

the
CENTER FOR EDUCATION REFORM



ANNUAL REPORT & PROGRESS REVIEW

2012 - PRESENT

CORNERSTONE OF EDUCATION REFORM



CORNERSTONE
CER OF EDUCATION REFORM
SINCE 1993

THE LEADING VOICE AND ADVOCATE FOR LASTING, SUBSTANTIVE
AND STRUCTURAL EDUCATION REFORM IN THE U.S.



the
CENTER FOR EDUCATION REFORM

MAKING EDUCATION REFORM MAINSTREAM, SINCE 1993

That was our primary goal – making it mainstream. It was radical back in '93. We thought by “building the bridge between policy and practice” and working to “restore excellence to education,” we’d take the sting out of the controversy, close the political divide and engage people of color.

The mission was ambitious, but it caught on. Soon we were joined by many at the state and local level, as well as a few national organizations that knew how to connect with people, and help them connect in turn with policymakers. The Education Reform movement was born, and today it enjoys a plentiful supply of new leaders, activists, and organizations, making reform ideas ubiquitous. That’s the good news.

The bad news is that something is still amiss in American education. Children need a good education to succeed in life, yet our schools have continued to fail us. Barely 30 percent of all children today are proficient in the basics, and we are falling behind the world in international measurements. *A Nation at Risk* told us this much

back in 1983, and yet, while we’ve made enormous progress, our nation remains poor, both materially and in spirit. The national harm, though, pales in comparison to the painful, personal, and ongoing damage suffered by the children themselves. At best, a substandard education limits a child’s potential for financial and career success, and a satisfactory life. At worse, it predisposes him to helplessness, despair, and criminal activity.

“I THINK LOSING YOU AND THE POPE ON THE SAME DAY IS A CIVILIZATIONAL CRISIS. YOU HAVE BEEN A BRILLIANT WARRIOR IN THE CAUSE OF CHILDREN IN OUR COUNTRY. WELL DONE.”

**Crosby Kemper,
Kansas City Library**

At the Center for Education Reform (CER), we want *all* children – *your children, our neighbors’ children, and the children of our fellow citizens* – to receive an education that will maximize – not limit – their potential. In short, we fight to make all schools work better for all children.

Since 1993, CER has advocated for lasting, substantive, and structural education reform. We are not just another voice in the political world. From our humble beginnings, we have moved education reform - in spirit if not always in deed - from the fringes to the mainstream of public discourse and policy debates.

Thanks to our generous supporters and friends, we have done this by working with parents, policymakers, and the media. We have advanced the cause of school choice, increased the accountability of teachers and administrators, and challenged the education establishment. When I founded the Center, it was the first and only

national organization with education reform as its sole purpose. Twenty years later, we have improved the lives of millions of children by midwifing reform-friendly laws, then making sure that the laws make their way from policy into practice. We work **to engage lawmakers across the country**, whether in legislatures or in Congress, and to **increase the number and quality of opportunities available among charter, digital, and other schools of choice**. Our team is driven each day to **raise the level of accountability in all sectors**. We promote accountability through tools such as merit pay and meaningful teacher evaluation. We want all of this because school choice and accountability is not only good policy, it is also morally right.

Though we are proud of the changes we have helped bring about, we are even more hopeful for the long term. A new generation of reform-minded leaders is rising to the occasion to work in an intellectual climate that is now friendlier to education reform than it ever has been. CER at 20 is remarkably better than CER at ten or 15, and the decade to come will put the Center in the capable and ambitious hands of a new generation of leaders who have new ideas and a firm grasp on the technologies needed to ramp up the reform engine to reach more people deeper in their communities.



Jeanne Allen

President

October 13, 1993 – November 1, 2013



“YOU ARE OUR ‘FAIRY GODMOTHER’. WE COULD NOT HAVE BROKEN THROUGH WITHOUT YOU AND THE INTENSIVE WORK OF CER.”

