

The Face of Reform...



**The Koch Brothers
Charles and David**



...Has Changed



REFORM Framework: Make it Aspirational

Great Teachers

- Merit Pay
- Tenure/LIFO Reform

School Choice

- Parent trigger
- Vouchers

Innovation

- Hybrid Schools
- Alternative certification

The Movement



DEMOCRATS
for EDUCATION REFORM

- NY-based organization, founded in 2007 - supported largely by hedge fund managers favoring charter schools, high-stakes testing, school choice (including vouchers), mayoral control.
- Founded under the principle that teachers unions had undue influence within the Democratic party,
- Active contributor in RI, NY, NJ, FL, MI, WI, MO, CO; recently opened chapters in CA & WA and a PAC in IN; plans for OH, TN & OR
- DFER is the nexus for hedge-fund money for the market-driven reformers

The Movement

- Formed in 1996, with a c3 & affiliated c4, Jonah Edelman is the co-founder & Chief Executive Officer
- Operating in AZ, CO, IL, MA OR, TN, WA, with recent expansion to TX & IN with plans for two more states
- Has shifted it's mission from an organization focused primarily on school funding to one focused on ed reform policy
- Raised nearly \$3 million dollars in one week, in Illinois from five prominent political families
- Increasingly seeking involvement in the cba process



The Movement



- Formed in 2005 as a c3, also has an affiliated c4
- Joel Klein recently named the chair, Amy Wilkins (Ed Trust) was the first President, replaced by Joe Williams (DFER)
 - IN 2010, spent \$8 million in NY on advocacy & lobbying to lift the charter caps & eliminate LIFO
 - 2011 plans involve the release of a report about “teacher union power in all 50 states” & focus on mayoral control
 - Incubator for Students for Ed Reform
 - Outposts/Partnerships in 15 states: CA, CO, FL, MA, MI, MO, NJ, NY, OH, OR, RI, TN, WA, DC & WI

The Movement

- Organized as a 501c4, with the intent to operate as a political organization - supporting candidates, engaging in expressed advocacy and political campaigns
- Founded by Michelle Rhee, announced on Oprah; headquartered in Sacramento, CA
 - Focused on mayoral control, eliminating seniority, due process and enacting more “parent trigger” laws
- Announced “partnerships” with FL & NJ, with likely “partnerships” in NV and NM, and potential partnerships in TN & IN
- Announced raising \$2m from 140k supporters including 20,000 teachers



