

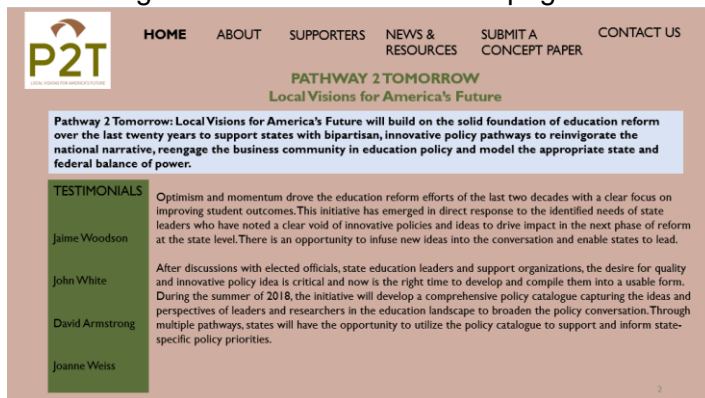
PATHWAY 2 TOMORROW *Website Development*

OUTLINE

1. Home Page
2. About Us
3. Supporters
4. News & Resources
5. Submit a Concept Paper
6. Contact Us
7. *Published Policy Papers*

PAGE 1: HOME PAGE

- Landing page
- Logo in the left corner on each page should return to this landing page



HEADER TEXT:

Pathway 2 Tomorrow: Local Visions for America's Future builds on the solid foundation of education reform over the last twenty years in the pursuit of bipartisan, innovative policy pathways to support state and local narratives, as well as economic and workforce demands. With this commitment, policy proposals and innovative, agile ideas will be developed and curated to serve as the foundation for a flexible framework supporting state implementation at the local level.

MAIN TEXT:

Optimism and momentum drove the education reform efforts of the last two decades with a clear focus on improving student outcomes. Efforts were coordinated and, for the most part, aligned at the national level and amongst established advocacy organizations. There was an underlying confidence in the policy agenda to meet the established vision. These efforts, however, were focused on K-12 improvements without substantial inclusion of higher education and workforce pathways, and they were not tailored to the unique needs of states.

Recently, the tone and alignment has shifted dramatically. We have entered a new era of policy and impact in education where states are clearly at the leadership helm. The education reform community, as we've known it, appears fractured, less coordinated and divided – and there is a clear void of innovative policies and ideas to drive impact in the next phase of reform. States have identified that sustained impact will be dependent on the incorporation of responsive and

agile policies aligned with localized workforce and economic needs that fit within state policy priorities.

In this era, **we are committed to the pursuit of bipartisan, innovative policy pathways to support state and local narratives, as well as economic and workforce demands. With this commitment, policy proposals and innovative, agile ideas will be developed and curated to serve as the foundation for a flexible framework supporting state implementation at the local level.** The proposals should be research-informed, innovative, and implementable, spanning both K-12 and inclusive of higher education with a focus on agile and responsive systems and a clear connection to impacts on the economy and evolving workforce demands.

Stemming from discussions with policy influencers at the state and local levels, including elected officials, state education leaders and non-profit support organizations, the desire for additional quality and innovative policy ideas is critical and now is the right time to develop them. As states lead the way, there is a subsequent need to provide the support and resources necessary to build capacity for implementation at the state level. Investing in states to develop and implement strategic, sustainable pathways aligned to state-specific needs is a critical next step.

TESTIMONIALS: *(should be easily updatable)*

“There is a critical need for building long-term education and policy capacity at the state level. We need innovative and implementable policy ideas to build the next generation K-12 and higher education agenda. I am confident that the ideas developed through this initiative will provide an impetus for state-level groups to engage in cohesive and coordinated policy engagement for sustained impact.”

- John White, Superintendent, Louisiana Department of Education

“We have a current challenge in education reform in creating a platform for ideas among states when leadership is decentralized. This initiative aims to bridge the needs of states and evoke synergy among them.”

- Jaime Woodson, Executive Director, Tennessee SCORE

“This initiative is keenly responsive to the differing needs of states. The call for policy ideas from a broad array of stakeholders and on a variety of topics will build a comprehensive policy resource that states can utilize in the way that fits its specific need.”


