

Education Now

Interested Parties Briefing

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Overview

Education Now is a 501(c)4 non-profit advocacy organization whose mission is to promote policies that advance **educational** and **economic opportunities** for **all North Carolinians**. **Education Now can accept unlimited contributions and we will not disclose our donors.**

To accomplish this mission, Education Now will **educate North Carolina voters** about the records of targeted state legislators and candidates, with the goal of **replacing the N.C. Senate leadership** in 2020.

With new legislative maps, strong slate of candidates and shifting demographics, there is a viable path to victory. It will require a major commitment of resources.

Our state **cannot afford** another lost decade. **We need your support.**

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Overview

Democrats currently hold 21 out of 50 seats in the N.C. Senate, leaving them 5 short of a majority. In the newly redrawn legislative maps, 2 formerly Republican seats now lean Democratic. So if Democrats win all the seats in which they are favored, **they need just 3 more seats for a majority.**

There are **6 Republican-held districts** with average Democratic performance of greater than 45% in recent elections and strong Democratic candidates running in 2020. These are the districts that will **make or break the majority.** Flipping 3 of them will be **challenging but possible.**

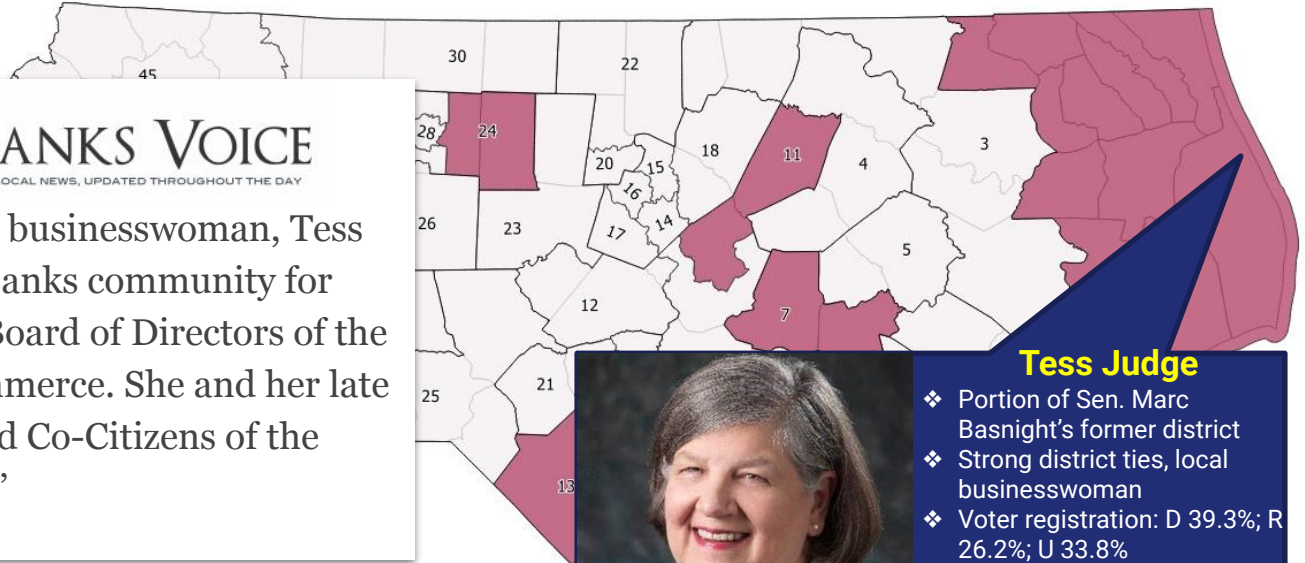
Education Now will invest in an **unprecedented digital and direct-mail advertising** campaign focused primarily on these 6 districts. Our goal is to define the qualities of candidates **early and aggressively**, before other organizations have begun communicating. We have assembled a team of experienced strategists and vendors who **understand what it takes to win** in North Carolina.

