



EXPONENTIAL IMPACT

@edreform edreform.com Founded in 1993, the Center for Education Reform aims to expand educational opportunities that lead to improved economic outcomes for all Americans — particularly our youth — ensuring that conditions are ripe for innovation, freedom and flexibility throughout U.S. education.

People ask us all the time, "What do you do?" The goals we've had since 1993 haven't changed, but they have become better articulated and improved. CER works to advance education opportunity and innovation so all may have access to exceptional education that will help all - particularly our youth - achieve the American dream.

This brief report tells you how we do it, and year after year, no matter what our challenges we have consistently followed this simple but powerful formula: Opportunity, together with Innovation, yields Results.

While countries around the globe are evolving and retooling education to capitalize on innovation and the rapidly changing landscape of careers, the U.S.—burdened by bureaucracy and a century-old infrastructure—has stagnated. It's been happening for decades now, and the chasm is getting wider.

If we continue down this path, students of all ages will continue to be failed by an archaic education system that works for itself— instead of working for its community and its constituents. The children of today and tomorrow will not be able to access the American dream; effectively extinguishing the soul of American education and what each school and classroom should be focused on— helping all students access everything they need to achieve their dream— and the nation's Founders'.

CER and the Center's leadership, staff and partners around the country are relentless in everything we do. We are unapologetic believers in American exceptionalism, and our mission to help our country's students become exceptional themselves is a continuing fight and just one part of leading a larger movement to pave a new road, with innovation and opportunity, and make that a "possible dream" for many.

From the downturn of 2008, and internal transitions, to external forces out of our control, no matter what the conditions, we get results. That is why people support us and should continue to rely on CER and provide the critical resources that ensure that all parents, including those in the the President's box at the recent State of the Union address, or the thousands on the march toward the Democratic National Convention in Milwaukee get the attention they need and deserve from every politician, no matter what their politics and that their kids get the education they deserve without interference from bureaucrats, unions or just plain ignorance.

UNIQUELY INFLUENCING PUBLIC OPINION

2019



PRESS RELEASES

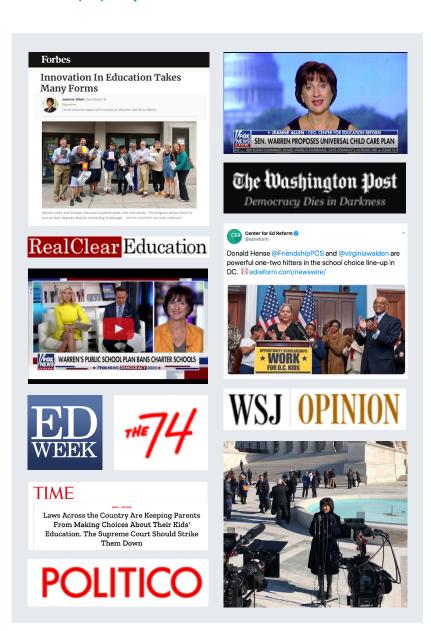
340,996,971 IMPRESSIONS



713M ONLINE READERSHIP



Our media work remains unparalleled in the education reform/education choice space. By aggressively talking about, and promoting the stories of parents, schools, innovators and change agents in almost every state and many communities, we influence what the media says and how it covers and perceives education. The ROI on the investment our supporters and friends make could not be more clear – CER's modest budget of \$3 million nets the equivalent of \$4 million worth of advertising, reaching 340 million people in just 2019 alone.





EXPANDING OPPORTUNITY

Call it educational freedom, parent choice or what have you, but for us it's a simple word that paves the way for all to achieve the american dream - opportunity.

BLAINE ON TRIAL



CER joined the fight on behalf of the parents in Espinoza v. Montana **Department of Revenue**, the most important education related court case since Brown v. Board of Education in filing an Amicus Brief - and recruited a dozen diverse colleagues to join us - written by the leading Supreme Court lawyer, Paul Clement, who just argued his 100th case before the high court.

To draw the attention of the media, the public and ves, even the Justices, we launched our Blaine on Trial web page, interviewed the plaintiff on Jeanne's podcast, Reality Check, were quoted in numerous articles and featured on Fox And Friends and in TIME and appeared after the hearing to give our view of the proceedings. D-Day - decision day - is in June. Prayers offered and fingers crossed till then.





