



**BLUEPRINT FOR ACTION:
CONNECTING, ENGAGING
AND MOBILIZING FOR CHANGE**

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THE WHITE HOUSE
WASHINGTON

January 10, 2013

From my experience as a community organizer on the South Side of Chicago, I know at times the Federal Government can seem distant from the work going on at the local level. I also know how important it is to build a strong partnership between the two so we can improve our neighborhoods and our Nation. As we pursue another four years of progress, we will need the energy and creativity of leaders like you to engage the American people on the critical issues we face.

With your help, I am confident our country will meet the challenges that confront us. I am confident because America has never been about what can be done for us; it has always been about what can be done by us when we come together to realize a common vision. I hope you will use this guide to find ways to strengthen your communities, and I look forward to continuing this conversation as we move our country forward.

A handwritten signature in black ink, appearing to be "Barack Obama", written in a cursive style.

White House Office of Public Engagement Initiatives

Champions of Change

Each week through the Champions of Change program, a different issue is highlighted and groups of Champions, ranging from educators to entrepreneurs to community activists, are recognized for the work they are doing to better their communities. In 2013, the Champions and issues highlighted will connect to the President's larger theme of promoting active Citizenship.

Constituency Summits

Similar to the White House Community Partnership summits, The White House Constituency Summits focus on connecting constituency groups at the local level to Federal programs and resources in their area.

White House State Days

Starting in 2013, OPE will begin a program of inviting a group of community leaders from each state to the White House once a year to discuss Administration programs and priorities. Larger states may have two separate days, and smaller states may be combined, and timing will depend on legislative initiatives throughout the year. White House Community Partners will be responsible for identifying participants.

Roosevelt Room Series

The Roosevelt Room series invites Agency officials from Assistant Secretary and higher to bring together a dozen community leaders for a gathering in the White House Roosevelt Room. The goal is to discuss Administration priorities and how these community leaders can activate their networks to support them. Agency officials choose the participants from their current work, or other networks, and as part of the event, connect them with the appropriate White House staff leading the initiative they are interested in.

White House Community Partners

The White House Office of Public Engagement (OPE) works across the country with community leaders and stakeholders to inform and engage the public around the President's agenda, and to hear from those Americans about the issues most important to them. White House Community Partners are an informal group of those leaders integral in facilitating those conversations, and in continuing engagement with their community beyond direct White House or Administration involvement. This group is made up of business, civic, and community leaders who draw on their networks and contacts to ensure the Administration engages with a diverse and representative cross-section of Americans.

The role of White House Community Partners will differ slightly based on location and the number of Community Partners in a given area. OPE will work with Community Partners to come up with creative ways to engage leaders in the areas all areas across the country, even if officials are not often able to travel to each state or region. In cities and states with multiple Community Partners, OPE will look at the group as a team, and go to certain WHCP's based on their constituency or issue area expertise.

Community Roundtables

As Agency and White House staff travel on official business, OPE will work with them to organize community roundtables across the country. White House Community Partners or other key leaders will organize the roundtable participants, and the Administration Officials will lead a candid discussion of administration priorities, hear feedback from community leaders, and discuss ways to keep connected moving forward.

White House and Administration Initiatives

100kin10

Summary of Partnership: In the 2011 State of the Union Address, the President put out a call to action: to train 100,000 new, excellent STEM teachers over the next 10 years to keep America vibrant and prosperous. In response to the President's call to action, over 115 organizations, led by Carnegie Corporation of New York and Opportunity Equation, have come together to form a coalition called "100Kin10" to help reach the President's goal. Earlier this year, 15 of those



organizations – including Carnegie, Google, the S.D. Bechtel, Jr., Bill & Melinda Gates, Freeport McMoran, and Michael and Susan Dell Foundations – announced a \$24 million fund to invest in STEM teacher preparation and support. In 2012, 100kin10 announced a second fund, with initial commitments of \$5 million by the Samuelli Foundation, Amgen Foundation and the John D. and Catherine T. MacArthur Foundation. Organizations are accepted as 100Kin10 innovation partners following a rigorous vetting process conducted by the University of Chicago Urban Education Institute, which reviews each organization's capacity to meet concrete, measurable commitments toward expanding, improving and retaining the best of the nation's STEM teaching. In addition, the initiative's investment partners have established an online registry with a single application to simplify and coordinate the application process. A complete list of partners and their commitments is available at www.100Kin10.org.