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Example Strategy: S.D. 1



“In addition to her career as a businesswoman, Tess has been active in the Outer Banks community for years. She has served on the Board of Directors of the Outer Banks Chamber of Commerce. She and her late husband, Warren, were named Co-Citizens of the Year by the Chamber in 2011.”



Tess Judge

- ❖ Portion of Sen. Marc Basnight's former district
- ❖ Strong district ties, local businesswoman
- ❖ Voter registration: D 39.3%; R 26.2%; U 33.8%
- ❖ Average Democratic performance: 46.8%
- ❖ **Goal: move at least 4 points from 46.8% to 50.8%**

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Example Strategy: S.D. 1

Timeline - Early Summer - October 2020

we will develop and deploy similar strategic plans for all districts we target

Budget	Universe	Platforms	Target Reach	Frequency
\$25,000	Dem-leaning targets**	Facebook YouTube	96,379 (66% of over 18 in district)	27
\$51,000	Persuasion universe; Dem-leaning targets**; targeted keywords	Facebook YouTube Programmatic Video Google search	108,000 Leaning Democratic voters ** (73% of over 18 in district)	39
\$8,500	Turnout universe	Facebook YouTube Programmatic Video	54,541 (37% of over 18 in district)	18
\$15,000	<i>Production of digital content</i>			
\$100,000 \$25,000 \$125,000	<i>Digital budget</i> <i>Direct mail budget</i> <i>Total paid communication</i> <i>budget</i>		<i>**based on voting history</i>	



We will develop and deploy
similar strategic plans for all of
the districts we target.

Why the N.C. Senate?

Over the past decade, the State Senate has:

- ❖ **Shortchanged** North Carolina's students and educators, from pre-K to higher ed;
- ❖ **Politicized** and created dysfunction on the UNC Board of Governors and other state boards and commissions;
- ❖ **Denied** hundreds of thousands of families access to affordable health care;
- ❖ **Under-invested** in infrastructure, research, and other foundations of economic growth; and
- ❖ **Blocked progress** on countless other issues, including redistricting reform.

Why the N.C. Senate?

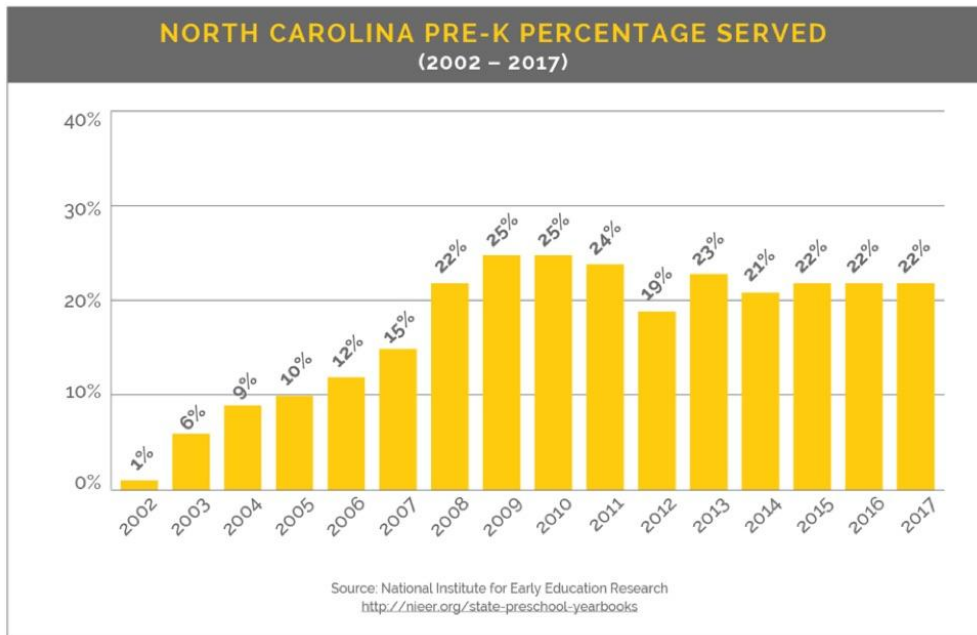
The News & Observer

Editorial, July 17, 2019

“Since taking control of the upper chamber in 2011, the Senate leader has not simply led. He has ruled. There are debates, but in the end only one man decides. **Berger is North Carolina’s own Senator Mitch McConnell.** Everything goes through him. Nothing goes around him.”

