

...liber minus reman, quia rostra
...sublime lasso nos ut
...on a

...Nunc
...ter vel
...

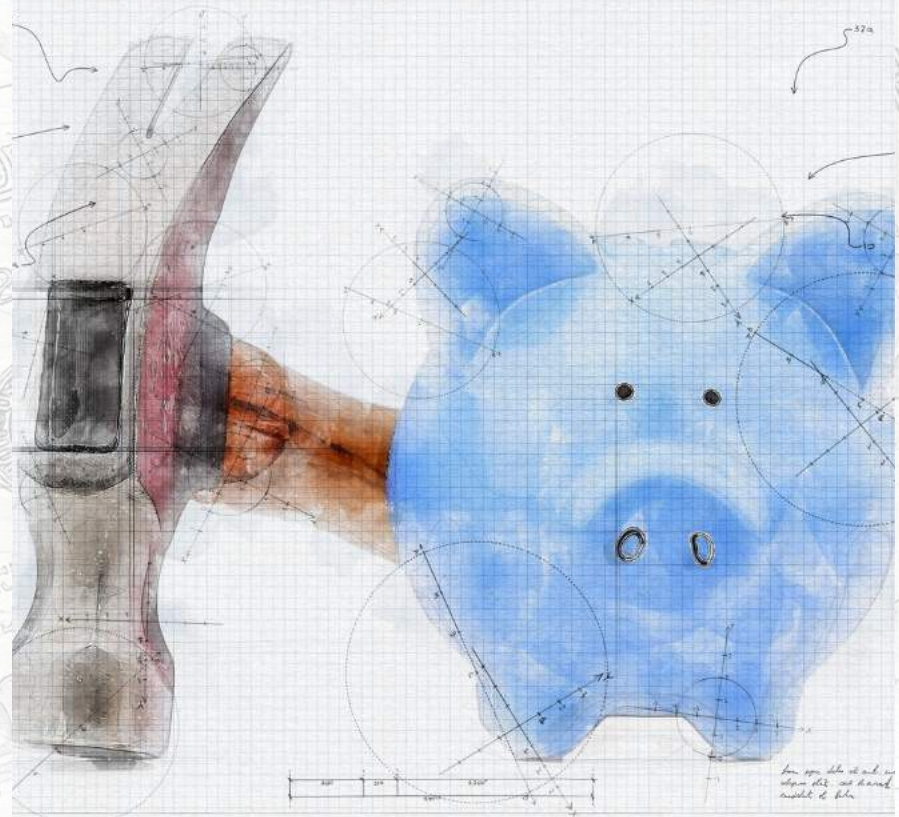
...graphi sunt ambat

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STRONG SCHOOLS MARYLAND

ROI TOOLKIT

**THE TIPS, TRICKS, AND TACTICS YOU NEED
TO SHARE THE ECONOMIC + SOCIAL BENEFITS OF
THE BLUEPRINT FOR MARYLAND'S FUTURE!**



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...graphi sunt ambat

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INTRODUCTION

In April of 2022, Strong Schools Maryland – the education advocacy organization responsible for leading the charge in passing a set of sweeping education reforms known collectively as “The Blueprint for Maryland’s Future” in 2019 and 2020 – commissioned a report that would catalog the “return on investment” of these reforms. The report, entitled **An Updated Economic & Fiscal Assessment of Education Reform in Maryland** provides an exhaustive evaluation of the yields (and when those yields will be realized) on the temporal, financial, and production investments into Maryland’s public education system.

Sage Policy Group, a policy analytics firm chaired by Dr. Aniban Basu, the Governor Hogan-appointed former Chairman of the Maryland Economic Development Commission, prepared the report (which is itself a successor to **2019’s An Economic Assessment of Kirwan Commission Recommendations**). The findings provide comprehensive analyses that are deeply encouraging, and which leave us with an unequivocal conclusion: **Public education, specifically, the transformation of Maryland’s public schools into World Class Schools, must be every Marylander’s top priority.**

In these pages, you will find detailed recommendations for how you can aggravate the power dynamic in Maryland, agitate your community’s understanding of the inequities that our students, families, and educators face every day, and activate your friends, family, and neighbors to advance and affect the changes that we should all seek for Maryland.

FREQUENTLY ASKED QUESTIONS

AND THEIR ANSWERS!

Q: WHAT IS AN ROI REPORT?

A: "ROI" Means "Return on Investment." An ROI Report seeks to reliably answer and itemize the if, when, and how of a given investment based on data analysis and comparisons from similar investments. In a public policy sense, an ROI report details whether tax dollars are being invested wisely into the economy.

Q: DOES THE DELAY IN THE IMPLEMENTATION TIMELINE COST THE STATE MONEY?

A: While we don't know whether we could have saved more money, we DO know that the costs of delays in implementation were only able to be offset by an infusion of Federal funds. The ROI report shows that the average Marylander will save more than \$2,000 over our original projections, so the delay is, fortunately, not going to set us back, fiscally, however the cost to student achievement is incalculable..

