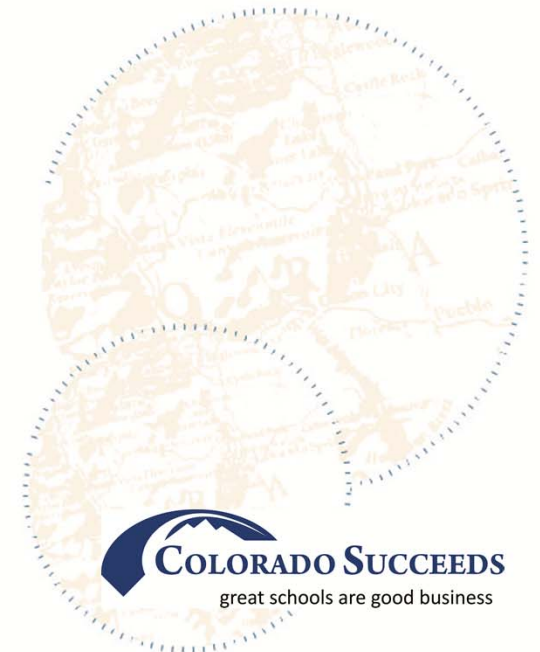


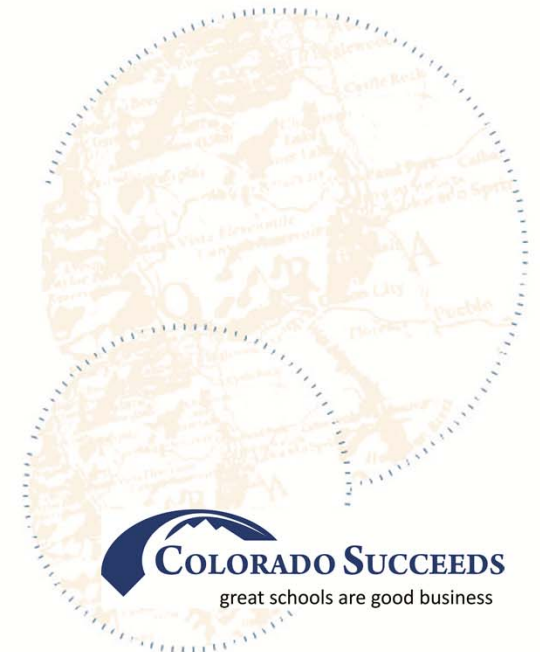
# The Business of Education Reform

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.



# The Crisis: A System Designed to Fail

“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...