Goals for the Next Year: In 2013, 100kin10 will continue to make strategic investments from its first fund (approximately 10 investments have been made so far) and continue to grow its second fund. It will also continue to grow the capacity of funders and partners organizations to build a research base alongside their investments and build on each other's investments. 100kin10 will also continue its public advocacy on the importance of the 100,000 STEM teachers goal and the need for all-hands-on-deck effort.

Specific Ways You Can Get Involved: 100Kin10 is continuing to looking for new partners who are committed to bringing more, excellent STEM teachers to American classrooms. Partner organizations - including but not limited to corporations, school districts, museums, institutes of higher education, foundations, federal agencies, professional associations, states, and nonprofit organizations – are those that have the capacity and will to improve their efforts to put effective STEM teachers in classrooms and help retain strong teachers who are already in classrooms through both the expansion of current programs and new, collaborative, and innovative commitments. Commitments focus on increasing the supply of excellent STEM teachers, developing and retaining excellent STEM teachers, and building the 100Kin10 movement.

White House/Administration POC: Kumar Garg, kgarg@ostp.eop.gov and Lauren Andersen, [Lauren E. Andersen@ostp.eop.gov](mailto:Lauren_E.Andersen@ostp.eop.gov)

Private Side POC: Talia Milgrom-Elcott, TME@carnegie.org

Website: <http://www.100kin10.org/>

AP Initiative for Military Families

The Military Child Education Coalition is delighted to work with NMSI on this important effort because, first and foremost, it is an evidenced-based approach that results in students attaining a high level of achievement through success in AP math and science courses. Secondly, what we know from the MCEC's research is that military-connected students can experience barriers to high performance in math and science either because of gaps in skills and knowledge or because of a lack of awareness about the critical value of courses with high quality, national standards such as AP. Through the generous support of Lockheed Martin, NMSI's program will make a difference for secondary school students with one or more parents serving our nation. We are deeply grateful."

—Dr. Mary Keller, President and CEO of the Military Child Education Coalition

Summary of Partnership: Responding to First Lady Obama's *Joining Forces* effort for military families, the National Math and Science Initiative (NMSI) launched the Initiative for Military Families (IMF), a campaign to bring rigorous STEM coursework, AP math and science, to public high schools serving a high percentage of military families. Starting with 4 schools near military installations in 2010, IMF is built on a key need: almost two million young people in America have a parent serving in the military today. More than 220,000 of those young people had someone deployed overseas in 2011. Separation from loved ones, concerns about safety and frequent transfers can be particularly hard on the military children, so continuity in any aspect of their lives, such as education, is essential. In fall of 2011, NMSI, in partnership with Military Child Education Coalition (MCEC) and Military Impacted Schools Association (MISA), expanded its Initiative for Military Families (IMF) to an additional 28 public high schools serving children of military families in nine states, impact in over 40,000 students this fall. In this all-hands-on-deck, corporate, philanthropic and government partners making investments include BAE Systems, Boeing, ExxonMobil, Jack Kent Cooke Foundation, Lockheed Martin, Northrop Grumman, the Department of Defense Education Activity and the Office of Naval Research. This 2012 fall, the program has expanded to 52 schools in 15 states. The results have been dramatic. In the past two years, NMSI has doubled the number of students taking and passing AP math, science and English exams in participating schools. In Hawaii, the number of students taking and passing AP exams has increased 82 percent since NMSI added four schools to the program, and in Oklahoma, 35 percent of the state's passing scores came from the two high schools where NMSI created programs. The program is showing great results in closing the achievement gap among minority students.

Goals for the Next Year: With support and partners, the Initiative for Military Families hopes to expand to 80 schools by next school year.

Specific Ways You Can Get Involved: Initiative for Military Families is working with broad range of organizations, from school districts, foundations, companies and the military.

