

## Education Minnesota

# Education Minnesota welcomes Minnesota back to class in new TV ad

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ST. PAUL, Minn., Aug. 18, 2017 – Education Minnesota launches the latest phase of its paid media efforts this Sunday, Aug. 20, with a back-to-school ad in its “Believe in ‘We’” campaign.

“Believe in ‘We’” is a multimedia initiative aimed at uniting Minnesotans in support of the one place that gives every student’s dreams a chance: public schools.

The new TV ad will appear statewide on broadcast and cable outlets through Sept. 4. The ads and other video back-to-school tips are viewable at [Education Minnesota’s YouTube page](#). Online, social and print advertising will also carry the welcome message.

“Now more than ever, it’s important to remind everyone that our public schools are a welcoming place for every student and every family,” said Denise Specht, president of Education Minnesota. “Educators across the state are excited to greet all new and returning students back to school and begin another year of growth and learning.”

The “Believe in ‘We’” website includes [helpful video back-to-school tips](#) from Minnesota educators. Here are 10 back-to-school tips for parents:

1. Introduce yourself to your child’s educators right away. Don’t forget to exchange contact info.
2. Set a regular time and place for homework. Make it a distraction-free zone.
3. Establish high expectations. Reward your child along the way.
4. Encourage your child to read as much as possible. Ask your child to share what she or he learned.
5. Prepare for your parent-teacher conference. Start journaling questions and observations right from the get-go.
6. Reduce that first-day anxiety. Tour the school several days before school starts.
7. Amp up the excitement. Tell stories about your own school days.
8. Come prepared. Part of the fun is back-to-school shopping.
9. Arrive early – whether it’s to the bus stop or school itself.

10. Keep a sense of humor. Bumps in the road are inevitable.

### **About Education Minnesota**

Education Minnesota is the voice for professional educators and students. Education Minnesota's members include teachers and education support professionals in Minnesota's public school districts, faculty members at Minnesota's community and technical colleges and University of Minnesota campuses in Duluth and Crookston, retired educators and student teachers. Education Minnesota is affiliated with the American Federation of Teachers, National Education Association and AFL-CIO.

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