

Getting Your Business Association/Coalition to Step Up Their Education Activity

Do you belong to a business association or coalition that has a strong commitment to supporting K-12 education? Is the organization focused on the most important reforms?

Working with state and local business associations, such as chambers of commerce, business roundtables, industry associations, or business-education coalitions, can be a powerful way to promote education reforms and harness the power of a collective business voice.

Maintaining a focus on education

The most effective business groups focus on their key education issues and then maintain a commitment to those issues to ensure they are implemented successfully. These groups (and their leaders) meet with policy leaders, collaborate on op-ed pieces, speak at (and host) community events, provide testimony, and advocate in support of critical legislation, regulations, and implementation plans.

If your state or local business association is not speaking out about education issues, your company can encourage the organization to reevaluate its top priorities and get involved. Associations are established to represent the concerns of their members. Therefore, if it's a concern to you, it's likely to be a concern to others and should be on the association's agenda.

Key Messages

Education reform, aligned to the goal of all students graduating ready for college and careers, directly impacts:



Economic Growth

Job Creation



Workforce Development

Strategies for Engaging Your Business Association or Coalition

Working through a business coalition can be a powerful catalyst for change.

If your association is not yet active around college- and career-ready reform, you can:

- **Speak up at events** — whether they are related to education or not — about college and career readiness.
- **Extend an open-ended offer** to the association to be on meeting agendas to discuss how business can champion college- and career-ready reform.
- **Contribute any materials** your company uses to advocate for education — including the *Business Resources for a College- and Career-Ready America*.

If your association is already active around college- and career-ready reform, and you want to encourage them to play a larger role, you can:

- **Offer to lead an initiative** that is dedicated to advancing college- and career-ready reform.
- **Set up a special working group** to focus on this particular issue.
- **Encourage partnerships** with other organizations or coalitions to further amplify their voice.



Since 2004, the Georgia Partnership for Excellence in

Education, in cooperation with the Georgia Chamber of Commerce, has held more than 175 briefings (by request) on “The Economics of Education” to stakeholders including legislators, educators, business leaders, and locally elected leaders. The briefings provide an overview of educational achievement and attainment across the state, as well as the cost of an undereducated population to Georgia, and advocate for strengthening the “birth to work pipeline,” raising educational expectations and improving transitions to college and work.

