SPONSORSHIP PACKAGES

MASSACHUSETTS CIVIC LEARNING WEEK

March 7-11, 2022
As a corporate sponsor, you will have the unparalleled opportunity to reach our week’s participants, which include students, teachers, and civic leaders; support civics education in Massachusetts; and most importantly, help contribute to the strengthening of our democracy.

The theme of this year’s Civic Learning Week is “Building Communities Through Civics.” To confront society’s most pressing issues, which include climate change, racial and economic inequality, voting rights, and the ongoing COVID-19 pandemic, our democracy must also address the increasing political polarization and loss of trust in our democratic institutions we observe today. To face these challenges, our democracy requires civics education. Civics education provides students with the civic knowledge, skills, and dispositions they need to be champions of democracy who build, strengthen, and sustain their communities.

The week’s programming is hosted and organized by the Massachusetts Civic Learning Coalition (MCLC) in partnership with students, teachers, and community organizations from across the Commonwealth. Everyone is invited to attend and participate in Civic Learning Week events, including students, teachers, administrators, policymakers, parents, and the general public.

The information in this packet contains more details about sponsorship benefits, successes from last year’s Civic Learning Week, and updates on our coalition’s ongoing projects.

We invite you to join us as a corporate sponsor today! Thank you for your consideration, and we look forward to hearing from you.

Best,

Natacha Scott
info@macivicsforall.org
Executive Director of the MA Civic Learning Coalition
Sponsorship Packages

Your financial support makes Civic Learning Week possible. As a sponsor for our event, you will receive a number of benefits, which are listed below. We can also customize packages to suit your organization’s needs.

**BRONZE - $500**

**Brand Recognition:**
- Prominent name and logo placement on all print and digital marketing materials, including the conference webpage, MCLC website, email newsletters, social media posts, and more
- Name and logo placement on introduction and conclusion slides used for each of the conference’s events
- Inclusion in press releases as a listed sponsor of Civic Learning Week

**Workforce Development:**
- Opportunity to connect with our coalition member organizations

**SILVER - $1,000**

**Brand Recognition:**
- All items in the Bronze package
- Verbal acknowledgement by event host(s) at the conclusion of conference events

**Workforce Development:**
- All items in the Bronze package
- Access to volunteer opportunities at our coalition’s member organizations for employee engagement

**GOLD - $2,500**

**Brand Recognition:**
- All items in the Bronze and Silver packages
- Opportunity for a representative from your organization to speak during the opening keynote session or another event of your organization’s choice
- Opportunity to include one email message (300 words or less) to all Civic Learning Week participants (hosts and attendees) as part of a follow-up email from our coalition

**Workforce Development:**
- All items in the Bronze and Silver packages
- Opportunity to connect directly with students involved in Civic Learning Week for internships, job shadows, and outreach programs
2021 Civic Learning Week

Massachusetts Civic Learning Week: April 26-30, 2021

The inaugural Massachusetts Civic Learning Week took place from April 26 to 30, 2021. The week was a celebration of civic learning, civic engagement, and civic leadership that aimed to build broader awareness of and support for civic learning; amplify youth voice; and empower participants to envision themselves as changemakers in our democracy. Below are some highlights and statistics from last year.

- 48 virtual events included panel discussions, movie screenings, workshops, Q&As, presentations, and more
- 500+ unique registrants and attendees, including students, educators, parents, and community organizations
- 36 host organizations included civics education providers, institutions of higher learning, museums, libraries, and the MA Department of Elementary and Secondary Education
- In 15 events, 36 K-16 students and 7 K-12 teachers shared their experiences and expertise as organizers, presenters, or moderators
- 257 tweets over 7 days from 76 tweet contributors made 407,869 twitter impressions
Sample Programming

Included are three event descriptions from last year that provide an idea of what next year’s programming might look like. [Link to the full schedule] from last year.

Civic Learning Week Opening Keynote

Presented By: Massachusetts Civic Learning Coalition
Event Designed For: Students (K-12), Students (college and beyond), Educators, Administrators, Community Organizations, General Public

To kick off Massachusetts Civic Learning Week, WBUR Radio Boston’s host Tiziana Dearing moderated a panel discussion of young changemakers who are engaging in civic action in their communities across the Commonwealth: Khymani James, Gabriel Jung, Phebean Ogunsanwo, and Alice Wanamaker. The discussion highlighted the work that youth are doing to exercise their voice and power to enact systemic change and show examples of the many different forms that civic action can take. The panel discussion featured diverse young leaders from across the state who have taken action in their communities on a wide range of societal challenges. The Director of the Massachusetts Civic Learning Coalition and former Lead of Social Studies curriculum in Boston Public Schools, Natacha Scott, provided a brief introduction to the Coalition’s commitment to providing equitable active civic learning opportunities for young people across the state and will introduce the panel discussion with youth leaders.

Supporting Civic Learning within Your District

Event Designed For: Superintendents & Executive Cabinet (CAOs, etc.)

MCLC and DESE invited District Superintendents and Executive Cabinet members to join us and discuss the current state of civic education within Massachusetts. This session included a focus on the 2018 Civic Legislation, “An Act to Promote and Enhance Civic Engagement”, and the requirement it created to engage students in nonpartisan, student-led civic action projects. We also discussed current research on the state of civic education in Massachusetts, facilitated through a collaboration between Tufts and Boston University, and the recommendations and best practices for schools and districts that emerged from this work. Beyond the research, we explored specific strategies to support civic learning in each district.
Sample Programming

Included are three event descriptions from last year that provide an idea of what next year's programming might look like. [Link to the full schedule](#) from last year.

