

# Introducing Arizona's Newest Education Advocacy Organization

*Improving the Quality of Education in Arizona  
Will Improve the Quality of Life for All Arizonans*

Mayor's Education and Workforce Roundtable  
Mesa, AZ  
August 24<sup>th</sup>, 2021



# A New Educational Organization Concept Emerges

## An Impetus to Think Differently

- Education & Business community fragmented and crowded
- Limited / shrinking pool of Arizona education funders
- COVID-19 implications -- societal and financial

## Broad Stakeholder Engagement

- College Success Arizona, Expect More Arizona, Achieve60AZ Boards
- Community Advisory Committee + 100s of interview
- Comprehensive Public Surveys
- Senior Leadership + Staff

# The Name -- What We Heard

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- Aspirational
- Need education in the name
- Forward-thinking
- Connects progress in education with progress statewide

# Design Inspiration

- Arizona state flag
- The star represents aspiration; used to inform new logo design



# Design Inspiration

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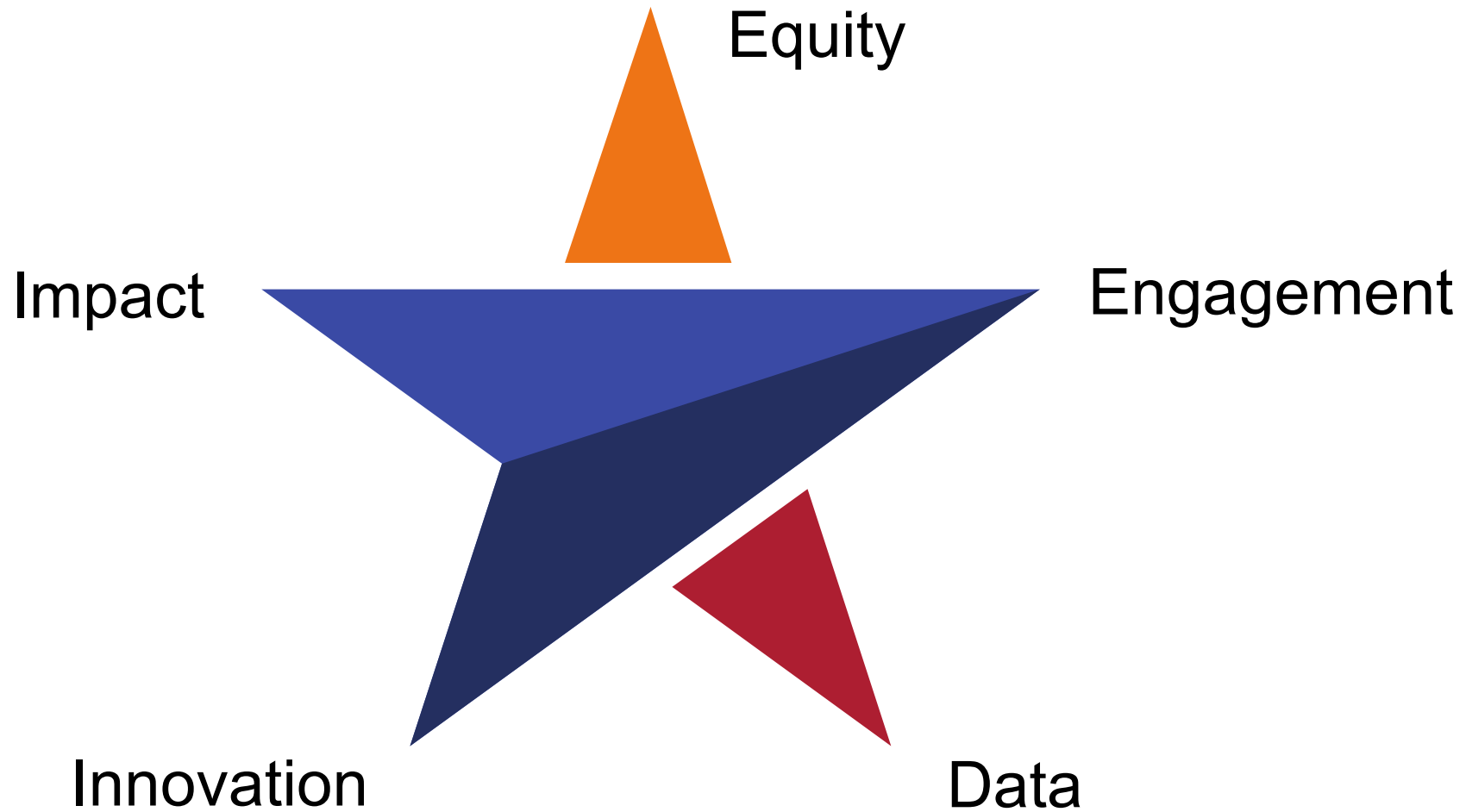
Emphasis on  
forward-thinking,  
forward motion

Reflect all colors of  
the Arizona state  
flag



# Guiding Principles

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# Introducing...