Dr. Yvonne Chan, Founder
And Principal, Vaughn Next
Century Learning Center

THE CENTER'S

UNIQUE APPROACH TO NETS HIGH IMPACT

REFORM

OVER THE LAST THREE YEARS, CER HAS WORKED IN STATES ACROSS THE US TO INCREASE THE NUMBER OF CHOICES AVAILABLE TO PARENTS. WITH CER'S INFLUENCE, SINCE 2010 11 NEW SCHOOL CHOICE PROGRAMS HAVE BEEN ENACTED IN NINE STATES, ENROLLING 18,000 STUDENTS. OF THE OVER 1,000 NEW CHARTER SCHOOLS THAT OPENED ACROSS THE COUNTRY SINCE 2010, CER INFLUENCED 466 IN 12 STATES, REPRESENTING 121,800 NEW SEATS.

The work of the Center occupies the **three pillars** of our foundation:

- Generating and sharing leading **ideas and information** to influence policy.
- Supporting and enabling **grassroots activism**.
- Protecting and stimulating **media coverage and issue accuracy**.

The extent of the impact of these priorities is measured in several ways. We can, and do, compile the number of charter schools our effort has impacted, and the students they serve. We can, and do, count the number of states supported to adopt or amend their charter

school laws. We can, and do, measure the number of media hits we receive whenever our outreach efforts pay off or we change the course of a story.

But lasting, substantive, and structural education reform can be seen in more subtle and powerful ways. In the 20 years since the founding of the Center for Education Reform, “unthinkable” ideas about reform have become the centerpiece of public discussions on education. Avenues for school choice, including charter schools, have been introduced and then strengthened. Reform ideas, prompted by competition and evidence, are making their way to public schools generally, not just charter schools. Ironclad teacher tenure and the rule of seniority over competence, for example, have come up for serious debate. In short, not only do we want to change the world, we’ve had a hand in actually making it happen. There is, though, so much more to do. And the Center will transform the next generation of education reform efforts just like we transformed the first. This progress report will illustrate how the years have contributed to building CER into the nation’s leading advocate for substantive and structural change in American Education.

“THANK YOU FOR YOUR REPORT ON CHARTER COMMISSIONS... WE WERE FORCED INTO CONVERTING INTO A COMMISSION SCHOOL AND IT HAS BEEN A TREMENDOUS DISAPPOINTMENT. THANK YOU FOR SHEDDING LIGHT ON WHAT SEEMS TO BE A NATIONAL PROBLEM.”

Georgia activist

IDEAS AND INNOVATION GENERATING AND SHARING LEADING IDEAS AND INFORMATION

For 20 years, CER has been at the forefront of analyzing and presenting data to policymakers on the progress, needs, challenges, and, most importantly *benefits* of education reform, driving policymakers and their staff to action. Through this important work, its people have not only become true experts in what makes for good legislative language, but have applied lessons learned across the states and myriad communities by talking to and with policymakers, tenaciously pushing them to understand, cajoling and even pressuring them to respond. The work takes various forms - from conversations and emails, to action alerts and advisories, white papers and surveys, news stories, CER's own **Newswire** and **Edspresso** blog, and even other media properties, to name a few.

We not only continue to influence the policies that guide the big-tent of school choice and accountability, but also to insist on the inclusion of policies that support digital learning in our country, including cyber charter schools, and other blended learning models. There should never be a "one-size fits all" box when it comes to education, necessitating support for all quality options for all children, no matter their background or zip code. The Center keeps a pulse on key digital learning issues with leaders from across the fields of education, business, and philanthropy, who together are dedicated to increasing quality digital learning opportunities and making sure policymakers are aware of these new, innovative models.

CER continues to cultivate and engage parents by giving them a voice in the policy process because parents are the true measure of a child's education. They have the power to make a world of difference if given the tools they need. Parent trigger laws are the newest avenue for school reform, and through these attempts to reform schools from within, parents who advocate for a quality education for their children can and will take over failing schools. The Center continues to champion these parent groups, arm them with the tools they need to influence lawmakers, and then advocate for approval of strong, parent-inclusive laws.

