



ALIGNED

Investing in the Workforce of Tomorrow



Annual Report 2019



Our Mission

Engage business leaders in education efforts that promote workforce readiness in an increasingly competitive and globalized world.

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Core Principles

Student-Focused

We are dedicated to measures that improve student achievement

Accountability

Responsible for our commitments and responsive to our members and the media

Innovation & Choice

Application of creative approaches to develop solutions with a proven ROI

Transparency

Results should be available, concise and clear to all constituents

Return on Investment

Investments of time, talent and treasure must have measureable outcomes

Letter from the President

Aligned Members:

In good economic times, it's easy to forget how the health of business depends on a robust labor market. Thanks to the insights of our members and partners, we receive continuous feedback on the health of the education-business pipeline. We know that the success of both children and business depends on a high-quality education that fosters the development of a creative and talented workforce.

This year we fought for policies that will align the goals of business and education and delivered wins for both Kansas and Missouri.

In 2019 alone, you helped us achieve:

- Increased access and funding for dual-credit and dual-enrollment courses in both states
- New authority for school districts to contract with private providers for Pre-K services
- Increased funding for the Early Quality Assurance Report
- Increased funding for Home Visitation

Success in the statehouse happens when we listen, learn, and lead.

By collaborating with business, education, and government partners across both states, we have a powerful alliance to tackle the growing imbalance in workforce supply and demand. Making greater investments in a cradle-to-career infrastructure requires business and education to align its priorities. That's why our mission remains focused on engaging employers in education efforts that promote workforce readiness in an increasingly competitive and globalized world.

Since our founding in 2012, Aligned's team has grown membership three-fold, increased early education funding for at-risk students by over \$60 million annually, removed the barriers that prevented business professionals from teaching in high school classrooms, opened access to dual-credit/dual-enrollment courses for students based on need, and promoted STEM programs across both states.

However, we're not finished. Focusing on our core principles - student-focused, return on investment, accountability, transparency, and innovation/choice - we can partner across business, education, and government to deliver incremental gains that result in transformation.

We are grateful for your support and direction that gives us the credibility and means to implement our vision each year.

All the best,

Torree Pederson



Torree Pederson
President, Aligned

Our Impact in 2019

Our philosophy for success stems from a belief that advocates must celebrate incremental wins and not be discouraged by small steps upward. To reach the summit, sometimes the best approach requires a steadfast commitment to steady gains. Eight years ago, Aligned started its ascension towards its goal to transform education in Kansas and Missouri. After achieving a string of interconnected policy gains this year, we can clearly see how the pathway we carved resulted in millions of dollars in new funding for early childhood education, fewer barriers for academic acceleration, and greater opportunities for collaboration between public schools and private providers. As we approach a new decade, Aligned must not be satisfied with just one summit. Our students depend on an education system that operates under a condition of continuous improvement. Our time at the mountaintop in 2019 gave us the perspective to see what peaks remain. The funding we secured this year must be accessed equitably and utilized efficiently. We need governing bodies that can coordinate policies, anticipate opportunities, and provide leadership.

Aligned will continue to lead the way to ensure that schools are agile, agendas are ambitious, and systems are aligned.



2019 Highlights

- Recruited 4 new board and advisory board members.
- Served on the Missouri Commissioner of Education's Policy Committee.
- Served on the Kansas Department of Education's ReDesign Advisory Committee.
- Partnered with national affiliate America Succeeds to create a video campaign highlighting our work across Kansas and Missouri.
- Attended conferences in Boise, Denver, Jefferson City, New Orleans, Portland, St. Louis, and Washington DC.
- Delivered legislative action summaries and education news to more than 1,500 stakeholders and partners each week.
- Moderated 8 panels and delivered presentations on Pre-K, education advocacy and data, flexibility and accountability.
- Passed legislation to bring \$50 million in new funding for the implementation of an early care and education quality pilot, increase funding for dual-credit access, restore cuts to a state preschool program, enable contracting for Pre-K programs, while preventing harmful curriculum mandates.
- Worked with Kansas State Department of Education to promote equitable dual credit access.
- Collaborated with 15 William Jewell College students for an in-the-field advocacy learning experience.

