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Letter from the President

We’ve been talking a lot about agility and the future of work over the past few years. It makes sense; advances in technology are changing the world at a breathtaking pace. Businesses are consumed with finding efficiencies, adapting to the evolving market, and exploring technology’s impact on their customers and employees. At America Succeeds, we’ve been engaging business leaders and our network of partners to foster greater student achievement, build an educated workforce pipeline, and protect our future economic vitality in the face of this new era.

As 2019 draws to a close, we have been reflecting on our impact and looking ahead. How do we ensure our services are keeping up with the evolving needs of our affiliates? What does it mean for our network as we grow and engage with new partners? How can America Succeeds position itself to lead with the new opportunities that come our way?

Some of these questions are reverberations from across the sector. Our affiliates have been making tremendous progress in improving state policies in many areas, from increased funding and access to early childhood education, to critical supports for literacy, to expanding opportunities for advanced coursework, dual-enrollment credits, and work-based learning. Yet they are also confronting a changing political landscape, implementation challenges, and shifting stakeholder priorities that drive their own introspection. Likewise, we know our partners and friends leading other organizations are pursuing their own similar inquiries.

At the same time, our North Star continues to burn brightly. America Succeeds was founded with a vision of building public education systems to prepare every student to succeed in the competitive global economy and contribute to their local community. Companies rely on talented employees and thoughtful customers to achieve success. Leveraging their knowledge, resources, and unique influence, business leaders can help to drive forward ambitious, aggressive, and comprehensive education transformations.

2019 was a productive year on that front. We wrapped up our national Age of Agility tour in Washington, D.C. with a stellar gathering focused on collaboration and strengthening our coalition across a broad range of partners. We hosted our annual leadership retreat for affiliate directors in the mountains of Breckenridge and our 6th annual EDventure Summit in Boise was one of our strongest yet. We also added a new team member, relaunched our Grateful Ed blog with a fresh design, and released our first-ever e-book on social-emotional learning.

We are proud of our accomplishments and of the opportunities to work with so many outstanding partners. As we look to 2020, we know we’ll be tackling those bigger questions about the future. We know that we’ll need to be agile to meet the challenges ahead – and after two years of thinking and talking about agility, we couldn’t be more excited about a chance to practice it ourselves!

Cheers,

Tim Taylor, Co-Founder and President
America Succeeds Mission

America Succeeds’ mission is to elevate and expand the business voice for the dramatic and continuous improvement of public education in the United States.

Board of Directors

Zachary Neumeyer
Sage Hospitality
Co-Founder & Chair

Tony Lewis
Donnell-Kay Foundation
Executive Member

Casey Cortese
Charles Schwab Foundation
Board Member

David Dimmett, Ed.D.
Project Lead The Way
Board Member

Aimee Guidera
Guidera Strategy Group
Board Member
Our Guiding Values

- We mean business.
- Be bold.
- Act like an owner.
- Be a great problem solver.

Meet the Team

Tim Taylor
Co-Founder & President

Marah Butler
Communications & Marketing Manager

Lauren Cole
Director of Projects & Operations

Jason Gaulden
Vice President of Partnerships

Eric Lerum
Chief Operating Officer

Emilee Ramseur
Policy & Programs Analyst

Stephanie Short
Director of National Communications & Programs

Thank you for your continued generosity!
About America Succeeds

America Succeeds is a systems-change organization engaging business leaders as education champions and community change agents to prepare learners for their dreams and jobs.

Since the organization’s founding in 2012, we’ve been pursuing a vision of building a public education system that prepares every student to succeed in the competitive global economy and contribute to their local community.

Over the past seven years, that work has been rooted in education policy and advocacy, supporting our network of state-based affiliates and strategic engagements with expert consulting and capacity-building support services to help them become more effective change agents within their respective states.

Each of America Succeeds’ state affiliates is an independent organization with a non-partisan business membership and a shared set of core principles, reflecting our belief in the importance of change happening organically at the state-level.

CORE PRINCIPLES

These principles, which are critical to the success of any business, are equally as important in the education system.

- **Customer-focus**
  Putting students first in all policies and practices

- **Accountability**
  Assigning direct responsibility for excellence in outcomes throughout the system

It is our belief that businesses have the obligation, opportunity, and capacity to foster greater student achievement, build an educated workforce pipeline, and protect the economic vitality of their communities.

As employers, innovators, and investors in the future, business leaders have a rooted interest in improving schools. Companies rely on talented employees and thoughtful customers to achieve success. Leveraging their knowledge, resources, and unique influence, business leaders can help to drive forward ambitious, aggressive, and comprehensive education reforms.