White House/Administration POC: Kumar Garg, kgarg@ostp.eop.gov and Lauren Andersen, Lauren_E_Andersen@ostp.eop.gov

Private Side POC: Tom Luce tluce@nationalmathandscience.org

Website: <http://www.nationalmathandscience.org/programs/initiative-military-families>

Change the Equation



Summary of Partnership: Two years ago, President Obama announced the launch of *Change the Equation* (CTEq), an effort by over 100 CEOs to come together to dramatically improve STEM learning by leveraging their investments, unique capabilities, and voice. *Change the Equation* was founded by astronaut Sally Ride, former Intel Chairman Craig Barrett, Xerox CEO Ursula Burns, and Time Warner Cable CEO Glenn Britt, with support from Bill and Melinda Gates Foundation and Carnegie Corporation of New York. CTEq's coalition of members strives to sustain a national movement to improve PreK-12 STEM

learning by leveraging and expanding its work focusing on three goals: (1) improving philanthropy—increase the impact of corporate philanthropy by emphasizing high quality, scalable programs, (2) inspiring youth—capture the imagination of young people, giving them a solid foundation in STEM and insight into the unlimited postsecondary and career options, and (3) advocating for change—promote proven state policies and research-based practices that enhance student mastery of and interest in STEM disciplines. In its' first year, CTEq worked with 24 of its member companies to 5 high-quality programs to 130 new sites, benefiting over 40,000 students nationwide. Since then, CTEq has released a comprehensive state-by-state *Vital Signs* report, giving their corporate members and each Governor and State Superintendent a report card on how they are doing in key science indicators.

Goals for the Next Year: Over the next year, CTEq plans to publish a searchable database of STEM programs that meet its design principles to assist its corporate members and others in their philanthropy. In addition, they continue to work with their member companies, such as those that work in videogames, on ways to engage youth.

Specific Ways You Can Get Involved: CTEq is a member organization of companies, and continues to add corporate members interested in improving STEM education. For other organizations (foundations, non-profits, others), CTEq will continue to explore partnerships in projects that leverage the unique assets of the business community.

White House/Administration POC: Kumar Garg, kgarg@ostp.eop.gov and Lauren Andersen, [Lauren E. Andersen@ostp.eop.gov](mailto:Lauren_E_Andersen@ostp.eop.gov)

Private Side POC: Linda Rosen lrosen@changetheequation.org

Website: <http://changetheequation.org/>

Fostering Convergent Science

Summary:

The White House Office of Science and Technology Policy (OSTP) is interested in improving support for research at the intersection of the life sciences, the physical sciences, and engineering (convergent science) in order to create more breakthroughs in biology. In the coming decades we will face the multifaceted challenges of providing energy, nutritious and sustainable food sources, and cost-effective and reliable access to health care for 9 billion people worldwide without damaging natural environments or contributing to global warming. The complexity of these challenges will require solutions that draw on interdisciplinary research, integrative studies, collaboration, team science, and individual investigator led-research.^{1,2,3,4} For example, imagine if we had:

- Drug delivery systems that could deliver their payloads to targeted locations in the body (such as past the blood-brain barrier) with no side-effects,
- Reliable and cost effective carbon sequestration and high-volume “carbon negative” products,
- Machines that could perceive, learn, plan, reason, solve problems, and assimilate information from unstructured text – drawing on insights from how the human brain works,
- Integration of data from multiple sources (e.g. wireless sensors, whole genome sequencing, electronic health records) to improve healthcare at the individual and population level,
- Regenerative medicine capable of replacing limbs, kidneys, livers, and hearts,
- New bio-inspired materials that are super strong, self-healing, or self-replicating,
- Neural systems interfaces that could restore function after paralysis, and
- The ability to sustain ecosystem function in the face of rapid change.

In 2009 the National Academy of Sciences (NAS) issued a report on *The New Biology*, which concluded that “[b]iological research is in the midst of a revolutionary change due to the integration of powerful technologies along with new concepts and methods derived from [the] inclusion of physical sciences, mathematics, computational sciences, and engineering. As never before, advances in biological sciences hold tremendous promise for surmounting many of the major challenges confronting the United States and the world.”⁵ Some early examples of the potential of these advances are:

- The NIH/DARPA/FDA Tissue Chip for Drug Screening program which is developing human tissue chips improve screening of drug candidates for safety and efficacy,⁶
- Researchers at MIT who are using advanced computational models to understand and manage the immune responses against disease,³ and

¹ National Research Council. *Inspired by Biology: From Molecules to Materials to Machines*. The National Academies Press, 2008.

² National Research Council. *Research at the Intersection of the Physical and Life Sciences*. The National Academies Press, 2010.

³ *The Third Revolution: The Convergence of the Life Sciences, Physical Sciences and Engineering*. MIT Press, 2011.

