



Believe in Better

EDUCATION LEADERSHIP INSTITUTE

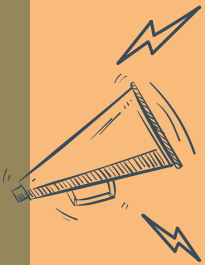
A PROJECT OF 50CAN ACTION FUND





ABOUT 50CAN ACTION FUND

50CAN Action Fund is a nonpartisan education advocacy organization. It links local leaders from across the country in a collaborative network with a unified goal of building a better education system.



We believe that **GROWING THE RANKS OF CITIZEN-ADVOCATES** will change the trajectory of children's lives.



We believe in the power of **EVIDENCE-BASED POLICY** and open advocacy.



We believe that nationwide change depends on a **NETWORK OF LOCAL ADVOCATES**.



We believe that to improve education for all students, we need an **UNWAVERING COMMITMENT** and a clear-eyed approach.

As we seek to recover, rebuild and renew our commitment to education, our students deserve **MORE** than a return to normal, they deserve to Believe in Better. This framework is embodied through five policy buckets:

1

The education that's right for you

2

Tutoring and care for all

3

A world of open and connected learning

4

A family's right to know what's working

5

A clear path to a career



READ MORE AT 50CANACTIONFUND.ORG/BELIEVE-IN-BETTER/



VISION & GOALS

VISION

There is a crisis in American education, and advancing meaningful policy change takes leaders who will prioritize the issues of kids and education. 50CAN Action Fund is ready, through the Believe in Better Education Leadership Institute, to support these education champions. The **Education Policymakers Fellowship** and the **Candidate Training Fellowship** will expose participants to the knowledge, experts and community needed to build up the future champions of kids and educators with the tools for long-term success.

OBJECTIVES

- ☐ Run two separate fellowship programs every year, one for current elected officials and one for prospective or current political candidates.
- ☐ Graduate 30 policymaker and candidate fellows a year.
- ☐ Get five policy initiatives brought forward by fellows each year.
- ☐ Have five fellows from each class run for office or manage a campaign within two years.
- ☐ Provide ongoing support to fellowship participants, including access to technical policy support and access to local relationships.

WHY 50CAN ACTION FUND FELLOWSHIPS

50CAN Action Fund is in a unique position to support the next generation of education champions through our expertise with fellowships, our existing relationships and our record of commitment to bettering education for kids. We have a broad network of relationships with local community leaders and elected officials. Throughout our network, we have developed expertise that we will incorporate into our curriculum, which will provide proven concepts and the newest ideas on education policy and campaign tactics.





STRUCTURE & CONTENT

PURPOSE

Our aim is to identify candidates who can be champions for kids and educators, and train them to be prepared for the rigors of winning political campaigns. By working with a smaller group, we will be able to provide a greater level of access to expertise and individualized support. The program will familiarize fellows with the rigors of a campaign and will culminate in the fellows writing their own campaign plans.

APPLICATION PROCESS

Applicants are identified and recruited by our local leaders and their coalition partners. The final cohort of up to 15 fellows will be chosen from applicants who are willing to commit to the schedule, have an expressed goal of becoming an elected official in the near future, and demonstrate an alignment with the vision of 50CAN Action Fund. They will also need to be a viable candidate who has taken independent steps toward running for office.

PROGRAMMING

This is a 10-session fellowship that runs from summer through early fall. It includes at least one in-person gathering, with the rest of the sessions being held virtually. In the second half of the fellowship, candidates will start writing their own campaign plans. Working with fellowship campaign staff support, elected officials and campaign experts, they will learn to develop a platform and gain an understanding of campaign strategies and tactics.

SESSION MODULES

- | | |
|---|---|
| <input type="checkbox"/> Elected Official 101 (What it means to be an Elected Official) | <input type="checkbox"/> Campaign Finance/Campaign Politics |
| <input type="checkbox"/> Candidate Preparation | <input type="checkbox"/> Guest Speaker – Political Operative: Role of a Candidate in a Campaign |
| <input type="checkbox"/> Guest Speaker – Recent Candidate: Developing a Platform | <input type="checkbox"/> Campaign Media |
| <input type="checkbox"/> Campaign Overview | <input type="checkbox"/> Campaign Voter Contact |





STRUCTURE & CONTENT

PURPOSE

Help current elected officials be equipped to be champions who will lead difficult and meaningful education policy initiatives. We will do this through peer-to-peer connections, introductions to top advocates and experts from around the country, and a deliberate curriculum that walks them from foundational knowledge to cutting-edge education innovation.

