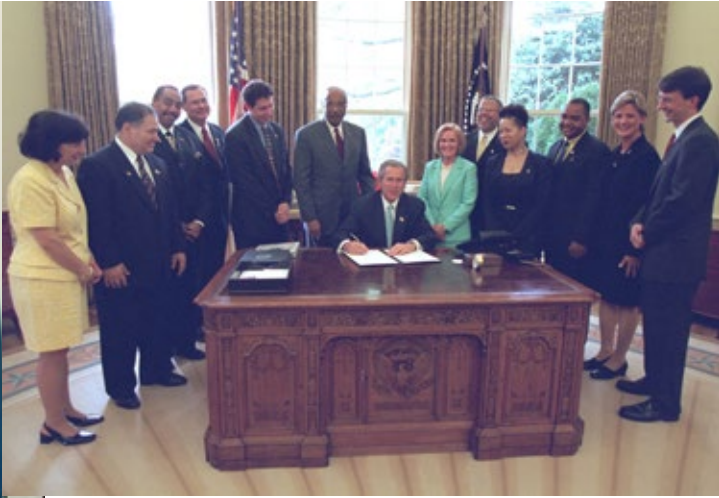


the
CENTER FOR EDUCATION REFORM



INNOVATION + OPPORTUNITY = RESULTS



THE LEADER IN EDUCATION REFORM POLICY

Since 1993, we've been working on behalf of parents and students, aggressively pursuing laws that demand flexibility, freedom and opportunity. After 20 years of work on the front lines, influencing and authoring legislation, we have developed a strategy prowess and strong voice which are unparalleled.

CREDIBILITY = INFLUENCE

As non-partisan advisors on education policy, CER brings valuable insights and experience to every discussion. If you're fighting for school opportunity, expanded choice, charters or parental power, chances are we have been in the battle before and can provide proven strategies, research analysis and the right personal connections to improve your odds of success.

- **Expand Your Reach** – CER media reaches over 60 million people annually
- **Expand Your Voice** – CER makes headlines, averaging over 500 news pieces annually on network TV, radio, print and web
- **Expand Your Connections** – CER can connect you to education leadership at the national, state and local level anywhere in the U.S.

SUPPORTED BY OVER 1,000 MAJOR CONTRIBUTORS INCLUDING:

- The Bill and Melinda Gates Foundation
- The Lynde and Harry Bradley Foundation
- The Eli and Edith Broad Foundation
- The Diana Davis Spencer Foundation
- The Walton Family Foundation
- Richard M. Schulze Family Foundation
- John William Pope Foundation
- Mr. and Mrs. Jeffrey Yass
- Donors Trust
- Ravenel and Elizabeth Curry Foundation
- Charter Schools USA
- Friendship Public Charter Schools
- Building Hope
- The National Charter Schools Institute



OUR PLANS

With serious setbacks slowing the education reform movement, it is time to usher in a new opportunity agenda. We will refocus our efforts around the following four tenets in hopes of igniting conversation and guiding the next generation of policies and practices.

INNOVATION

We need to rethink everything we know about education, call every aspect into question and open up the field to more student-centric models. We must do everything possible to bring innovative technologies to our schools and remove any barriers at the local, state or federal level which may slow our progress. We're working with innovators in several states to make that happen.

FLEXIBILITY

People who want to reinvent existing schools or start new ones should be given freedom, autonomy and a level financial playing field. There are too many obstacles for new schools. Let's encourage flexibility and stop requiring "proven concepts" for curriculum and overly-specific certification standards for teachers. We're fighting for flexibility and challenging philanthropists to look beyond old "scalable models" and support the new innovators starting to get results.

OPPORTUNITY

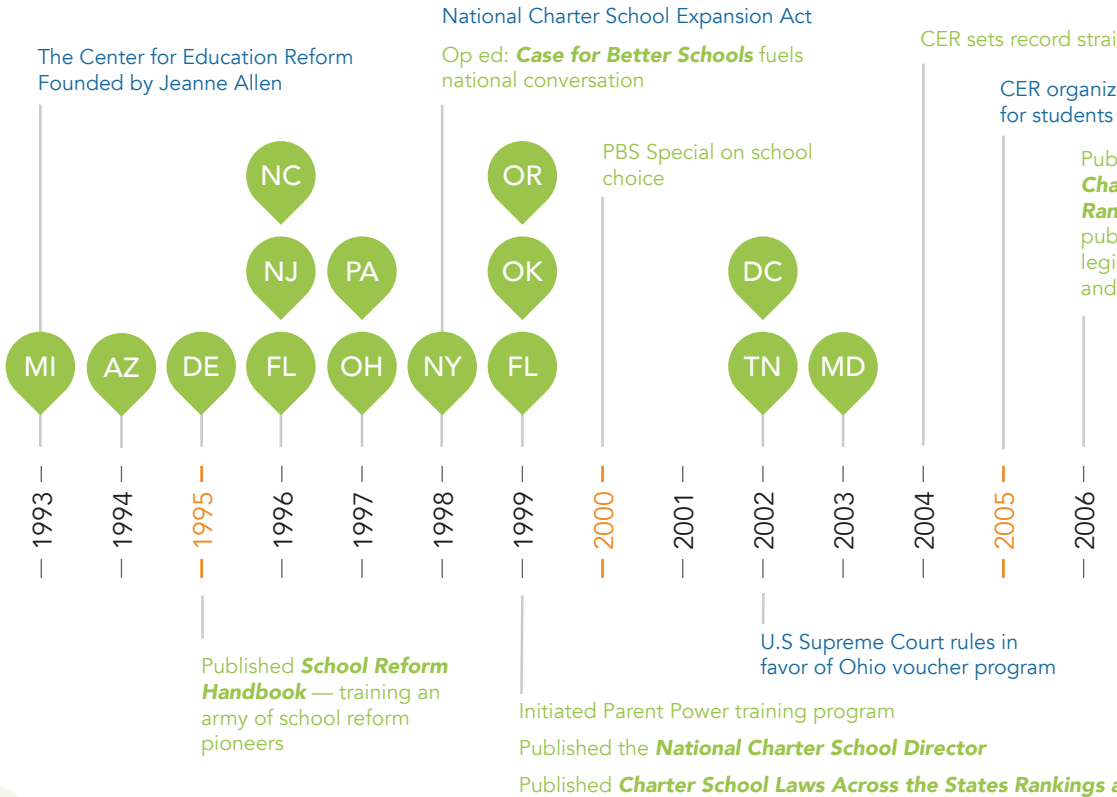
School choice is the best way to provide equal opportunity for all students. If we eliminate school boundaries by zip code and empower parents by ensuring the money follows the student, all parties will be more accountable. No accrediting agency has more of an incentive to keep kids out of bad schools than mothers and fathers. We're working with parents and school leaders on grassroots efforts to make sure students have a choice.

