

From: LeMoine, Leigh
To: Soura, Christian <ChristianSoura@gov.sc.gov>
Date: 8/12/2013 6:32:26 PM
Subject: FW: Education Options Catalogue Launch

Let me know what you think. I'd like to decline based largely on N's schedule. -Leigh

From: Card, Rachel
Sent: Monday, August 12, 2013 5:25 PM
To: LeMoine, Leigh
Cc: Stirling, Bryan
Subject: FW: Education Options Catalogue Launch

Hey Leigh,

Stuart Jolly from the Education Freedom Alliance (TeamCFA – a national charter school group) and Ellen Weaver are planning an event at the Statehouse to launch an Education Options (School Choice) information catalogue, and they have invited the Governor to be a part of the event. They have several dates they are considering Sept. 12, 16, 17, 18 or 19. They are also looking into doing events in Charleston and Spartanburg if those locations would work better for her calendar.

Let me know your thoughts.
Thanks,
Rachel

From: Ellen Weaver [<mailto:Ellen@palmettopolicy.org>]
Sent: Thursday, August 08, 2013 5:01 PM
To: Card, Rachel
Subject: RE: Education Options Catalogue Launch

Rachel,

Sorry for delayed follow up!

Please keep attached draft close-hold – we're still editing and it's currently in design. For a sample of what the finished product looks like, check out one of these that was published in Arizona: <http://goldwaterinstitute.org/schoolchoicecatalog>. We're using a different designer, but it's still going to be very eye-friendly...lots of color/pictures to go along with the personal stories of these SC families. And there will be a "flippable" online version list the AZ copy as well...so we're asking anyone of like mind on these issues to help us push the catalogue out to their email lists so as many parents as possible have access to it!

Re: scheduling – we are looking specifically at Sept. 12, 16, 17, 18 or 19. If the Governor is able to partner with us on any of those days, we'll be glad to build our day around her schedule.

Idea is to make the day all about informing/empowering families in SC. We'll be partnering with other education organizations to try to get a good crowd there (almost a rally-type presser), as well as inviting the families who we feature in the book. Event would last 30-45 minutes and we probably could do on the Statehouse grounds to be convenient. We are also thinking of doing events at schools in Spartanburg and or Charleston, so if the Gov is already going to be in any of those areas we could certainly work around that too.

Thanks so much!

E

From: Card, Rachel [<mailto:RachelCard@gov.sc.gov>]
Sent: Tuesday, August 6, 2013 2:07 PM
To: Ellen Weaver
Subject: RE: Education Options Catalogue Launch

Hi Ellen,

Yes, I had a great meeting with Stuart, and enjoyed hearing about everything they are working on. The Governor's participation will depend on her schedule, which unfortunately is already tight in September. I would love to see a draft of the catalogue, as well as any other information you can provide on the launch. I will check with her scheduler and let you know if it might work out for her to participate.

Hope you are doing well.
Rachel

From: Ellen Weaver [<mailto:Ellen@palmettopolicy.org>]
Sent: Monday, August 05, 2013 2:58 PM
To: Card, Rachel
Subject: Education Options Catalogue Launch

Rachel,

Hope you're having a great summer!

I understand Stuart Jolly sat down with you last week and previewed the idea of the Options in Education piece that PPF is going to be publishing. He said that the Governor was interested in being part of our launch, which we'll be looking to do the week of Sept. 9th. Our hope would be to do a presser/rally-type launch event mid-day at the Statehouse on whatever day of the week might work best for the Governor. We'd build the rest of our schedule around her availability. Envision a very positive, "back to school" kind of feel for the event.

I'm really excited about the project – it will be very positive in conveying to parents (who are the target audience) information on the options they already have, while also highlighting options that families in other states enjoy that we don't have here. The catalogue is built around stories from actual SC families who avail themselves of the currently available options...and it will be very graphically appealing – lots of pictures.

I'm happy to share a draft of what we're working on (as well as what a similar project looked like in its final form) if that would be helpful.

Thanks so much – and just let me know how we should proceed for planning purposes.

All the Best,

E

Ellen E. Weaver

President
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