

**Top Bay Area Public Schools for Underserved Students 2018**

– Digital Toolkit –

On Friday, April 27, 2018, [Innovate Public Schools](https://innovateschools.org/) released our third annual [*Top Schools* report](https://www.innovateschools.org/topschools/), which is focused on Bay Area schools with a large proportion of underserved low-income Black and Latino students, and highlights the 52 schools that performed above state averages in English and math on standardized tests.

***Congratulations to your school!***

In this toolkit, we have provided suggested copy and creative assets for you to use across social media, email, and SMS in order to share the good news with your community.

Should you have any questions or concerns, please contact our Director of Communications, Silvia Mahan at [smahan@innovateschools.org](mailto:smahan@innovateschools.org).

Again, congratulations on your school making the list. Please spread the word!

**Twitter and Instagram hashtag to use:** #TopSchoolsBayArea

**Link to the report:** [innovateschools.org/topschools](http://innovateschools.org/topschools)

**Creative Assets**

* Facebook [cover photo](https://drive.google.com/file/d/1Lfy2qcQRvS7FNuILX_Hs48BSxZrkd35_/view?usp=sharing) and [share image](https://drive.google.com/file/d/1A4j30YxnYzTBV0OJqUpwZ6h_TybTMXQ_/view?usp=sharing)
* Twitter [header photo](https://drive.google.com/open?id=1AEVVbVducqkKm1f5uUdG8b0Hd7YL1H-b) and [share image](https://drive.google.com/file/d/1qxZ4moTFqE0XPznu703BB66Rg6WaZtdm/view?usp=sharing)
* Instagram [share image](https://drive.google.com/file/d/1ufJbFZfKlYt8KFj2e03uTw1TOJddEbWc/view?usp=sharing)

**Facebook/LinkedIn posts:**

* Our school is committed to providing a world-class education to all students, especially low-income students of color. We’re honored to be among 52 Bay Area public schools where underserved students are performing better than the state average. Here’s a link to the latest Top Schools report by Innovate Public Schools **[TAG OUR** [**PAGE**](https://www.facebook.com/InnovatePublicSchools/)**]**: [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/)
* Take a look at this latest report by Innovate Public Schools **[TAG OUR** [**PAGE**](https://www.facebook.com/InnovatePublicSchools/)**]**, which highlights our school as a top-performing Bay Area school for underserved students. Read and download the new report here: [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/)
* It is possible for ALL schools to achieve strong results for underserved students. We are happy to be one of 52 top Bay Area public schools showing the way in helping underserved students defy the odds and excel! Thank you for the honor Innovate Public Schools **[TAG OUR** [**PAGE**](https://www.facebook.com/InnovatePublicSchools/)**]**! [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/)

**Twitter:**

* We made @InnovateSchools’ 2018 #TopSchoolsBayArea list for underserved students! Read the report here: [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/) #educolor #edchat
* We’ve been featured on @InnovateSchools’ #TopSchoolsBayArea list for our commitment to helping underserved students defy the odds and excel! [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/) #educolor #edchat
* We’ve been recognized by @InnovateSchools for our work to close the achievement gap and help low-income Black and Latino students excel! [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/) #TopSchoolsBayArea #educolor #edchat

**Parent/District Newsletter/E-mail blast:**

**[INSERT SCHOOL NAME] Honored as a Top School for Underserved Students!**

Our school has been recognized by the nonprofit [Innovate Public Schools](https://innovateschools.org/) on their latest list of the *Top Schools Bay Area* *Public Schools for Underserved Students*, which identifies schools that are making significant strides toward closing achievement gaps for low-income Latino and low-income African American students. Out of more than 1,200 Bay Area public schools, we were one of only 52 schools to receive this honor.

For decades, achievement gaps between these students and others have remained large. However, some Bay Area public schools are bucking this trend. The annual report examines 2016-17 results in both English and math to identify schools where low-income Latino and/or low-income African American students have equal or higher proficiency rates than all students combined in the state. Few Bay Area schools have achieved this. The good news is that these schools are showing what’s possible and leading the way toward greater equity. Schools from across the Bay can learn from them.

Read the full report at [www.innovateschools.org/topschools](http://www.innovateschools.org/topschools).

**[INSERT SCHOOL NAME] ha sido reconocida como una escuela excelente!**

Nuestra escuela ha sido reconocida por Innovate Public Schools, una organización sin fines de lucro, en su último informe que identifica a las escuelas que están dando pasos significativos para cerrar las brechas entre los logros académicos de los estudiantes latinos y afroamericanos de bajos ingresos y otros estudiantes. Hay más de 1,200 escuelas públicas en el Área de la Bahía y fuimos una de las únicas 52 escuelas que recibió este honor.

Durante décadas, las brechas entre los logros académicos de los estudiantes latinos y afroamericanos de bajos ingresos y otros estudiantes han sido significativas. Sin embargo, algunas escuelas públicas del Área de la Bahía están cambiando esta tendencia. Este informe anual examina los resultados de 2016-17 en inglés y matemáticas para identificar escuelas donde los estudiantes de estos grupos tienen un nivel de desempeño académico más alto que el de todos los estudiantes combinados en el estado. Pocas escuelas del Área de la Bahía han logrado esto. La buena noticia es que estas escuelas están mostrando lo que es posible y liderando el camino hacia una mejor educación y más equitativa. Otras escuelas de la Bahía pueden aprender de estas escuelas.

Lea el informe completo en www.innovateschools.org/topschools.

**Text messages:**

* We’ve made Innovate Public Schools’ top schools list for low-income Black and Latino students! Tap to read the report: [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/)
* Our school has been recognized as one of this year’s Innovate Public Schools’ Top Schools for underserved students! Read more here: [innovateschools.org/topschools/](https://www.innovateschools.org/topschools/)