

EdNC

EducationNC



Journalism with a mission
2015 Annual Report

It's all about the children

EdNC launched on January 12, and after our first few months there are many war stories to be told, but only one that matters. All the experience thus far validates the founding principle, that our debate or “conversation” about education is and must be all about the children and what is best for them. Focusing on that truth makes everything possible.

EdNC believes that North Carolina’s conversation about education will be easier, less controversial, more civil, and infinitely more productive if we remember in every moment of the conversation that it’s all about the children.

There is a calming power to that notion, and our public discourse about education could use some calm reflection.

Thankfully, in North Carolina, the conversation about children and education builds on a strong foundation. As a people, we have voluntarily obligated ourselves, morally and constitutionally, to give every child, regardless of their circumstances, an equal opportunity for a quality education that will prepare them fully for the future. All that remains now is to fulfill that solemn promise, and North Carolina likes to keep its promises.

Sam McClure, America’s first mass journalist, once observed, “The vitality of democracy depends on popular knowledge of complex questions.” In our time,

it is harder than it should be for citizens and leaders to inform themselves about the many issues that impact our education mission. EdNC is designed to provide North Carolinians with the news and information they need to fully engage in the critical debate about public education.

Because the subject is so complex, the conversation EdNC is encouraging has many components:

- We respectfully join the grand tradition of North Carolina journalism in our attempt to cover the news accurately and fairly — what is happening, and what is not happening — to improve education;
- In our news coverage, we focus on the three branches of state government, on local government, on the national government, on 115 school districts, on traditional and charter public schools, and on everything else that impacts education;
- We provide factual background information and data about school issues, both to inform and to demystify;
- We invite commentary from all points of view because all opinions deserve respect;
- We report on the daily miracles performed by schools, and we report on their challenges and shortcomings;
- We report on current litigation impacting schools and provide essential court documents;

January 12
EdNC.org officially launches, establishing principal pay as a priority



January 21
First appearance on In Depth with Rob Boisvert on Time Warner Cable News

January 28
Legislation tracker rolls out



February 16–20
EdNC features perspectives on Common Core

March 4
Leadership profiles of legislators go live

March 23
Crowdsourced EdLibrary contains resources including agendas, reports, primers, and more

March 9–12
EdNC features perspectives on the Governor’s proposed budget

January 26–30
EdNC features perspectives on School Choice Week

February 5
A–F school grades released



January 14
First day of the 2015–16 session of the NCGA



February 2–28
EdNC features articles on access to healthy food

March 5
Gov. McCrory releases proposed budget for 2015–17

March 31
EdNC introduces new district hub for all 115 LEAs

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- We provide links to the best education reporting and research in other media;
- We invite and publish comments from our audience and encourage civil exchanges;
- We convene experts and others to participate in conversations about key issues; and
- We videotape selected events and meetings and archive them on the website.

EdNC doesn't lobby or take sides in politics. Others can and should do those things to keep our democracy healthy, but our role is different.

We have the quaint notion that people of all views should find ways to do what is necessary to keep our promises to children, and we'd like to help.

We confess to a sense of urgency. Children have only one time in their lives to be educated, and that time for our children is now. There is no decent way to ask a child to wait for a quality education when waiting means permanent loss of opportunity.

EdNC is humbly grateful for many blessings. Our generous funders breathed life into the idea because they care deeply about children, so the credit for any success goes to them. Our many contributors provide a feast of compelling writing and set a high bar for the future that we can meet

only with their continuing help. Our intrepid staff created a beautiful and powerful website and files reports and columns day in and day out, in the morning and at night, and yes, even on the weekends.

Our CEO and Editor-in-Chief, Mebane Rash, brought to EdNC vision, energy, creativity and rock-solid judgment. She has a deep respect for all public service. My co-conspirator in the development of EdNC, Ferrel Guillory, and I, and the board of directors, are all deeply grateful for her dedication and leadership.

Finally, thanks to you all for the warm reception. The audience for EdNC is growing rapidly throughout the state. Technology, I'm told, allows us to track that sort of thing. And we have exciting plans for future work that will expand our services.

