## Social Media

Below are the social media pages for the Campaign. Please share them with all employees in your district and begin sharing your stories today!



Username:  
[@TSBA\\_beyondedu](#)



Tennessee Public Schools - Beyond Educating  
[@TSBAbeyondeducating](#)

USE THE HASHTAG  
**#beyondeducating**

# GOALS

1

Raise public awareness of the issues that public schools deal with beyond educating students

2

Improve community perception of public schools in Tennessee

3

Raise public awareness of funding inadequacies related to social services provided by public schools

4

Seek other education funding sources outside of the current Basic Education Program (BEP) funding formula

5

Develop innovative revenue sources outside of the BEP to support social service programs in public schools

6

Improve funding for public schools through policy and legislation

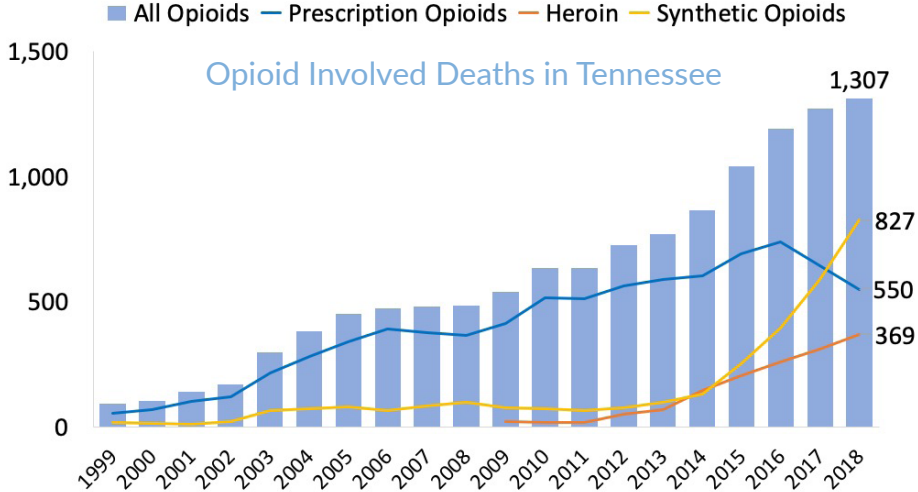
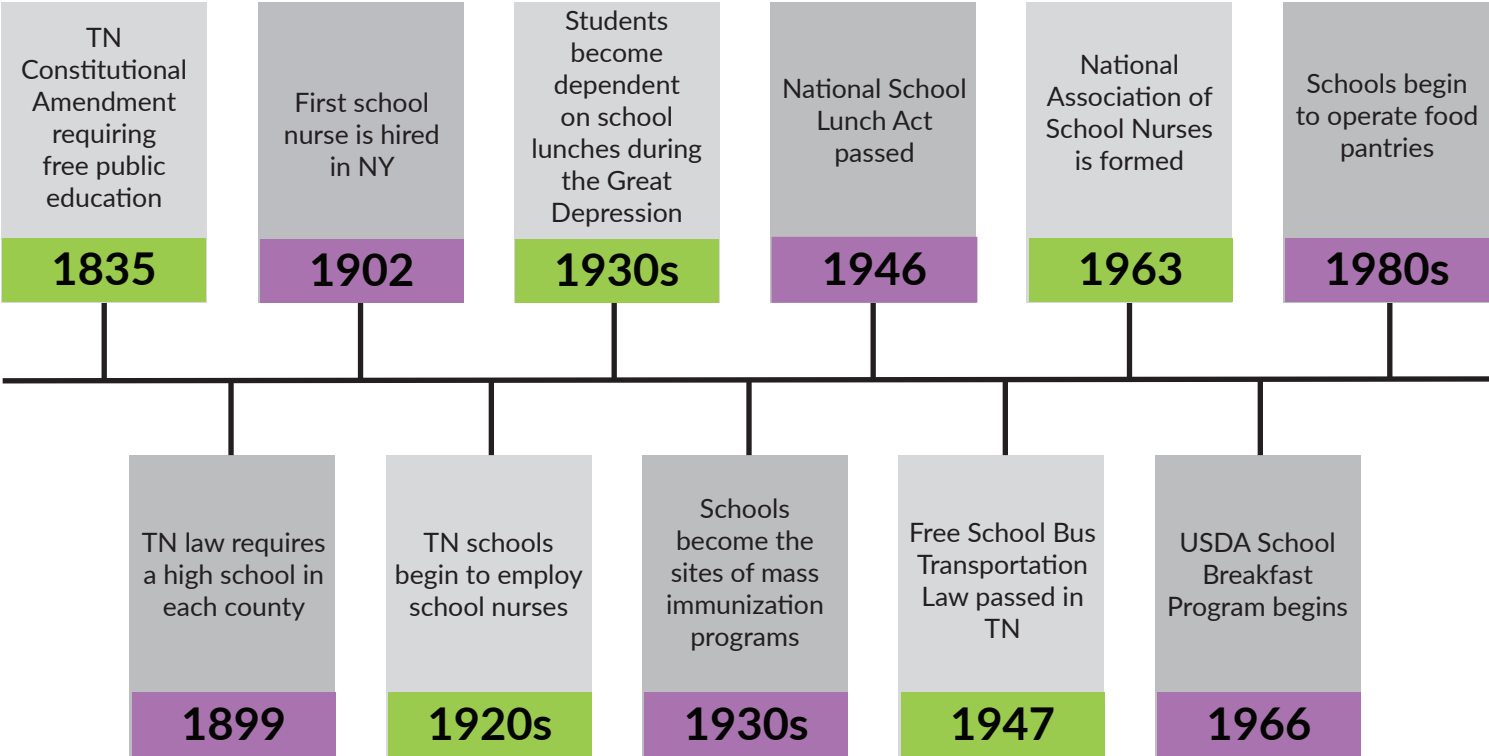
## Promoting Local Stories

