



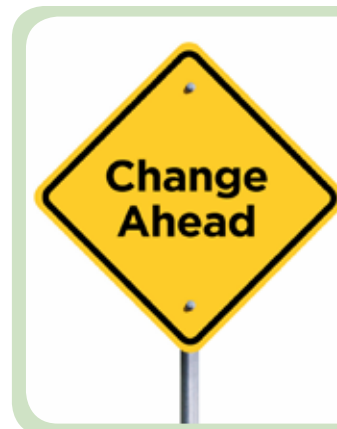
Corporate executives are critical supporters of college- and career-ready education because they understand what is required for employees to succeed and advance within their companies. If students in your state are not graduating college and career ready, employers will be forced to look elsewhere.

Corporate executives are busy and have likely been asked to support education in the past. What's critical to stress now is that the U.S. education system is going through a once-in-a-lifetime transformation, which will benefit students, teachers, and employers on a systemic level.



**“Rigorous standards in the classroom are key to making sure we have a skilled workforce.”**

Mark Grier  
Vice Chairman of Prudential Financial



## Key Messages

**The U.S. education system is going through a once-in-a-lifetime transformation, which will benefit students, teachers and employers, on a systemic level.**

## How to Engage Your Leadership Around College and Career Readiness

- **Learn more:** Meet with Human Resources to learn about the specific challenges your company is facing in recruiting qualified candidates. Ask for data that will help you prepare for upcoming meetings with company leadership.
- **Step up:** Schedule meetings with leaders inside your company and share the data from HR and information from *Business Resources for a College- and Career-Ready America*.
- **Engage:** Ask to be added to the agenda for the next leadership team meeting so you can share information with the broader team.
- **Focus:** Prepare specific questions for your leadership about how they can best support college- and career-ready efforts in your state or community.

## Strategies for Engaging Your Leadership

Engaging your company's leaders on supporting the college- and career-ready agenda should be focused on where they can have the greatest impact possible. They have limited time available to devote to supporting education reform so use their time strategically.

Some examples of how you can begin to engage leaders around college and career readiness:

- If your CEO is speaking at a community event or to a business audience, include a call for action on supporting college and career readiness in the speech.
- Work with business associations to identify opportunities for your CEO or senior executives to co-author an op-ed piece in local or national publications.
- Before your company's leaders are interviewed by the media, provide talking points on the link between education reform and business growth.
- Record a message from the CEO on the importance of the college- and career-ready reforms — and stream it on your company's website.



Accenture Executive Chairman William Green, State Farm CEO Edward Rust, Jr. and former Intel Chairman and CEO Craig Barrett authored a joint op-ed in the *Huffington Post* in September 2010, titled *What is Right with Education Reform*. They wrote: “As employers, we understand the important role that the U.S. business community must play in ensuring that the American education system prepares our youth to meet the challenges of higher education and the workplace.”



**“It will take all of us working together and supporting the hard work of the education community to continue to improve graduation rates and preparedness for careers and college. American business has an enormous stake in the success of our students. It’s time to commit more innovation and resources to the task.”**

Randall Stephenson  
CEO & Chairman, AT&T

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