OPEN THE DOORS



1,000+

PARENTS. STUDENTS & EDUCATORS INSPIRED AT CHARTER SCHOOL NIGHT For most of the summer and fall, CER filled a huge void in our Nation's Capital to support parents and students for whom the doors of education opportunity are locked. We launched an experiential campaign with life-size doors to highlight the scandalous situation of thousands of students in our Nation's Capital on waiting lists for charters which do not have enough space to expand while the traditional public schools have millions of square feet of vacant space. Partnering with the local charter association, our canvassers took to metros, office parks and events to solicit support for opening the doors of opportunity. More than 4,000 D.C. residents signed our petition which was presented to the Mayor. Subsequently we also partnered to bring over 1,000 school leaders, students and influential DC residents together to rally to push that Mayor to open the doors and end the waiting list for 12,000 children.

Thanks to the support of our donors, CER was able to partner with the world champion Washington Nationals for Charter School Night at Nationals Park, with over 1,000 parents, students & educators coming together to be inspired.





INSPIRING OTHER STATES



Our work was a beacon for many advocates in other states who've come to us regularly in the past year to brainstorm and partner on building back support for the innovative charter school model that is so critical to so many of our nation's school kids and to our future. We visited with people in states from Florida to North Carolina, Arizona to Illinois, and brought our tools, resources and strategies to bear wherever and whenever their work was challenged and they needed reinforcements.





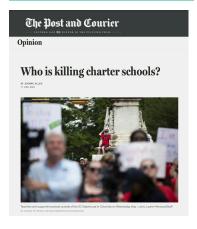
#Charterschools have the autonomy to be responsive to teacher needs & create the conditions in which teachers can thrive. Charters & Unions: The New Reality panel at #nsvfsummit @JeanneAllen @EB_Shaw @CICS_schools @ShannahVaron @BCCStoCollege @acocotli71 @MundoVerdePCS

CHALLENGING THE UNIONS



Don't Attack Charters Schools--Learn From Them
As "Public Education Forum 2020" comes to Pittsburgh this weekend, let's
state the obvious truth: our nation's education system is shockingly failling mo.

forbes.com



We used digital ads to combat the teachers union anti-choice rhetoric in December when the candidates joined MSNBC for a "Public Ed Forum" sponsored by - wait for it - the teachers unions! CER was dogged in its countering the fallacious arguments and in pushing the anchors to actually ask questions about charter schools. We interviewed charter leaders on the ground for our podcast and garnered over 1,000 impressions for our targeted digital ads (see below) to forum attendees and media. This was just one of dozens of our efforts in 2019 to shine a spotlight on the Blob's anti-reform actions, attracting more and more media to follow our work and utilize our commentary.









EDUCATION 2020



While education consistently ranks near the top of the most important issues to U.S. voters, it got precious little attention from the 2020

Democratic Presidential primary debates – as Jeanne Allen pointed out in Forbes. To help folks cut through the rhetoric we launched the CER

Education 2020 headquarters, an area dedicated to helping supporters of excellence in education navigate the issues and speak out to ensure that

Presidential candidates hear the voices that matter most – loud and clear.



We turned our sights to the candidate debates, and geo-fenced the perimeters with news about the growing powerful parent networks and charter advocates that marched from Atlanta to Las Vegas to South Carolina. We made sure their mission was not in vain, drawing considerable media coverage for them and making sure the candidates know this issue is not going away.

Los Angeles

To target media and attendees, we designed and depolyed digital ads targeted to the debate location using a geofencing strategy.

- Over 131,000 impressions
- Nearly 300 clicks on the ad

At the Democratic Debates

Las Vegas

To target media, attendees, and supporters we designed and deployed digital ads targeted to the debate location using a geofencing strategy in Nevada.

• Over 49,370 impressions

South Carolina

To engage interested parties, we drove a search ad campaign that digitally targeted users who clicked on CER-relevant issues (I.e. charter schools, education, and Democratic Debate) in South Carolina.

• Over 2,998 impressions

#WHATABOUTUS GOES VIRAL



The launch of several coalitions of dedicated and now incredibly energized pro-education opportunity parents whose children, mainly black and brown, who are in desperate need of great educational options fueled our work this fall. We helped to publicize their march on the Democratic Debates, taking on one by one the individual candidates who want to squash their opportunities at a better life. Following the remarkable Dr. Howard Fuller (@HowardLFuller), the Freedom Coalition for Charter Schools, and the #PowerfulParentNetwork as they showed the essence of self-determination made our job easy!

We launched a digital ad campaign and social media strategy that **multiplied tenfold the number of people seeing the efforts of a few hundred individuals** at each debate and forum and even challenging the candidates in person, including Elizabeth Warren, on her immoral and hypocritical stance on choice.

EXPANDING PARENTAL CHOICE... since we began in 1993, CER has been dedicated to supporting the efforts of parent groups and advocates nationwide to make their voices heard. We're gratified that there are new voices today making it clear to the presidential candidates that education by zip code will no longer be tolerated!!

