



Dudley Flood Center for
Educational Equity and
Opportunity

Mapping the Movement

Legislative Priorities Messasging
Toolkit

Dudley Flood Center for Educational Equity & Opportunity

JULY 2026

MAPPING THE MOVEMENT

DUDLEY FLOOD CENTER FOR EDUCATIONAL EQUITY & OPPORTUNITY



WHAT IS MAPPING THE MOVEMENT?

By connecting organizations and leaders across North Carolina, Mapping the Movement focuses on creating a space for learning and action around shared education priorities. Through convenings, networking, and collaboration, common goals for North Carolina educational equity are explored and coordinated for action.

THE LEGISLATIVE PRIORITIES

With collaboration from North Carolina's community leaders, educators, and advocates, these priorities outline a shared set of goals for improving North Carolina's public schools. They identify the urgent actions needed to ensure effective support for student success, strengthen public education statewide, and fulfil the state's constitutional commitment to every child. The legislative priorities include:

1. **Strengthen & Diversify the Educator Workforce**
2. **Fund School-Based Mental Health & Safe Learning Environments**
3. **Provide Sustained, Equitable School Funding**
4. **Invest in Ongoing Educator Support & Development**
5. **Ensure Accountability for Implementation**

LEGISLATIVE PRIORITIES COMMUNICATIONS TOPICS

With these key topics of communication reflected in one or more of the legislative priorities, this toolkit is guide to promoting and supporting Mapping the Movement and the policy issues:

1. **Developing the Next Generation of Educators**
2. **Supporting Student Well-Being**
3. **Opportunities Without Borders: Educational Equity Across Every Community**
4. **Accountability Delivers Results**

GUIDANCE ON MESSAGING

MAPPING THE MOVEMENT

JULY 2026

MESSAGING DIRECTION

Using an assertive tone with key words like “must” and “ensure” communicates the seriousness and drive the Flood Center has for educational equity in North Carolina.

“To ensure students receive a sound education, North Carolina must properly equip diverse educators with the tools and resources for long-term retention.”

“To ensure student learning is not negatively impacted, North Carolina must assist public schools in providing safe and supportive learning environments.”

“To ensure all children receive an equitable education, North Carolina must provide funding and resources to all public school districts.”

“To ensure educational equity progress is being made, North Carolina must implement tracking strategies to monitor educator retention and allocation of funding and resources to districts.”

TOOLKIT GRAPHICS

[CLICK HERE](#)

- Mapping the Movement General Post
- Legislative Priorities
- Developing the Next Generation of Educators
- Supporting Student Well-Being
- Opportunities Without Borders: Educational Equity Across Every Community
- Accountability Delivers Results

Audience Groups

- Grow-your-own programs
- Teacher preparation pathways
- Education committees
- School boards
- Colleges and Universities
- Legislators, policymakers
- Families and voters
- Rural districts

Hashtags

- #DFC
- #MTM
- #MappingtheMovement
- #JoinTheMovement
- #NCEducation
- #DeliverOnThePromise

JULY 2026

STEPS FOR POSTING ON SOCIAL MEDIA:

Step 1:

Select a graphic by clicking “CLICK HERE” on page 3 to choose an image that best aligns with the goals and initiatives of your organization.



Step 2:

Choose a caption from the social media language on pages 5-6 that suit your platform (Linkedin, Facebook, or Instagram. or X) and graphic.

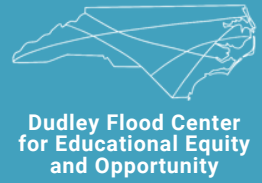


Step 3:

Put it all together and create a post advocating for Mapping the Movement’s legislative priorities!

SOCIAL MEDIA LANGUAGE

MAPPING THE MOVEMENT



JULY 2026

LINKEDIN & FACEBOOK

General:

Spanning statewide, Mapping the Movement connects organizations and community leaders through networking and convenings to move North Carolina's education system towards a more equitable future.

You no longer have to work alone. Join the movement and collaborate with other organizations who share common goals and align with your practices through:

- Statewide pop-ups
- Ongoing convenings
- Interactive map of organizations

 Join the Network: <https://lp.constantcontactpages.com/sl/cw0IC28>

#MTM #MappingtheMovement #JoinTheMovement #NCEducation

Legislative Priorities:

A shared set of priorities for you — North Carolina's community leaders, educators, and advocates — identifying the urgent actions needed to support student success, strengthen public education statewide, and fulfil the state's constitutional commitment to every child.