- Governor Jack Markell, State of Delaware

“As we develop plans to advocate for policy change aligned with our priorities, we are finding it difficult to know what good ideas are out there to consider. We are excited that this initiative will compile existing policies and develop new ones into a useful resource for our members.”

- *Local Chamber Representative*

PAGE 2: ABOUT


- Text should be easily revised
- Logos + descriptions should be replaceable and updated easily




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Who We Are


In response to the identified needs of its members, **Pathway 2 Tomorrow: Local Visions for America's Future** is a collaborative endeavor between the **Council of Chief State School Officers (CCSSO)**, the **American Council of Education (ACE)**, the **United States Chamber of Commerce** and the **National Governors Association (NGA)**, and spearheaded by **Hanna Skandera**, former **New Mexico Secretary of Education**.




The Council of Chief State School Officers (CCSSO) is a nonpartisan, nationwide, nonprofit organization of public officials who head departments of elementary and secondary education in the states, the District of Columbia, the Department of Defense Education Activity, the Bureau of Indian Education and the five U.S. extra-state jurisdictions.



ACE is the major coordinating body for the nation's colleges and universities. We represent nearly 1,800 college and university presidents and the executives at related associations, and are the only major higher education association to represent all types of U.S. accredited, degree-granting institutions: two-year and four-year, public and private. ...



The U.S. Chamber of Commerce is the world's largest business organization representing the interests of more than 3 million businesses of all sizes, sectors, and regions. Our members range from mom-and-pop shops and local chambers to leading industry associations and large corporations. They all share one thing—they count on the Chamber to be their voice in Washington, D.C.



Hanna Skandera brings over two decades of executive leadership experience to a variety of private, public and non-profit organizations. Most recently, Skandera served as Secretary of Education for the State of New Mexico under Susanna Martinez. In her role as Secretary for Education in New Mexico, Skandera oversaw a budget of \$2.7B, ...

TITLE: WHO WE ARE

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The **U.S. Chamber of Commerce** is the world's largest business organization representing the interests of more than 3 million businesses of all sizes, sectors, and regions. Our members range from mom-and-pop shops and local chambers to leading industry associations and large corporations. They all share one thing—they count on the Chamber to be their voice in Washington, D.C.



Hanna Skandera brings over two decades of executive leadership experience to a variety of private, public and non-profit organizations. Most recently, Skandera served as Secretary of Education for the State of New Mexico under Susanna Martinez. Known as a tenacious change agent and social entrepreneur, much of Ms.

Skandera's recent success derived from her innovative efforts to launch three non-profits, raising \$10 million in private, charitable and foundation capital. These non-profits continue to impact outcomes for children today and Skandera continues to coach their current Executive Directors. Previously, Skandera also served in the Schwarzenegger, Jeb Bush and George W. Bush Administrations in senior leadership roles. Hanna was appointed as a Research Fellow with the Hoover Institution at Stanford University and taught education policy and leadership at Harvard Graduate School of Education and Government and Pepperdine University's School of Public Policy. She is also a former Aspen Institute fellow. Skandera is recognized for her ability to grow organizational impact, change organizational culture and deliver results as well as her extensive network that spans private, public, charitable and academic spheres.

PAGE 3: SUPPORTERS

- List of supporters and quotes will continue to grow and should be easy to update from a template

HOME ABOUT **SUPPORTERS** NEWS & RESOURCES SUBMIT A CONCEPT PAPER CONTACT US

Pathway 2 Tomorrow: Local Visions for America's Future is supported by a broad array of partners that acknowledge the need for this initiative and are committed to furthering its impact.

AMERICA SUCCEEDS
 "The world is changing very fast and our schools have not evolved at the same pace. This initiative is taking an important step to inspire fresh thinking in the realm of education policy in hopes of identifying real solutions to impact the future."
Tim Taylor, America Succeeds

SCORE
 "We have a current challenge in education reform in creating a platform for ideas among states when leadership is decentralized. This initiative aims to bridge the needs of states and evoke synergy among them."
Jaime Woodson, TN Score

LOUISIANA DEPARTMENT OF EDUCATION
 "There is a critical need for building long-term education and policy capacity at the state level. We need innovative and implementable policy ideas to build the next generation K-12 and higher education agenda. I am confident that the ideas developed through this initiative will provide an impetus for state-level groups to engage in cohesive and coordinated policy engagement for sustained impact."
John White, Louisiana Department of Education