ADVANCING INNOVATION...

We've been saying it since 2016 - innovation is vital to taking learners to new levels, and whether it's innovation in the structure of education, the delivery, the tools or services, without it education in the U.S. will remain oh-so 19th century.

R&E RESEARCH



The road to innovation is paved with experience, and in our work on the ground and with many policy issues, we realized that what we were learning in real time needed to be shared. So we launched our R&E series, highlighting formulas for change and the research that backs it up, highlighting the innovations that can best ensure that how we design schools, personalize and measure can be enhanced by innovations in behavior and technology.

PERSONALIZING **EDUCATION IN RURAL AMERICA**

We tackled what that looks like in Rural America in a two year effort made possible by the support of John William Pope and the F.M. Kirby Foundations...and connected ed tech companies dedicated to great results with our quest for expanding options for people in rural communities. The tangible result was our R&E paper called. Expanding **Education Innovation and Opportunity in Rural America. The report** offers vital ingredients and a roadmap to transform education to help better serve students of all ages in rural America. The byproduct is a whole host of new efforts between technologies that work, businesses who want a better workforce and new school leaders, particularly at our pilot site of North Carolina.

EXPANDING EDUCATION INNOVATION AND OPPORTUNITY IN RURAL AMERICA |



CER's Theory Of Change For Rural Education

Ingredient #1 Embrace personalized, studentcentered learning approaches that make competency and mastery of subject matter the primary goal.

This goal requires schools to be set up around learning, instead of "fixed" lessons. It also requires schools to leverage the best education technologies to increase the reach and impact of great teachers, while filling holes with great instruction in rural communities that do not have access to enough great teachers.



CHARTER SCHOOLS

As the laboratory for innovation in public education, we continue to sound the call for more and better charters that address the individualized needs of communities. As we've reported over the years, charters are driving innovative practices that often get adopted into the larger systems. But memories are often clouded, so we documented what it is that makes charter schools work as many supporters of this innovation don't know its history or what propelled it to the surface of education debate. Knowing that the road to innovation is paved with experience, we've chronicled our own first hand research and experiences in *The Path To Charter Schools*.

The charter idea had only two simple but transformative goals in mind -

The first was that teachers, citizens and parents working together could create better programs and instruction tailored to the needs of kids than large amorphous unaccountable bureaucracies. This was in the words of liberals and progressives in the day, not free-market conservatives seeking to pay homage to Milton Friedman or attempting to undermine public education.

The second premise was that these diverse offerings would then be available to parents to choose from in order to ensure that whatever offerings were provided would best meet the needs of their students.

As Kolderie argues in his own timeline of chartering, "asking 'where did it start' is like asking a river where it starts. You have to go upstream. You will probably find no single source, but several little streams flowing together. Minnesota got it into law; seeing 'charter' not as a kind of school but a system of schools."

CONNECTING OPPORTUNITY & INNOVATION



Innovators galore gather annually at a few key events where CER occupies a larger than life presence to ensure that those making the tools understand (and support) those who need to make policy changes so they can deploy the innovations that have been proven to work for kids. The annual **ASU-GSV Summit**, a hotbed of ideas in education and other spheres, is one of these events, and CER's attendance since the beginning has translated into new supporters for educational change, and new learning for us to impart to education innovators in our space. This collaboration between Arizona State University (ASU) and Global Silicon Valley (GSV), entering its 11th year, **brings together 5,000 attendees from 50 countries for the most impactful convening of leaders in education and edtech.** CER's information exhibit is a popular stop as are our live podcasts, and we are proud that Jeanne Allen has been a discussion leader since the beginning.

EDUCATING FOR EXCELLENCE

Without opportunity and innovation, excellence is rarely within reach of America's students, at any level. We are committed to fostering not just freedom to pursue it but the exceptionality of content, structure, and performance that must go hand in hand in every learning environment if we are truly to make America great again.



CIVICS is a big prerequisite...

And that's why we launched *WHY AMERICA?* While you know the answer to that rhetorical – not so rhetorical – question, sadly civics and authentic American history is rarely deep or broad enough in US classrooms. Enter the path-breaking **Diana Davis Spencer Foundation**, which partnered with us to create *Why America?*, to increase students' understanding and appreciation for America's founding and government by introducing 4th – 8th graders to the unique historical resources in and around the Nation's Capital. We create themes around historic venues and equip charter schools with logistical support and other incentives to help students participate in and understand, *Why America?* **Over 2,000 students from 31 schools participated in our events.**

THE CONSTITUTION AND ITS ROOTS

Students had an up close-andpersonal visit to America's original founding documents, learned about how they formed our nation, and had a "real" conversation with James Madison, via historical interpreter, of course.