The Movement

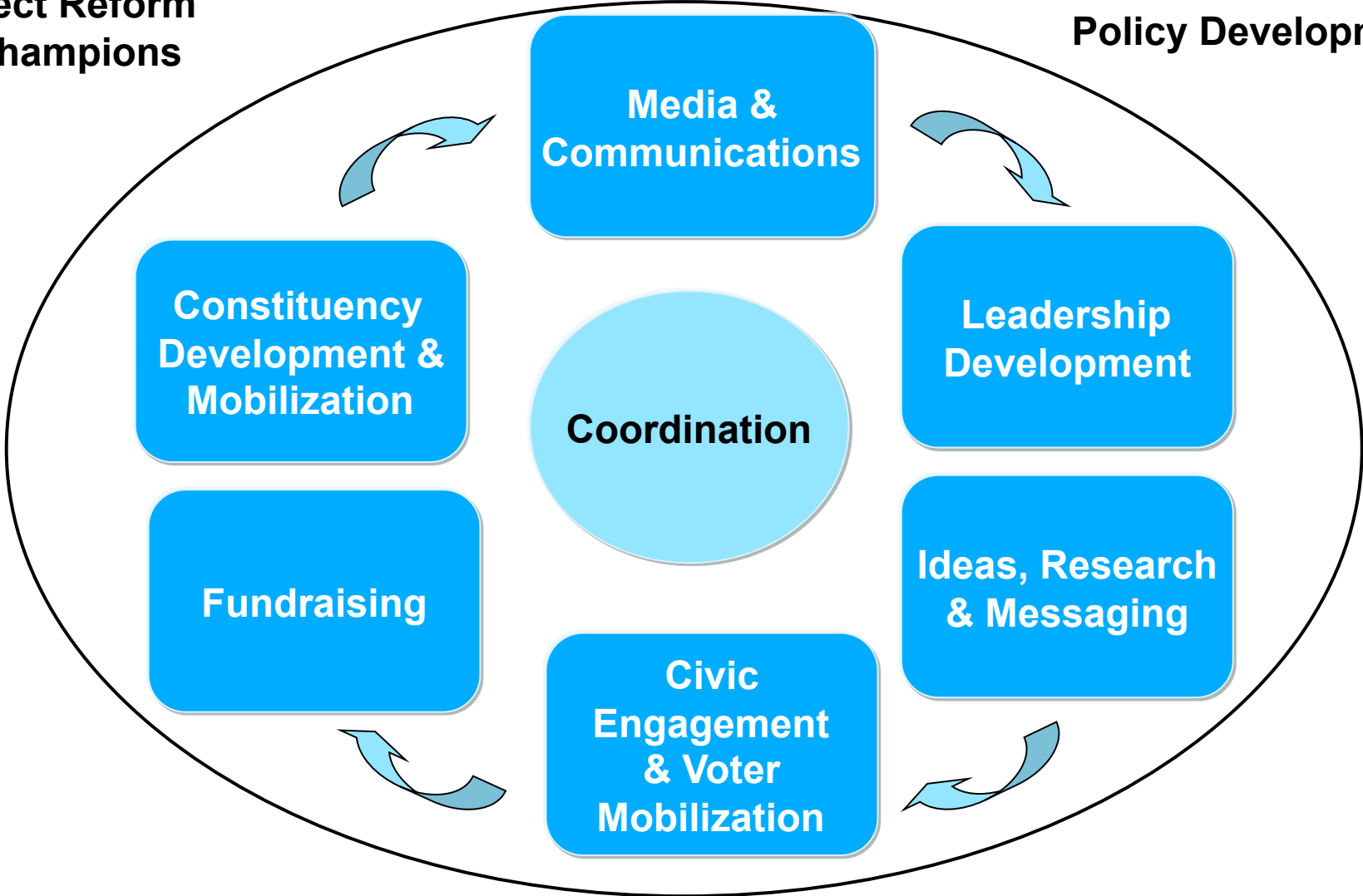
TEACHFORAMERICA

- Founded in 1990 by Wendy Kopp
- Greatest success: the leadership network is the backbone of the “reform” movement – Alumni includes Michelle Rhee, Jonathan Schorr (NSVF), Mike Fineberg & Dave Levin (KIPP), Michael Johnston (CO State Senator)
- Started: The Leadership for Educational Equity, inspiring involvement, training, and delivering support to people on the front lines. \$1.5 million budget with \$5-10m goal by 2015
- TFA secured a \$100 million endowment from four donors, The Broad Foundation, the Arnold Foundation, the Robertson Foundation and philanthropists Steve and Sue Mandel (Broad has invested \$42 million in TFA over the last 20 years)
- Increasing involvement in education reform policy, biggest advocate for alternative certification

Building A Lasting Movement

**Elect Reform
Champions**

**Influence
Policy Development**



Sustain Long-Term Change

**Leadership
Development**

Leadership pipeline, Candidate identification, recruitment, and training

Earned and paid media, advocacy, and a continuous dialogue with the electorate

**Media &
Communications**

**Constituency
Development &
Mobilization**

Focused, continuous attention to **all** communities and constituencies necessary to creating change

A permanent, structured capacity to engage major foundations and donor

Fundraising

**Ideas, Research
& Messaging**

Issue research, including polling, focus groups, and policy analysis

Voter education and registration, community organizing, field work, persuasion, and GOTV

**Civic
Engagement**

Building A Lasting Movement

**Elect Reform
Champions**

Stand for Children,
BAEO, 50Cann,
Excellence in Education
for Everyone(E3)

Broad, Gates & Walton
Foundations, NSVF,
Arnold Foundation,
Robin Hood Foundation