APPLICATION PROCESS

Applicants are identified and recruited by our local leaders. The final cohort of up to 15 fellows will be chosen from applicants who are willing to commit to the schedule, are aligned with the Believe in Better agenda, and demonstrate a willingness to introduce and lead on game-changing policy in the future. Participation in the candidate fellowship is not a prerequisite to participate in the elected official fellowship.

PROGRAMMING

This is a 10-session fellowship that runs from summer through early fall. It includes at least one in-person gathering, with the rest of the sessions being held virtually. In the second half of the fellowship, elected officials will choose one specific policy area that falls under a pillar of the Believe in Better Framework. Working with their peers, fellowship policy staff support, and other advocacy experts, they will build out a proposed comprehensive policy and create messaging and advocacy strategies for enacting it.



SESSION MODULES

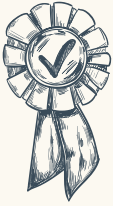
- | | |
|--|---|
| <input type="checkbox"/> History of Public Education | <input type="checkbox"/> A World of Open and Connected Learning |
| <input type="checkbox"/> School Finance | <input type="checkbox"/> Tutoring and Care for All |
| <input type="checkbox"/> The Education That's Right for You | <input type="checkbox"/> Parent, Teacher and Public Voices |
| <input type="checkbox"/> A Clear Path to a Career | <input type="checkbox"/> Education and Effective Communication and Advocacy |
| <input type="checkbox"/> A Family's Right to Know What's Working | |



LONG-TERM VISION

BUILDING AN ONGOING SUPPORT NETWORK

The Believe in Better Leadership Institute program is not intended to be a one-time experience. Our goal is to build a network of elected officials who stay connected and receive ongoing support for their difficult work. Our state leaders will always be the primary relationship for elected officials, but this program provides the same peer-to-peer support that our state staff benefit from within the 50CAN Action Fund network.



ONGOING SUPPORT FOR ELECTED OFFICIAL FELLOWS

- ☐ Annual invitations to attend 50CAN Action Fund and Believe in Better Leadership Institute gatherings.
- ☐ Quarterly newsletter featuring policy trends and highlighting the successes of former fellows.
- ☐ Annual awards and recognitions of former fellows who achieve significant policy wins.
- ☐ Encourage former fellows to nominate future fellows for the program.
- ☐ Access to personalized policy support for their top education initiatives.



ONGOING SUPPORT FOR CANDIDATE TRAINING FELLOWS

- ☐ Provide candidates with strategic advice on their campaigns, as legally allowed, and help connect them with the groups and supporters they need to be successful.
- ☐ Provide access to local support networks.
- ☐ Provide campaign seed money, as legally allowed.



WHAT FORMER FELLOWS SAY

"It was an honor to be a founding member of the cohort with Democrat and Republican legislators from across the nation. Our sole purpose is to transform and reinvigorate the education system for children and their teachers. We can and must do better for them and America's future."



GEORGIA STATE
REPRESENTATIVE
MESHA MAINOR (D)



DELAWARE STATE
REPRESENTATIVE
KEVIN HENSLEY (R)

"Engaging with other state lawmakers over several months through the program was truly invaluable! Oftentimes, we feel confined in our own state's process, and the ability to not only come up with valuable change, but also a process to make these improvements happen can be a bit overwhelming. There's frankly no need to reinvent the wheel oftentimes — the opportunity to hear what's working in other states and putting it into action was a huge takeaway for me!"

BELIEVE IN BETTER ADVISORY BOARD

While this will be a program of 50CAN Action Fund, it will have its own separate advisory board to govern and lead the program. The five-member advisory board consists of dynamic public figures who have been influential in creating and championing educational policies. Board members have significant policy and/or campaign experience that will guide and inspire fellows in the program.



MARCUS BRANDON

Former Member of the North Carolina House of Representatives, 60th District



NANCY LANDRY

Former Member of the Louisiana House of Representatives, 31st District



ALISHA THOMAS SEARCY

Former Member of the Georgia House of Representatives, 39th district
Former Democratic Nominee for Georgia State Superintendent of Schools



WILL BURNS

Former Chicago Alderman, 4th Ward
Former Member of the Illinois House of Representatives, 26th District



LISA GRAHAM KEEGAN

Former Arizona Superintendent of Public Instruction
Former Member, Arizona House of Representatives, 28th District