That's why when CER targets a state for action, its results are nothing short of remarkable:

- Nationwide-work has contributed to the adoption of **11 new school choice programs** in three years that enroll an additional 18,000 students.
- Over the past three years, **charter laws were enacted** in 11 states and the District of Columbia where CER created groups and demonstrated activity, resulting in the creation of 466 new charter schools for 121,762 new students (enrollment from 2010-2013 in states.)
- There was a **34 percent increase** in the number of charters from 2010 to date, with 1,371 in 2009 and 1,837 to date in the 11 states and District of Columbia where CER worked, as mentioned above.

MAKING IT HAPPEN CER ON THE GROUND

Specifically, the state work has been challenging but impactful:

- As applications for charter schools in **New Jersey** began being arbitrarily and routinely denied, the Center worked tirelessly to mobilize and train dozens of applicants who had tried, and failed to get permission to open new schools. As a result of subsequent acts of advocacy by the parents of these applicants, the governor and officials in the state education establishment significantly reformed the charter application process. Today, lawmakers continue to seriously consider other charter school law improvements that will create new schools, including digital models, all sparked by the pressure created when CER took its efforts on the ground.
- In **Pennsylvania**, the state team fought to educate lawmakers and allies on what was needed to improve educational outcomes in the Commonwealth. CER-influenced grassroots and media efforts resulted in the adoption of a new opportunity scholarship tax credit bill for students in failing schools and consideration of strong charter school legislation, which continues to grow attention and support to this day. Our team was able to turn a rally planned for 200 people into one in which 1,100 participated. They were also responsible for mobilizing 1,200 of the 1,500 people who showed up in the pouring rain at an event that eventually forced the

state to expand the very popular Educational Improvement Tax Credit (EITC) program, which is a model for other states.

- In **Georgia**, CER-trained activists canvassed at fairs and local events to build a base of 15,000 parents who supported a successful ballot referendum that now allows a state-wide commission to serve as a charter school authorizer.
- When **Maine** became the forty-first state to pass a charter school law, we were outspoken and predicted that the weak law would discourage and create unnecessary hostilities, and we boldly spoke out about the law's deficiencies. At first, the state's leadership was not happy with our honesty but in time they, too came to see that a weak law is often more difficult to implement than a strong one. Today, the Governor and his team solicit CER's input and public voice to improve the law.
- In **North Carolina**, the Center's work contributed to the successful effort to remove the state's charter school cap. This multi-year effort continues into 2013, working to unify a disjointed reform movement and usher in programs that would provide up to 360,000 low-income and middle class students an Opportunity Scholarship to attend a school of their choice.
- **Tennessee's** leadership sought our input, too, when considering expansion of needed choice opportunities, and CER weighed in to build capacity for allies and the grassroots to advance positive media coverage of reform issues in the Volunteer State.

ISSUE ACCURACY

PROTECTING AND STIMULATING MEDIA COVERAGE AND ISSUE ACCURACY

As part of our efforts to move school reform from the unthinkable to reality, CER shapes the media's coverage daily by providing quality data, historical context and on-the-ground real life stories. The Center's extensive database and links to the grassroots enable the Communications team to connect reporters with people who want and demand reform. Our strategic goals require an annual increase in the amount of media coverage - and thus public awareness - of education reform, particularly in the top 50 newspapers and top ten news Internet sites, which is precisely what has been accomplished each year. CER's leaders have been featured or contributed to breaking stories on industry-leading media outlets such as the *Wall Street Journal*, *Washington Post*, *New York Times*, *MSNBC*, and *Fox*.

- **Since the Center was founded, it has catalogued over 5 billion impressions in the media.**
- CER's involvement raises the positivity rate of the media. In 2012, CER-influenced media resulted in approximately 693 print and online articles in total, producing a positivity rate of 86 percent (i.e. mentions, citations or background research) while the universe of general education reform news outside of CER direct involvement was 2,664 articles with a total positivity rate of just over 78 percent.

- Overall, in 2012, print and online articles mentioning or informed by CER that were positive or neutral resulted in a **195 percent increase from 354 articles in 2011 to 672 in 2012**. This increase is due to increased CER-led efforts in our target states, Media Bullpen and EducationFifty.com, as well as increased online media presence in blogs and online broadcast and print outlets.