Board of Directors

Chairwoman

Kate Ferrell Banks
Ferrell Capital

Erin Brower
Hallmark

Regional Board Members - St. Louis

Maxine Clark
Founder of Build-A-Bear Workshop

Treasurer/Past Chairman

Tyler Nottberg
U.S. Engineering

Todd Geiman
MO Bank

Advisory Board Chair - St. Louis

Don Guenther
Technology Partners, Inc.

Vice Chairman

J. Michael Stradinger
Holland 1916

Clint Robinson
Black & Veatch

Mid Missouri

Teresa Maledy
Commerce Bank

Secretary

David Oliver
Berkowitz Oliver

Neal Sharma
DEG

Advisory Board Chair - Kansas City

Joe Valenciano
CoreFirst Bank & Trust

Dr. John Vandewalle
LumenTouch

Board of Trustees

Tyler Nottberg
U.S. Engineering

Neal Sharma
DEG

Jay Felton
Lathrop Gage LLP

Kate Ferrell Banks
Ferrell Capital

Board of Advisors

American Metals Supply Co.

Ferrell Capital

Magna LMV Automotive Systems

Arvest

Francis Family Foundation

MoBank

City of Caruthersville

H&R Block Foundation

Mosaic Life Care

Commerce Bank

Hallmark

Netchemia

Core First Bank & Trust

Husch Blackwell

Polsinelli

Edward Jones

JP Morgan Chase & Co

Two West

Ewing Marion Kauffman
Foundation

KCP&L

Technology Partners Inc.

Lathrop Gage

UMB

Our Team



President
Torree Pederson



Vice President
Linda Rallo

Member List 2019

American Metals Supply Co.

Arvest

Berkowitz Oliver

Build-A-Bear Workshop

Commerce Bank

Core First Bank & Trust

DEG

Edward Jones

Ewing Marion Kauffman Foundation

Ferrell Capital

Fontg. Hansen.

Francis Family Foundation

H&R Block Foundation

Hall Family Foundation

Hallmark

Holland 1916

Husch Blackwell

JP Morgan Chase & Co

KCP&L

Lathrop Gage

LumenTouch

Magna LMV Automotive Systems

MoBank

Mosaic Life Care

Polsinelli

Technology Partners Inc.

U.S. Engineering

U.S. Toy/Constructive PlayThings

UMB

"It's a major responsibility for all of us to get involved with education instead of standing on the sidelines. It's our own children, it's our own communities, and at the end of the day, it's business that is going to benefit from being engaged."

JOHN VANDEWALLE, LUMEN TOUCH



Clockwise from top left: Superintendent Mark Bedell welcomes participants of the Kansas City Public Schools Legislative Breakfast; Governor Mike Parson speaks to the studio audience during the Nine Network American Graduate Television Program: Now Hiring - A Skilled Workforce; Torree Pederson speaks on a panel focused around workforce development; Erin Brower, Clint Robinson, and Janice Smith enjoying Aligned's December board happy hour; Senator Gary Romine, Secretary of State Jay Ashcroft, and Representative Kathy Swan attend the Hunt Institute Missouri Legislator Retreat; and Governor Mike Parson addresses the crowd at the Missouri Chamber of Commerce Legislator Awards.

Earned Media



2019 Policy Accomplishments

MISSOURI

Legislation

»» Dual-Credit & Dual-Enrollment Access - Passed

Aligned led efforts to increase funding for high school students interested in college-level course work by supporting legislation that instructs the Department of Higher Education to establish a procedure for the reimbursement of the cost of tuition and fees for any dual-credit or dual-enrollment course offered to a student in high school in association with a public community college or vocation or technical school, with preference given based on financial need.

Early Childhood Legislation

»» Increased Funding for the Early Childhood Quality Assurance Report - Passed

The Early Childhood Quality Assurance Report (QAR) is a program to allow the Missouri Department of Elementary and Secondary Education to implement a voluntary three-year pilot program to establish quality standards for early care and education for center- and home-based providers. This year Aligned worked to increase the annual appropriation by 416%.

