



FEBRUARY 2024

# CELEBRATE MAGNET SCHOOLS MONTH





## Background

February is National Magnet Schools Month, when we celebrate the nationwide community of visionary schools committed to diversity, innovation, and academic excellence, and open to all students. We know well the challenges that students, families, teachers, and schools have faced in the last few years, and now is a perfect time to make sure our leaders know about all of the great work happening in the 4,340 magnet schools around the country. This is also a good month to invite your local legislators to visit your school—either in-person or virtually—or schedule a virtual visit to a congressional office. And don't forget to bring your students!

## 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:

**#MagnetSchoolsMonth**

## Download logos and images

- The Magnet Schools of America logo, and Magnet Schools Month logo, and pre-formatted social media images can be [downloaded here](#).





# Weekly Themes

## February 1-9: Awareness Week

Help us create excitement for National Magnet Schools 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 and social media:

- February is #MagnetSchoolsMonth! 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?  
#MagnetSchoolsMonth  
<https://magnet.edu/about/national-magnet-schools-month>
- Since their inception in the 1960s, 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.  
#MagnetSchoolsMonth
- Magnet teachers and staff create a dynamic environment of teamwork, acceptance, innovation, and engagement to develop the talents of our diverse student population.  
#MagnetSchoolsMonth
- 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. #MagnetSchoolsMonth



## Weekly Themes

### February 10-17: Student Highlights

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

- What drew them to your program?
- What has magnet done for them?

### February 18-24: Virtual Engagement

Engaging with the community and federal, state, and local elected officials is key to advocating for magnet schools. Are you sharing insight and information about your magnet programs? Are you doing tours or information sessions? Reaching out on social media, or neighborhood groups and lists? Use this week to reach out to your elected officials to make them more aware of magnet schools.

### February 25-29: Appreciation Week

Finish National Magnet Schools 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.

#### February 26 - Teacher Appreciation

- Highlight your teachers on social media.
- Have a business partner sponsor an inexpensive event (doughnuts and coffee, classroom supplies, etc.)
- Have students write a note to them.

#### February 27 - School-based Magnet Administrators

- Feature your principal, assistant principal, and magnet coordinator on social media.
- Have teachers write a note or send an e-card.

#### February 28 - District Administrators

- Highlight your district administrators on social media.

#### February 29 - Parents

- Acknowledge your parent community and thank them for their support.



# Sample Press Release

FOR IMMEDIATE RELEASE

XXXXXXX School Participates in National Magnet Schools Month

DATE — XXXXX School and Magnet Schools of America (MSA) are celebrating National Magnet Schools 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.

Paragraph or statement from school goes here.

"This month we're proud to highlight the purpose and promise of magnet schools," said Ramin Taheri, CEO of Magnet Schools of America. "These schools provide innovative and excellent educational options for students from all walks of life and all corners of our country."

###

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>.*



# *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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