

# MEET THE MOMENT: FOCUS On The Gap(s)!

GLR WEEK 2025 JUL 28-AUG 1 COMMUNICATIONS TOOLKIT

## Parents as Curators of Their Children's Education: Balancing Choice, Equity, & Accountability

Thursday, July 31, 12:30–2 p.m. ET

### SOCIAL HANDLES:

#### Twitter / X:

- [@readingby3rd](#)
- [@FiftyCAN](#)
- [@ExcelinEd](#)
- [@CRPE\\_edu](#)
- [@TCFdotorg](#)
- [@ppi](#)

#### Meta:

- [CampaignforGLR](#)
- [The 50-State Campaign for Achievement Now \(50CAN\)](#)
- [Foundation for Excellence in Education](#)
- [The Century Foundation](#)
- [Progressive Policy Institute](#)

#### LinkedIn:

- [CampaignforGLR](#)
- [Derrell Bradford | 50CAN: The 50-State Campaign for Achievement Now](#)
- [Michael Chartier | ExcelinEd](#)
- [Robin Lake | Center on Reinventing Public Education](#)
- [Halley Potter | The Century Foundation](#)
- [Bruno Manno | Progressive Policy Institute](#)

#### YouTube:

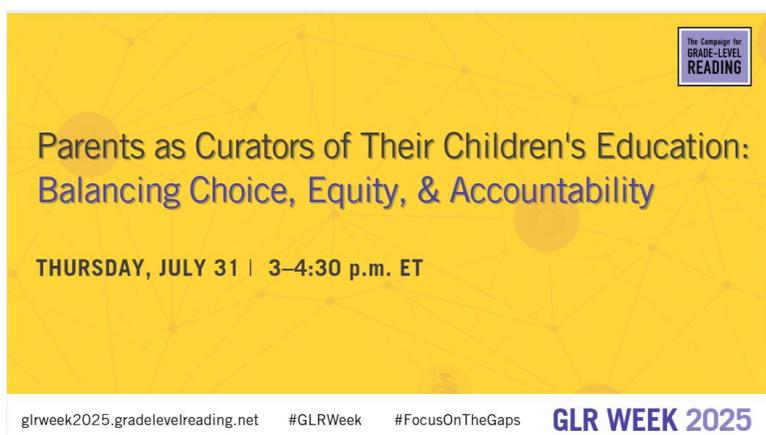
- [@gradelevelreading](#)

### HASHTAGS:

#GLRWeek #FocusOnTheGaps

### SESSION GRAPHICS: [DOWNLOAD HERE](#)

### PANELIST PHOTO CARDS (Individual): [DOWNLOAD HERE](#)



## #GLRWEEK SAMPLE SOCIAL MEDIA POSTS

Copy/Paste or use as inspiration to craft your own social media messages!

<a href="#">Twitter/X Post</a>	More parents are curating their children’s education & moving beyond traditional school options. What does this mean for choice, equity & accountability? Join the convo during #GLRWeek 2025 w/ @FiftyCAN @ExcelinEd @CRPE_edu @TCFdotorg @ppi Thur 7/31 3pm ET: <a href="https://bit.ly/44yT04C">https://bit.ly/44yT04C</a>
<a href="#">Meta Post</a>	More parents are actively curating their children’s educational journeys. This growing movement challenges traditional education structures and redefines “school choice,” raising urgent questions about equity, access, & accountability.
+	
<a href="#">LinkedIn Post</a>	Join the <b>Campaign for Grade-Level Reading</b> on Thur 7/31 @3pm ET during #GLRWeek for the first session in a new series examining the rise of parent-led customization in education and the implications for policy & practice. REGISTER: <a href="https://bit.ly/44yT04C">https://bit.ly/44yT04C</a>  Panelists include: <ul style="list-style-type: none"><li>• <b>Derrell Bradford</b>   <b>50CAN: The 50-State Campaign for Achievement Now</b></li><li>• <b>Michael Chartier</b>   <b>ExcelinEd</b></li><li>• <b>Robin Lake</b>   <b>Center on Reinventing Public Education</b></li><li>• <b>Halley Potter</b>   <b>The Century Foundation</b></li></ul> Moderator: <b>Bruno Manno</b>   <b>Progressive Policy Institute</b>

### NEWSLETTER BLURB:

Thursday, July 31, 3-4:30 p.m. ET

#### ***Parents as Curators of Their Children's Education: Balancing Choice, Equity, & Accountability***

*What could have been a pandemic-stimulated blip is now regarded as a trend and quite possibly an emergent movement: More parents are choosing among a larger and more diverse array of options for their children's education. The data on homeschooling, mini-pods, micro-schools, and virtual charters shows that all are experiencing significant increases in interest and enrollment. And this phenomenon seems neither a pandemic bump nor simply the result of the proliferating state policies around choice-promoting education scholarship accounts. Advocates, thought leaders, and leading practitioners are grappling with the emerging reality that more parents are actively curating the education experience of their children. And in doing so, these parents are bringing into the K–12 arena many of the same behaviors and expectations they have for the mixed-delivery system they navigate before formal school is mandated **and** for the market of options they pursue after high school – college, careers, military. The surge in parental “curating” presents new complications and, more importantly, new opportunities for the “school choice” controversies that have roiled education policy for decades. Beginning with this GLR Week session, CGLR will host a series of conversations into the fall that will invite a broad examination of (1) the factors, values, and realities driving the current debates; (2) the development of the major pre-pandemic options, homeschooling, charters, and open enrollment; and (3) the emerging options.*

**Panelists:** Derrell Bradford, 50CAN; Michael Chartier, ExcelinEd; Robin Lake, Center on Reinventing Public Education; and Halley Potter, The Century Foundation.

**Moderator:** Bruno Manno, Ph.D., Progressive Policy Institute.

REGISTER TODAY: <https://bit.ly/44yT04C>