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education   
**FORWARD**  
arizona

# Strategic Direction



## Our Strategic Direction

Education Forward Arizona represents the collective will of diverse communities and partners, and seeks to create meaningful collaborations that changes the way people see and support education in Arizona.

### Our Mission

To advocate for and act on education improvements that advance the quality of life for all Arizonans.

### Our Approach

To raise awareness of the connection between quality education and quality of life, and advance education policy and other supports that improve education outcomes for all students in Arizona.

### Our Goals

We will work to do the following:

- Develop support for improved outcomes on Education Progress Meter indicators
- Reach the state attainment goal by 2030, working through the P-20 continuum
- Close achievement gaps at all levels
- Advocate for state-level funding allocated to those most in need

### Our Guiding Principles

EQUITY

ENGAGEMENT

DATA

INNOVATION

IMPACT

## Key Strategies

At the heart of our strategic direction is a commitment to work inclusively, collaboratively and effectively with all stakeholders to improve education in Arizona.

### 1 Thought Leadership

- Position Education Forward Arizona as the state's trusted source of effective education messaging
- Create a cohesive and urgent case for the importance of education as a key driver of improving the quality of life in Arizona
- Build public and political will for significant education improvements

### 2 Mobilize for Action

- Engage, convene and collaborate with diverse communities to work together to achieve Education Progress Meter goals, starting with early learning and attainment goals
- Galvanize networks and our robust database as a powerful force for equitable education
- Compel champions to take courageous actions

### 3 Support and Scale

- Identify and share other successful practices across the state and opportunities for scaling their impact
- Use Education Progress Meter to measure and report on education progress to the public regularly
- Incubate our own innovative approaches that help to transform educational outcomes and spread the ones that work

### 4 Influence

- Develop a leadership voice for the organization in the state's education policy space
- Collect, analyze and publish data and research that ensures effective decision-making in policy and practice and helps to remove barriers to equitable educational opportunities
- Deploy influence for policy and programmatic solutions that deliver improved outcomes for students

### Join Us

To learn more about Education Forward Arizona and how you can join us in this important work, visit [educationforwardarizona.org](https://educationforwardarizona.org).

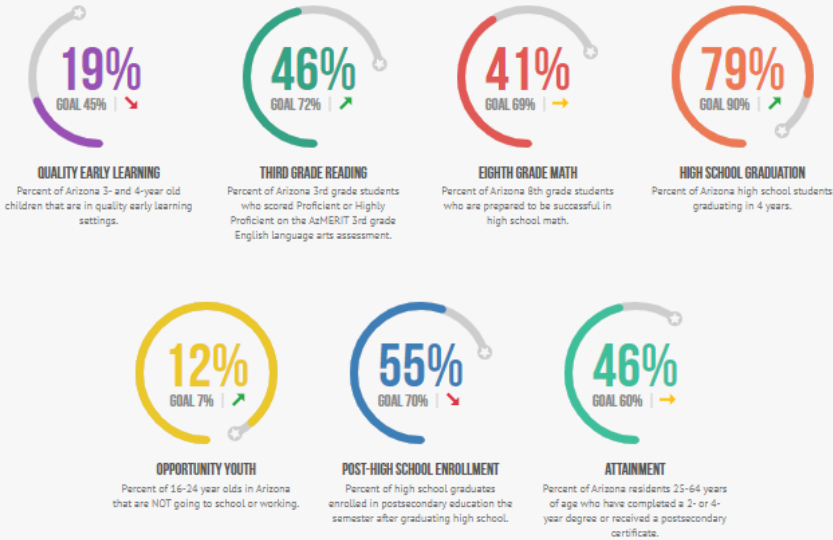





# Programs & Policy at Work in Mesa



## Arizona Education Progress Meter



# Thanks to Our Launch Partners!

Students of our great state will benefit from the expertise of thought leaders dedicated to providing a relevant and brighter future for education in Arizona.

Andi Furlis

*Superintendent  
Mesa Public Schools*

education   
**FORWARD**  
arizona

EducationForwardArizona.org @EdForwardAZ   



# Join Us To Create Impact

## Together We Can Improve Education Outcomes and Increase Educational Attainment

- ★ Like & follow Education Forward Arizona on social channels
- ★ [Join us](#) as a courageous champion to take bold actions to improve educational outcomes for all students.
- ★ Post / share / re-tweet with your thoughts about the work we will do to advance equitable solutions and support students across Arizona
- ★ Partner on innovative projects and share your ideas
- ★ Localize the effort to increase attainment in your community
- ★ Invite us to present in your community





## Reach us at:

- ★ Facebook: [@EducationForwardArizona](#)
- ★ LinkedIn: [@Education Forward Arizona](#)
- ★ Twitter: [@EdForwardAZ](#)
- ★ Instagram: [@EdForwardAZ](#)

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**Let's Move  
Education  
Forward  
Arizona,  
together.**

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