Our **Forum Partners Program** is both an opportunity to share your organization's brand with thousands across North Carolina and an opportunity to make an investment in our state's future workforce and leadership.

It’s a way to make sure that your own employees’ children can receive world-class education in our public schools here in North Carolina, and to make sure your state remains a desirable place for the nation’s top talent to want to live and work.

It’s a statement that your organization believes that ALL children deserve a great education, regardless of their family’s wealth or zip code. **Nearly 90% of our funding comes from donations from individuals and organizations** who believe as we do that each child should have the opportunity to reach their full potential through equitable and meaningful public education, and that educating our children well nourishes our state’s civic and economic vitality.

Please take a look at the enclosed information on our programs, events and publications, and also how your Forum Partner gift might be recognized. We are happy to work with you to tailor your recognition package to best suit the needs of your organization.
ABOUT THE PUBLIC SCHOOL FORUM

OUR MISSION
To provide trusted, nonpartisan, evidence-based research, policy analysis and innovative programs that empower an informed public to demand that education best practice becomes common practice throughout North Carolina.

OUR VISION
All North Carolina children shall have the opportunity to reach their full potential through equitable and meaningful public education that nourishes our state’s civic and economic vitality.

For 35 years the Public School Forum of North Carolina has served as an indispensable and nonpartisan champion of better schools. We bring together individuals and institutions from business, education, nonprofits, and government to study education issues, develop ideas, seek consensus, and ultimately inform and shape education policy. Along with our policy and practice work, the Forum also provides several programs to strengthen education in our state:

**DUDLEY FLOOD CENTER FOR EDUCATIONAL EQUITY AND OPPORTUNITY (Flood Center)**
Launching in 2020, the Flood Center will serve as a hub to identify and connect organizations, networks, and thought leaders who address racial equity, access, and opportunity in education across North Carolina.

**NC EDUCATION POLICY FELLOWSHIP PROGRAM (NC EPFP)**
NC EPFP is the only statewide program of its kind that focuses on leadership and professional development in the context of education policy. Each new cohort continues the trend of high caliber participants and is rich in its members’ range of experiences, both professionally and personally. Fellows come from public schools, universities, community colleges, state agencies, and a diverse array of education organizations across North Carolina.

**NC CENTER FOR AFTERSCHOOL PROGRAMS (NC CAP)**
NC CAP serves as a catalyst, convener and clearinghouse for afterschool and expanded learning programs across the state. NC CAPS works with out-of-school time programs to provide professional development, influence policy, and provide resources to help sustain and nurture these programs that are so vital to the children in their communities.

**NC RESILIENCE AND LEARNING PROJECT**
The NC Resilience and Learning Project is a whole school, whole child framework working with districts and schools across the state to create trauma-informed learning environments that are safer and more supportive for all kids. School staff are trained on the effects of adverse childhood experiences (ACEs) and work with Project staff to implement strategies to better support children dealing with trauma.
PUBLIC SCHOOL FORUM BOARD OF DIRECTORS

Tom Williams, Board Chair, Strategic Educational Alliances, Inc.
Alfred Mays, Chair-elect, Burroughs Wellcome Fund
Doug Sprecher, Secretary/Treasurer, First Citizens Bank
Michael Priddy, Immediate Past Chair, 21st Century Leadership, LLC
Mary Ann Wolf, President and Executive Director, Public School Forum of NC
Margaret Arbuckle, Guilford Education Alliance (Retired)
Keisha Bentley-Edwards, Duke University School of Medicine, Samuel DuBois Cook Center on Social Equity
Shirley Carraway, Retired Educator
Van Dempsey, UNC Wilmington Watson College of Education
Miles Devaney, Biogen
Dudley Flood, Consultant
John Healy, Kelly, Inc.
Tammorah Mathis, NC Department of Public Instruction

Costa Panagos, IQVIA
Yesenia Polanco-Galdamez, Polanco Law, P.C.
Melody Riley Johnson, Johnson & Johnson Medical Devices
Richard Schwartz, Schwartz & Shaw PLLC
Cyndi Soter O’Neil, ChildTrust Foundation-Investors Management Corporation
Steve Stephenson, Ward and Smith, P.A.
Richard Urquhart, Investors Management Corporation
Tony Watlington, Guilford County Schools
Willis “Bill” Whichard, Tillman, Whichard, & Cagle, PLLC
Saundra Wall Williams, Vision Building Institute for Women
Mekeisha Williams, Duke University and Health System
David Young, Participate Learning

EMERITUS BOARD MEMBERS

Barbara Allen, Consultant
Lynda Anderson, Education Policy Advisor (Retired)
Gene Arnold, Former NC House Legislator
Tom Bradshaw, Tom Bradshaw & Associates