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Early childhood education



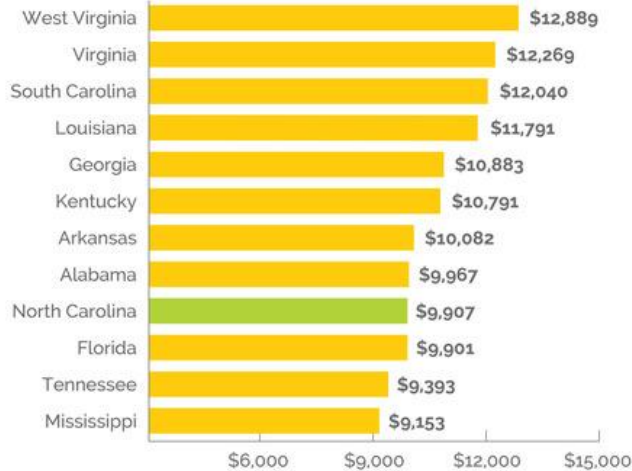
- ❖ North Carolina has a nationally recognized Pre-K program, but the State Senate has **underfunded** and **failed to expand it**.
- ❖ Currently, the program reaches **22%** of the children it is intended to serve, with more than **33,000 on the waitlist**.

Source: National Institute for Early Education Research

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K-12 education

**K-12 EXPENDITURES PER STUDENT
FOR THE SOUTHEAST (2018-19)**



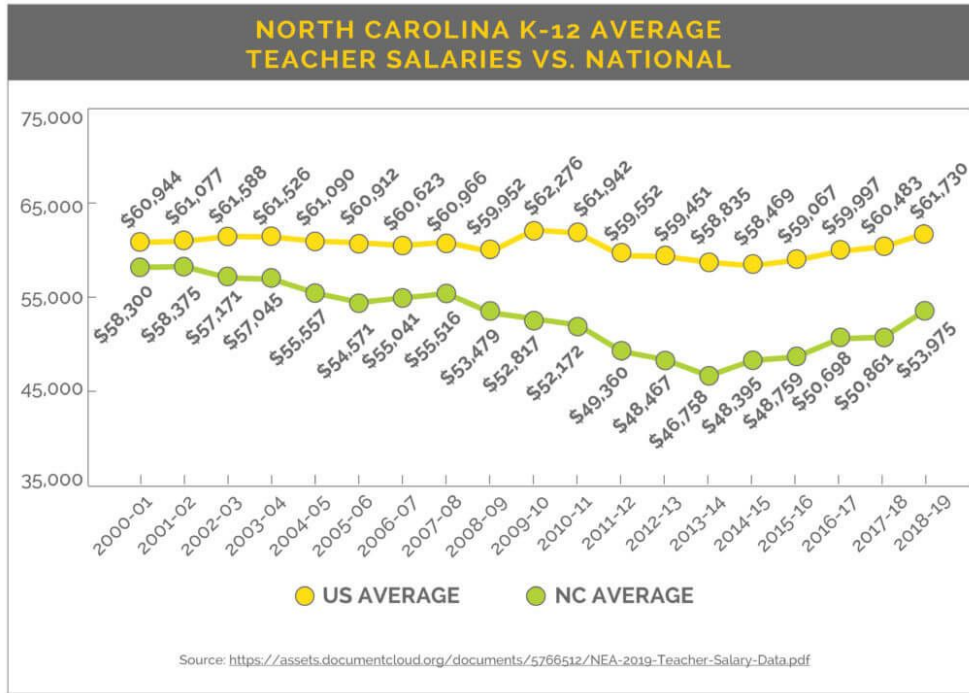
Source: <http://www.nea.org/assets/docs/2019%20Rankings%20and%20Estimates%20Report.pdf>