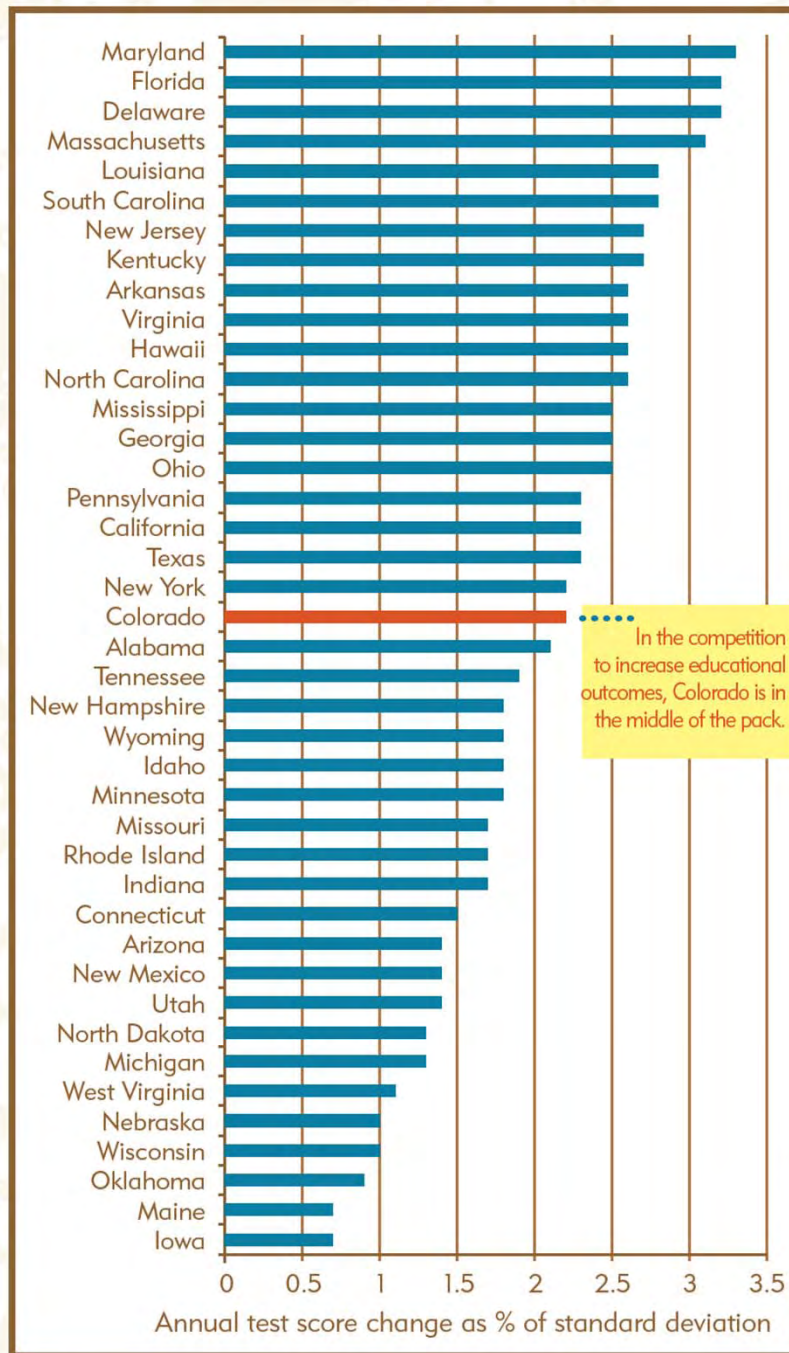


Only **7** will earn a high  
school diploma



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.

NAEP= National Assessment of Educational Process



# Education Reform: Context



War on Poverty

Nation At Risk

No Child Left Behind

Race to the Top

## Colorado's Legislative Framework for Education Reform



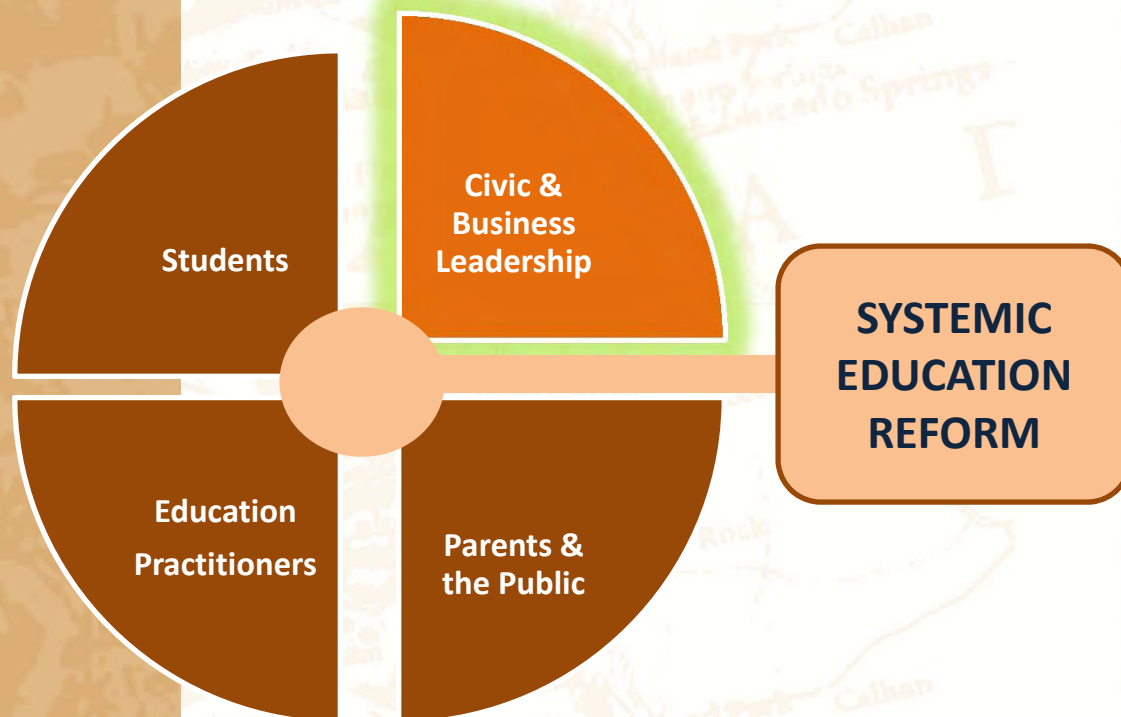
- Accountability (Unique Identifiers)
- Data/Growth Model
- School Choice
- Alternative Licensure
- P-20 Governance