If you or any educators, community leaders, or organizations align with these goals and seek to implement actions to push for educational equity in North Carolina join our network!

 Become a part of the change: <https://lp.constantcontactpages.com/sl/cw0IC28>

#MTM #MappingtheMovement #JoinTheMovement #NCEducation

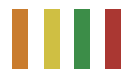
Communications Topics:

INSERT THE MESSAGING DIRECTION THAT BEST ALIGNS WITH YOUR ORGANIZATION ("To ensure...")

Mapping the Movement brings organizations together to advocate for student voices and an equitable educational experience for students and educators alike.

 Join the Movement: <https://lp.constantcontactpages.com/sl/cw0IC28>

#MTM #MappingtheMovement #JoinTheMovement #NCEducation



SOCIAL MEDIA LANGUAGE

MAPPING THE MOVEMENT

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INSTAGRAM & X



General:

You don't have to do this work alone!

Mapping the Movement brings together organizations, educators, and community leaders across North Carolina who are working toward a more equitable future in education.

Connect and collaborate with others who share common goals through:

- Statewide pop-ups
- Ongoing convenings
- Interactive map of other organizations

Ready to be a part of the movement?

 Join here: <https://lp.constantcontactpages.com/sl/cw0lC28>

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Legislative Priorities:

North Carolina's students deserve schools that have the support and resources they need to thrive.

Together, through Mapping the Movement, educators, community leaders, and organizations across the state come together to create action plans towards key priorities for advancing educational equity and discuss action steps for strengthening public education in NC.

If these priorities align with your work, join us!

 See the impact: <https://lp.constantcontactpages.com/sl/cw0lC28>

#MTM #MappingtheMovement #JoinTheMovement #NCEducation

Communications Topics:

INSERT THE MESSAGING DIRECTION THAT BEST ALIGNS WITH YOUR ORGANIZATION ("To ensure...") ✨

Together, we can build a more equitable future for students in NC!

 Join the Movement: <https://lp.constantcontactpages.com/sl/cw0lC28>

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EXAMPLE POST

MAPPING THE MOVEMENT



Dudley Flood Center
for Educational Equity
and Opportunity

JULY 2026

MAPPING THE MOVEMENT

Developing the Next Generation of Educators

FROM 2012-2024	NC ENROLLMENT IN EDUCATION BACHELOR'S PROGRAMS	DROPPED 45%
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To ensure students receive a sound education, North Carolina must properly equip diverse educators with the tools and resources for long-term retention.

[HTTPS://FLOODCENTER.ORG/MAPPING-THE-MOVEMENT/](https://floodcenter.org/mapping-the-movement/)

To ensure students receive a sound education, North Carolina must properly equip diverse educators with the tools and resources for long-term retention.

Mapping the Movement brings organizations together to advocate for student voices and an equitable educational experience for students and educators alike.

Join the Movement:
<https://lp.constantcontactpages.com/sl/cw0IC28>

#MTM #MappingtheMovement #NCEducation

MAPPING THE MOVEMENT

Supporting Student Well-Being

ONLY 58% OF PUBLIC SCHOOL UNITS	FULLY ADDRESSED UNIVERSAL PROMOTION OF	MENTAL AND SOCIAL- EMOTIONAL WELLNESS AND PREVENTION
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To ensure student learning is not negatively impacted, North Carolina must assist public schools in providing safe and supportive learning environments.

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Together, we can build a more equitable future for students in NC!

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MAPPING THE MOVEMENT

Opportunities Without Borders: Educational Equity Across Every Community

60% OF PUBLIC SCHOOL FUNDING IS STATE LEVEL	23% OF PUBLIC SCHOOL FUNDING IS LOCAL LEVEL	17% OF PUBLIC SCHOOL FUNDING IS FEDERAL LEVEL
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To ensure all children receive an equitable education, North Carolina must provide funding and resources to all public school districts.

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#MTM #MappingtheMovement #NCEducation

MAPPING THE MOVEMENT

Accountability Delivers Results

NORTH CAROLINA RANKED	49th OUT OF 50 STATES	IN STATE RESOURCES DEVOTED TO PUBLIC K-12 EDUCATION
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To ensure educational equity progress is being made, North Carolina must implement tracking strategies to monitor educator retention and allocation of funding and resources to districts.

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To ensure educational equity progress is being made, North Carolina must implement tracking strategies to monitor educator retention and allocation of funding and resources to districts

Together, we can build a more equitable future for students in NC!

Join the Movement:
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#NCEducation