THE FATHER OF OUR COUNTRY & THE WOMEN WHO PRESERVED IT

Students from a dozen schools "met" the people who surrounded and influenced our first President, George Washington, including a chat with Martha Washington and learning about the life of enslaved people at Mt. Vernon.



ORIGINS OF MONEY AND HAMILTON

Set in the historic Anderson House, the longtime headquarters of the nation's oldest patriotic organization, the Society of the Cincinnati, Students were introduced to Hamilton and how he put our new nation on solid financial footing.



THE PRESIDENT'S NEIGHBORHOOD

At the White House Historical
Association lead s students
through the history of the
country's foremost residence and
its surroundings.



THE ARMED FORCES, MEMORIAL DAY AND FLAG DAY

During National Flag Week students visited the Pentagon, learned how to present and display the American flag, and discovered why on Memorial Day we pause to honor those who have fought and died to protect it.



PARENT POWER 2020

The key to accessing excellence is knowing what to do, and what to look for.

With the divisive nature of today's political climate leaking into information and the media, there is no better friend to have than concrete data – especially for parents, and their right to know all of the facts when it comes to making a decision about their child's education. That's exactly what CER's *Parent Power Index! 2020* interactive rankings provide for — clarity and the strength of true information with which parents and families can decide for themselves what's best for their children and their future.

CER's Parent Power Index is an essential tool for parents and others in understanding the **quality of education across the States** and the effects of the laws that impact the ability of parents to choose, schools to operate, and ultimately for education to serve kids and families. Since it's inaugural *Parent Power!* Newsletter in March 1999, CER has been unique in promoting the critical importance of parents in engaging with policy to drive changes that enable them to truly wield the power they should over their child's education.



TEACHING PARENTS TO FIGHT



One of the most frequent questions we get from parents and others who want to improve their schools and their kids' education is "I'm willing to fight for my kids' education — how do I start?" That sort of attitude is frankly more than half the battle! To answer that question – and many others – CER developed the Take Back Your Schools Action Guide, a step-by-step manual for how anyone — student, parent, educator, or policymaker — can get informed, stay involved, and make a lasting difference in their community and their schools.

EDUCATING ABOUT THE CONDITION OF EDUCATION

KEY INSIGHTS FROM THE 2019 NAEP REPORT INCLUDE THE FOLLOWING:

READING PROFICIENCY

National results have dropped in both grades, with the lowest performing students doing worse

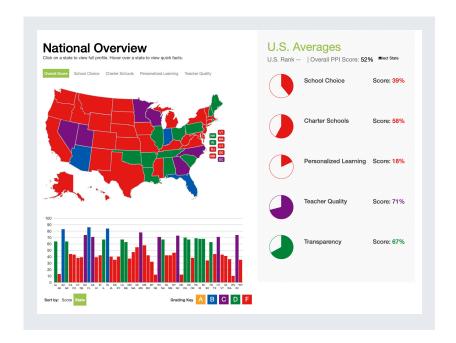
MATHEMATICS PROFICIENCY

National results are mixed. Most states remained flat; National 4th grade scores rose 1 point, while 8th grade dropped a point, with the lowest performing students doing worse

White, Black, Hispanic, and American Indian/Alaskan Native 8th grade students all scored lower on reading in 2019 than in 2017 To the surprise of few, it turns out that once again, **states that demand excellence**, **provide for parental choices and hold schools accountable for results** do better than those which still embrace the status quo. As in years past, CER worked tirelessly to successfully expose the failure of the education establishment. Data revealed in not just one, but three widely recognized measurements of educational achievement and progress were shocking and cause for alarm.

The National Assessment of Education Progress (*NAEP*) (*The Nation's Report Card*); the American College Testing (*ACT*) survey of college and career-readiness among students; and a report from the Programme for International Student Assessment (*PISA*) all showed **United States students' grades and competitiveness either stagnating or falling further behind. Accordingly, we've been waving red flags, sounding sirens and in general raising a lot of hell.**

In D.C., however, where a majority of students are no longer confined to attend an assigned school according to their zip code, and where nearly 50% of students are enrolled in charter schools, students showed gains in almost every category: "Once ranked at or near the bottom by every measure, the District's average is now close to the national average, and achievement in reading and math continues to grow at higher rates than almost every other jurisdiction, particularly among traditionally low-performing students." (https://edreform.com/2019/10/statement-on-shocking-education-report/) Major gains were made among disadvantaged students particularly in the choice friendly states of Florida and Arizona, too.