- 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

## Strategies

Policy	Human Capital	High-Performing Schools	Awareness & Advocacy	Elect, Support & Influence Public Officials
<ul style="list-style-type: none"><li>•Student-centered</li><li>•Strategic</li><li>•Vision driven</li><li>•Outcome-focused</li><li>•Data, accountability, and transparency</li></ul>	<ul style="list-style-type: none"><li>•Develop, recruit, retain and promote great teachers and school leaders</li></ul>	<ul style="list-style-type: none"><li>•Create and replicate high-performing schools</li><li>•Expand school choice</li><li>•Close or turn-around low-performing schools</li></ul>	<ul style="list-style-type: none"><li>•Build awareness, galvanize support and focus the business community</li><li>•Support effective public management</li></ul>	<ul style="list-style-type: none"><li>•Build long-term relationships with centers of influence</li><li>•Identify and educate supportive public officials</li><li>•Leverage business influence</li></ul>



Highlighted Areas are where an organized business voice  
can have the greatest impact

## Colorado Succeeds: Structure

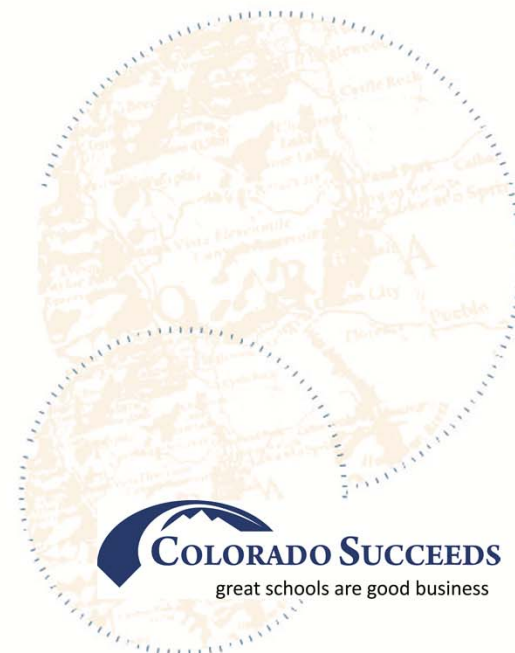
- Community-based organization for the business community
- Founding premise: opportunity, obligation & capacity
- Non-profit / non-partisan
- Statewide focus
- Employ leverage, influence and capacity
- Funding model: dues and philanthropy



# 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:**

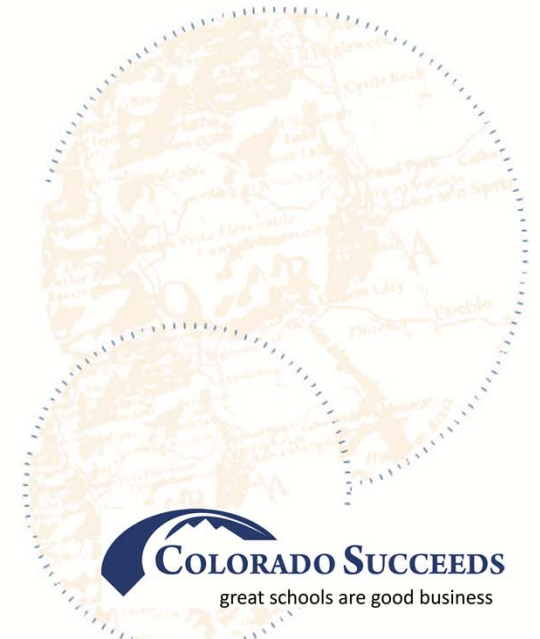
- ColoradoSchoolGrades.com
- Legislative Academy
- Business Case for Education Reform
- Membership training / guest speakers

## **Influence:**

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

## **Improve:**

- 3<sup>rd</sup> grade literacy Bill
- Teacher/leader quality Bill
- Common Core work
- School Finance Partnership

