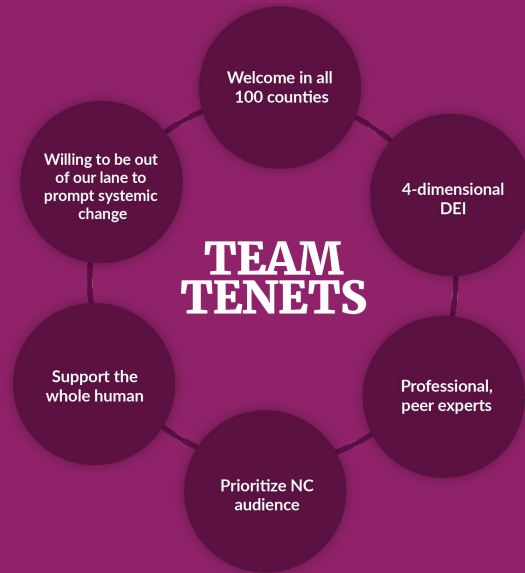


Our Mission

EducationNC (EdNC) works to expand educational opportunities for all students in North Carolina, increase their academic attainment, and improve the performance of the state's public schools.

We provide residents and policymakers with nonpartisan data, research, news, information, and analysis about the major trends, issues, and challenges bearing on education. We gather and disseminate information employing the most effective means of communication, primarily through the Internet. In addition to the content distributed, we encourage an active and connected community of those interested in education policy and practice throughout the state.

Our work encourages informed participation and strong leadership on behalf of the students of North Carolina.



Types of Impact*

DIRECT

How an organization provides services directly to its target beneficiaries.

WIDESPREAD

How an organization builds the capacity of partner organizations to replicate elements of its program model.

SYSTEMIC

How an organization shifts mindsets, relationships, and power to in turn shift the policies, practices, and resource flows that create stronger conditions for adoption of an organization's values, program model, and its ultimate vision for change.

*Courtesy of Bellwether

Theory of Change	What We Do	Our Why	Key Performance Indicators	Impact
On the Ground	<ul style="list-style-type: none"> Monthly 100-county pulse checks 100-county travel Go and sees 	<ul style="list-style-type: none"> Establish trust Democratize relationships Tighten and deepen relationships Strengthen ecosystem and the fabric of society 	<ul style="list-style-type: none"> # of miles traveled annually # of counties visited # of go and sees Praise + impact tracker Annual survey Launch ripple effects survey 	<p>"Through EdNC's coordination of our statewide listening tour, we have met more community leaders than we can count. We have built solid relationships and followed up with individuals on issues and opportunities. The connections that EdNC has shared with us have made a huge difference in how we approach our 'local advantage' and we're growing our relationships in counties and communities across the state."</p>
News across ed continuum	<ul style="list-style-type: none"> News aggregation daily Original, independent, multimedia reporting Coverage of state board education, CC board, legislature Other important meetings/commissions like PEPSC, school performance grades, etc. Coverage of elections 	<ul style="list-style-type: none"> Close news gaps Transparency Accountability 	<ul style="list-style-type: none"> # of articles # of newsletters 	<p>"I always feel like your content is fair, balanced, and identifies the most pressing issues and presents them in a clear and accessible manner. This approach in journalism is highly unique these days."</p>
Research on issues surfaced by news across ed continuum	<ul style="list-style-type: none"> Reach surveys Qualitative and quantitative public policy research and analysis EdExplainer Identify, share, replicate best practices, including case studies 	<ul style="list-style-type: none"> Test our assumptions Deepen collective understanding Surface solutions Identify best practices 	<ul style="list-style-type: none"> # of surveys # of EdExplainers # of case studies 	<p>"If EdNC didn't do this important work, it simply would not get done. Important voices and perspectives would go unheard. As a result of the thoughtful approach to storytelling taken by EdNC, stakeholders across our state get a much better understanding of the nuances and complexities of the education landscape, both in policy and in practice."</p>

Theory of Change	What We Do	Our Why	Key Performance Indicators	Impact
Build and engage audience in our architecture of participation	Playbook implementation: Website Newsletters Social media Texting & surveys Membership Events Brand building Republication	To reach stakeholders across the ed continuum Increase awareness Build public will Prompt Change	# of users # of pageviews # of articles republished Social impressions Local dashboard Weekly analytics Annual pageviews by team member	"EdNC has been a common talking point in our office from week to week. The information provided about what is going on at the state level gives us valuable insight that we may not otherwise hear about."
Responsive experimentation in the new media and nonprofit world	ReachNCVoices Audience playbook DEI approach Student town halls Blitz	Design thinking embedded in org culture Reflective practice and iteration embedded in org culture	Document via playbooks Publish to share learnings and receive public feedback Grant reports as KPIs	The playbook won the GRA's 2022 Most Effective Education award
Move the needle	Shape the debate Inform the debate Prompt change	Change policy or make things less worse	Impact tracker	"It is common to reference articles from EdNC while visiting schools or working with policy makers. In light of the very disappointing loss of news coverage of education, EdNC has filled an important void."
Increase leadership capacity statewide	Annual team/board/strategic council meetings Partner support including content, amplification, financial support, leadership support, relationship sharing, and convening support PD internal and external Crisis intervention and innovation support Speeches and media appearances	Strengthen ecosystem	# of events supported # of interventions, documented via short doc, playbook, or case study # of speeches and media appearances Track partner support	"EdNC has been a highly valued partner for Haywood County in response to the Evergreen mill closure. Going beyond expectations to share an incredible amount of time and attention to not only bring attention to our story through embedded weekly reporting, but to come alongside county leaders for strategic problem solving and visioning. At a time when we are once again facing a community crisis, the EdNC Team has equipped us with resources, connections, partners and opportunities to positively shape our future."
DEI + belonging	Ongoing equity audit Learning differences vertical Equity partner support 10-county commitment Diversity of perspectives NC10	DEI implementation across intrapersonal, organizational, community, and systems	Equity audit monthly Equity partner spreadsheet # of perspectives Annual review of diversity of perspectives # of NC10 articles	"Most news organizations are at the beginning stages of recognizing they need to be diverse and inclusive, much less equitable. There are a few that are moving toward mission statements and trying to create an inclusive and equitable environment, but non have done the work to the level and degree of EdNC. The work is hard. The audit reveals the level of difficulty, and EdNC is committed to getting it right."
Broad base of support	Individual, corporate, and foundation support Program service revenue	Secure multi-year, general operating grants creating runway	# of grants written for EdNC and others # of grants received for EdNC and others Supporters page Audience survey	"We also owe a debt of gratitude to Mebane Rash, CEO from EducationNC. During her visit with our Child Development Center in the Fall 2022 semester, she made us aware of this grant opportunity."