



the
CENTER FOR EDUCATION REFORM

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About The Center

Our nation's economic future depends on the successful creation of new, available school choices that break the mold of conventional education. Such competitive forces have continued to yield dramatic improvements in achievement among students of every income level.

The Center for Education Reform helped launch this movement in 1993, and continues to be the leading voice and advocate for lasting, substantive and structural education reform in the U.S. The Center was founded with a simple, but ambitious, guiding principle: to restore excellence to education by bridging the gap between policy and practice such that great ideas are put into action. Words like “choice” and “accountability” were not in the vernacular when we began, and challenges to ironclad notions of teacher tenure and seniority were considered radical. The Center brought these concepts into the mainstream. Our leadership helped introduce the first school choice laws and cultivated a new generation of advocates — individuals, groups, and policymakers — who have spearheaded change in their own states and communities.

The Center continues to support this generation of leaders, as well as preparing the next, by:

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

Our mission also encompasses a commitment to ensuring that no promising effort fails or falters because of the unforeseen challenges or problems faced by local advocates. This has been true throughout the organization's tenure. Indeed, we consider it is our history, and our calling — to augment the work being done, to challenge our friends as well as our detractors, to raise the bar for better and more advances in reform, and to be the watchdog and guardian of issue accuracy throughout the movement, the media and the general public.

We make a difference daily by leveraging our national credibility, connections, and local relationships; by delivering results in the halls of power and in the halls of local schools, in collecting and disseminating comprehensive data, research and analysis of the issues and their impact on everyone from parents to policymakers; by ensuring accuracy and accountability in public forums and in the media; and by serving as a clearinghouse for innovation in policy and practice.

Since we began, we have earned more than **5 billion impressions** in the media, an accomplishment we are reminded of nearly every day when our colleagues, members, and friends reach out to tell us how much the Center's media impact helps them succeed in their work.

We welcome the support of interested investors who understand the necessity of ensuring that CER, the pioneer and leading advocate for reform, continues to play a pivotal role in the nation's most contentious battles. By investing in the work of The Center for Education Reform, together we can provide new and better opportunities for all American children.