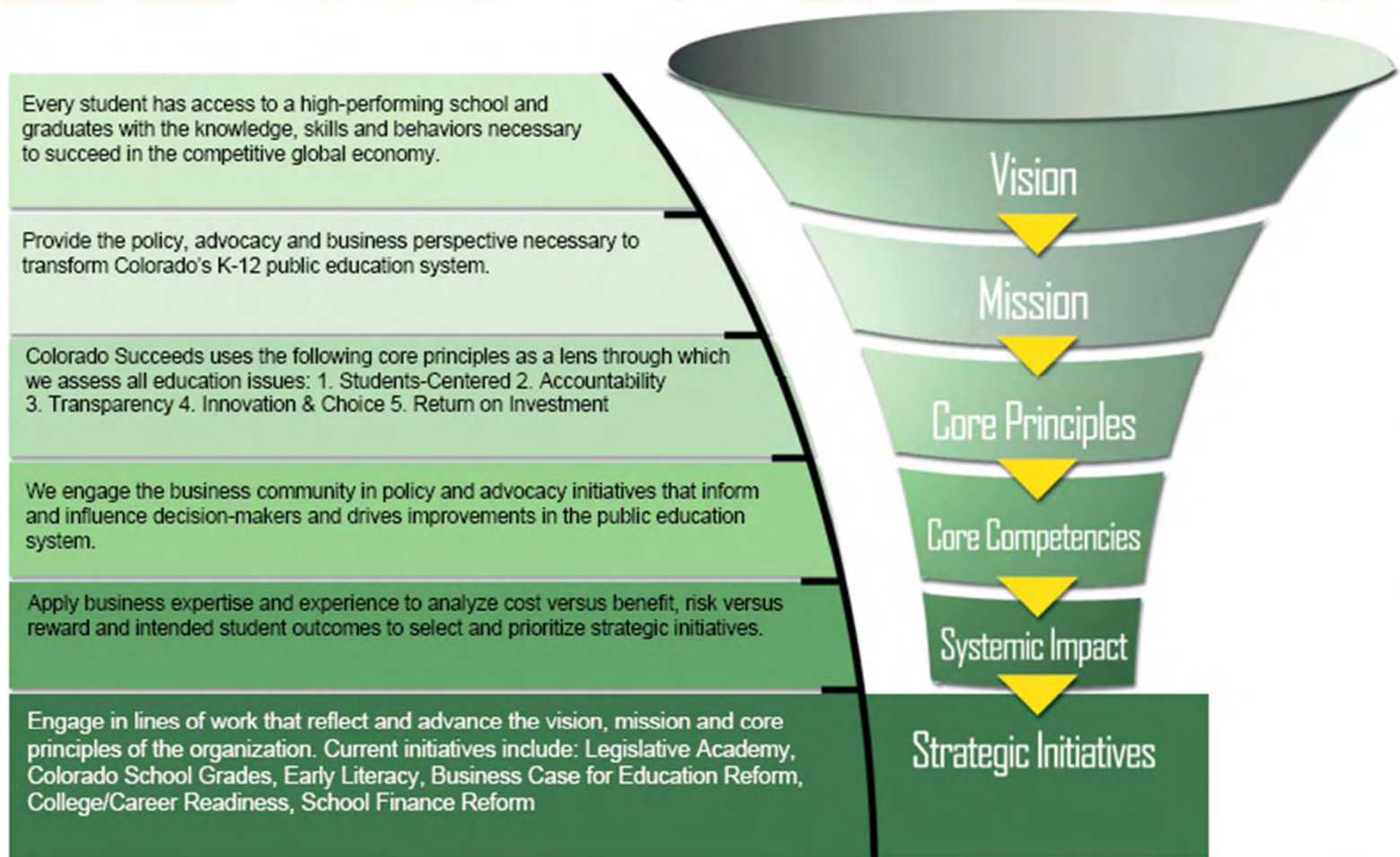




## Colorado Succeeds: Business Lens

- 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





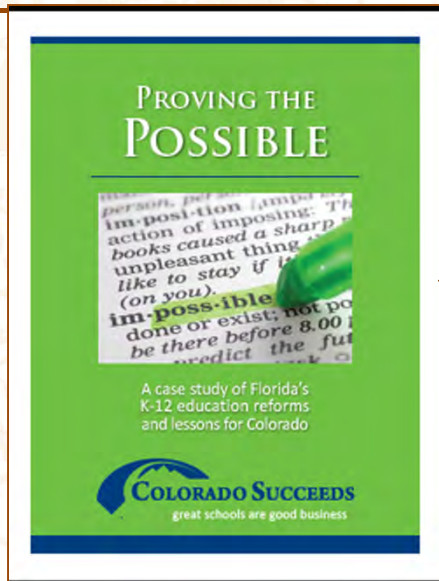
# Colorado Succeeds: Theory of Action

HEAT &

LIGHT

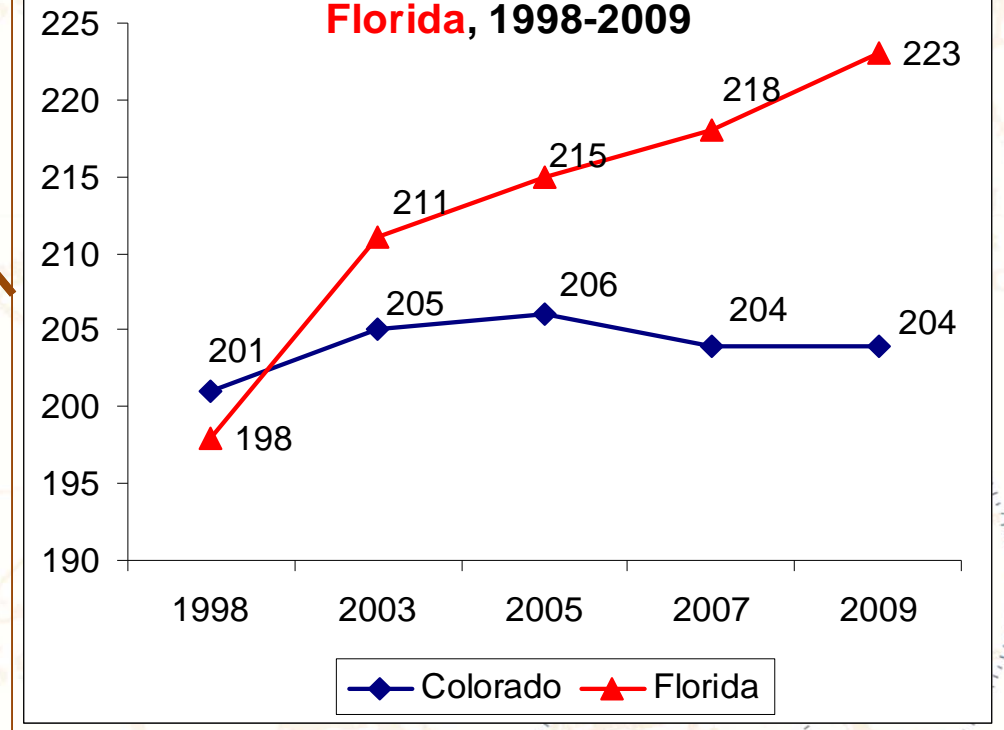


# Colorado Succeeds: Case Study, Proving the Possible



Between 1998 and 2009, Colorado's Hispanic students improved their average score on the 4<sup>th</sup> grade NAEP reading assessment by **3 points**. Florida's Hispanic students improved their score by **25 points**.