Q: WHEN WILL WE SEE ADDITIONAL REVENUE AS A RESULT OF THE BLUEPRINT?

A: Returns will begin in 2032 – not 2033, as previously projected. This is when benefits will start to be pumped back into the economy as a result of the Blueprint investment. The revenue coming in will EXCEED the investment spent by 2038, THREE FULL YEARS earlier than expected!

Q: HOW DOES THE BLUEPRINT LEAD TO STATE REVENUE GENERATION?

A: There are multiple ways the Blueprint increases state revenues, but principally, by creating jobs, and increasing pay for the average Marylander, which increases purchasing power and tax money for the state!

KEY FINDINGS

HERE, YOU'LL FIND THE FRAMING AND KEY DIALOG THAT STRONG SCHOOLS MARYLAND AND OUR NETWORK OF TEAMS OF 10 AND ADVOCACY PARTNERS ACROSS THE STATE WILL USE TO PARTICIPATE IN DISCOURSE (GOOD FAITH) AND COMBAT RHETORIC (BAD FAITH) AS IS REQUIRED TO MEET THE MOMENT. THESE BULLET POINTS SHOULD EQUIP YOU WITH THE TOOLS YOU NEED TO ANSWER QUESTIONS - HELPFUL OR HOSTILE - LIKE AN EXPERT.

AN UPDATED ECONOMIC & FISCAL ASSESSMENT OF EDUCATION REFORM IN MARYLAND YIELDED THREE MAJOR FINDINGS:

- CHANGES MADE TO THE BLUEPRINT IMPLEMENTATION TIMELINE BY THE STATE LEGISLATURE HAVE LIGHTENED THE NET FISCAL BURDEN ON STATE AND LOCAL GOVERNMENTS RELATIVE TO THE 2019 MEASURE-BY ABOUT \$16.5 BILLION,
- BLUEPRINT INVESTMENT RETURNS BEGIN A YEAR EARLIER UNDER THE NEW IMPLEMENTATION TIMELINE, WITH RETURNED BENEFITS TO MARYLANDERS-DECREASED INCARCERATION, SOCIAL SUPPORT DEMAND, INCREASED EARNINGS, AND MORE-EXCEEDING COSTS IN FISCAL YEAR 2032, RATHER THAN IN FY2033 AS INITIALLY CALCULATED IN THE 2019 STUDY, AND
- BENEFITS EXCEED COSTS BY \$57 MILLION IN FY32. MARYLAND'S TOTAL FISCAL BREAKEVEN POINT-WHEN ALL THE DOLLARS INVESTED IN BLUEPRINT IMPLEMENTATION ARE EXCEEDED BY THE BENEFITS CAUSED BY IMPLEMENTATION-OCCURS THREE YEARS EARLIER (IN FISCAL YEAR 2038) THAN THE FY2041 CALCULATION FROM THE 2019 REPORT.



TALKING POINTS

THE BLUEPRINT WAS A GREAT INVESTMENT BEFORE, BUT NOW - IT'S A SENSATIONAL INVESTMENT. WE WANT TO MAKE SURE WHEN WE ENGAGE IN DISCUSSION AND DISCOURSE ABOUT THE BLUEPRINT FOR MARYLAND'S FUTURE, WE'RE DOING IT IN A WAY THAT IS EASY TO UNDERSTAND AND EASY TO SHARE. HERE, WE'LL BOIL DOWN EACH KEY FINDING INTO A "TALKING POINT" FOR YOU TO ADD TO YOUR REPERTOIRE.

INSTEAD OF SAYING:



Changes made to the Blueprint implementation timeline by the state legislature have lightened the net fiscal burden on state and local governments relative to the 2019 measure — by about \$16.5 billion.”

AN UPDATED ECONOMIC & FISCAL ASSESSMENT OF EDUCATION REFORM IN MARYLAND
SAGE POLICY GROUP + STRONG SCHOOLS MARYLAND

TRY: *"THE MOST RECENT REPORT FROM STRONG SCHOOLS MARYLAND SHOWS THAT WE'RE SAVING \$16.5 BILLION STATEWIDE - THAT'S AN AVERAGE OF \$687,000,000 IN SAVINGS PER COUNTY!"*

OR: *"WE THOUGHT THIS WAS A GREAT INVESTMENT IN 2019, AND IT'S PROVEN TO BE AN EVEN BETTER INVESTMENT IN 2022. STATE AND LOCAL GOVERNMENTS WILL SAVE \$16.5 BILLION TO IMPROVE MARYLAND SCHOOLS!"*

OR: *"EACH AND EVERY MARYLANDER WILL SAVE MORE THAN \$2,500 BY MAKING OUR SCHOOLS WORLD CLASS SCHOOLS!"*

TALKING POINTS (CONT'D)

...HERE, WE'LL BOIL DOWN EACH KEY FINDING INTO A "TALKING POINT" FOR YOU TO ADD TO YOUR REPERTOIRE.

