The Business of Education Reform

Des Moines, Iowa
January 7, 2013
Agenda

• The Educational Context
• Colorado Succeeds Structure
• Colorado Succeeds Agenda
• Case Studies
• Next steps for Iowa
The Crisis: National

• For the first time in history, kids in America are less likely to graduate from high school than their parents.

• A third of American students do not complete high school, a third of students require remediation upon entering college.

• By 2020, 123 million American jobs will be high-skill, high-wage, but only 50 million Americans will be qualified to fill them.
“America’s high schools are obsolete. By obsolete, I don’t just mean that they’re broken, flawed or under-funded, though a case could be made for every one of those points. By obsolete, I mean our high schools — even when they’re working as designed — cannot teach all our students what they need to know today.”

- Bill Gates
The Crisis in Colorado: Colorado’ Educational Pipeline: 10-7-2

For every 10 students who enter high school...

Only 7 will earn a high school diploma

And only 2 will earn a college degree
The Crisis in Colorado: Annual Rate of Student Improvement

National comparison of overall achievement growth on NAEP* scores.

Colorado is in the middle of the pack.

Note: Iowa is at the bottom.
Education Reform: Context

1960’s - War on Poverty
1970’s - Nation At Risk
1980’s
1990’s - No Child Left Behind
2000’s - Race to the Top
2010’s

Colorado’s Legislative Framework for Education Reform

- Accountability (Unique Identifiers)
- Data/Growth Model
- School Choice
- Alternative Licensure
- P-20 Governance
- Curriculum Alignment
- Standards & Assessment
- Dual Enrollment
- Teacher Effectiveness
- Common Core
- Technology-enabled Education
Education Reform: Business Role

- End users of the education system’s product
- Professional skills and competencies that could assist in reform effort
- Workforce pipeline and economic conditions affect the climate in which we conduct business
- Have long-term focus and ability to act as civic leaders
- Impartial actors whose only goal is improvement
# Education Reform: Ecosystem

**Vision**
- Every child has access to a high-performing school and can fulfill his/her potential.
- The public education system is a foundational asset for its long-term economic success.

**Mission**
Transformative improvement in the P-12 system

<table>
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<th>Strategies</th>
<th>Policy</th>
<th>Human Capital</th>
<th>High-Performing Schools</th>
<th>Awareness &amp; Advocacy</th>
<th>Elect, Support &amp; Influence Public Officials</th>
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<td>• Student-centered • Strategic • Vision driven • Outcome-focused • Data, accountability, and transparency</td>
<td>• Develop, recruit, retain and promote great teachers and school leaders</td>
<td>• Create and replicate high-performing schools • Expand school choice • Close or turn-around low-performing schools</td>
<td>• Build awareness, galvanize support and focus the business community • Support effective public management</td>
<td>• Build long-term relationships with centers of influence • Identify and educate supportive public officials • Leverage business influence</td>
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Highlighted Areas are where an organized business voice can have the greatest impact.
Colorado Succeeds: Structure

- Community-based organization for the business community
- Founding premise: opportunity, obligation & capacity
- Non-profit / non-partisan
- Statewide focus
- Employ leverage, influence and capacity
- Funding model: dues and philanthropy
Colorado Succeeds: Our Theory of Change

Inform

- Business community
- Policy Makers
- Education community
Colorado Succeeds: Our Theory of Change

- Inform
  - Business community
  - Policy Makers
  - Education community

**Influence**
- Community leaders
- State education agenda
- State’s Vision/strategic plan
- Legislation & policy
Colorado Succeeds: Our Theory of Change

Inform
- Business community
- Policy Makers
- Education community

Influence
- Community leaders
- State education agenda
- Vision/strategic plan
- Legislation & policy

• Improve
  - Conditions for reform
  - Education Delivery System
  - Leadership
Colorado Succeeds: Projects & Initiatives

Inform:
- ColoradoSchoolGrades.com
- Legislative Academy
- Business Case for Education Reform
- Membership training / guest speakers

Influence:
- BOD placement
- Deliver the business voice of legislative policy and key system issues
- BizCARES

Improve:
- 3rd grade literacy Bill
- Teacher/leader quality Bill
- Common Core work
- School Finance Partnership
Colorado Succeeds: Business Lens

• Accountability
• Transparency
• Data-driven
• Market-led innovation and choice

• Customer-centered/students first
• Continuous improvement
• High value on Human Capital development
• Return on investment
Colorado Succeeds: Initiative Identification Process

Every student has access to a high-performing school and graduates with the knowledge, skills and behaviors necessary to succeed in the competitive global economy.

Provide the policy, advocacy and business perspective necessary to transform Colorado’s K-12 public education system.

Colorado Succeeds uses the following core principles as a lens through which we assess all education issues: 1. Students-Centered 2. Accountability 3. Transparency 4. Innovation & Choice 5. Return on Investment

We engage the business community in policy and advocacy initiatives that inform and influence decision-makers and drives improvements in the public education system.

Apply business expertise and experience to analyze cost versus benefit, risk versus reward and intended student outcomes to select and prioritize strategic initiatives.

Engage in lines of work that reflect and advance the vision, mission and core principles of the organization. Current initiatives include: Legislative Academy, Colorado School Grades, Early Literacy, Business Case for Education Reform, College/Career Readiness, School Finance Reform
Colorado Succeeds: Theory of Action

HEAT & LIGHT
Between 1998 and 2009, Colorado’s Hispanic students improved their average score on the 4th grade NAEP reading assessment by 3 points. Florida’s Hispanic students improved their score by 25 points.
Colorado Succeeds: Case Study, Proving the Possible

TIMELINE:
• October 2010 - Proving the Possible report
• Spring/Summer 2011 – Began coalition building
• Fall 2011 - Literacy Conference
• Winter 2011 – Drafted Literacy Bill
• January 2012 – Introduced legislation
• May 2012 – Bill passed
Colorado Succeeds: Case Study, Colorado School Grades

ColoradoSchoolGrades.com
Putting our kids first. Where they belong.

What grade did your school get?
Colorado Succeeds: Case Study, Colorado School Grades

• CO Dept. of Education has four categories of schools:
  • Performance – top 60%
  • Improvement – next 25%
  • Priority Improvement – next 10%
  • Turnaround – bottom 5%
• System is incomprehensible and meaningless with a school in the top 2% receiving the same “grade” as a school in the 47th percentile.

• ColoradoSchoolGrades.com created a simple A-F system
  • Colorado School Grades celebrates A’s as the top 10% of schools and keeps the bottom 5% as “F’s” for consistency with Federal Turnaround designation
  • Last year over 300,000 visits to the site
  • Since December 17, 2012: Over 80,000 visits
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