»» Pre-K Contracting - Passed

After working for three years to educate lawmakers on the benefits of collaboration, Aligned passed its Pre-K Contracting priority legislation, which codifies language that gives school districts the authority to contract with private providers for early childhood education programs. Districts and charter schools were previously prohibited from using formula funds to contract with private providers for additional Pre-K seats. In Kansas City this fall, early childhood leaders formed a Pre-K collaborative with charter schools to offer 120 new seats for 3- and 4-year-olds.

»» Increased Funding for Home Visitation - Passed

Ten years ago during the Great Recession, the legislature made Draconian cuts to the state's highly popular Parents as Teachers program, slashing funding in half. Funding has remained stagnant for nearly a decade, however this year the Governor recommended a significant increase of \$3 million, which brings the total appropriation to \$21 million. Although the funding remains approximately \$10 million shy of pre-recession funding, this new increase will allow districts to work through their wait lists and provide critical early intervention services.



KANSAS

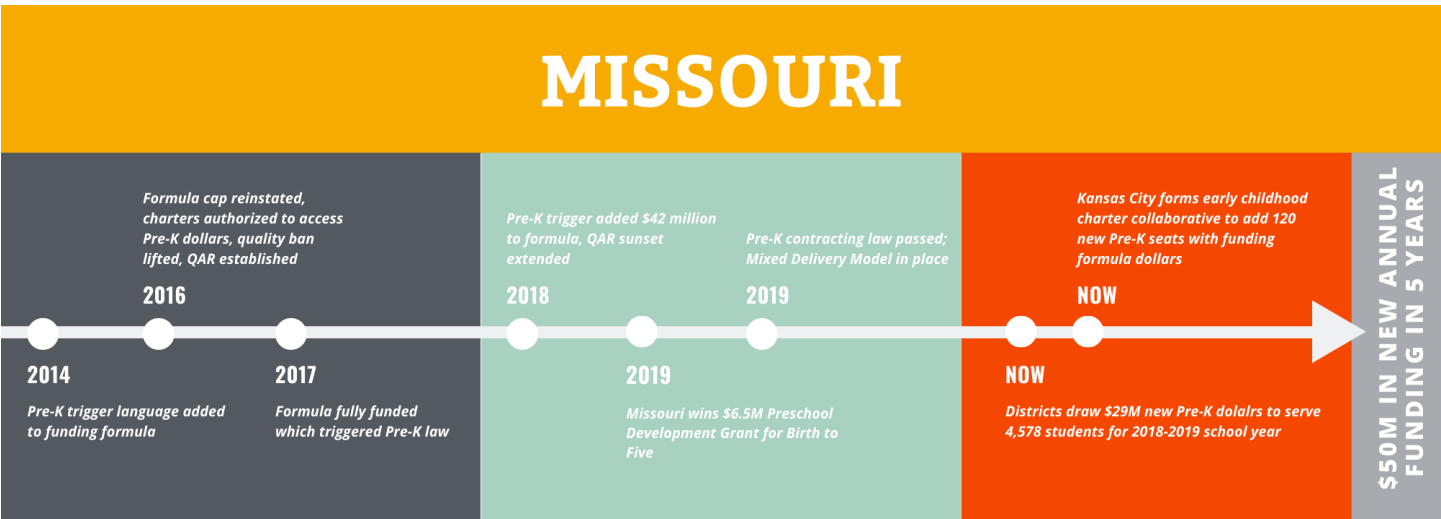
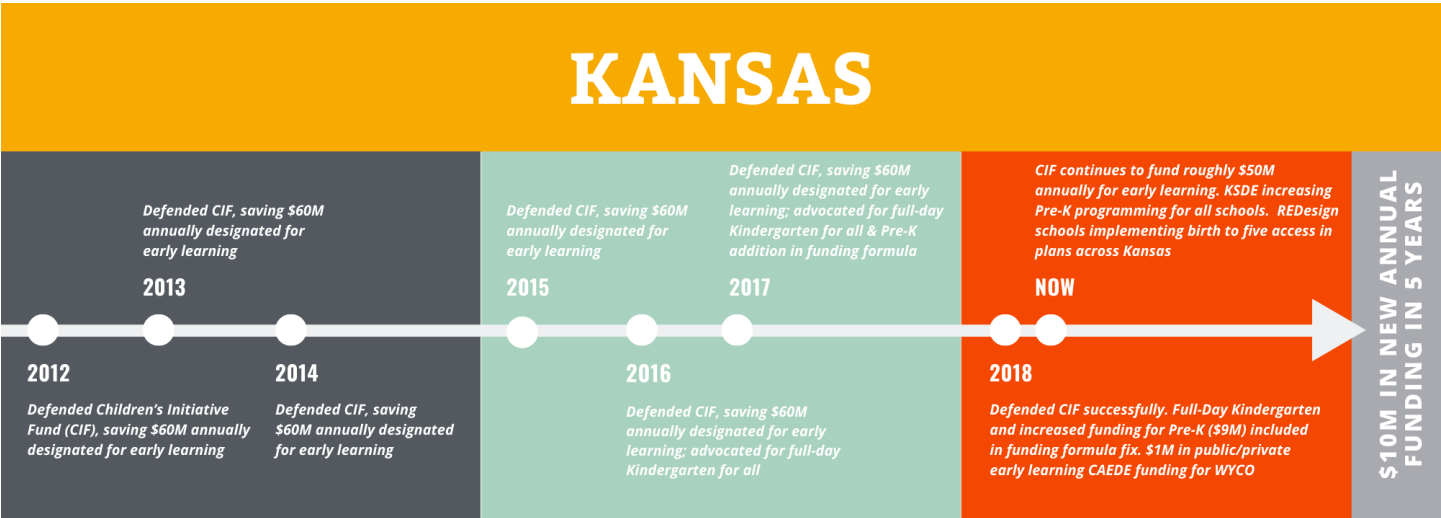
Legislation

