

1 A MEMORIAL

2 DECLARING FEBRUARY 19, 2015 "I AM NEW MEXICO PUBLIC SCHOOLS
3 DAY" IN THE SENATE.

4
5 WHEREAS, "I Am New Mexico Public Schools" is a
6 statewide campaign initiated by the New Mexico school boards
7 association in conjunction with the "Stand Up 4 Public
8 Schools" national campaign developed by the national school
9 boards association; and

10 WHEREAS, the campaign has as its major objective to
11 promote the effectiveness of public schools by providing
12 resources and a forum to focus attention on the numerous
13 accomplishments of public schools and the need to adequately
14 fund public education; and

15 WHEREAS, due to significant assistance from several
16 New Mexico education organizations, including the New Mexico
17 school superintendents' association, the "I Am New Mexico
18 Public Schools" campaign will help board members and
19 superintendents spread the good news about the many
20 accomplishments of public school districts in New Mexico on
21 a routine basis; and

22 WHEREAS, based on a survey conducted by the educational
23 partners, students, teachers and parents created a campaign
24 of success-story videos, television and radio public service
25 announcements and social media; and

1 WHEREAS, emmy award-winning producer Chris Schueler
2 developed success-story videos and public service
3 announcements for the campaign; and

4 WHEREAS, the "I Am New Mexico Public Schools" advocacy
5 video premiered at the New Mexico school boards association
6 annual convention in December 2014 and received an
7 enthusiastic reception for the quality and content of the
8 video; and

9 WHEREAS, the participating associations encourage
10 legislators to support the many positive things happening in
11 public schools; and

12 WHEREAS, New Mexico's public schools stand proudly as
13 the one institution that is open to all children equally,
14 providing quality educators, administrators and support
15 personnel who are dedicated to helping every child realize
16 the American dream; and

17 WHEREAS, New Mexico's public schools put kids first;
18 and

19 WHEREAS, New Mexico's public schools take on the
20 serious responsibility of helping to make children's hopes
21 and dreams come true; and

22 WHEREAS, New Mexico's public schools embrace more than
23 three hundred twenty-five thousand children, and for many of
24 these children, public schools are their only hope for
25 future success; and

