



National
MAGNET SCHOOL
Month

National Magnet School Month

DIGITAL TOOLKIT

Spread the word about
#MagnetSchoolMonth



Background

February is National Magnet Schools Month, when we celebrate the community that is visionary, innovative and open to all students regardless of zip code. We know well the challenges faced during the 2020/2021 academic year, and with a new administration in Washington, it is a great time to make sure our leaders know about all of the great work happening in the 4,340 magnet schools around the country.

For more information

- [National Magnet Schools Month page](#)
- [The five pillars of magnet schools](#)

Purpose of the digital toolkit

We look forward to seeing and amplifying what you share, and have provided sample text for each of the weekly themes below that you can use as needed for your schools and community social media, websites, newsletters and more.

On social media be sure to use the hashtag:
[#MagnetSchoolMonth](#)



Weekly Themes

February 1-6: Awareness Week

Help us create excitement for National Magnet School Month by sending out press releases, writing blogs, posting messages on Facebook and Twitter, writing letters to the editor, and contacting your local media outlets.

Resources:

- [Key Facts About Magnet Schools](#)
- [Talking Points](#)
- [Fast Facts](#)

Sample text for newsletters, social media:

- February is #MagnetSchoolMonth! Magnet schools offer high quality, rigorous, and specialized programs, to inspire students from all walks of life and prepare them for college and the workforce.
<https://magnet.edu/about/national-magnet-schools-month>
- Did you know that there are approximately 4,340 magnet schools in the U.S., serving nearly 3.5 million students? #MagnetSchoolMonth
<https://magnet.edu/about/national-magnet-schools-month>
- Since the 1970s, diversity has been a cornerstone of magnet schools, by prioritizing equity and access for every student. These schools attract a diverse student population with advanced studies in STEM topics, the arts, language immersion, and more. #MagnetSchoolMonth
- Magnet teachers and staff create a dynamic environment of teamwork, acceptance, innovation, and engagement to develop the talents of our diverse student population.
#MagnetSchoolMonth
- Magnet schools prepare students for future careers and successful community engagement by fostering interaction with peers from all backgrounds, as well as providing hands-on experience working with businesses, cultural institutions, universities, and community organizations. #MagnetSchoolMonth



Weekly Themes

February 7-13: Student Highlights

Feature your amazing students! Share their projects and performances. Tag #MagnetSchoolMonth so we can amplify! Get testimonials from students and parents:

- What drew them to your program?
- What has Magnet done for them?
- What surprised them about Magnet?

February 14-20: Virtual Engagement

The 2020-21 academic year is a challenging one, but we still need to engage with the community and federal, state, and local elected officials. In a time of social distancing, how are you sharing insight and information about your magnet programs? Are you doing virtual tours, or information sessions? Reaching out on social media, or neighborhood groups and lists?

February 20-27: Appreciation Week

Finish National Magnet School Month by taking time to show appreciation for the people that make your magnet school a success. Think of creative ways to say thank you to your principals, teachers, magnet coordinators, and staff.



Sample Press Release

FOR IMMEDIATE RELEASE

XXXXXXX School Participates in National Magnet School Month

DATE — XXXXX School and Magnet Schools of America (MSA) are celebrating National Magnet School Month in February. As leading examples of magnet school excellence, these schools provide outstanding learning opportunities for their students, and join a growing cohort of recognized magnet programs across the country.

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Paragraph or statement from school goes here.

“We are proud to celebrate our magnet schools during National Magnet School Month,” said Todd Mann, Executive Director at Magnet Schools of America. “During an uncertain and difficult year, these schools showed what’s possible when faculty, parents, students and communities come together to deliver high-quality education.”

###

School should include paragraph here.

Magnet Schools of America (MSA) is a nonprofit education association that represents more than 4,340 magnet schools serving nearly 3.5 million students across 46 states and the District of Columbia. MSA was founded in 1986 and authorized as a 501(c)3 in 1994. It supports and serves the leaders and teachers of magnet and theme-based schools, while promoting the development of new magnet programs and public schools of choice. It also provides technical assistance through the National Institute for Magnet School Leadership (NIMSL). For more information on magnet schools, visit <http://magnet.edu/resources/research-studies/snapshot-of-magnet-schools-report>.

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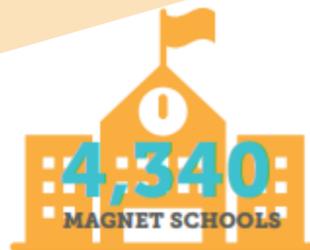
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Social Media Images

There are now



With continued funding, more parents will have the opportunity to choose the public magnet school that best suits their child's learning needs.



MAGNET SCHOOLS ARE THE LARGEST AND ORIGINAL PROVIDER OF PUBLIC SCHOOL CHOICE, AND DEMAND CONTINUES TO GROW.

67%

OF MAGNET SCHOOLS HAVE WAITING LISTS FULL OF PARENTS EAGER TO GET THEIR STUDENTS INTO THESE HIGH-PERFORMING SCHOOLS.





Magnet Schools of America

Mission Statement

Providing vision, leadership
and support for innovative programs
that promote choice, equity, diversity,
access, and excellence for all students.

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