»» Dual-Credit & Dual-Enrollment Access – Implemented

Aligned pushed to expand dual-credit access to all Kansas students by advocating within the Kansas State Department of Education.

Funding Steered Towards Priorities

»» The path to Pre-K funding is paved with incremental wins.



From left to right: William Jewel College students talking with Missouri State Representative Doug Richey- R-Excelsior Springs; William Jewel College students meet with Senator Lauren Arthur-D-Clay County.

Engaging Business & Building Coalitions

NEW MEMBERS



Don Guenther
Technology Partners



Clint Robinson
Black & Veatch



Joe Valenciano
CoreFirst Bank

LEGISLATIVE OUTREACH

Aligned attends events and holds individual meetings with legislators in both Kansas and Missouri to learn about individual interests, share perspectives from the business community, and identify ways to align goals. Aligned also attends weekly education-related committee meetings during the legislative sessions in both states.



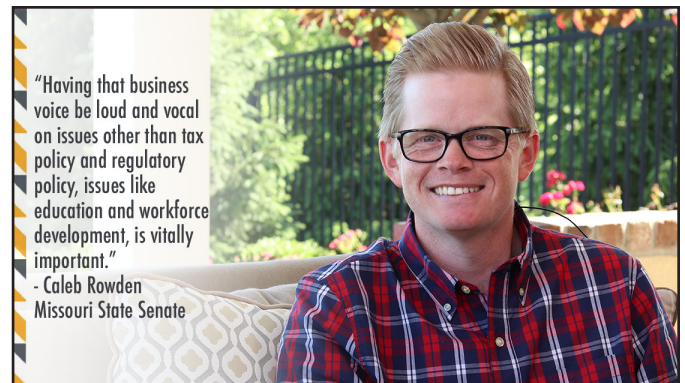
Clockwise from top left: Missouri Representative David Wood discusses the budget process with Linda Rallo; Jeremy LaFaver and Linda Rallo wait to testify in Senate Education Committee; The Missouri Senate Education Committee members listen to testimony; Torree Pederson and Linda Rallo in the Senate Education Committee; The Missouri House Budget Committee mark-up appropriations bills.