"... I KNOW THERE ARE THOUSANDS OF PARENTS JUST LIKE ME WHO WOULD NEVER HAVE KNOWN JUST HOW MUCH POWER WE HAVE IF NOT FOR THE RESOURCES CER PROVIDES."

Janet Barresi,
Oklahoma State Superintendent
of Public Instruction.

- **Top 50 Network Coverage:** Jeanne Allen appeared 14 times on top broadcast networks including *Fox News*, *CNN*, and *NBC Nightly News* - reaching 4,771,000 viewers in 2012.
- CER education reform coverage reached 140,769,308 in top 50 newspapers (print/online), including *The New York Times*, *The Washington Post*, *Los Angeles Times*, *Wall Street Journal*, and *Chicago Tribune* in 2012.
- **Each year the Center increases its reach in the media:**
 - » 2013: 30,379,816 (through March 4, 2013)
 - » 2012: 140,769,308
 - » 2011: 106,400,267
 - » 2010: 88,470,226

THE MEDIA BULLPEN - BRING ACCOUNTABILITY TO MEDIA REPORTING

CER's **Media Bullpen**® is the nation's largest aggregator of news about education reform anywhere in the nation. This new community-based watchdog service has scored well over 20,000 news articles from mainstream media publications for accuracy, context, and objectivity, using metaphors from baseball. (A story that omits key information is a pop fly; one that offers an accurate and comprehensive look at an issue is a home run.) The result is the **most informative** and accessible source of education-related news in the nation. CER's Bullpen team provides real-time coverage of education news that is scored and assessed for its reliability in meeting standards of reform coverage. It provides users with a personalized feed within the aggregator tool, and is frequented by the media themselves working to understand how their coverage is ranked. Notable Bullpen features include:

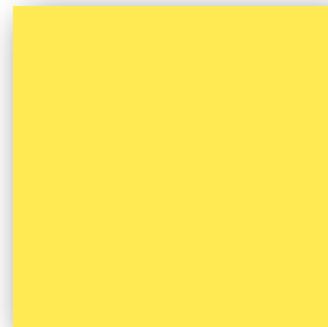
- State-by-state scoreboard
- Fact-generator
- Relational, searchable database of education reform issues

WWW.MEDIABULLPEN.COM

"YOUR VISION, DEDICATION AND COURAGE HAVE BEEN CRUCIAL TO THE EXPANSION AND UNDERSTANDING OF EDUCATION REFORM OVER THESE PIVOTAL YEARS. THE CENTER HAS CONTINUOUSLY EVOLVED AS AN ORGANIZATION, YET AT THE SAME TIME REMAINING TRUE TO ITS CORE COMMITMENT TO ADVANCING EXCELLENCE, OPPORTUNITY, AND CHOICE IN EDUCATION."

Janice Riddell,
Simon Foundation

The Bullpen also helps activists connect with reporters. Customized versions of the Bullpen for local activists are now available, and over time, our goal is to show an increasing connection between sound media coverage, public engagement, and better public policy. In 2013, the **Bullpen has engaged** a majority of the nation's top 50 newspapers by circulation, top 10 broadcast shows, top 100 radio shows, and top 50 Internet sites.



THIS IS THE DAWNING OF THE AGE OF... DIGITAL AND SOCIAL MEDIA

From blogging to tweeting, CER has been aggressive in grabbing hold of any communication device available, and making it feasible, effective and affordable to promote the messages and issues of reform.

- In 2012, social media channels garnered an extra 4,485 more visits to edreform.com. In fact, [Twitter](https://twitter.com) and [Facebook](https://www.facebook.com) are both in the top ten on the list of referral traffic sources for CER's website with Twitter as the 4th largest source and Facebook as the 6th largest. This social media presence has helped promote and spread the ideas of education reform. Fully 60 percent of our regular visitors are new!
- **Edspresso** is the blog platform at edreform.com that helps get messages out quickly and offers unique commentary on the latest debates and education reform news in real time. This is a popular area of the website and is an attention-grabber that always makes it into the top ten most viewed pages every month. Readers love taking advantage of the ability to share spicy commentary or serious messages via social networks with the click of a button.