⁴ AAAS. *Facilitating Interdisciplinary Research and Education: A Practical Guide*. 2011

⁵ National Research Council. *A New Biology for the 21st Century*. The National Academies Press, 2009.

⁶ <http://www.ncats.nih.gov/research/reengineering/tissue-chip/tissue-chip.html>

- Scientists at the DOE’s Joint Bioenergy Research Center who are applying mathematical models of metabolism to engineer microorganisms for improved biofuel production.⁷

Goals for the Next Year:

1. The creation of a process by the research community to identify and describe research opportunities in convergent science that might not be supported through “business as usual” practices in the funding agencies, perhaps modeled on the process used by the computing research community as part of the Computing Community Consortium.⁸
2. Increased coordination amongst federal science agencies, foundations, philanthropists, and the commercial sector in supporting convergent science, including new/expanded mechanisms for buildings, shared infrastructure, instrumentation, seed funding, and technology commercialization.
3. The identification and establishment of new/expanded mechanisms that will contribute to the cultivation of the next generation of convergent scientists, including training grants and integrated science curricula.
4. The establishment of a set of evidence-based effective practices for doing convergent science well, informed by scholarship in fields such as Science of Team Science, including organizational, individual, structural and leadership strategies.

Specific Ways You Can Get Involved:

- Contact the White House Office of Science and Technology Policy to learn more

White House/Administration POC: Robbie Barbero, Office of Science and Technology Policy, rbarbero@ostp.eop.gov

Digital Promise

Summary of Partnership: A little over a year ago, the White House and Secretary of Education Arne Duncan announced the launch of "Digital Promise," a new national effort to accelerate innovation in education with technology. To realize the potential of learning technology, Digital



Promise is working with leading educators, researchers, technology firms, and entrepreneurs on three key challenges: (1) identifying breakthrough learning technologies, (2) learning faster what works and what does not, and (3) transforming the market for learning technologies. Digital Promise has made significant progress since it was launched in the fall of 2011. With financial support from the Bill and Melinda Gates Foundation, Carnegie Corporation of

⁷ <http://genomicscience.energy.gov/centers/jbei.shtml>

⁸ <http://www.cra.org/ccc/vision.php>

New York, corporate support and more, Digital Promise has raised over \$2 million in private sector funds, a 4-1 private to public match. In the past year, Digital Promise launched the League of Innovative Schools, a partnership of 26 school districts in 18 states that collectively serve roughly 2.5 million students. They have generated three Proof Points including auto communities of Macomb County, Michigan; curb summer learning loss in the former textile mill town of Piedmont, Alabama; and use digital tools to drive better results in Meridian, Idaho, which gets less funding per pupil than any district of its size in America. They have partnered with Harvard EdLabs on a multi-district project to do rapid, rigorous evaluations of Khan Academy and DreamBox Learning to help shed light on the black box of learning and, as Harvard professor Roland Fryer puts it, do “20 years worth of research in 2 years.” They have established a Digital Promise Fellowship for Open Education. They have established a cloud-based web platform called DOCENT that will empower school districts to access the same digital learning tools in the same place, accelerating rapid research, rapid prototyping, and rapid adoption, and partnered With Discovery Education to beta-test their new Common Core-aligned Social Studies Techbook in school districts across the country.

Goals for the Next Year: Digital Promise will continue to build on its momentum by creating working groups of leading superintendents that are tackling procurement reform, the development of a common educator-driven research agenda, and the creation of a cloud-based platform that will allow school districts to select, evaluate, and scale up STEM tools that work. Digital Promise will soon unveil a Digital Promise Prize Fellowship to design prize competitions focused on education.

Specific Ways You Can Get Involved: Digital Promise is eager to work with school districts, education researchers, education entrepreneurs, foundations, parents, teachers, technologists and others interested in leveraging learning technologies to help students and teachers.

White House/Administration POC: Kumar Garg, kgarg@ostp.eop.gov and Cristin Dorgelo, cdorgelo@ostp.eop.gov

Private Side POC: Adam Frankel adam@digitalpromise.org

Educate to Innovate

Summary of Partnership: In 2009, President Obama launched *Educate to Innovate*, a nation-wide effort to help reach the administration’s goal of moving American students from the middle to the top of the pack in science and math achievement over the next decade. The initiative features a series of high-powered partnerships involving leading companies, foundations, non-profits, and science and engineering societies dedicated to motivating and inspiring young people across America to excel in science and math. These partnerships, which complement the President’s \$4.35 Billion 2009 Race to the



Top competition focus on science, technology, engineering, and math (STEM), include efforts around game design competitions, television programming for scientific literacy, efforts to connect students to hands-on learning opportunities, and broad media campaigns around the importance of STEM.