- ❖ Despite a rapidly growing population, state legislators have made only incremental increases to spending per student, ranking **39th in the nation** and in the **bottom half of the southeast** in 2018-19.
- ❖ NC spends **\$2,957** below the national average per student

Source: Higher Ed Works/NEA

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K-12 education



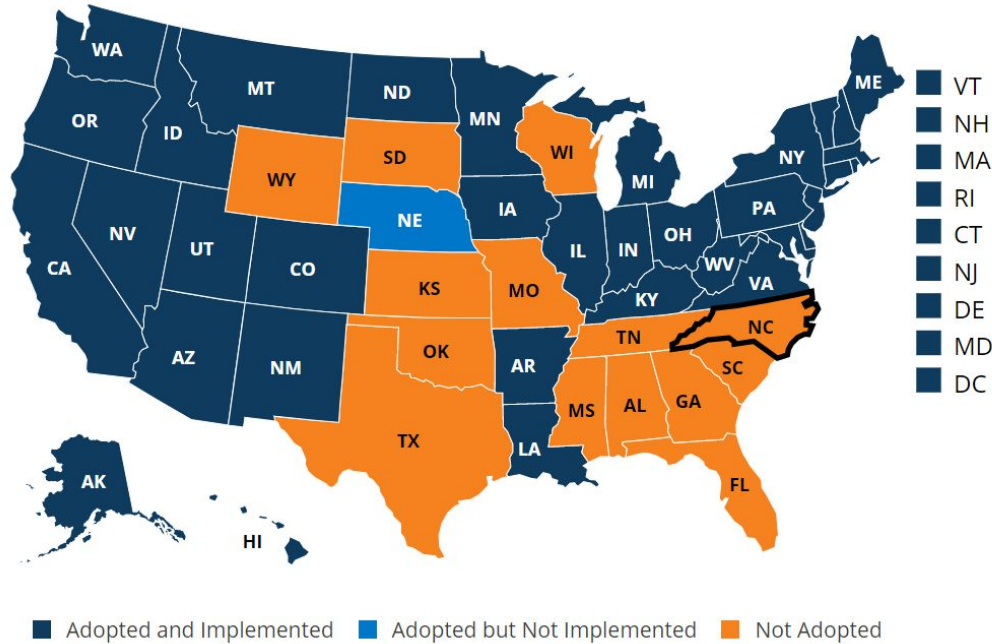
Source: Higher Ed Works/NEA

- ❖ In 2001-02, North Carolina ranked **19th nationally** in teacher pay.
- ❖ North Carolina reached a low point with **47th nationally in teacher pay in 2013-14**
- ❖ Between 2007-08 and 2017-2018, North Carolina dropped **from 26th to 34th nationally** in teacher pay
- ❖ Funding for **critical classroom needs**, like textbooks, supplies, and teaching assistants, is almost **\$1 billion less** than it was before the Great Recession.

Higher Education

- ❖ The General Assembly has **cut funding per student** for UNC system institutions, **shifting the cost to students and their families.**
- ❖ The State Senate appointed **UNC Board of Governors** has become dysfunctional and overly politicized, making it difficult to retain top leadership.
- ❖ The **reputation** of our great public university system has been tarnished.

Health Care



- ❖ North Carolina is now **one of only 13 states** not to have expanded Medicaid under the ACA. **Kansas** just became the latest Republican-controlled state to expand.
- ❖ In addition to denying coverage to **more than 500,000** North Carolinians, this failure has cost the state billions, increased costs for **small businesses**, and threatened the viability of **rural hospitals**.

