



TWIN VALLEY SCHOOL DISTRICT

4851 North Twin Valley Road, Elverson, Pennsylvania 19520
610.286.8600 | fax 610.286.8608 | www.tvsd.org



February 25, 2021

Dear TVSD Community:

The Berks County Committee on Legislative Action (COLA), would like to officially announce the kick-off of our targeted advocacy campaign. As a valued member of our education community impacting more than 70,000 students across Berks County, we are asking for your support to strengthen advocacy efforts regarding two long-standing public education issues: special education funding and cyber charter reform.

At the local level, special education funding and cyber charter reform directly impact our school districts' costs and budgets, which ultimately increase taxpayer dollars. While our top priority continues to be providing access to a high-quality education for the students of Berks County, we also have an obligation to address the rising costs that are directly impacting our local taxpayers.

The goal of this campaign is to inform the public how special education funding and payments to cyber charter schools impacts our local education community, the cost challenges that exist for public schools, as well as the impact for taxpayer dollars. The campaign will utilize social media venues, websites, meetings, emails, letters, and targeted one-page summaries. A dedicated advocacy page is linked here: <https://www.berksiu.org/advocacy/>.

Beginning Tuesday, February 16, 2021, through Friday, April 23, 2021, you can follow the campaign on social media and help us increase our reach by 'liking, commenting on, and sharing' our targeted posts and participating in call-to-action items. Links to both the Berks County Intermediate Unit and the Twin Valley School District social media channels are provided below:

- Facebook - <https://www.facebook.com/berksiu>
- Twitter - https://twitter.com/BCIU_ExecOffice
- LinkedIn - <https://www.linkedin.com/company/berksiu/>
- TVSD Facebook - <https://www.facebook.com/twinvalleyschooldistrict/>
- TVSD Twitter - <https://twitter.com/twinvalleysd>
- TVSD Website – https://www.tvsd.org/school_board/la

Throughout the campaign, we will also be providing helpful materials including targeted one-page summaries surrounding the two issues, short video clips, sample social media posts, an advocacy letter template, and tips for how you can help strengthen our advocacy efforts.

Thank you in advance for your support in this important endeavor. Together we can be a unified voice for the more than 70,000 students in Berks County and across the Commonwealth.

Sincerely,

Dr. Robert Pleis
Superintendent