Gerry Hancock, Everett Gaskins Hancock LLP
Sam Houston, NC Science, Mathematics & Technology Education Center
Tom Lambeth, Z. Smith Reynolds Foundation
PUBLIC SCHOOL FORUM ADVISORY BOARD

Marina Aleman, Que Pasa Media Network  
Bruce Beasley, The Beasley Group  
Amanda Bell, Rockingham County Board of Education  
Chris Bell, Truist  
Rep. Hugh Blackwell, NC General Assembly  
Matthew Bristow-Smith, NC Principal of the Year 2019  
Evelyn Bulluck, NCSBA, Nash/Rocky Mount Public Schools  
Sue Burgess, Retired Superintendent, Dare County Schools  
J.B. Buxton, President, Durham Technical Community College  
Dennis Carroll, High Point University  
Alisa Chapman, Education Policy Consultant  
Gina Chung, Empowered Parents in Community (Board)  
Sandra Wilcox Conway, Conway and Associates  
Jeni Corn, myFutureNC  
Courtney Crowder, Crowder Consulting  
Dick Daugherty, IBM (Retired)  
Eric Davis, State Board of Education, Chair  
Ed Dunlap, NC School Boards Association  
Bob Eaves, Business Owner, Investor  
Catherine Edmonds, Elizabeth City-Pasquotank Public Schools System  
Lou Fabrizio, Fabrizio Education Consulting  
Cristal Figueroa, Access Family Services  
Jayne Fleener, College of Education at NC State  
Patti Gillenwater, Elinvar  
Barbara Goodman, 2019 Jay Robinson Education Leadership Award Recipient  
Jim Goodman, 2019 Jay Robinson Education Leadership Award Recipient  
Ann Goodnight, SAS  
Art Rouse, East Carolina University College of Education  
Jessica Holmes, Wake County Board of Commissioners  
Sen. Rick Horner, NC Senate  
Tamika Walker Kelly, NC Association of Educators  
Anthony Jackson, NC Superintendent of the Year - 2020  
Mark Johnson, State Superintendent of Public Instruction  
Katherine Joyce, NC Association of School Administrators  
Graham Lewis, Schneider Electric  
Shanta Lightfoot, Wake County Public School System  
Matt Liles, NC Department of Justice  
Kaye Bernard McGarry, Educational Consultant, Community Leader  
Bill McNeal, Wake County Public School System (Retired)  
Bill Medlin, Professional Educators of NC  
Rep. Craig Meyer, NC General Assembly  
Mariah Morris, 2019 NC Teacher of the Year  
Catherine Otto, SAS  
Tom Oxholm, Wake Stone Corporation  
LaTanya Pattillo, Teacher Advisor to Governor Roy Cooper  
Scott Penland, Clay County Schools (Retired)  
Justin Perry, Perry Counseling  
Jim Phillips, Brooks, Pierce, McLendon, Humphrey & Leonard  
Philip Price, NC Department of Public Instruction (Retired)  
Shirley Prince, NC Principals & Assistant Principals’ Association  
Karl Rectanus, LearnPlatform  
Sen. Gladys Robinson, NC General Assembly  
Marion Robinson, State Employees Credit Union (retired)  
Katie Rosanbalm, Center for Child and Family Policy, Duke University  
Peggy Smith, Campbell University  
Mark Sorrells, Fayetteville Technical Community College  
Julie Spencer, NC Association for Supervision and Curriculum Development  
Maureen Stover, NC Teacher of the Year - 2020  
Caroline Sullivan, NC Business Committee for Education  
Erin Swanson, Edgecombe County Public Schools  
Geoffrey Tennant, Polk County Board of Education  
Sen. Jerry Tillman, NC General Assembly  
Hope Williams NC Independent Colleges & Universities  
Blount Williams, Alfred Williams & Company  
Marco Zarate, Co-founder NC Society of Hispanic Professionals
EVENTS

EGGS & ISSUES BREAKFAST (Winter)
**Attendance:** 300-350
Each year, the Public School Forum gathers over 300 business, education, nonprofit, and government leaders to talk about the most pressing education issues facing North Carolina that will drive policy debate during the upcoming legislative session. Eggs & Issues also debuts the Forum’s Top Education Issues for the year.

**Note:** Eggs & Issues will be held virtually in January 2021. We plan to return to our usual in-person format in 2022.

SYNERGY CONFERENCE (Spring)
**Attendance:** 300-400
Each year the Synergy Conference brings together hundreds of afterschool and expanded learning program directors, staff, K-12 educators, and college faculty to share research-based information, as well as relevant strategies for engaging students academically, socially and emotionally. Synergy Conference participants experience engaging keynotes, workshops, and networking among afterschool providers, leaders, and advocates.

