A message sheet for CTA members

When talking to fellow educators:

- **Connect personally to CTA members** on the need for additional resources for public education and the consequences of another $6 billion in budget cuts to schools and colleges if Prop. 30 fails. Localize the cuts to your chapter, school district or campus.
- **Always focus on the impact on STUDENTS:** Largest class sizes in the country; elimination of science, history, art, music, PE and career technical education classes; the closing of school libraries; the loss of more than 40,000 teachers and education support professionals; tuition hikes;, and the potential to close schools for up to 15 additional days in the next two school years if the initiative fails.
- **Ask members to commit to taking action:** Vote YES on Prop, 30, talk to others and volunteer to be part of the campaign.

Our overall message:

It's time to take a stand for public education and public safety. After years of cuts, California's public schools, colleges, universities, and local public safety services are at the breaking point. We can't keep cutting public education and public safety and expect to remain an economic powerhouse. After more than $20 billion in cuts to public education, Prop. 30 asks the wealthiest in California to pay their FAIR SHARE to keep classrooms open and cops on the street. All tax increases are temporary and all money goes into a special account that the Legislature can't touch, requiring annual audits with strict accountability. If Prop. 30 fails, public schools and colleges will be cut by another $6 billion this year. That's the equivalent of cutting three weeks of instruction off the school year.

Effective framework with core message points:

CONNECT California schools and colleges are facing a catastrophe if educators and voters like you and me don't take matters into our own hands. It's time to take a stand for public education and public safety by voting YES on Prop. 30.

REMIND In the past four years, our schools and colleges have been cut by more than $20 billion and more than 40,000 educators have been laid off. California ranks 47th in per-student funding and has the largest class sizes in the country. Our students in *(your community)* deserve better. *(Localize cuts to your school district or college.)*

DEFINE Prop. 30 is the only funding initiative that prevents an additional $6 billion in cuts to our schools and colleges and provides billions in new funding for our schools starting this year – money schools need for smaller class sizes, rehiring educators and preventing more tuition hikes. Prop. 30 also helps keep local law enforcement officers on the street and helps save billions in future prison costs.

CALL OUT Prop. 30 helps balance the state budget with targeted, temporary taxes on the wealthy. Only the richest Californians will pay more income taxes. Those who were hit hardest by the recession or families earning below $500,000 a year will pay no additional income taxes. All money raised by Prop. 30 will be put into a special fund the Legislature can't touch, and requires mandatory, annual audits to ensure the new funds can't be used for state bureaucracy or administrative costs. You can help put California on the road to recovery this November by voting YES on Prop. 30.