

MONTHLY

SEPTEMBER 2024

Welcome back to school!

On behalf of School Choice Wisconsin Action, we would like to welcome you to the **2024-2025** school year. Summer was a time to recharge and prepare for the upcoming year, which is exactly what we have been doing here at SCWA.

In the last legislative session, we put into play a multi-year plan to allow for the incredible growth of the choice programs and to strengthen our schools. The first phase of our plan yielded us historic per-pupil funding increases and helped us defend against many intrusive bills.

We are committed to continuing this legislative plan as we prepare for the next legislative session.

To do this, we have added new partners and staff to our team who will help us achieve these goals. We are growing stronger by the day, but our work is far from done.

Together, we will continue to change the lives of children across the great state of Wisconsin.



NEW PARTNERS AND STAFF

COMMUNICATIONS



SCWA has retained **Platform Communications** to lead our communication efforts. Platform Communications are industry professionals who

have represented global and Fortune 500 companies, all while also assisting local development projects here in Wisconsin. Their familiarity with the political environment has been crucial over the last few months as they develop our communications plan while broadening our messaging to key audiences.

ADVOCACY



SCWA has retained **Wimmer & Company** to lead our lobbying efforts. One of the most influential lobbying firms in the state,

Wimmer & Company will play

an integral role in helping us achieve political successes, which provide the foundation of our programs—our choice programs live and die in the walls of the capitol. Their experienced and respected team of lobbyists understand the statutory and regulatory process and will tirelessly support us. They are dialed in and ready to help us achieve our goals.

OPERATIONS



Elizabeth Emery has been hired as SCW's Operational Support Specialist and Writer. Beginning her career as a high school English teacher and Department Chair in Milwaukee, she will help streamline daily operations to ensure efficiency and adherence to our strategic plan while keeping in mind the

needs of our schools. Further, Elizabeth's background in writing will be utilized to help create content highlighting the success of our kids, schools, and choice programs. Elizabeth will be reaching out to member schools throughout the year to create a tapestry of stories that reflect these successes. These stories will play a crucial role in our efforts.

SURVEY

Next week, **SCWA will be sending out a survey** to all choice school leaders to help us gather information that will best serve your school's needs. Your input is critical.

More details to come!

