



News Release

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FOR IMMEDIATE RELEASE

PUBLIC IMPACT ANNOUNCES FIRST IMPLEMENTATION SITE IN INITIATIVE TO EXTEND THE REACH OF EXCELLENT TEACHERS TO ALL STUDENTS

CHAPEL HILL, N.C.— [Public Impact](#), a national education organization, announces its selection of the first implementation site in its initiative to extend the reach of excellent teachers and build an Opportunity Culture for teachers and students:

Charlotte-Mecklenburg Schools' Project L.I.F.T.

In 2011, Public Impact launched an initiative to help the U.S. close achievement gaps and meet rising global standards by extending the reach of excellent teachers to more students. The Public Impact team published [20+ school model summaries](#) and [10 detailed models](#) that use job redesign and technology to reach more students with excellent teachers. Most models create new teaching roles, form collaborative teams, and enhance teacher development. Teachers have career opportunities dependent upon their excellence, leadership, and student impact. Advancement allows more pay and greater reach, within budget. Public Impact calls this an [Opportunity Culture](#), explained in this [infographic](#), and will be offering more detailed guidance in the coming weeks.

With support from Carnegie Corporation of New York, Public Impact is developing partnerships with five major implementation sites nationally to prototype these models in schools, learn from their implementation, and scale up successful approaches.

Today Public Impact announced the first of those five sites: an innovative zone within a large urban school district where leaders are committed to reaching every student with excellence. In Charlotte-Mecklenburg, North Carolina, a set of schools working with the nonprofit organization Project L.I.F.T. will receive intensive design assistance from Public Impact and its partners to begin extending excellent teachers' reach in fall 2012.

“We are thrilled to work with the dynamic leaders at Project L.I.F.T. and across Charlotte who are committed to supporting reforms that enable more students to learn from excellent teachers,” said Bryan C. Hassel, co-director of Public Impact. “This first site will be on the leading edge of innovations designed to reach more children with excellence, reward teachers for successfully reaching more students, and give all teachers unprecedented opportunities for development and collaboration, sustainably, on regular per-pupil budgets.”

Each school will design an approach that meets its students’ needs and teachers’ talents. The teams will draw on Public Impact’s models, developed with significant input and feedback from teachers. These school models enable excellent teachers to:

- **lead** multiple classrooms,
- **specialize** in their best subjects and roles,
- **use digital learning to free their time** to reach more students, plan, and collaborate, and
- **employ interactive technology** to teach students in multiple schools.

In Charlotte, Public Impact will work with [Education First](#) to guide school teams through the design and implementation process.

“Project L.I.F.T. is on a mission to ensure that every student in our zone has excellent teachers, every year,” said Denise Watts, Project L.I.F.T.’s executive director. “We’re excited to work with Public Impact to enable the excellent teachers we already have in Charlotte-Mecklenburg to reach more students by designing new roles, schedules, and uses of technology.”

The initiative will also include the creation of the L.I.F.T. Academy to provide personalized, intensive support for struggling middle and high school students within the zone. Using a combination of digital learning and in-person instruction, the L.I.F.T. Academy will place an excellent teacher in charge of each student’s learning to help them get on track and then leap ahead.

Public Impact’s work in Charlotte is made possible by Project L.I.F.T.’s multi-funder collaborative, which includes local and national private and corporate foundations. The [Opportunity Culture initiative](#) is made possible by Carnegie Corporation of New York and the Bill & Melinda Gates Foundation, and builds on a two-year initiative funded primarily by The Joyce Foundation.

To learn more about becoming one of Public Impact’s next Opportunity Culture implementation sites, click [here](#).

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About Public Impact

[Public Impact](#)'s mission is to dramatically improve learning outcomes for all children in the U.S., with a special focus on students who are not served well. We are a team of researchers, thought leaders, tool-builders, and on-the-ground consultants who work with leading education reformers. The firm employs several strategies to achieve its mission, including:

- Devising and advancing visionary but practical ideas about how to improve K–12 education;
- Scanning both education and cross-industry research to bring the most effective policy and management practices to education leaders;
- Creating user-friendly tools that help educators, policymakers, and parents; and
- Working with leading nonprofit and public agencies to implement cutting--edge ideas.

For more information, please visit <http://www.opportunityculture.org>. To arrange an interview with Bryan Hassel, contact Carol_Williams@publicimpact.com, 919.240.7955.

About Project L.I.F.T.

Project L.I.F.T. is a groundbreaking initiative dedicated to supporting gap-closing reforms in nine high-need and historically low-performing schools in the Charlotte-Mecklenburg, N.C., school district. To ensure all children receive the promise of a high-quality education, Project L.I.F.T. aspires to lift up and accelerate the school district's efforts to improve academic outcomes for all students. The work of Project L.I.F.T. to eliminate educational disparities includes the following:

- Four key areas of intervention: talent, time, technology, and invested parents/community support
- Efforts to reform policy that will advance educational outcomes for students
- An unprecedented goal of raising \$55 million for a five-year initiative

For more information, please visit <http://www.projectliftcharlotte.org>.