This Campaign will function primarily through social media and public content contribution from teachers, administrators, school board member, parents, and others. The Campaign will use the primary hashtag #beyondeducating. Each month, the Campaign will focus on a different social issue in schools (e.g. food insecurity or mental health issues) which will be assigned its own hashtag.

Followers will be encouraged to share the programs and stories in their school related to the topic for the month using both hashtags. For example, a district could share content on food insecurity such as pictures of a bus driver delivering meals along his route during the COVID-19 pandemic. This will serve as a forum for educators and support staff across the state to highlight the issues and share solutions. Participants can include a link to a story, an encouraging quote, a new program, or other outstanding things their district has achieved.

# Evolution of Tennessee Public Schools

In 1835 the citizens of Tennessee recognized the importance of public education and the need to educate the children of our State. There have been many changes over the years, and public schools continue to provide more services to students beyond educating.





Old school bus (Schoolbusdriver.org)

Schools begin sending food home for dinner and weekends	SCOTUS rules school nurses are required under IDEA	Mental Health Screening in Schools Law passed in TN	20% of Tennessee students have a mental health condition	National public health emergency declared due to opioid crisis
<b>1990s</b>	<b>1999</b>	<b>2009</b>	<b>2015</b>	<b>2017</b>

TN Public School Nurse Program begins	Schools begin receiving reimbursement from Medicaid for medical services	TN Office of Coordinated School Health established	37% of TN teachers spending money on food for students	Laundry services begin in economically disadvantaged schools	Tennessee becomes third highest opioid prescriber in US (81.8 prescriptions per 100 persons)
<b>1988</b>	<b>1993</b>	<b>2001</b>	<b>2015</b>	<b>2016</b>	<b>2018</b>



School Bus Transporting Students in 1940  
Photograph Courtesy of Burlington Elementary School