Achieving our vision and ensuring every student has the opportunity to receive an excellent education also means continually expanding our network of partners, growing the movement of business leaders engaged in improving education, and elevating critical conversations to a national level.

In 2017, America Succeeds launched the Age of Agility Initiative to better align education pathways to the future of work, and agility has remained a focus of our work since then. In 2019, we expanded the scope of our national initiatives through media, speaking engagements, and resources like our social-emotional learning research. We’re looking forward to further growing this capacity in the years to come.
Our Affiliates

Transparency
Enabling public access to clear, detailed financial and performance data

Return on Investment
Effectively investing limited resources to achieve desired student outcomes

Choice & Innovation
Empowering parents and students to choose - and educators to create - the best learning environments

Media & Speaking Engagements 2019
“Being a part of the America Succeeds network has helped us up our game and be better. When I go into meet with a lawmaker, I’m really proud to say we’re part of a network of business leaders who care about education, and I let people know that it’s not just happening here in Missouri, but across the country. It’s a really wonderful community.”

— Linda Rallo, Vice President, Aligned

“Amercia Succeeds has been an invaluable resource for our team. We frequently call them to help us with events that we host, bring in fabulous speakers that draw in our members and educate them on what really is going on in education, and further promote our work here in Idaho.”

— Carolyn Holly, Vice President of Development, Idaho Business for Education

The America Succeeds model is supported by knowledge and experience from highly effective networks. Although meaningful change happens at the local level, state-based policy and advocacy groups tend to be small and isolated from groups doing similar work. America Succeeds connects like-minded organizations to generate systems-level change from the bottom-up. Combined with our team’s expertise and a broad range of professional services designed to build capacity, joining the network can help increase an organization’s impact and efficiency as an agent for education change.
“In Colorado, we know that we’re not doing this alone. It’s important for us to be a part of a national network like America Succeeds to make deep connections across the country - we are not above borrowing good ideas. For us, it’s important to connect with leaders in other states who are doing the same type of work that we are doing to learn from one another.”

Shannon Nicholas
Chief of Staff, Colorado Succeeds

“You hear about teachers talking about how they need systems of support. The same is true for organizations like BEST NC - being a part of a national network like America Succeeds is truly invaluable.”

Zachary Hodges
Chief Storyteller, BEST NC
AMERICA SUCCEEDS PARTNERSHIP

2019 was a great year of wins, marked by membership growth and increased professionalization of Aligned’s website and marketing materials. America Succeeds was honored to join Aligned’s Board of Directors to facilitate a strategy session to start the year and to continue supporting implementation of a strategic plan by attending meetings and events, creating collateral, and connecting with key stakeholders in the region. In the past 5 years, Aligned has championed $10M in new annual Pre-K funding for Kansas and $50M in Missouri. The America Succeeds team is excited to see how the organization will continue to grow in the coming years as it expands its advisory members in St. Louis and engages in critical education legislation across both states.

2019 BY THE NUMBERS

5 policies actively pursued
5 policies passed
29 members

BIGGEST WINS

• Passed Dual-Credit legislation in Missouri and Dual-Enrollment Access regulation in Kansas
• Increased funding for the Quality Assurance Report
• Increased funding for Home Visitation
• Passed PRE-K Contracting priority legislation

“By collaborating with business, education, and government partners across Kansas and Missouri, we have built a powerful alliance to tackle the growing imbalance in workforce supply and demand. Making greater investments in a cradle-to-career infrastructure requires business and education to align its priorities. That’s why our mission remains focused on engaging employers in education efforts who promote workforce readiness in an increasingly competitive and globalized world.”

Torree Pederson, President, Aligned

Learn more at WeAreAligned.org
AMERICA SUCCEEDS PARTNERSHIP

This year, Arkansas Learns collaborated with the America Succeeds team to develop thought partnership around strengthening the organization’s communications efforts, including the development of an updated website and CRM system which is scheduled to launch in 2020, alongside other communication campaigns.

“Economic development today is driven by talent, and the biggest part of that talent pipeline is K-12 public education. When business invests in quality public education, they’re investing in individual, collective, and community economic development. Jobs follow talent. Talent doesn’t follow jobs anymore. Jobs come to where the talent is and the communities who figure that out and are able to attract and retain the middle class, are the communities that will succeed.”

