Advocacy & Communication SOLUTIONS, LLC

Early Childhood & K-12 Education Experience and Capabilities

- Led a statewide effort over four years to significantly increase state investments for children birth through age 6 - groundWork. The effort became a model for using traditional political strategies in a social service advocacy effort. During its first concerted budget cycle, groundWork secured more than $250 million.

- Helped draft the statewide three-year Communications plan for *First Things First* of Arizona. This includes short and long term strategic and tactical guidance related to:
  - Message development
  - Message research
  - Grassroots organizing infrastructure
  - Development of target audiences
  - Benchmarks & measurable outcomes
  - Development & provision of trainings

  Increase in awareness and support of FTF between 2010-2011include:
  20% to 43% for increase of overall awareness of FTF
  33% to 47% increase in the percentage of individuals who *strongly* support FTF

- Currently serve as lobbyists for Every Child Succeeds (ECS), a non-profit housed at Cincinnati Children's Hospital offering home visitation program for first time, at risk mothers serving individuals in southwest Ohio and northern Kentucky. ACS was instrumental in preserving state General Revenue Funding, which has provided a secure funding stream for this early childhood home visitation program for two years. ACS also secured a change in technical language within Federal Healthcare reform legislation that ensured Ohio would have the capacity to draw down federal home visitation dollars.

- Currently drafting region wide three-year public awareness plan for The Early Years Institute on Long Island, which is the Early Development Instrument site in the region. This plan includes short and long term strategic and tactical guidance related to:
  - Message development
  - Message research & testing
  - Grassroots organizing infrastructure
  - Development of target audiences
  - Benchmarks & measurable outcomes

- Currently serve as lobbyists for Columbus City School District, Ohio's largest school district. ACS has achieved the following:
  - Helped to draft a multi-year strategic state and federal advocacy plan and associated communication materials;
  - Began to build relationships with state legislators, executive agencies, and federal legislators on behalf of district leadership and staff; and
  - Successfully modified detrimental policy within state operating budget

- Currently serve as strategists and lobbyists for The Ohio 8, a coalition of Ohio's 8 urban school district superintendents and teacher union presidents—a unique alliance. This effort includes a multi-year communication and advocacy plan including strategies and tactics related to:
  - Media strategy
  - Strategic guidance

- Policymaker relationship development Message development
- Implementation assistance Direct lobbying

- Served as lobbyists for the Cleveland Municipal School District where ACS achieved the following:
    - Built the internal capacity for advocacy within the organization
    - Successfully engaged rural legislators and traditionally anti-public school policymakers in providing support to the district
    - Raised or saved more than $76 million as well as changed policies that adversely impacted urban schools and urban students

- Firm founders – Scarlett Bouder and Lori McClung have developed and implemented the communication and media relations strategy, debate training, and speech writing for nearly 30 City, County, and Statewide issue and candidate campaigns and have been the lead staff on dozens of communications and media relations efforts.

- Firm founders – Scarlett Bouder and Lori McClung have facilitated strategic conversations with multiple organizations regarding early childhood development advocacy and communication efforts, including:
    - Arizona based foundations led by The Virginia G. Piper Charitable Trust
    - P-16 Council Early Childhood Committee
    - Promise Neighborhood Early Childhood Committee