Sample MCAS Ballot Campaign
10 Minute Meeting Script

NOTE: *This script should be used with the Ballot Question one-pager and signature petition page as a tool to recruit members to gather signatures to get the elimination of the MCAS graduation requirement on the ballot.*

Framing the Campaign

- After years of waiting for the Legislature to take action to address the harm of the MCAS graduation requirement on Massachusetts students, the MTA is taking the initiative to launch a Ballot Campaign to eliminate the MCAS graduation requirement and return local control to the district to certify that students have met state standards in order to graduate.

- *Give two to three reasons why MCAS graduation requirement harms students. Refer to the MCAS one pager for talking points.*

Process for Getting On the Ballot

- To win this vital campaign, MTA is launching the most robust signature gathering campaign in our union's history. We need all members to help!

- MTA must collect 75,000 certified signatures of registered voters between now and mid-November in order to qualify for the ballot.

Ask Members to Help Gather Signatures

- Circulate a petition to members and ask all registered voters to sign at the meeting.

- Note that no more than 5 people should sign one sheet. Offer members multiple sheets as needed.

- *Ask for member volunteers to help gather signatures and brainstorm ideas collectively for gathering signatures. Some examples may include:*
  - Asking each member to collect at least 10 signatures from registered voters (friends, family, neighbors).
  - Asking members to talk to other colleagues not at the meeting and ask them to sign.
  - Table at school or community events to collect signatures.
  - Reach out to community groups, Parent-Teacher Organizations, or other potential allies to ask them to help gather signatures.

Determine a Plan for Members to Return Completed Signature Petitions to Building Reps and Union Leaders

- Point members to talking points on the MCAS one-page flier and resources on MTA website, including ***massteacher.org/testing***, to help with answering voter questions.