



FORUM PARTNERS PROGRAM INFORMATION



**PUBLIC SCHOOL
FORUM** *of north carolina*

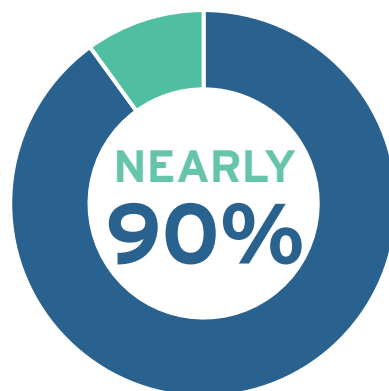
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Our **Forum Partners Program** is both an opportunity to share your organization's brand with thousands across North Carolina and an opportunity to make an investment in our state's future workforce and leadership.

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.



**of Public Forum
funding comes from
donations from
INDIVIDUALS &
ORGANIZATIONS**

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.

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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.

PUBLICATIONS



FRIDAY REPORT

Weekly e-newsletter with over 10,000 subscribers focused on the latest K-12 education news, events and opportunities.

www.ncforum.org/2020-friday-reports/



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/.

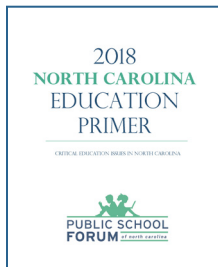


ROADMAP OF NEED

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



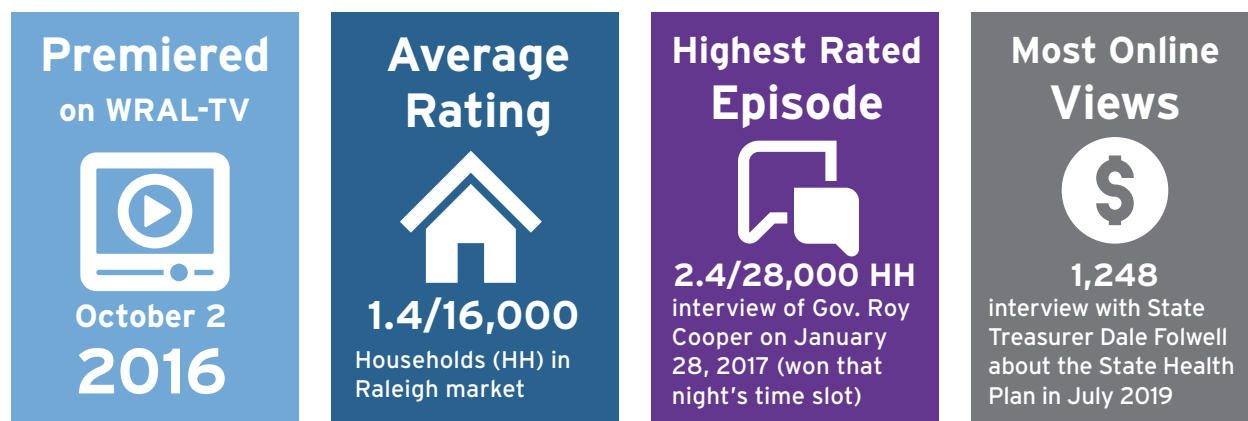
EDUCATION MATTERS

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:



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 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.

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.
- 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.

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.