Source: Kaiser Family Foundation

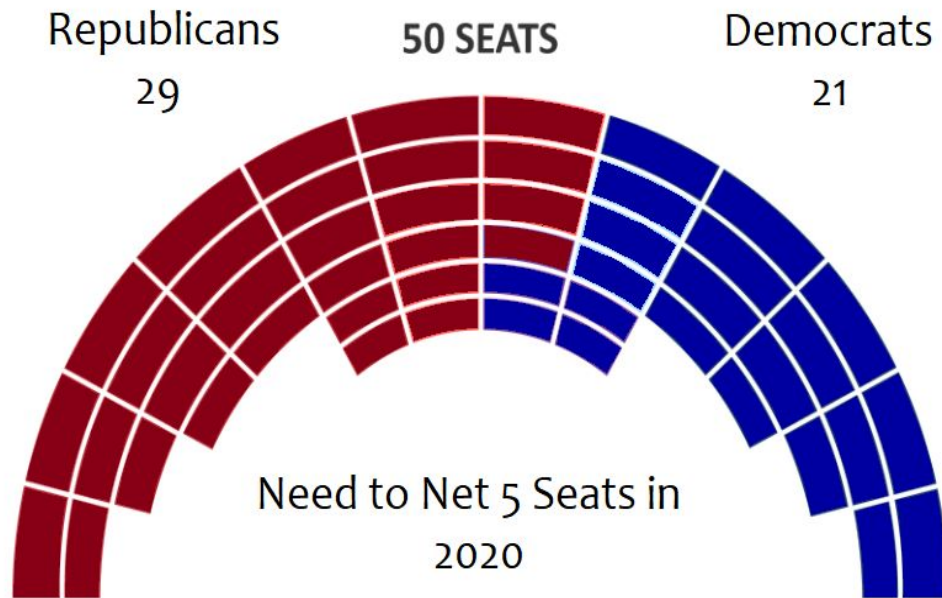
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Economic Development

- ❖ Legislators have under-invested in transportation **infrastructure, broadband, scientific research**, and other foundations of economic growth and innovation. For example, in 2013 the state budget cut funding for the N.C. Biotech Center by **nearly 25%**.
- ❖ By pursuing an **ideologically extreme social agenda**, the General Assembly has **discouraged investment** by major employers and **severely damaged** the state's reputation.
 - companies that **DID NOT invest in NC** as a result of HB2: Adidas, CoStar, Deutsche Bank, PayPal, VoxPro and Red Ventures
 - Numerous sporting events and conventions, such as NCAA tournament and NBA all star game, also relocated from NC(*Source: AP News*)