- All of edreform.com, CER's award-winning website, was reshaped, redesigned and made more user-friendly in 2012 by upgrading pages, and revamping all the News and Analysis features to a more appealing layout that allows individuals to see the latest updates, latest opinion pieces, breaking news, Press Releases, and more. The biggest endeavor of 2012 was the creation of the **Parent Power Index**® (PPI), a one-stop shop to help parents discover how much power they have within their state to choose the best education options for their child. The Parent Power Index is the most shared and viewed education reform tool on social media. The latest PPI post on Facebook garnered over 6,000 views in just 24 hours and prompted at least 49 people to share the post with their Facebook friends.
- The number of people who receive our information on Facebook and Twitter keeps rising. Our Twitter presence, as measured by followers, is one of the largest in the education reform field. In 2012, **the number of people who "followed"** us on Twitter increased 54 percent and the number of Facebook users who "liked" us increased by 149 percent. These two platforms allow us to communicate with thousands of people at little cost. Others in the education reform sphere recognize our social media presence and frequently ask us to help spread the word by sharing their events, rallies, or reform messages with our Facebook and Twitter followers knowing that it will create a broader reach.



ACTIVISM

SUPPORTING AND ENABLING GRASSROOTS ACTIVISM

The best advocate for education reform will always be a local parent and community activist. At the Center, we have the distinct ability to find these individuals, empower them with the tools and information they need, and galvanize them into action. Using our extensive network of leaders and plentiful supply of tools and data, CER shares **“lessons learned” from years of experience** on the ground organizing, and relationships that have been built from the ground up to promote and replicate what works, and to anticipate and avoid what doesn’t, so new voices can be developed and reform can move forward. This is how new voices and strong leaders for better options are cultivated.

As a mother of boys in middle school, Janet Barresi was not happy with the educational opportunities available to her in Oklahoma City. Her search for options in the late 1990s led her to the Center for Education Reform. Janet says in her story on **Ed Reform University**© that “my research began and ended right there.” Jeanne Allen talked with Janet, and sensed that she might make be the change agent Oklahoma needed. Soon, the two of them were speaking before lawmakers in the Sooner State about the benefits of enacting a charter school law. Barresi helped draft the state’s charter school law - with the Center’s guidance - and went on to found the first charter school in the state. Today, she still has a hand in education - as the elected Oklahoma State Superintendent of Public Instruction.

Though not every activist we meet ends up running for statewide office as Janet did, they have and continue to make a real difference, thanks in part to the encouragement, training, and tools we provide. Most groups just pass Janet and people like her along to another group. Instead, CER makes it a point of every staff member’s training to know that they have a duty to train the parents and citizens who call on key points of communications, strategy, reform ideas, and navigating the political process. They, in turn, build dozens of reform groups, foster changes in policy, and make sure that policy changes take effect.

A glimpse of the results for our strategic goals to grow the grassroots and increase voices for choice makes the point clear - that whenever CER takes its’ work “on the ground,” support for reform grows:

- Over the past three years, CER worked across all states, with extra emphasis in some, creating or leveraging **32 grassroots groups** representing 5,000 emerging and new voices for choice.
- The work of these groups involved testimony, media interaction, rallies, petition drives, phone calls and visits to legislators that resulted in **policy changes** in five of CER’s seven focus states.
- CER’s grassroots team fought alongside families seeking to win approval of two charter schools in Maryland. Each school endured lengthy battles with local school boards, and **CER’s impact was considerable.**

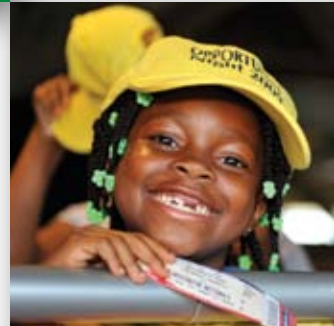
"IT'S BEEN MORE THAN 7 YEARS SINCE I LEFT CER BUT MY (ALMOST) 5 YEARS WORKING FOR YOU HAPPENED TO BE SOME OF MY MOST WORTH-WHILE, CHALLENGING AND FULFILLING YEARS OF MY PROFESSIONAL CAREER. I'VE LEARNED A LOT FROM YOU, AND I'VE TAKEN THOSE LESSONS AND APPLIED THEM IN MY OWN WORK."