Waiting4Superman
NBC Education
Nation,
MediaBullpen.com,

Coordination

StudentsFirst,
Ed Reform Now,
DFER, Stand

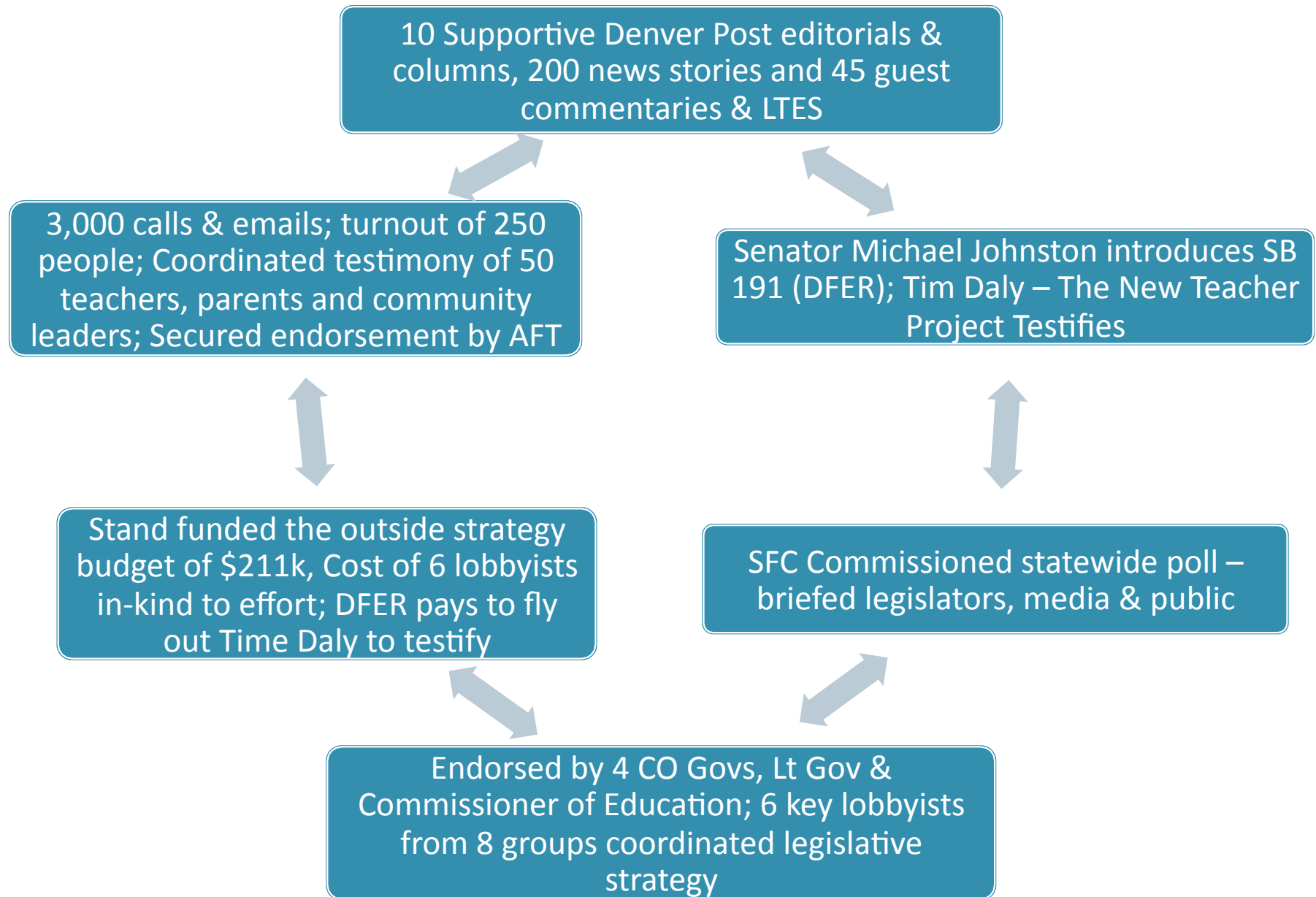
**Influence
Policy Development**

TFA, NewLeaders for
NewSchools, The New
Teacher Project, Broad
Academy

The Center for Education
Reform, The Center for
Reinventing Public
Education, NCTQ, PIE
Network

Sustain Long-Term Change

The Movement in Action: The CO Story



2011 Reality in the States