Goals for the Next Year: With over \$750 million in private-public funding for the initiative, *Educate to Innovate* will continue to build an all-hands-on-deck approach to exciting students around math and science throughout the next year.

Specific Ways You Can Get Involved: *Educate to Innovate* features partners from across government, industry, media organizations, academia, and the non-profit sector. If your organization is interested in answering the President's call to action, contact the *Educate to Innovate* points of contact below.

White House/Administration POC: Kumar Garg, kgarg@ostp.eop.gov and Lauren Andersen, Lauren_E.Andersen@ostp.eop.gov

Private Side POC: N/A

Website: <http://www.whitehouse.gov/issues/education/k-12/educate-innovate>

Encore Entrepreneurship

Summary of Partnership: The Small Business Administration and AARP launched a strategic alliance in 2012 to provide counseling and training to entrepreneurs over the age of 50, encore entrepreneurs, who want to start or grow a small business. SBA has a dedicated web page for encore entrepreneurs featuring an online training course to help potential small business owners interested in starting a business. It includes information on business planning, shaping a winning business idea, professional counseling, financial services, and finding local SBA resources. The web page can be found at: <http://www.sba.gov/content/50-entrepreneurs>. SBA continues to work together to cross-market tools to support entrepreneurs in starting a business through online content, National Encore Entrepreneur Mentor events, and outreach efforts. For more than 70 million Americans over 50, business ownership is a practical option and SBA and AARP are working together to support these encore entrepreneurs as they build the next phase of their lives.



Goals for the Next Year: Through SBA's online training courses and its nationwide network of business mentors and counselors, SBA and AARP expect to train 100,000 "encore entrepreneurs," men and women over 50 who are starting or running a small business.

Specific Ways You Can Get Involved: Learn more about encore entrepreneurship at <http://www.sba.gov/content/50-entrepreneurs>. To take a course, go to <http://www.sba.gov/training> and click "online courses." Course topics include start-up basics, finance strategies, marketing tactics, overseas trade, and more.

White House/Administration POC: Erin Andrew (erin.andrew@sba.gov) or Chris Van Es (Christopher.vanes@sba.gov)

Private Side POC: Forthcoming

Website: <http://www.sba.gov/encore>

Equal Futures Partnership

“This week, the United States signed a new Declaration on Women’s Participation. Next year, we should each announce the steps we are taking to break down economic and political barriers that stand in the way of women and girls. That is what our commitment to human progress demands.”

President Obama’s Address to the United Nations General Assembly, September 21, 2011

Summary of Partnership: In response to the President’s 2011 call to the UN General Assembly to break down barriers to women’s economic and political participation, on September 24, 2012, Secretary of State Hillary Clinton launched the Equal Futures Partnership on behalf of the United States along with 12 other founding members (Australia, Benin, Bangladesh, Denmark, Finland, Indonesia, Jordan, the Netherlands, Peru, Senegal, and Tunisia; as well as the European Union). Multilateral stakeholders including UN Women and the World Bank, and leading businesses and non-profit institutions also pledged support for the partnership. One key pillar of the US commitment to Equal Futures, was a pledge to take steps to open more doors to high quality education and high-paying career opportunities for women and girls in science, technology, engineering, and math (STEM) disciplines where they are currently underrepresented. In support of this effort, Federal science and technology agencies, private corporations, and academia will take steps to collect better data on women and girls in STEM fields, expand STEM mentoring, encourage research-driven teaching practices, and increase access to online STEM skills training. Additionally, the U.S. also announced the launch of the Equal Futures App Challenge: to create an app that promotes civic education and/or inspires girls to serve as leaders in our democracy.

Goals for the Next Year: In conjunction with the launch of the partnership, the World Bank pledged to host a high-level follow on meeting in April of 2013. Throughout the next year, the Partnership will be welcoming additional commitments from governments and external organizations towards the goals of expanding women’s economic and political participation.