EdNC looks to the future with optimism and confidence that the people of North Carolina will keep their promise to children. We hope the news and information we provide will help.



Gerry Hancock
Co-founder

April 6-10

EdNC features voices on local control of school calendars

May 4-8

EdNC deep dive on higher education

April 22

The 100th day of EdNC



May 17

EdNC releases documentary "Live United" about a student food exchange



May 18

EdNC hosts advanced screening of feature film "Tomorrowland" about never being too young to make a difference

June 2

EdNC begins deep dive on special education



March 31 - April 3

EdNC deep dive on Western NC

May 18

EdNC discusses education issues with Carolina Business Review

June 5

EdNC reaches 10K likes on Facebook in 144 days

April 30

Crossover deadline at the NCGA



May 17-22

EdNC deep dive on Eastern NC

May 25-29

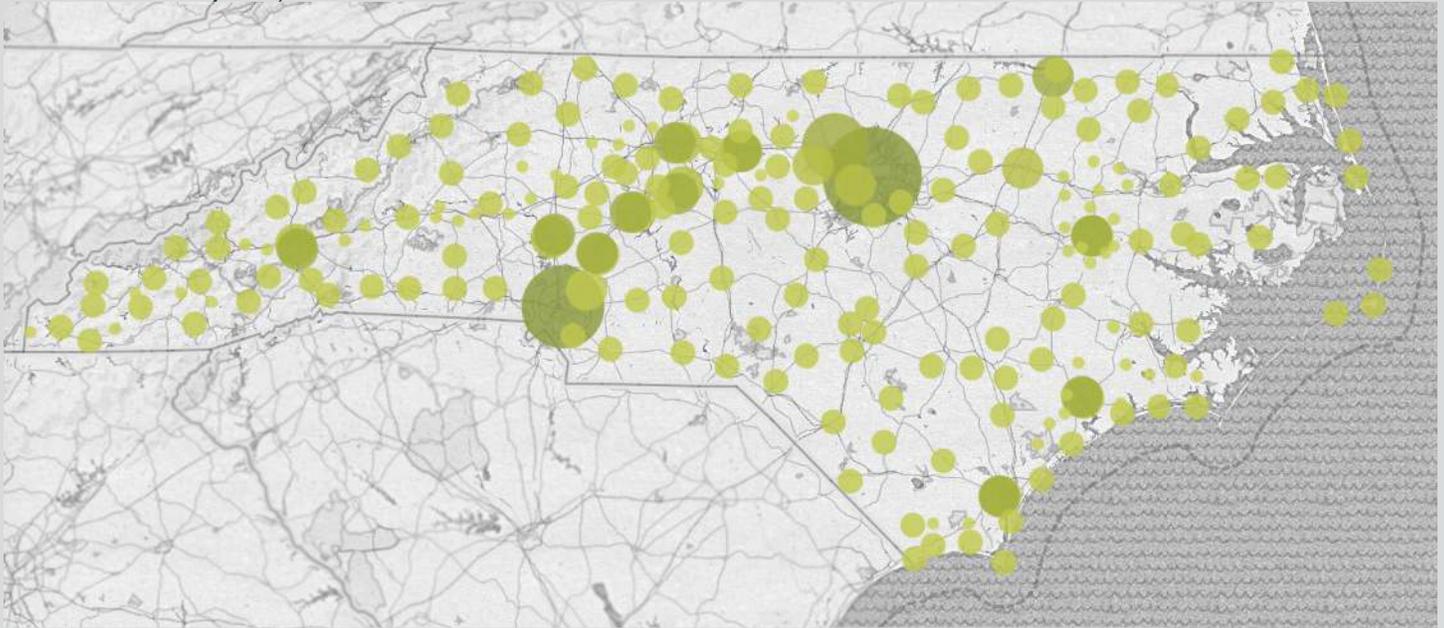
EdNC deep dive on Hoke County Schools

June 29

EdNC releases research on "A" schools serving students in poverty

Reaching across North Carolina

Since January 12, 2015



3
staff



70
districts



130
voices



440
original articles



8,709
miles driven



219,032
pageviews

Our innovative market acquisition strategy allows EdNC to curate content, consumption, and change.