EXECUTIVE BRANCH OUTREACH

Aligned served on the Department of Elementary and Secondary Commissioner's Education Policy Committee (CPEC) to create a vision for the future of education in Missouri based on six foundational topics, which included: Building the Workforce through Early Childhood Education; Teacher Preparation, Recruitment and Retention; Workforce Development and Tomorrow's Economy; Innovative and Flexible School Structures; Using Data Systems; Redesigning Accountability Systems.

Aligned represented the Missouri business community at the Hunt Institute's Early Childhood Leadership Summit in New Orleans, where delegates from the Governor's office, the Department of Elementary and Secondary Education, the Department of Social Services, the Department of Health and Senior Services, and key legislative education leaders along with representatives from Aligned participated in state planning sessions about early childhood priorities.

Aligned served on the Kansas State Department of Education's ReDesign advisory board to help inform the ReDesign work across the state. The purpose of ReDesign was to help support the Kansas Can Vision: Kansas leads the world in the success of each student. A successful Kansas high school graduate has the academic preparation, cognitive preparation, technical skills, employability skills, and civic engagement to be successful in postsecondary education, in the attainment of an industry recognized certification or in the workforce, without the need for remediation.



ALIGNED TESTIMONIAL VIDEOS

Aligned traveled throughout Kansas and Missouri to record testimonial statements from partners, stakeholders and legislators. Watch our videos at bit.ly/AlignedYouTube.

Partner Highlights



Holland 1916 hosts students through its manufacturing facility each week, highlighting the manufacturing industry and showing students how employers apply math in every day work. The entire staff at Holland 1916 participates in the tours and learning activities for the students who attend each week. In addition to the weekly tours, Holland 1916 has served as a site partner and industry leader for the Center for Advanced Professional Studies (CAPS) Northland since its inception.



KC Scholars provides the means, through scholarships and financial incentives, to promote college savings, and support services for low- and modest-income students and adults needing access to pursue and complete a postsecondary credit-bearing credential or degree. The program serves low- and modest-income high school students who are in public, charter, and private schools and home-schooled; and adults with some college, but no degree, and adults with an associate's degree who are supported to earn a bachelor's degree. KC Scholars makes at least 500 scholarship awards (at least 250 Traditional, up to 200 Adult Learner, and at least 50 College Savings Match and Incentive) and seeds up to 500 529 College Savings Accounts annually.



PREP-KC provides the students in their partner schools with opportunities to engage with business professionals and higher education faculty to help young people explore their futures and see the relevance of rigorous academic preparation in high school and beyond. PrepKC utilizes Academic Benchmarking, Career Academies, and College and Workforce Preparation to ensure that students are prepared for the future of work.

Stakeholder Outreach

Missouri Child Advocacy Day

Aligned supported Missouri's annual Child Advocacy Day by serving on planning committees, organizing a media campaign, and creating an Advocacy 101 webinar that is shared across the entire Missouri child advocate network.



Kids Win Missouri & Partners in Quality

As a member of Kids Win Missouri and Partners in Quality (PIQ), Aligned participates in quarterly meetings, serves on select committees, and works alongside the organization's policy team to advance shared priorities and champion child well-being.



Panel Participation

Aligned works to share its knowledge and expertise by serving on panels with stakeholders. In 2019, our staff served as panelists and moderators for the KSDE ReDesign Conference, AgOutlook Forum, Wichita No Small Matter screening and discussion, Hunt Institute Missouri Legislator Retreat, and America Succeeds EDventure's "Wait, Wait, Don't Educate Me."



Weekly Communications

Aligned sends weekly updates to over 1,600 business leaders, lawmakers, and education advocates during session to keep them updated on education policy as it plays out.



Looking Ahead

Aligned was founded on the premise that the business community has the obligation, opportunity and capacity to increase the college and workforce readiness of all students through an ambitious, aggressive and comprehensive reform agenda.

