



Mission

RootEd is a parent-led, grassroots organization that promotes neighborhood public schools through storytelling, advocacy, and education. We believe a strong public school system for all children creates a robust economic and well-connected community.

Vision

To turn the trend of neighborhood schools from being last resort to first choice.

What We Do:

- Promote our neighborhood schools through storytelling and marketing
- Dispel myths about public schools through conversations and introducing parents to their neighborhood schools
- Ensure parents understand the truth about public school funding and what it means to them personally and to our community
- Educate the public on pro-public education legislation and candidates
- Provide parents a search option for information on neighborhood schools using the hashtag #RootEdNameOfSchool

How Do I Become RootEd?

When in the process of choosing a school for their children, parents are seeking information about their neighborhood schools. Unfortunately, they often receive an incomplete picture that is limited to confusing test scores, rumors and sporadic social media posts. Schools simply do not have the time or resources to spend on marketing, but they desperately need to be able to tell their story. That's where RootEd comes in! Here are some other examples of ways to be RootEd:

- Enroll your children in your neighborhood school
- Volunteer or mentor at your neighborhood school
- Become a RootEd Rep for your neighborhood school
- Attend school sporting events, musical or theatre productions, and science fairs
- Shop at school book fairs and other fundraisers
- Provide teacher support through supply donations or classroom assistance
- Vote for pro public education candidates and initiatives
- Tell your positive neighborhood school story to your friends and on social media
- #RootEdYourSchool when posting positive stories on social media (ex: #RootEdOakMeadow)
- Participate in your neighborhood HOA and events
- Join us in educating friends and community about all the wonderful things public education provides
- Connect a parent to their neighborhood school by sharing positive stories or inviting them to an event
- Add a RootEd yardsign to your yard or campus

To learn more about RootEd, follow us on social media and check out our website:

- www.proudlyrooted.com
- Facebook: <https://www.facebook.com/rootedtexas/>
- Facebook RootEd Legislative Information: <https://www.facebook.com/groups/RootEdLegislativeUpdates/>
- Instagram: @RootEdTexas
- Twitter: @RootEdSA