Anna Varghese Marcucio, COO,
ConnCAN

- In **Idaho**, the team developed grassroots outreach plans for Gov. Butch Otter to support his ballot initiatives on teacher reform.
- The Center has contributed to the rise of **digital learning** in states and communities, with more than two million students involved today.
- CER consistently provides parents and activists with the **tools to navigate** the always-challenging waters of education reform. These include:
 - » **The Parent Power Index®** (PPI). PPI was created to feed off the energy created by the movie "Won't Back Down", a movie for which CER played an integral role in the script's development. The Index is an interactive tool that parents can use to discover whether and how their state affords them power - and if not, what they can do to get it. It gives lawmakers and citizens alike access to comprehensive data and how-to information they can use to improve schools. CER has partnered with Digital Learning Now, National Council on Teacher Quality, Parent Revolution and the Friedman Foundation on the state-by-state data that goes into the PPI. These

partnerships both ensure data integrity and provide excellent opportunities to extend our marketing reach to cross-promote the PPI.

- » **EducationFifty.com**. Ed Fifty is the equivalent of the reform movement's Voter's Guide, and a repository of in-depth analysis and research on the positions of the major state and national candidates, and on how their views on education reform may lead them to govern.
- » **CER's Newswire** was the first on the block. Launched in 1998, CER's online *Newswire* and Action Alerts reach a quarter-million readers weekly.
- » **The Charter School Leaders Council** (CSLC) is one of many "clubs" CER has to provide opportunities for like-positioned people to collaborate. The CSLC allows these unique school leaders to stay connected on daily reform news and relevant policy proposals, and receive specialized services from CER in media relations, and community outreach.



EDUCATION REFORM UNIVERSITY
*TAKING REFORMERS BACK TO
SCHOOL AND CULTIVATING NEW
“STUDENTS” FOR REFORM*

The Center for Education Reform has launched an unprecedented project to take reformers back to school, and take Americans forward in their learning about what really makes good schools happen.

*“THE CENTER FOR EDUCATION REFORM IS A
TREMENDOUS ORGANIZATION... THEY’RE DOING
GREAT WORK AROUND THE COUNTRY...”*

**John Fisher, Chairman,
The KIPP Foundation**

Education Reform University is the **nation’s 1st** **and only effort to inform, educate and activate students who don’t know much about history** – at least not the history of the Ed Reform movement.

The need for a real history lesson has been made clear time and time again in our work. We realize that the single largest impediment to real, lasting substantive, structural educational improvement, even beyond the opponents of common sense standards, quality options and accountability, is the lack of common knowledge of the people, the ideas, their progress, the players and more. To arm the next generation of reformers as we age, we have to do more than wait for people to come to our offices, join our staffs, or run for office.

Thus, the idea of building an Ed Reform University was borne. It starts with a massive and unprecedented library of the history of the movement, will soon begin to provide online as well as occasional in-person coursework, and eventually will deliver fully accredited coursework through partnership colleges and universities.

Ed Reform University will harness the collective knowledge and experience of our network of education reform leaders to train a NEW generation of reformers.

The Ed Reform University library contains 20 years of history and experience, over 15,000 resources, and most importantly lessons from the front delivered by our nation’s leading education reform pioneers.

*“I’VE BEEN READING YOUR MATERIAL FOR YEARS.
THANK YOU FOR ADDRESSING SO MUCH NEEDED
REFORM IN EDUCATION...”*

Illinois parent

Our network of state, local, and national policymakers, dedicated parents, fulltime activists, and reform-minded teachers and administrators continues to collaborate to implement groundbreaking education initiatives and to overcome obstacles to common-sense, innovative reform.

Ed Reform U is for the Ed Reformers who are stuck on education reform for life, or those who want to be.

WWW.EDREFORM.COM/EDREFORM-UNIVERSITY/

FINANCIAL 2012 SUMMARY

CER is proud that 81 percent of its budget is devoted to our important program and advocacy work, with nine percent of its budget – or nine cents of every dollar – allotted to finance and administration, with the remaining ten percent supporting CER development efforts.