Figure 4: 4th Grade NAEP Scores for Hispanic students, **Colorado** and **Florida**, 1998-2009

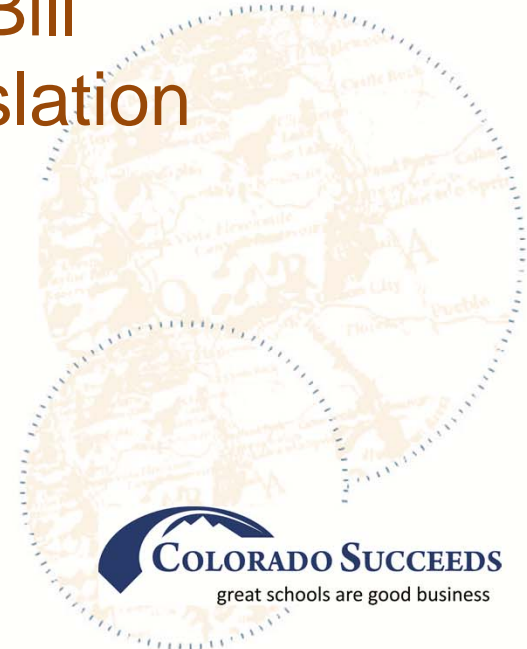


10pts= 1 grade level

# 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.



# 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 47<sup>th</sup> 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



## Colorado Succeeds Members







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