TRANSPARENCY

In order for parents to exercise choice, they need information. They need to be able to easily and accurately compare schools by student performance. Parents also need to understand how many dollars are being spent on their child and what that budget actually pays for. We're leveraging our media relationships to bring new levels of transparency to the U.S. education system.

HISTORY OF RESULTS

CER pla
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choice s



played a major role in more of the nation's school success stories.

MAJOR CER POLICY VICTORIES

highlighted in NY Times

part of a national relief effort affected by Katrina

published **Raising the Bar on Charter School Laws: 2006 Ranking & Scorecard**, the go-to publication on charter laws and legislative issues for lawmakers and the media

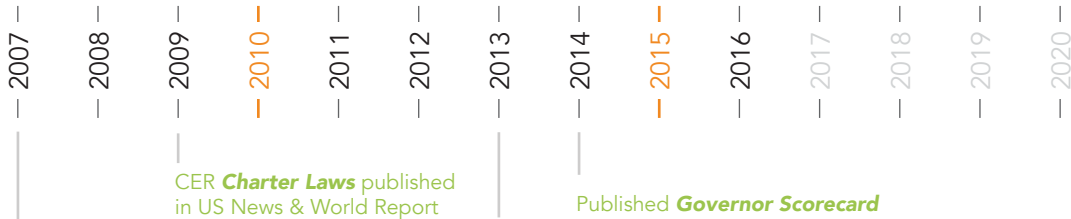
Launched Media Bullpen, holding the media accountable for education reporting

CER reaches 5 billion media impressions since its inception

EDREFORMU launches with first groundbreaking online course

CER works to preserve charter freedoms in ESSA

Published **Manifesto – A Movement at Risk**, paving the way for a New Opportunity Agenda



and Scorecard

CER touches 20 million school choice advocates since its inception

OUR APPROACH

WE ACCELERATE IMPACT

By leveraging our experience and extensive network of personal relationships, we have the ability to not only multiply every dollar spent on media and advocacy, but also get results in a fraction of the time. You'd be amazed at how much time and effort can be saved by getting in front of the right person at the right time with the right message.

WE TAKE ON THE BIG FIGHTS

We believe student opportunity is worth fighting for and you shouldn't settle for watered down education reform. When it's time to battle big unions and bigger corporations, or just hold the highest ranking politicians accountable, we're ready to support your fight and defend the truth.

WE DO THE HARD WORK

While other advisors promise to send media money, we call the press, write the story and triple your impact. We've learned that winning is about small details, so we never leave those to chance. We dig in at a local level and do whatever needs to be done—campaign planning, sharing best practices, building tools, making connections, writing policy...even celebrating victory. Start to finish, we're here to do the hard work.



OUR SERVICES

- Legislative outreach and policy development
- Strategic support and reinforcement of local, state and national efforts
- Detailed campaign planning and coordination for targeted efforts
- Access to CER's extensive network of key partners and allies
- Market analysis to help external organizations engage collaboratively
- Sharing of best practices and tactics throughout the reform community
- Media relations and message development for all constituents
- Coalition building and grassroots support in communities nationwide



Opportunity
Night 2005

NATIONAL BALLPARK
COLORADO ROCKIES
vs
WASHINGTON NATIONALS
FRI 11/19/05 7:05 PM

THE
LEVEL
241
SEAT
5





JOIN THE FIGHT

Education Reform was once reflective of revolutionary change, but it has become more synonymous with the status quo. There is little urgency around the issue, too many excuses, and too few entrepreneurs and innovators involved. Improved education outcomes will only come about by making innovation and opportunity the central tenets of any education strategy. Together we are energized by the prospect of reframing the debate and reengaging the public and lawmakers. Please join the growing chorus of people committed to a new education opportunity agenda.

**ADD YOUR NAME TO THE MANIFESTO AT
WWW.EDREFORM.COM**

**CALL US IF YOU NEED COUNSEL OR WOULD
LIKE TO CONTRIBUTE 202-750-0016.**



Working to expand educational opportunities so all may achieve the American dream.

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