Other Partners Include:
 Jobs for the Future
 Strada Education Network
 University Ventures
 University Innovation Alliance

HEADER TEXT:

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BODY TEXT:

Logo + quote for each partner;

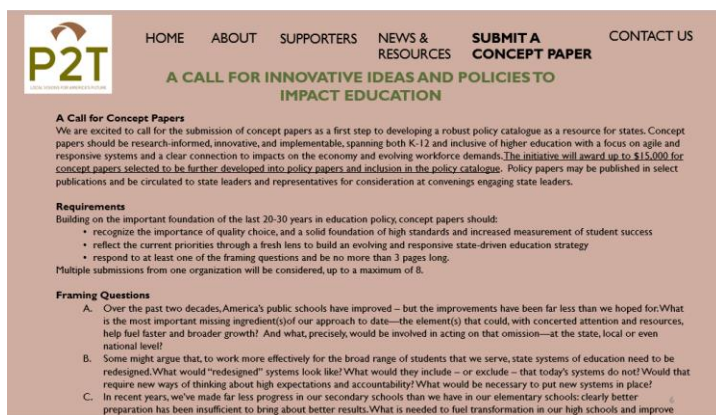
If no quote, just a list of logos or organization names

PAGE 4: NEWS & RESOURCES

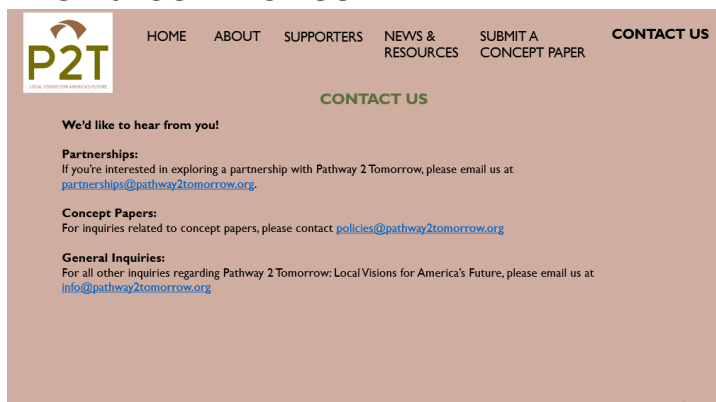
- Use a standard template to post news stories or press releases



PAGE 5: SUBMIT A CONCEPT PAPER



PAGE 6: CONTACT US



BODY TEXT:

We'd like to hear from you!

Partnerships:

If you're interested in exploring a partnership with Pathway 2 Tomorrow, please email us at partnerships@pathway2tomorrow.org.

Concept Papers:

For inquiries related to concept papers, please contact policies@pathway2tomorrow.org

General Inquiries:

For all other inquiries regarding Pathway 2 Tomorrow: Local Visions for America's Future, please email us at info@pathway2tomorrow.org

PAGE 7: POLICY PAPERS

- **Note:** Not part of the initial launch, but we need to ensure the site is setup to accommodate this critical component in the future
- Searchable database of policy papers and ideas
- Sortable by topic?

BRANDING BRAINSTORM

Name: Pathway 2 Tomorrow: Local Visions for America's Future

- Icon should be able to stand on its own as identifiable
- Clean, modern (not frilly cursive styles...)
- Variations – icon, full name + tagline, short logo (P2T in some way, including the icon)

Icon Brainstorm:

- We like the concepts of “bridging” and “merging” to represent the goals of the initiative. To that end, I've found a bridge-type icon (though I'm now told it's a mobius, whoops!) and a merging icon as inspiration. See them both below.
- I like the idea of incorporating the distinguishable icon as part of the P2T for a tight logo – similar to an option below... but open to lots of ideas!
- Maybe trying the merging icon vertically as well?

Colors: We're hoping to settle on a good logo first in black and white and then knock out colors. Ideally, we'd end up with a color palette that's fresh and punchy – eye catching. I'm hoping to not stick to just grays and blues. Not sure if that's helpful to know for inspiration!



Pathway 2 Tomorrow
LOCAL VISIONS FOR AMERICA'S FUTURE



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