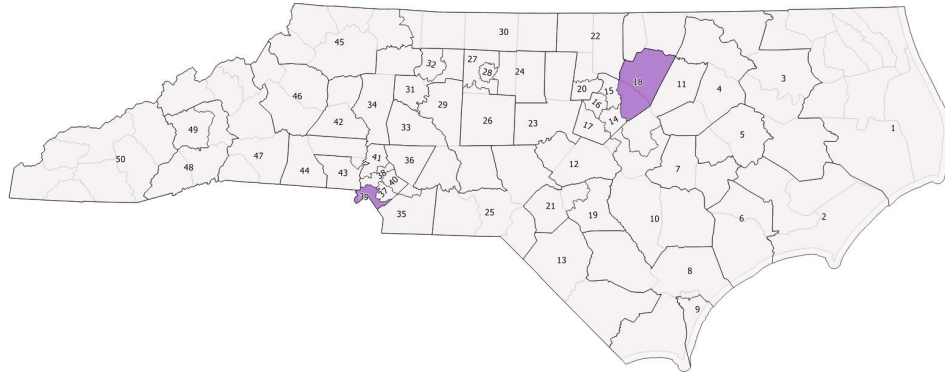
Current Senate Landscape

SENATE



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Path to the Majority

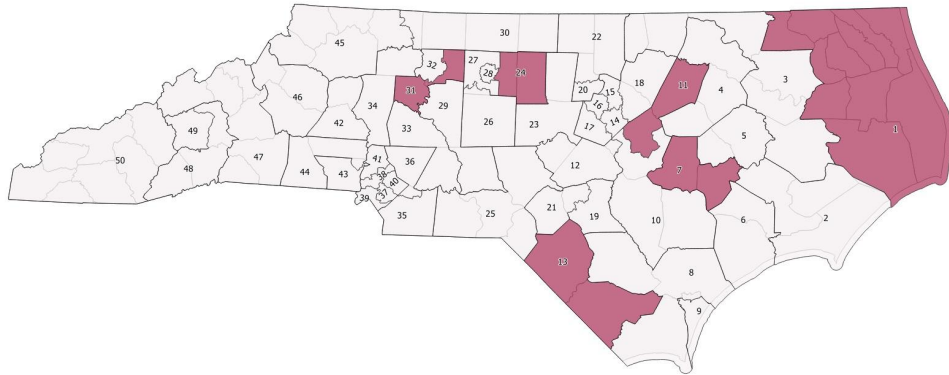


Goal 1:
Win 2 likely Democratic seats

District	Democratic Candidate (open seat)	Analysis
SD18 (Wake, Franklin)	Sarah Crawford	As a result of redistricting, these seats are likely Democratic and we do not anticipate spending resources here
SD39 (Mecklenburg)	DeAndrea Salvador	

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Path to the Majority



Goal 2:

Flip 3 lean Republican seats

Districts	Analysis
SD01 (Outer Banks & NE NC) SD07 (Wayne, Lenoir) SD11 (Nash, Johnston) SD13 (Robeson, Columbus) SD24 (Alamance, Guilford) SD31 (Davie, Forsyth)	These are the districts most likely to determine control of the Senate.

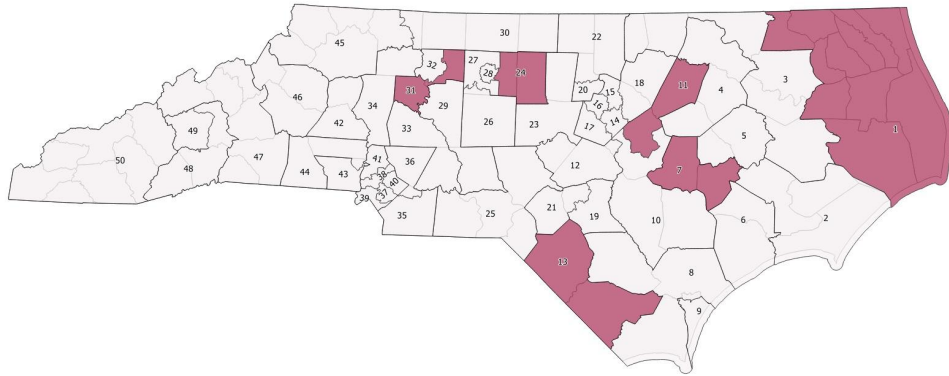
Path to the Majority

Universe of potential targets by party registration

SD	Counties	Dem Candidate	Registered Democrats	Registered Republicans	Registered Unaffiliated	Registered Other
SD13	Robeson, Columbus (p)	Barbara Yates-Lockamy	56.5%	16.4%	26.8%	0.3%
SD01	Tyrrell, Hertford, Gates, Chowan, Perquimans, Pasquotank, Camden,	Tess Judge	39.3%	26.2%	33.8%	0.7%
SD31	Davie, Forsyth(p)	Terri LeGrand	33.5%	35.7%	30.2%	0.6%
SD11	Nash, Johnston (p)	Allen Wellons (TBC)	40.1%	31.7%	27.7%	0.5%
SD24	Alamance, Guilford(p)	J.D. Wooten	36.4%	33.3%	29.8%	0.5%
SD07	Wayne, Lenoir (p)	Donna Lake	44.6%	30.1%	24.8%	0.5%