Gary Newton
CEO and President,
Arkansas Learns

2019 BY THE NUMBERS

18 policies actively pursued
14 policies passed
28 members

BIGGEST WINS

• Secured recommendation for at-large position on State Board of Education appointed by Governor
• Successfully supported the transition, opening, expansion, and approval of open-enrollment public charter schools
• Successfully advocated for Jacksonville/North Pulaski School District to no longer attempt to exempt from inter-district school choice
• Achieved via State Board: Special Education/Dyslexia audit of Little Rock School District; 9 LRSD board zones; November 2020 elections; One member per campus Personnel Policy Committee for LRSD teachers, among other wins

Learn more at ArkansasLearns.org
This year, America Succeeds was happy to assist BEST NC with benchmarking its principal policy reforms against a national report on school leadership. BEST NC collaborated with America Succeeds to further elevate communications around their student and educator impact metrics in an effort to tell their 5-year story in a more vivid way. During BEST NC’s third-quarter board meeting, the America Succeeds team enjoyed facilitating a presentation and exercise on business engagement barriers. Through a root-cause analysis exercise, BEST NC board members were encouraged and challenged to think about how they might strengthen their approach to recruiting new business leaders to the organization, aligning with a major focus on membership in 2020.

**2019 BY THE NUMBERS**

- 5 policies actively pursued
- 5 policies passed
- 100+ members

**BIGGEST WINS**

- Consolidated TP3 and the Principal Fellows Program into a single state-funded grant program for high-quality principal preparation
- Advocated for significant principal salary increases on a transformed schedule, reaching a 4-year goal of a $55M investment one year early
- Strengthened NC’s Advanced Math Course Access Policy
- Launched TeachNC with support from the NC Education Cabinet
- Expanded the state’s Advanced Teaching Roles Pilot Program to additional districts
- Advocated for the creation of a standalone course in Economics and Personal Finance for high school students

“The vast majority of our work is in human capital. We came to this naturally because there were so many opportunities in that niche. It’s also where the business community has its most authentic voice. We can talk with experience about what it means to recruit great executives and staff, and keep great talent - and the number one thing that kids need is great talent. They need great teachers and school leaders. It’s a perfect intersection between what education needs most and where the business community’s greatest voice can meet.”

Brenda Berg
President & CEO,
BEST NC

Learn more at BESTNC.org
America Succeeds enjoyed filming the Colorado Succeeds Government Affairs team interviewing five key legislators, which was used on their website to further tell the story of the Agility Agenda. The video provided value by helping business members see firsthand how Colorado Succeeds works with legislators to communicate the Agility Agenda. Together, Colorado Succeeds and the America Succeeds team collaborated on designing communications collateral for the Succeeds Prize – a live-televised event awarding $150,000 to top-performing public schools and innovative educators in Colorado. America Succeeds was also thrilled to help Colorado Succeeds receive national recognition with key partners at the PIE Network Summit for Full-Day Kindergarten expansion by nominating the coalition for Best Ensemble Cast.

“2019 will be remembered as the year we went beyond policy and into the field to support early adopters in their implementation efforts. We launched the Homegrown Talent Initiative, which aims to provide the resources and supports needed to achieve this vision – to develop a Colorado where ALL students are lifelong learners ready to solve the problems of tomorrow. We are excited to support regional cohorts of communities to develop and strengthen access to high-quality learning experiences as well as multiple pathways that lead learners to success in their postsecondary education and career.”

Scott Laband
President,
Colorado Succeeds

2019 BY THE NUMBERS

13 policies actively pursued
12 policies passed
220 members

BIGGEST WINS

• $16 million in state funding secured at the state legislature for CS policy priorities
• $5 million in philanthropic funding secured by their Investors Roundtable to support the development of agile learners, educators, and systems statewide
• 6,764 students completed industry credentials aligned to high-growth, high-wage jobs across 42 school districts
• 8 communities selected to participate in the Homegrown Talent Initiative

Learn more at ColoradoSucceeds.org
Together, Idaho Business for Education staff and the America Succeeds team strategized on building membership engagement opportunities for the organization’s 200+ members. IBE also utilized the America Succeeds network when considering launching an innovation awards event similar to the Colorado Succeeds Prize. America Succeeds was pleased to connect IBE with and confirm speakers for a variety of events, including the engagement of Google’s Chief Education Evangelist as the keynote speaker for their 2020 Legislative Academy.

### 2019 BY THE NUMBERS
- 3 policies actively pursued
- 3 policies passed
- 230 members

### BIGGEST WINS
- Doubled money for literacy
- Renewed and expanded the Opportunity Scholarship
- IBE Trustee Member, HP Inc., conducted one of the most extensive studies of Idaho’s K-12 education system in the state’s history and made recommendations for the state
- IBE board member Bill Gilbert co-chaired the Governor’s Our Kids, Idaho’s Future Task Force on the future of K-12 education alongside three other members, including IBE’s Vice Chair Kurt Liebich
- Expanded membership to 230 businesses across the state

“During the 2019 Legislature, IBE worked with the Governor’s office and other stakeholders to secure record funding for reading and literacy, increased funding for the Opportunity Scholarship, and played a pivotal role in the defeat of a school funding plan that was widely opposed by educators and educator stakeholders. Thanks to our members and partners, IBE continues to build respect and influence across the state.”

