

CASE STUDY: DIGITAL

GREAT LAKES EDUCATION PROJECT (MICHIGAN)

Background

Michigan law states that every public school building must have a school report card published by the Michigan Department of Education as of September 1, 2019. The Michigan Department of Education failed to implement these letter grades.

The Plan

Michigan-based Great Lakes Education Project (GLEP) partnered with Majority Strategies to develop and execute an awareness campaign focused on the state of Michigan public schools and the failure of the Michigan Department of Education to implement A-F letter grades for schools as required by law. In an effort to deliver needed transparency, school report cards were created using publicly available data and displayed on GLEP's website. These report cards contain the most important information parents and teachers need to best impact learning and teaching and hold Michigan public schools accountable.

THE RESULTS

During the week of the release, traffic to GLEP's website increased dramatically:

 1,875 Pageviews

 281 Email Sign Ups

GLEP's campaign received nationwide media coverage, further bolstering awareness and establishing a foundation for persuasion.

*Group criticizes delayed release of A-to-F grade for schools
San Francisco Chronicle, 11/12/19*

“The team at Majority Strategies took our idea to publish school report cards for every Michigan public school and made it a reality. The team at Majority Strategies created a user-friendly, searchable database that is providing important information to parents and teachers. Their team was easy to work with and met our quick deadline.”

*– Beth DeShone,
Executive Director, GLEP*

Using current technology and an innovative solution, GLEP was able to impact advocacy on a large scale, fill a void left by the State of Michigan government's refusal to act, and provide needed information to parents, students, teachers, legislators, and taxpayers.

