

Wisconsin Coalition for Education Freedom

Working Together to Develop Solutions



**AMERICANS FOR
PROSPERITY**
WISCONSIN



**BADGER
INSTITUTE**

Free Markets ▪ Opportunity ▪ Prosperity

**School
Choice**
WISCONSIN™

**School
Choice**
WISCONSIN
Action

WMC
WISCONSIN MANUFACTURERS
& COMMERCE

 **K12**
A Stride Company

WILL
WISCONSIN INSTITUTE
FOR LAW & LIBERTY

Who we are

- Partnership of organizations that sees unprecedented opportunity to advance policy goals that will change the educational landscape in Wisconsin.
- Commitment to far-reaching policy goals that will give parents more control.
- Strongest coalition in history of parent choice in Wisconsin

Capabilities

- Unique blend of political expertise and experience with school choice policy.
- Track record of success in advancing complex policy issues.
- Array of legal entities required to achieve coalition goals through education, advocacy, and political support.
- Ability to amplify support to the fight for parental empowerment.

Key attributes

- Ability to develop well-crafted policy proposals for consideration by elected officials.
- Commitment to provide accurate, credible information to elected officials.
- Unity based on trust and common goals that enhances prospects for success.
- Disciplined, project-based approach to achieving goals.

What reinforces our work

- Dramatic swing towards parental empowerment among likely voters including among Democrats and Independents.
- Continued efforts of education establishment to oppose parental freedom.
- Strong support from candidates and elected officials who share our goals.

Our partners

**Americans for Prosperity Wisconsin. Badger Institute.
K12/Stride. School Choice Wisconsin. School Choice Wisconsin Action.
Wisconsin Institute for Law and Liberty. Wisconsin Manufacturers and Commerce.
Coalition co-chairs: Susan Mitchell (SCW) and Libby Sobic (WILL).**



Americans for Prosperity Wisconsin

Americans for Prosperity (AFP) advances long-term solutions to the country's biggest problems. It combines a strategy of engagement in the home districts of elected officials and a well-regarded Capitol presence for a strong record of legislative accomplishments. AFP's ability to get real-time reactions at doors and on phones greatly enhances coalition capability to create winning and effective message campaigns.

- *Eric Bott, Megan Novak*



Badger Institute

The Badger Institute, formerly the Wisconsin Policy Research Institute, is a nonpartisan, not-for-profit institute established in 1987 working to engage and energize Wisconsinites and others in discussions and timely action on public policy issues critical to the state's future, growth, and prosperity. It is guided by a belief that competitive free markets, limited government, private initiative, and personal responsibility are essential to our democratic way of life.

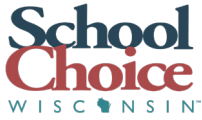
- *Mike Nichols, Michael Jahr, Jim Bender, Patrick McIlheran*



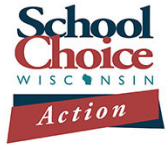
K12/Stride

K12/Stride is leading-edge virtual education company that has taken a national model and customized it to work in Wisconsin's regulatory landscape. K12/Stride operates three virtual schools in Wisconsin and will have more than 80 schools operating nationally by fall 2023. Its schools provide an online option for a high-quality, personalized learning experience. With innovative technology, inspiring teachers, and a dynamic, interactive curriculum, students can thrive, find their passion, and learn at the pace that's right for them.

- *Bill McCoshen*



School Choice Wisconsin/ School Choice Wisconsin Action



School Choice Wisconsin is a non-profit 501(c)(3) organization. With its 501(c)(4) partner, School Choice Wisconsin Action, it works to empower parents by developing, supporting, and promoting public policies that create quality K-12 options. Created in 2004, SCW/SCWA and its predecessors have played a leading role in advancing the cause of expanded education choice for Wisconsin families.

- *Susan Mitchell, Nic Kelly*



Wisconsin Institute for Law & Liberty

WILL is a public interest law and policy center that litigates, educates, and participates in public discourse. Its case categories include education reform, free speech, workers' freedom, open government, good government, and other individual rights. It has prevailed in more than 75% of cases undertaken. WILL also produces rigorous policy research on important educational issues in Wisconsin.

- *Libby Sobic, Will Flanders*



Wisconsin Manufacturers & Commerce

Wisconsin Manufacturers & Commerce (WMC) is the largest and most influential business association in the state. It functions as the state chamber of commerce, state manufacturers' association, and state safety council. With a diverse membership, WMC is involved in a wide array of activities in and out of the Capitol. With significant lobbying stature, WMC has a record of getting results. Its legislative presence and issue advocacy consistently lead to electoral and legislative impact in Wisconsin.

- *Scott Manley, Rachel Ver Velde*

Coalition Capabilities

Coalition partners have an array of legal entities under their umbrella organizations. Together, we have the capabilities to engage in all the ways necessary to achieve results. Collectively, we bring a reputation for effectiveness based on decades of experience and millions of dollars of expenditures.

With these capabilities inside a single coalition, our ability to successfully plan and execute is unmatched.