Learn more at IdahoBE.org
**AMERICA SUCCEEDS PARTNERSHIP**

Oklahoma Achieves brought on its current leader in June 2019. America Succeeds was honored to provide guidance and thought partnership to the leadership team at the Oklahoma State Chamber, as well as the Oklahoma Achieves Advisory Board, throughout their search and onboarding process. America Succeeds staff facilitated two planning sessions in Oklahoma City with the new leadership and team. America Succeeds also provided support on a number of policy issues, including research on micro-credentialing and school funding, and connected the team to BEST NC for policy thought partnership related to teacher leadership opportunities.

“T’ve seen an excitement among Oklahomans who are ready to tackle some of the issues we face in education. We’ve got a lot of great quality pieces in our education system, and we want each to thrive by championing innovation, choice, and high-quality teachers and schools. I’ve seen a real appetite for that. I’ve seen a real community-driven mindset to improve the community by improving our education system, which is going to improve the pipeline for business and the entire state holistically.”

**BIGGEST WINS**

- 2019 was a transition year for Oklahoma Achieves, and the organization brought on its current Executive Director, Ryan Walters, in June.
- Although policymaking activity was limited, Oklahoma Achieves emerged with a strong leader, an ambitious policy agenda, and an in-progress strategic plan to position the organization as a formidable force of education policy leadership in 2020.
- Oklahoma Achieves was also incredibly active in the media, including publishing articles in *Tulsa World*, *The Oklahoman*, OCPA, and with appearances on *Public Radio Tulsa* and the *School ZonED Podcast*.

Learn more at OKAchieves.org
Empower Illinois supports schools in their tax credit fundraising efforts, while assisting students and their families through the scholarship process.

Empower Illinois joined hundreds of families, school leaders, and community advocates to protect the Tax Credit Scholarship Program from a premature cap and cut.

NewMexicoKidsCAN and guests toured the education innovation lab at STRIVE Prep EXCEL.

NewMexicoKidsCAN was honored with an Eddie Award from Policy Innovators in Education (PIE) Network for “Best Defense” for their “A Test of Resolve.”

**AMERICA SUCCEEDS SUPPORT**

America Succeeds continued its partnership with Empower Illinois to engage business leaders around key policy issues, including the expansion of a tax credit scholarship program to CTE program providers and highlighting barriers to equity and choices for families. Through this partnership, business leaders are also exploring the opportunity to create a sustainable statewide business voice in Illinois that would be a part of the America Succeeds network.

America Succeeds continued to provide tailored support to NewMexicoKidsCAN. In the spring, we helped support the “Principals Matter” group, a cohort of business leaders who completed the Leadership New Mexico Program and are interested in engaging in education. In the fall, we hosted NewMexicoKidsCAN, a state senator, and a government affairs leader to meet with some influencers in Colorado’s education policy and advocacy scene, including representatives from Ready Colorado, STRIVE Prep, A+ Colorado, and the Colorado Education Initiative. Much of the visit centered on developing school-level financial transparency legislation for New Mexico, inspired by America Succeeds’ report, “Pulling Back the Curtain: How Colorado’s Transparency Law Shed New Light on School Funding.” In 2020, America Succeeds will continue to support NewMexicoKidsCAN with strategic and tactical assistance to coalesce business, civic, and education leaders around a serious agenda to improve and modernize teaching and learning in the state.
In 2019, America Succeeds journeyed to each of our affiliate states to produce customized videos about their work to improve education. More than 50 business leaders, educators, legislators, and partners participated in the project.

Among the passionate interviews, numerous blooper takes, and countless miles of highway traveled by the crew, one incredible story emerged.

We often focus on the economic imperative of building a skilled and reliable talent pipeline; yet it is the moral imperative that engages such a broad collection of stakeholders in making an impact for students across the country.

Thank you again to everyone who participated in the project! Your passion as community members, parents, grandparents, and leaders is what truly drives this work, and it was an honor to hear and share your stories.

We invite you to check out the affiliate impact videos on our YouTube channel or at www.AmericaSucceeds.org.
America Succeeds hosted its sixth annual EDventure Summit from September 11th through 13th in Boise, Idaho. The event kicked off with an opening reception at Boise’s Basque Block. Back by popular demand, on Thursday morning the day started with Base Camp, a series of short talks designed to get everyone’s brain thinking and ideas flowing. We heard from seven speakers on topics ranging from personal stories on education’s transformational powers to thought-provoking insights into hacking classrooms to expand STEM education opportunities.