**Note:** Synergy was held virtually in 2020, but hopes to move back to an in person event in 2021.

JAY ROBINSON EDUCATION LEADERSHIP AWARD GALA (Late Spring)
**Attendance:** 350-400
The Jay Robinson Education Leadership Award was established by the Public School Forum Board of Directors in 2000 to recognize exemplary leaders who have made outstanding contributions to public education. The Gala both celebrates the recipient and public education in general.

**Note:** Jay Robinson Gala sponsorships will be completely separate for 2021 due to the uncertainty of being able to hold the event. Sponsor recognition levels below do not include Jay Robinson Gala.

COLOR OF EDUCATION (Fall)
**Attendance:** 1,000
A full day summit with workshops and panel discussions focused on strategies for addressing persistent racial inequities in our educational system. Sessions are open to a wide range of participants, including educators, parents, students, nonprofits, policymakers, researchers, and community groups. Previous Color of Education keynote address speakers include Ta-Nehisi Coates and Nikole Hannah-Jones.

**Note:** in light of COVID-19, we will be hosting a 2020 Color of Education Month in October with multiple virtual events instead of a single in-person event. We hope to return to our in-person format in Fall 2021.

RESILIENCE AND LEARNING ANNUAL CONVENING (Summer)
**Attendance:** 50-100
In August 2020, the NC Resilience and Learning Project team held its first annual convening of school personnel from across the state that have participated in our Project, which helps schools create trauma-informed learning environments that are safer and more supportive for each child. While we hope to make this an in-person event in coming years, this year’s inaugural event was held virtually, with over 70 attendees from districts across our state.
TOP EDUCATION ISSUES
For more than twenty-five years, the Public School Forum of North Carolina has published an annual list of the top issues that we believe should or will likely be at the forefront of conversations around K-12 public education policy in the upcoming year. We intend for these publications, compiled through engagement with our staff, board members, and partners, to provide evidence-based analysis and recommendations to help guide discussions and consideration by state and local policymakers of the most critical issues facing public school students across the state. The publication is distributed to all members of the legislature, all Eggs & Issues guests, and is shared at smaller regional events, in the Friday Report on social media and www.ncforum.org/top-education-issues/.

LOCAL SCHOOL FINANCE STUDY
For more than 30 years the Public School Forum has isolated state and federal spending to examine the capacity and effort counties make to support their schools in our annual Local School Finance Study. North Carolina has been engaged in litigation defending its system of school finance for nearly twenty years, which was partially instigated because of spending inequities between low wealth and wealthy counties. The Local School Finance Study is meant to highlight the funding inequities across counties in hopes to draw more attention to this growing problem. The study is distributed to all members of the legislature and is shared in the Friday Report on social media and www.ncforum.org/2020-local-school-finance-study/.

ROADMAP OF NEED
First published by the Public School Forum of North Carolina and NC CAP in 2010, the Roadmap of Need compiles data on health, youth behavior and safety, education, and economic development to take a whole child needs assessment of what young people living in each of North Carolina’s 100 counties must have in order to thrive in school and in life. Over the past several years, the Roadmap has been a key resource for afterschool providers and other education organizations when communicating with policymakers, funders, and citizens about the importance of their services, and to target areas for increased investment. School administrators, central office staff, nonprofits, community leaders, and parent advocates also use the Roadmap to demonstrate to others the needs faced by their communities. Public education
advocates have brought Roadmap data to the attention of school board members, county commissioners, and members of the General Assembly in order to inform their efforts to create state and local policies that address significant community needs. The Roadmap is distributed to all members of the legislature and attendees of the annual Synergy conference, and is shared in the Friday Report, on social media and at www.ncforum.org/roadmapofneed/.

NC EDUCATION PRIMER
Every two years in alignment with our election cycle, the Public School Forum updates and distributes the North Carolina Education Primer, a robust and fact-based introduction to educational policymaking in North Carolina. The Education Primer is intended to be a resource for elected and appointed officials, as well as candidates for public office and policymakers, as they aim to tackle these policy issues in the General Assembly, their local communities, or in their schools. The Primer is presented at candidate briefings across the state, and is shared with all members of the legislature, in the Friday Report and on www.ncforum.org/category/publications/research/primer/. For 2020, the briefings are being done remotely due to COVID-19.

THE AFTERSCHOOL OBSERVER
The Afterschool Observer is a monthly e-newsletter produced by the North Carolina Center for Afterschool Programs (NC CAP), which offers out-of-school time program providers and community leaders with information on professional development, funding opportunities and more! www.ncafterschool.org/afterschool-observer

THE RESILIENCE READER
The Resilience Reader is the NC Resilience and Learning Project’s monthly newsletter for educators to receive information and resources about issues such as childhood trauma, resilience and the power of trauma-informed schools and communities. www.ncforum.org/resilience
EDUCATION MATTERS

Education Matters is a weekly television show hosted by Public School Forum President & Executive Director Mary Ann Wolf. The 30-minute program airs approximately 40 times each year on:

- WRAL-TV – Saturdays at 7:30 pm.
- UNC-TV’s NC Channel – Sundays at 6:30 am and Wednesdays at 9:30 am
- FOX 50 – Sundays at 8:00 AM

Education Matters is also available online and is shared to our Friday Report list, on our website and on social media.