EdNC leverages social media by targeting and boosting on Facebook and Twitter, driving readers to content.



EdNC meets the reader where they are. The content is pushed out daily to users via email.



A dynamic website with daily content designed to maximize user experience is the hub of our market acquisition strategy.



EdNC leverages legacy broadcast and print media.



EdNC leverages existing statewide networks with cobranded content and partnership distribution.



EdNC established principal pay as a priority in North Carolina.



Hungry students don't make good learners.



Citizens need to understand the state budget and education spending.



Deep dives on issues and regions help us understand our state better.



We want all citizens to be comfortable interacting with policymakers.

EdNC funders

- Low Wealth Schools Consortium
- Z. Smith Reynolds Foundation
- The Winston-Salem Foundation through a Donor Advised Fund
- John William Pope Foundation
- Burroughs Wellcome Fund
- Goodnight Educational Foundation
- BEST NC
- SAS Institute
- O2energies
- Emerging Tar Heel Leaders, Inc.
- International Affairs Council of North Carolina
- Penny Abernathy
- James Barrett
- Edna Earle Blue
- Janice Blunt
- Leigh Bordley
- Glenda & Bob Burgin
- Hunter & JB Buxton
- Ann & John Campbell
- Sandra Conway
- Mo Green
- Kathleen & Ferrel Guillory
- Hope & Gerry Hancock
- Alisa & Matthew Herr
- Andrew Holton
- Debra Horton
- Gary & Carol Hutchison
- Tom Lambeth
- Carol Majors
- Karen McNeil-Miller
- Chuck Neely
- Tom & Susan Rabon Charitable Foundation
- Dennis & Betty Chafin Rash
- Mebane Rash
- The Lloyd & Margaret Rash Family Fund
- Marsha & EJ Sherry
- Donna & Dallas Stallings
- Amy Strecker
- Donna Strickland
- Tony & Beth Swartz
- Elaine Whitford
- Hutch & Wells Whitman
- Carole & Brad Wilson

Some of what's coming in 2015-16

- Access to healthy food
- Campaign coverage of education issues
- Home schools
- Mental health and substance abuse
- STEM
- The teaching profession
- Telehealth

We are excited to welcome Todd Brantley to the EdNC team in July 2015.

EducationNC seeks to expand the educational opportunities for all children in North Carolina, increase their academic attainment, and improve the performance of the state's public schools. EdNC provides the state with data, research, news, information, and analysis about the major trends, issues, and challenges facing public schools. EdNC is your trusted source of information and the architecture for your participation in a statewide conversation about our schools.

EdNC staff posts nonpartisan news and information online Monday through Friday. We cover breaking news on the weekends and holidays. Columnists and contributors post commentary that may include a point of view. EdNC tries to make it clear to readers the point of view represented. We want you to know the range of perspectives that are influencing the conversation across our state. Through our work, EdNC identifies and invests in the next generation of education leaders.

EdNC was founded by Gerry Hancock and Ferrel Guillory. Mebane Rash serves as the CEO, President, and Editor-in-Chief. The CEO has independent control of all content. Our Board of Directors guides the mission, strategic vision, and financial sustainability of EdNC. EdNC is a 501(c)(3), formerly known as Emerging Tar Heel Leaders, Inc., and our work is supported by foundation grants, corporate contributions, and individual contributions.

You will hear us say that our process is bipartisan. Our Board of Directors includes leaders across the political spectrum. Our contributors include writers and thought leaders across the political spectrum. Our funding comes from sources across the political spectrum. On the other hand, you can count on our news to be nonpartisan. The staff of EdNC are registered as unaffiliated voters.

Staff



Mebane Rash
CEO/Editor-in-Chief



Alisa Herr
Chief Technical Officer



Alex Granados
Researcher/Reporter

Board of Directors

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