Massachusetts as a National Leader in Civic Education Reform: The Impact of 2018 Legislation

Presented By: Massachusetts Civic Learning Coalition (MCLC)

Event Designed For: Students (6-12), Students (college and beyond), Educators, Administrators, Community Organizations, General Public

This event featured two legislative champions of civic education in Massachusetts: Representative Linda Dean Campbell and Senator Jason Lewis; middle and high school students who led civic action projects in their communities: Calysa Alba, Anailys Moreta Garcia, and Morgan Gibson; and Shawn Healy, Senior Director of Policy and Advocacy at CivXNow. The legislators spoke about past and present legislation to improve civic education in Massachusetts, including the 2018 Act to Promote and Enhance Civic Engagement, which made Massachusetts a leader in civic education reform nationwide. Students shared their experiences of leading civic action projects at their schools. Shawn Healy contextualized the Massachusetts legislation within ongoing nationwide efforts to reform civics education. After their presentations, the guest speakers engaged in dialogue to discuss what the future of civic education should look like.
About Our Coalition

**Mission**
Our mission is to advance civic education and engagement in Massachusetts by convening a broad range of stakeholders committed to building support for innovative legislation, funding, and policies that facilitate high quality and equitable learning opportunities for students, teachers, and the wider public.

We envision a Commonwealth where all students have equitable opportunities for high quality civic education that prepare them to be thoughtful, informed, and engaged members of their communities locally and beyond.

**Membership**
We are a growing nonpartisan group of nonprofits, educators, think tanks, universities, and other partners committed to preparing all students to become more civically aware and involved. What binds us together is our commitment to advancing high quality and equitable civic learning opportunities. We exist to make Massachusetts the national leader in ensuring that civics is a core component of every young person’s educational journey.

**Our Members**

- AJC New England
- Boston Athenæum
- Boston Debate League
- Bridgewater State University
- Building Audacity
- Center for Information and Research on Civic Learning and Engagement (CIRCLE), Tufts University Jonathan M. Tisch College of Civic Life
- Collaborative for Educational Services
- Debate Spaces
- Democratic Knowledge Project
- Discovering Justice
- Education Development Center
- Edward M. Kennedy Institute for the United States Senate
- Emerging America
- ENGAGE Boston
- Facing History and Ourselves
- Generation Citizen
- Girl Scouts of Eastern Massachusetts
- Got History, Inc.
- iCivics
- John F. Kennedy Hyannis Museum
- John F. Kennedy Library Foundation
- League of Women Voters of Massachusetts
- Mass Humanities
- Mass Insight Education & Research
- Massachusetts Center for Civic Education
- Massachusetts Council for the Social Studies
- Massachusetts Historical Society
- Media Literacy Now
- Newton North High School Center for Civic Engagement and Service
- Primary Source
- Re-Imagining Migration
- Teach Plus
- Teens Leading The Way
- The Boston Foundation
- Tsongas Industrial History Center, University of Massachusetts Lowell
- United for Social Change
- United Nations Association of Greater Boston
- UTEC
- Youth on Board
Civics Education Legislative and Executive Advocacy
Our coalition helped advocate for the passage of the 2018 Act to Promote and Enhance Civic Engagement, which requires that all students in Massachusetts take a civics course and complete a student-led civics project in order to graduate. Following the law's passage, our coalition pushed for an allocation of $1.5M to the Civics Project Trust Fund. In FY20, FY21, and FY22, the state legislature allocated this amount to the Trust Fund, which was then used by the MA Department of Elementary and Secondary Education (DESE) to support implementation efforts of the law. Last year, we also supported the Civics Secures Democracy Act, a federal piece of legislation that aims to revitalize civics education at the national level. Finally, we meet regularly with DESE staff to advocate for priorities which we believe are important to advance civics education in the state. This year, we will continue to support the of the Civics Project Trust Fund, meet with DESE staff, and advocate for legislation which supports civics education in Massachusetts and nationwide.

Professional Development Webinars
Our teaching and learning committee organizes webinars which are provided free of charge to teachers in the state. This year, we have a number of interesting and engaging webinars planned. Our next four webinars are about Culturally Responsive Teaching, Teaching Hidden Histories, Planning K-12 Civics, and Civics in Elementary Classrooms.

Private Fundraising and Civics Teaching and Learning Grants
The MCLC is continuing to raise private funds to support the implementation of the 2018 law and match public funds allocated to the Civics Project Trust Fund. To date, we have raised over $155,000. Most recently, we distributed our own Civics Teaching and Learning Grants (CTLG) to support DESE’s efforts. This semester, we awarded $15,000 to districts in Essex County, including Salem, Methuen, and the Tri-Town School Union (Boxford, Middleton, Topsfield). We have an additional $35,000 which will be distributed after DESE’s grants are awarded later this year.

COVID-19 Virtual Resources for Educators, Students, and Families
The COVID-19 crisis presented a unique opportunity for civic learning. We have assembled virtual resources to help educators, students and families through the current health crisis. The resources provided are categorized by grade span to make it easy for teachers and parents alike to find content, curriculum and activities for every student.
On behalf of the members of the MA Civic Learning Coalition, thank you for taking the time to read through this packet. We look forward to partnering with you.

Please contact us if you have any questions.

Please contact these members of the MA Civic Learning Coalition with questions. Natacha Scott, natacha.scott@icivics.org | Allison Pao, apao@generationcitizen.org