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS, 2012

From the audited financial statements of the Center for Education Reform as of and for the year ended December 31, 2012.

REVENUE

Contributions	\$2,434,206
Other Revenue	\$29,943
Total Revenue	\$2,464,149

EXPENSES

Program Services	\$1,693,112
Supporting Services	\$168,252
Fundraising Expenses	\$213,879
Total Expenses	\$2,075,243

CHANGE IN NET ASSETS

Net assets at the beginning of the year	\$499,366
Net assets at the end of the year	\$891,918



HONOR ROLL
**DONORS
& SUPPORTERS**

WE ARE GRATEFUL FOR AN ONGOING, LOYAL SUPPORT BASE THAT OVER THE PAST TWO DECADES, HAS MADE OUR WORK POSSIBLE. IN 2012, CER RECEIVED DONATIONS AND GRANTS FROM INDIVIDUAL SUPPORTERS, FOUNDATIONS AND CORPORATIONS INCLUDING:

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ACTIVISM

\$500-\$999

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*From TisBest Charity Gift Card Philanthropies

A MESSAGE FROM THE BOARD OF DIRECTORS

Since its founding, the Center for Education Reform’s Board of Directors has been actively engaged in the strategic direction of the organization and serving as champions of its many programs and activities.

We come from many different communities and backgrounds. This gives us unique insights into how schooling and education policy either succeeds or fails in meeting the needs of children and families in our own states.

The Board represents communities of color as well as homogeneous suburbs. We are incredibly diverse politically—more so than most other boards we see. And yet we are bound by a clear and unambiguous focus that underscores the bold, and sometimes controversial, work the Center performs. Without choice and accountability in **every** community, our nation’s education system will simply not yield the results we need to ensure that **all** of our kids are the envy of the world.

Strong leaders need strong boards. We have worked hard to understand the work Jeanne and her team have done, and led them to consider different directions to reach the same goals. We are now actively involved in making sure the Center keeps its momentum as it reaches a critical leadership transition.

We are all involved in a myriad of other efforts outside the Center, but agree that this one is the critical ingredient that makes all the others work well. CER fights to make the culture and policy environment a fertile one for good schools, advocates for what is right, and empowers parents to exercise their right to choose the best educational options for their children.

We welcome you to join us.





the
CENTER FOR EDUCATION REFORM

MEMBERS

Jeanne Allen, *President*

The Center for Education Reform
Washington, DC

Timothy Barton, *Chairman*

Chairman & CEO, Freightquote.com
Lenexa, KS

Frank A. Bonsal, III

Partner, New Market Venture Partners
Baltimore, MD

Kevin Chavous, *Secretary*

Founder, The Chavous Group
Washington, DC

Donald Hense

Chairman, Friendship Public Charter School
Washington, DC

Robert Johnston

Founder & President, Johnston Associates, Inc.
Princeton, NJ

Michael Moe, *Treasurer*

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CEO, Avenues: The World School
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Co-Founder, Philadelphia School Partnership
Philadelphia, PA

EMERITUS

Gisèle Huff

Executive Director, Jaquelin Hume Foundation
San Francisco, CA

William J. Hume, *Founding Chairman*

Chairman, Basic American, Inc.
San Francisco, CA

DEVELOPING NEW TALENT & LEADERSHIP

On the eve of CER's 20th anniversary, there is no better time to hand over the reins to the **next generation of education reformers**. Our supporters' ongoing commitment to helping advance the cause of education reform has improved the lives of millions of children, and this will remain at CER's core, as it will remain a key focus of CER's new leadership team.

In keeping with the emphasis on identifying talented, experienced, and energetic leaders who can take the cause of education reform to its next phase, on October 31, 2013, CER founder and President Jeanne Allen will hand the torch over to a professional senior team led by seasoned CER veterans, vice president of external affairs, Kara Kerwin, and Alison Consoletti, vice president of research.