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Path to the Majority

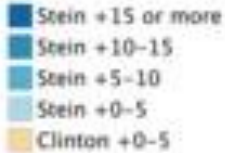


District	Incumbent	Challenger	Avg. Dem Performance
13	Danny Britt	Barbara Yates-Lockamy	47.1%
01	Bob Steinburg	Tess Judge	46.8%
31	Joyce Krawiec	Terri LeGrand	46.2%
11	Open	Allen Wellons	46.0%
24	Open	J.D. Wooten	45.5%
07	Jim Perry	Donna Lake	45.4%

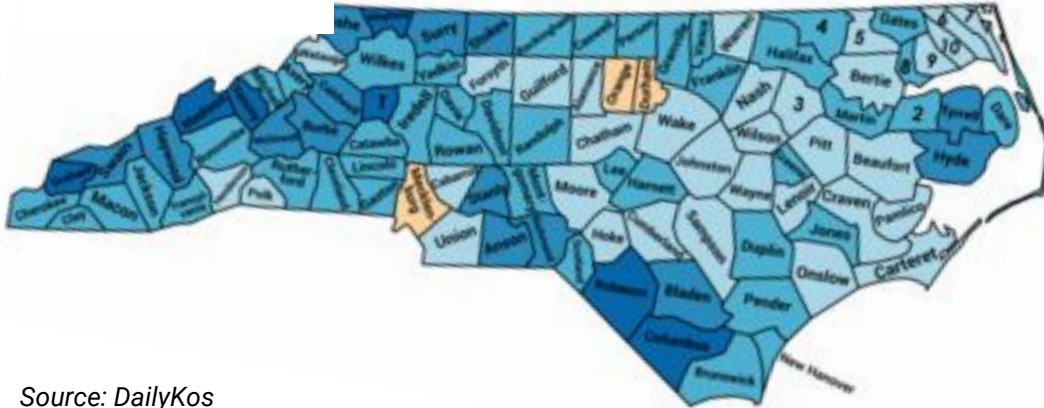
Average performance statistics include two-way Democratic performance in 2018 N.C. Senate and recent (2016 and 2018) statewide elections.

Path to the Majority

Stein vs Clinton 2016



Josh Stein vote share vs. Hillary Clinton vote share in 2016



Source: DailyKos

- ❖ North Carolinians have a history of split-ticket voting in presidential elections.
- ❖ In 2016, Attorney General Josh Stein and Governor Roy Cooper won seven counties that Hillary Clinton lost.
- ❖ In 2014, NC abolished straight party voting

Sample Budget

❖ \$1 million:

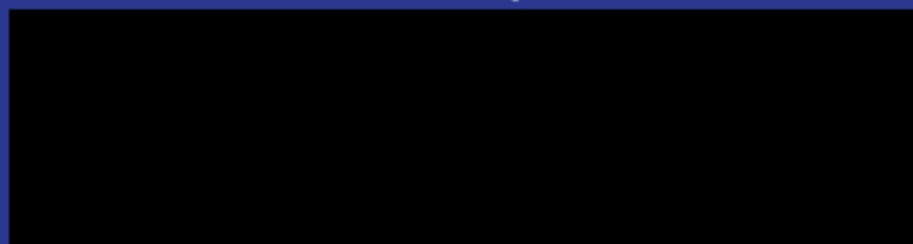
- \$750,000 - \$125,000 in combined paid communication per race (targeting 6 seats)
 - \$100,000 - digital communications
 - \$25,000 - direct mail
- \$250,000 - overhead (vendors, messaging research and content creation)

❖ \$2 million:

- \$1,650,000 - \$275,000 in combined paid communication per race (targeting 6 seats)
 - \$200,000 - digital communications (increased frequency and greater target universe)
 - \$75,000 - direct mail
- \$350,000 - overhead (vendors, messaging research and additional content creation)

Questions?

*Please contact
Rebecca Kasper
Education Now/Executive Director*



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