The morning session wrapped up with a compelling presentation on increasing equity through controlled choice within San Antonio ISD. In conversation with Zahava Stadler, Mohammed Choudhury further shared the innovative work he’s leading in San Antonio to harness controlled school choice to create a more equitable, fair, and high-quality education system. Afterward, EDventurers headed out for the signature networking recess sessions. Attendees had the opportunity to hike, bike, check out local breweries, paint ‘n’ sip, and more.

Keynote speaker Tommy Spaulding joined us Thursday evening to share about heart-led leadership. We followed that by celebrating the inaugural EDventure Prize and an America Succeeds version of “Wait, Wait, Don’t Tell Me!” Beyond the bad jokes and good laughs, we sent three EDventurers home with prizes. The top award of $50,000 went to Ready Colorado to create an innovative video satire series designed to challenge the narrative around education reform.

After some late-night karaoke and Boise bites, on Friday everyone attended the final session, “If I Had One Shot,” where three ed policy veterans shared their bets on how to make the biggest impact in education over the next decade. It was the perfect way to wrap up three days of inspiration, rejuvenation, and EDventure’s signature “work hard, play hard” fun. Check out the full recap on our blog at www.GratefulEd.org.

Mark your calendars for September 23rd through September 25th to join us for our seventh annual EDventure in Boise!
Special thanks to our 2019 EDventure Prize sponsors:
America Succeeds began 2019 with the final events of the Age of Agility National Tour in New Jersey and Washington, D.C. After convening more than 1,200 stakeholders – including governors’ offices, businesses, chambers of commerce, educators, policy and advocacy organizations, and community leaders – we emerged with a strong coalition of partners and a shared vision of supporting and expanding concentrations of agile learners, agile systems, and agile educators.

We’re excited about the education bright spots we’ve uncovered so far in this work. There are countless programs equipping students with 21st century skills and pathways into tomorrow’s jobs. There are forward-looking, agile policies emerging in states like Colorado, Tennessee, and Florida, as well as large districts across the country. And, there are innovative educators in a broad cross-section of schools who are leading the way in building the classrooms of tomorrow, today.

However, we cannot overstate the urgency of transforming learning opportunities at a greater scale. We must act now to prepare individuals and communities to survive and thrive in the Age of Agility. We are looking forward to continuing the Agility Initiative in 2020 with additional conversations, partners, and advocacy efforts like the Agility Alliance.
Agility Alliance

The Agility Alliance unites business and education behind a collective commitment to all of America's students—to create agile and responsive education-to-workforce pathways and opportunities.

We, the undersigned, proudly serve as members of the Agility Alliance, to ensure all learners are prepared to succeed in a competitive global economy and contribute to their local community. We are on a mission to:

• Embed agility as a core tenet of education systems in every state, as demonstrated by the adoption of state-level policies and strategies to create more agile learners, educators, and systems.
• Expand pathways and increase access from K-12 to high-quality post-secondary programs and industry credentials to promote the seamless progression from education to career.

Join our growing list of partners at www.AgeofAgility.org/Alliance.
Throughout the Age of Agility National Tour, there was an overwhelming consensus that while hard and technical skills are valuable, so-called ‘soft skills’ ranked higher in importance for most employers.

It wasn’t just the business, education, and policy leaders attending the events who agreed - report after report has data backing up these claims. As countless reports have noted, these skills are essential to success in a changing workforce.

This past fall, America Succeeds took a deeper dive into how schools can help students develop the critical skills that so many current workers are missing. We emerged with a determined focus on promoting social-emotional learning. A curriculum that integrates these learning competencies has correlated with all-around better student outcomes such as increased academic achievement, improved behavior, and improved economic mobility, among others.

We are excited about the potential of social-emotional learning, the role it plays in preparing students for the future of work, and the positive results it can yield for learners and employers alike.

Download our SEL resources at www.AmericaSucceeds.org/Resources.
Everyday, America Succeeds works hard to ensure students receive the excellent education they need and deserve. It’s a hard battle, and we’re glad to fight it. But, we also never forget to have fun. We operate with a work-hard-play-hard mindset and maintain that attitude in our work and daily lives.

The Grateful Ed blog is dedicated to sharing about America Succeeds’ team culture, news in the education policy space, the effects of the Age of Agility in education and the workforce, and of course, concert reviews from our team and colleagues who want to spread their joy for music. Basically, it’s an online resource for everything America Succeeds and a community for music-loving education champions.