OUR TWO DECADES OF WORK HAVE LED TO SOME "OVERNIGHT SUCCESSES" THAT HAVE CREATED NEW OPTIONS FOR FAMILIES. TODAY, TWO MILLION CHILDREN ARE ENROLLED IN CHARTER SCHOOLS, A PATH TO EDUCATIONAL CHOICE THAT EXISTS IN LARGE PART DUE TO THE CENTER'S ONGOING WORK.

Together, this new team has 20 years of history with the Center for Education Reform. Their experience with CER has them poised for as seamless a transition as possible. Post transition, Jeanne Allen will remain visible in the reform movement and with CER, on the board of directors and as counsel and coach to the new team.





HOW CAN YOU HELP ALL CHILDREN GET THE EDUCATION THEY DESERVE?

While our leadership and staff make up a talented and hard-working team, we can't do it alone. Won't you join us?

ENGAGE

WWW.EDREFORM.COM/NEWS-ANALYSIS/

Learn how The Center for Education Reform educates the media, parents and policy makers on how all children can have access to the quality education they deserve.

CONTRIBUTE

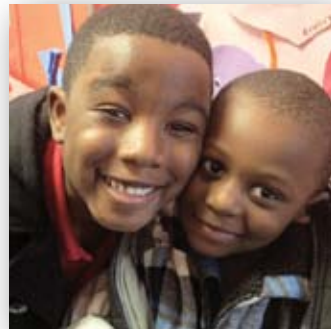
WWW.EDREFORM.COM/CONTRIBUTE

Your donation to The Center for Education Reform will help ensure *all* children get access to the quality education they deserve. CER contributors and supporters are the lifeblood for our important program and advocacy work and even the smallest gift helps equip grassroots activists, educate and inform policymakers, and engage the media.

TAKE ACTION

WWW.EDREFORM.COM/TAKE-ACTION/

When you join in getting the word out to your friends, family, community and elected officials, you help expand CER's advocacy efforts to build our grassroots efforts, empower more parents and reach more leaders to expand better education options for all children.



TOP TEN THINGS YOUR SUPPORT ACCOMPLISHED...

1. Increased the number of choices for kids by 300,000.
2. Contributed enormously to making a major motion picture! “Won’t Back Down’s” producer attributed much of the content and direction to CER’s ongoing involvement, advising & script review.
3. Built prototype state specific Ed Reform Media Bullpen for Tennessee and Florida charter associations, and an online “widget” available to the organizations working in the digital learning community.

4. Contributed to the passage of Georgia amendment one, changing the constitution to permit charter schools to move forward.
5. Activated new grassroots coalitions in Pennsylvania, securing passage of new school choice bill and serious action on charter law improvements.
6. Influenced positive outcome of school choice, also in Pennsylvania, by rallying families and all kinds of schools, creating new grassroots voices to testify, do media and exert pressure on their elected officials.

“YOU HAVE BEEN A GIFT TO ALL OF US AROUND THE COUNTRY WHO HAVE WORKED ON EDUCATION REFORM, GIVING US THE TOOLS AND INFORMATION WE NEEDED TO MAKE CHANGE HAPPEN. THANK YOU FOR ALL YOU HAVE DONE.”

Jackie Ducote,
Ducote & Associates



7. Reached 140 million people through 2012 media impressions with our messages, and improved the media coverage for reform by 10 percent.
8. Supported North Carolina leaders in their efforts to expand the state’s charter law and create new school choices for children.
9. Launched Education Reform University.
10. Leveraged or created 32 new grassroots groups representing 5,000 emerging and new voices for choice.



CER AT 20

The Ratpack
EDREFORMIES

Save the Date!
October 9, 2013

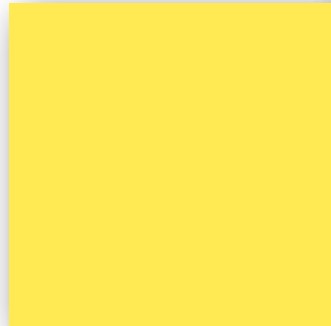
**CER's 20th Anniversary Conference,
Gala & Award Show**

Washington Hilton Hotel
1919 Connecticut Avenue, NW
Washington, DC



Visit

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