CER MEGAPHONE

NEWSWIRE



HOT OFF THE WIRE. One of the ways CER drives change is by talking about the issues that most are not talking about. Newswire is an unvarnished, tell-it-like-it-is weekly report of education news and commentary-and as always, each issue is fresh, hot-button, and sprinkled with a dash of irreverence. Be the first to the table when it comes to staying in-the-know on education innovation and opportunity!

REALITY CHECKS



They are good for everyone! - And we've found they can be especially necessary these days, as so much of the media's coverage of education issues is just flat out wrong, obviously uninformed or even misleading. That's why **Reality Check with Jeanne Allen** features weekly guests who are leaders across a variety of fields and occupations including entrepreneurship, entertainment, professional sports and government all of whom are heavily involved in the education opportunity field too. Informative, in-depth and riveting, Reality Check has welcomed Kendra Espinoza, the lead plaintiff in Espinoza v. Montana Dept. of Revenue; Steve Forbes; former NBA star and charter school founder Jalen Rose; and former U.S. Senator from Louisiana Mary Landrieu. To date, Jeanne has interviewed over 100 guests on a modest budget with huge impact outside of just your average education listener.







THE MEDIA BULLPEN Our media accountability-focused initiative established in 2008 continues to be an easy and effective way to know who's speaking truth in print and opinion - it's a one stop shop for up to the minute, daily news about education from major, as well as many more local news outlets across the country.

@EDREFORM

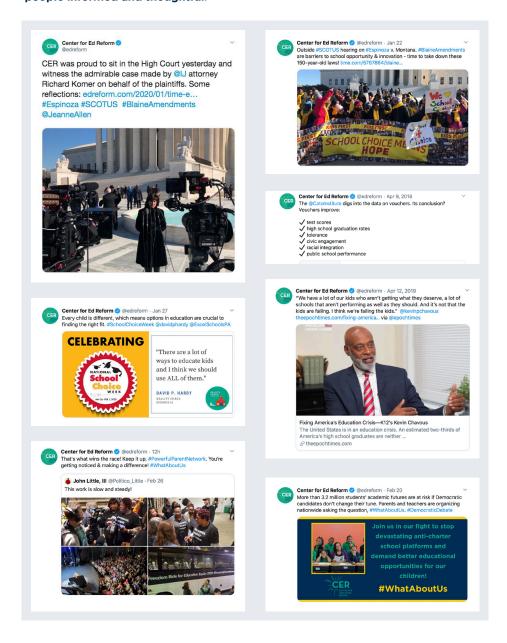
1,260 TWEETS

1,698,392
TWITTER IMPRESSIONS

17,304 ACTIVE ENGAGEMENTS Follow us on Twitter to catch every piece of breaking news from the front lines of the battle for excellence and innovation in all schools!

Twitter impressions are one of the indicators of brand presence. We had nearly 1.7 million Twitter impressions, which means our tweets were seen that many times. And people acted upon our tweets 20,000 different occasions.

This past year we tweeted out thousands of pieces of information with the goal of informing the ongoing debates and keeping the education-issue engaged, and all people informed and thoughtful:





A DECADE IN REVIEW

We thought a look back at how your investment has paid off in ten years would be encouraging. It's been a wild, wonderful, challenging and rewarding 26 years. As a Presidential election year, 2020 promises a continuation of that trend - on steroids. We are excited to embark on year 27, and are confident in agreeing with the 70's singing duo "The Carpenters"..."We've only just begun."

5K+

Newspaper Articles, Editorials & Op-Eds
Published to promote expanding educational opportunities for learners at all levels.

INFLUENCED



660,000+

ADDITIONAL SCHOOL CHOICE SEATS



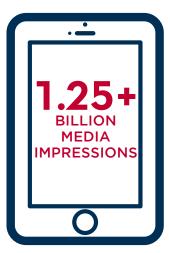
INFLUENCED

OPTIONS



10 EDITIONS OF THE NATIONAL

CHARTER SCHOOL LAW RANKINGS & SCORECARD PROVIDING EVIDENCE-RICH FEEDBACK AND GUIDANCE TO POLICYMAKERS



10 EDITIONS OF THE PARENT POWER! INDEX

OUR INTERACTIVE TOOL FOR PARENTS TO DISCOVER WHETHER THEIR STATE AFFORDS THEM POWER - AND IF NOT, WHAT THEY CAN DO TO GET IT.



2,610 ISSUES OF CER'S MEDIA BULLPEN

YOUR VIRTUAL NEWSROOM AND DAILY FEED COVERING THE NEWS OF EDUCATION

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