Our Vision

EARLY CHILDHOOD EDUCATION

Our vision

To see more children enrolled in quality early care and education programs that will lead to smoother transitions into the elementary curriculum, higher rates of school readiness and greater opportunities for social-emotional learning.

How we plan to get there

Aligned will work to support a mixed-delivery early childhood infrastructure for Kansas and Missouri to ensure the strategic investment of blended funding into high-quality programs that utilize evidence-based practices.

QUALITY SCHOOLS

Our vision

To transform K-12 education to a student-centered model that provides choice to children and a return on investment through higher rates of college and career readiness.

How we plan to get there

Champion policies that increase access to quality programs that engage and enhance each student's education experience.

WORK-BASED LEARNING

Our vision

All Missouri and Kansas students leave high-school with at least one work-based learning experience. Aligned is a business network advocating for policies and programs that support innovative school models, high-quality STEM education, and workforce development experiences for ALL students.

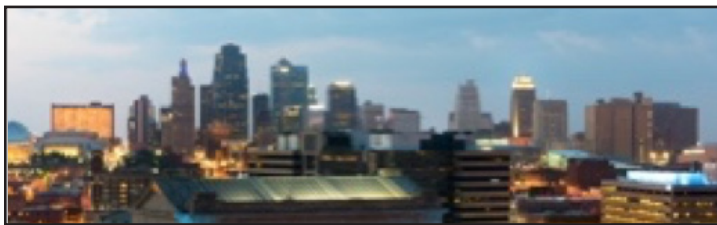
How we plan to get there

In an effort to support greater access to work-based learning experiences statewide, we plan to recruit businesses that will provide:

- Classroom-based client projects
- On-the-job internships
- Onsite business tours

Policy Priorities 2020

KANSAS



Academic Acceleration Access

Support legislation and/or policy that increases access to dual credits for all students, including the establishment of a procedure for the reimbursement of the cost of tuition and fees for any dual-credit or dual-enrollment course offered to a student in high school in association with a public community college or vocation or technical school.

Teacher Certification to Teach Dual-Credit Courses

Support legislation and/or policy changes that would simplify and subsidize the current process for certifying teachers to teach dual-credit courses and improve access by removing geographic restrictions.

Insurance Coverage for School-Sponsored Activities in Businesses - HB 2507

Support legislation that requires the board of education of any school district to purchase insurance contracts for the benefit of students to insure against loss resulting from loss, theft of, or damage to the personal property of students while on school premises, or during school-sponsored activities. For purposes of this section, school-sponsored activity shall include participation in a work-based learning program involving training or work activities conducted at the premises of or under the direction of an employer participating in the program.

Protect Existing Funding for the CIF and KEY Funds and work to secure future funding increases to protect these critical investments in early childhood programs across Kansas.

Increased Funding for Home Visitation

Support efforts to expand funding for quality home visiting programs to increase access for all Kansas families.

MISSOURI



Visiting Scholars Expansion

Support the expansion of language that provides a fast-track for qualified professionals to obtain temporary teaching certificates in high-demand subject areas where public schools have hard-to-staff positions due to underqualified applicants and labor shortages.

Dual-Credit Instruction Certification Simplification

Support legislation and/or policy changes that would simplify and subsidize the current process for certifying teachers to teach dual-credit courses and improve access by removing the geographic restriction barrier.

Academic Acceleration Access

Support legislation that increases access to academic acceleration which includes funding for dual-credits/dual-enrollment reimbursement and competency-based credits for high school students.

Coordinating Board on Early Childhood (CBEC) Reformation - HB 2264

Support the reformation of the Coordinating Board on Early Childhood (CBEC) by filling vacancies, eliminating members with clear conflict of interests, and charging CBEC with the task of recommending a plan to build a better infrastructure for implementing early childhood services.

Quality Assurance Report (QAR)

Support planning, implementation, and increased funding of the QAR pilot.

Increased Funding for Home Visitation

Support efforts to expand funding for quality home visiting programs to increase access for all Missouri families.



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