INSTEAD OF SAYING:



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Blueprint investment returns begin a year earlier under the new implementation timeline, with returned benefits to Marylanders — decreased incarceration, social support demand, increased earnings, and more — exceeding costs in fiscal year 2032, rather than in FY2033 as initially calculated in the 2019 study.

AN UPDATED ECONOMIC & FISCAL ASSESSMENT OF EDUCATION REFORM IN MARYLAND
SAGE POLICY GROUP + STRONG SCHOOLS MARYLAND

TRY: "IT'S INCREDIBLY RARE FOR THINGS TO HAPPEN SOONER THAN EXPECTED - BUT PUBLIC EDUCATION WILL BEGIN PAYING DIVIDENDS TO MARYLANDERS A YEAR SOONER THAN WE ORIGINALLY PREDICTED."

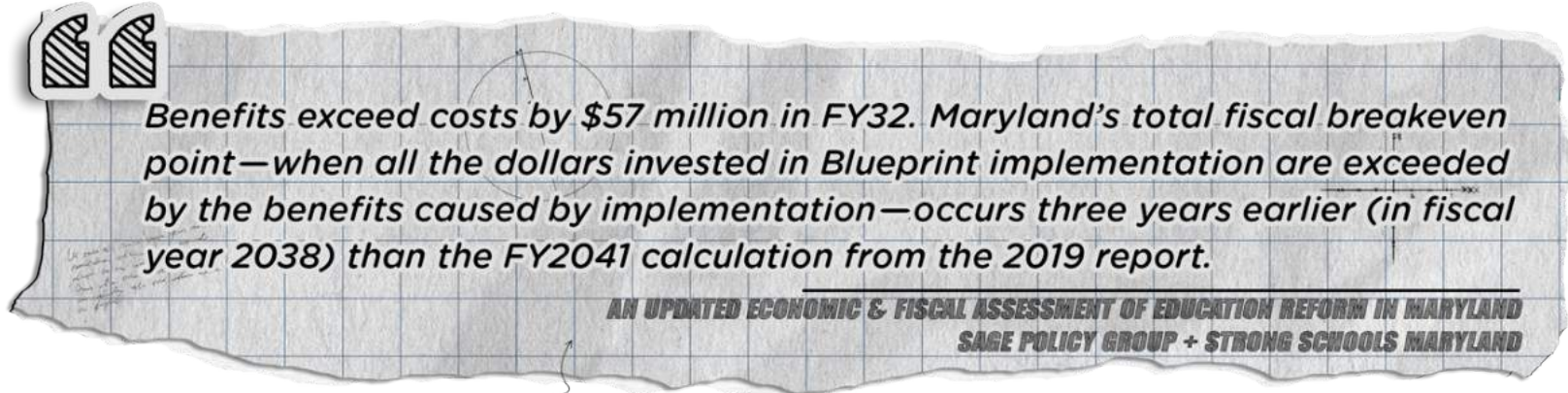
OR: "THE BLUEPRINT IS BETTER THAN 'ON TIME AND UNDER BUDGET,' IT'S 'BEATING THE DEADLINE AND PAYING US DIVIDENDS!'"

OR: "THE GOOD NEWS IS: THE BLUEPRINT WILL START PAYING US BACK A YEAR EARLY. THE BETTER NEWS IS BENEFITS LIKE LOWER CRIME, BETTER JOBS, HIGHER INCOMES, AND A HEALTHIER STATE BEGIN EVEN EARLIER!"

TALKING POINTS (CONT'D)

...HERE, WE'LL BOIL DOWN EACH KEY FINDING INTO A "TALKING POINT" FOR YOU TO ADD TO YOUR REPERTOIRE.

INSTEAD OF SAYING:



TRY: "FISCAL YEAR '32 MAY SEEM A LONG WAY AWAY, BUT IT'S LESS THAN 10 YEARS, AND WE'LL SEE NON-MONETARY RETURNS ON OUR INVESTMENT FAR SOONER."

OR: "THE BLUEPRINT WILL START PUTTING MONEY BACK IN MARYLANDERS' POCKETS IN LESS THAN 10 YEARS, AND SOCIAL BENEFITS COULD START AS SOON AS 2025, WHEN THE FIRST SENIORS TO COMPLETE 4 YEARS OF #BLUEPRINT4MD HIGH SCHOOL BEGIN TO GRADUATE!"

SOCIAL MEDIA RESOURCES



IMAGES TO SHARE

EXPLAINER IMAGES

"2038" SLIDES

"TIMELINES" SLIDES

SEND A PRE-WRITTEN TWEET!

CLICK TO TWEET.



STRONG SCHOOLS MARYLAND

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