**Viewership Information:**

<table>
<thead>
<tr>
<th>Premiered on WRAL-TV</th>
<th>Average Rating</th>
<th>Highest Rated Episode</th>
<th>Most Online Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2, 2016</td>
<td>1.4/16,000 HH</td>
<td>2.4/28,000 HH interview of Gov. Roy Cooper on January 28, 2017 (won that night’s time slot)</td>
<td>1,248 interview with State Treasurer Dale Folwell about the State Health Plan in July 2019</td>
</tr>
</tbody>
</table>
ANNUAL FORUM PARTNER BENEFITS

**Public School Champion - $25,000+**

- Presenting sponsor recognition at an event of your choice. A representative from your organization will be invited to speak during the event.
- Press release announcing commitment.
- Organization logo displayed prominently as sponsor on event invitations and at events. Events included: Eggs & Issues, Synergy, Resilience and Learning Convening, and Color of Education.
- Invitation to business leaders convening following Eggs & Issues event.
- Monthly ad in weekly Friday Report e-newsletter for 12 months.
- Organization logo included in the Top Education Issues, Local School Finance Study, and Roadmap of Need.
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 6 months.
- Social media announcing partnership commitment on LinkedIn, Facebook, and Twitter.
- Logo with url displayed on Forum website for 12 months.
- Complimentary registration for 8 for Eggs & Issues and Color of Education.

**Public School Ally - $20,000**

- Organization logo displayed prominently as sponsor on event invitations and at events. Events included: Eggs & Issues, Synergy, Resilience and Learning Convening, and Color of Education.
- Invitation to business leaders convening following Eggs & Issues event.
- Monthly ad in weekly Friday Report e-newsletter for 12 months.
- Organization logo included in the Top Education Issues, Local School Finance Study, and Roadmap of Need.
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 3 months.
- Social media announcing partnership commitment on LinkedIn, Facebook, and Twitter.
- Logo with url displayed on Forum website for 12 months.
- Complimentary registration for 8 for Eggs & Issues and Color of Education.
**Public School Partner - $5,000+**

- Organization logo displayed prominently as sponsor on event invitations and at events. Events included: Eggs & Issues, Synergy, Resilience and Learning Convening, and Color of Education.
- Invitation to business leaders convening following Eggs & Issues event.
- Monthly ad in weekly Friday Report e-newsletter for 3 months.
- Organization logo included in the [Top Education Issues](#), [Local School Finance Study](#), and [Roadmap of Need](#).
- Social media announcing partnership commitment on LinkedIn, Facebook, and Twitter.
- Logo with url displayed on Forum website for 12 months.
- Complimentary registration for 5 for Eggs & Issues and Color of Education.

**Public School Ambassador - $10,000+**

- Organization logo displayed prominently as sponsor on event invitations and at events. Events included: Eggs & Issues, Synergy, Resilience and Learning Convening, and Color of Education.
- Invitation to business leaders convening following Eggs & Issues event.
- Monthly ad in weekly Friday Report e-newsletter for 3 months.
- Organization logo included in the [Top Education Issues](#), [Local School Finance Study](#), and [Roadmap of Need](#).
- Social media announcing partnership commitment on LinkedIn, Facebook, and Twitter.
- Logo with url displayed on Forum website for 12 months.
- Complimentary registration for 5 for Eggs & Issues and Color of Education.
- Jay Robinson Education Leadership Gala recognition is NOT included in the Forum Partners Program for 2021. If the Gala is held in 2021, separate sponsorships will be available.

**Friend of Education - $2,500+**

- Company logo displayed prominently as sponsor on event invitations and at events. Events included: Eggs & Issues, Synergy, Resilience and Learning Convening, and Color of Education.
- Logo with url displayed on Forum website for 12 months.
- Complimentary registration for 5 for Eggs & Issues and Color of Education.

*Each Forum Partner membership is valid for one calendar year from date of returned signed Partner agreement.*

*Jay Robinson Education Leadership Gala recognition is NOT included in the Forum Partners Program for 2021. If the Gala is held in 2021, separate sponsorships will be available.*

*All Forum Partner recognition can be tailored to your organization's needs. Please contact Development Director Marisa Bryant at 919-781-6833 ext. 100 or mbryant@ncforum.org to discuss your preferences.*