Specific Ways You Can Get Involved: The Equal Futures Partnership is a multi-sector effort, featuring commitments from Federal governments, private corporations, and academia. Companies or organizations interested in taking new steps to improve data collection around women and girls in STEM, increasing STEM mentorship, furthering research-driven teaching, or improving STEM skills training, are welcome to consider making a commitment under Equal Futures. Opportunities also exist for individuals to connect to these external efforts.

Individuals can also learn more about the challenge and submit their apps on equalfutures.challenge.gov up until January 12, 2013 at 12:00am EDT.

White House/Administration POC: Lauren Andersen, [Lauren E. Andersen@ostp.eop.gov](mailto:Lauren_E_Andersen@ostp.eop.gov), Elizabeth Drew, [Elizabeth I. Drew@nss.eop.gov](mailto:Elizabeth_I_Drew@nss.eop.gov), and Avra Siegel, [Avra Siegel@who.eop.gov](mailto:Avra_Siegel@who.eop.gov)

Private Side POC: N/A

Website: <http://www.whitehouse.gov/blog/2012/10/04/launching-equal-futures-partnership-expand-women-s-political-and-economic-participat>

Grand Challenges

"History should be our guide. The United States led the world's economies in the 20th century because we led the world in innovation. Today, the competition is keener; the challenge is tougher; and that is why innovation is more important than ever. It is the key to good, new jobs for the 21st century. That's how we will ensure a high quality of life for this generation and future generations. With these investments, we're planting the seeds of progress for our country, and good-paying, private-sector jobs for the American people."

-President Barack Obama, August 5, 2009

Summary of Partnership:

The White House Office of Science and Technology Policy encourages individuals and organizations to identify and pursue Grand Challenges – ambitious yet achievable goals that capture the public's imagination and that harness innovation and breakthroughs in science and technology. Grand Challenges are an important element of President Obama's Strategy for American Innovation. When defined in terms broad enough to capture our imagination and with sufficient specificity to convey what success looks like, Grand Challenges can spur significant developments in a wide range of domains such as health, energy, sustainability, education, economic opportunity, and human exploration. Grand Challenges can 1) help solve important economic and societal problems; 2) serve as a "North Star" for high-impact, multi-disciplinary collaborations between government, industry, universities, non-profits, and philanthropists; 3) create a foundation for the industries and jobs of the future; 4) capture public imagination and increase support for public policies that foster science, technology and innovation; and 5) inspire the next generation of scientists, engineers, and entrepreneurs. A White House conference in early 2013 will highlight progress that the Administration has made on existing Grand Challenge initiatives and will recognize actions taken by the public and private sectors (including Federal agencies, companies, philanthropists, universities, and non-profits) to set and meet Grand Challenges.

Goals for the Next Year:

- Hold White House kickoff event in early 2013 highlighting new commitments to the pursuit of Grand Challenges
- Encourage more organizations and individuals to make commitments to pursue a Grand Challenge

- Increase the public discourse regarding potential impact of Grand Challenges pursuits, including the ways that individuals and organizations can participate as well as the possible benefits and impact to society should a Grand Challenge be achieved
- Publish ongoing progress reports on existing Grand Challenge efforts
- Create media and educational content about Grand Challenges through collaboration with America’s storytellers and educators

Specific Ways You Can Get Involved:

- Suggest potential audacious but achievable Grand Challenges to challenges@ostp.gov
- Participate in an “All Hands on Deck” effort to support a Grand Challenge

White House/Administration POC: Cristin Dorgelo, cdorgelo@ostp.eop.gov

Private Side POC: N/A

Website: <http://www.whitehouse.gov/blog/2012/04/09/21st-century-grand-challenges>

Incentive Prizes

Summary of Partnership:

The Obama Administration has taken important steps to make incentive prizes a standard tool for open innovation in every Federal agency’s toolbox for addressing some of our Nation’s most pressing challenges.

The use of prizes in the public sector has expanded under the America COMPETES Reauthorization Act of 2010, which granted all Federal agencies authority to conduct prize competitions to spur innovation, solve tough problems, and advance their missions. Over the last two

years, more than 200 prizes have been offered by over 45 agencies. Prize sponsors only pay for success and can establish an ambitious goal without having to predict which team or approach is most likely to succeed. Incentive prizes reach beyond the “usual suspects” and bring out-of-discipline perspectives to bear, increasing the number of minds tackling a problem. In a recent report, McKinsey identified six prize models that provide a useful framework: exemplar prizes, point solution prizes, market stimulation prizes, exposition prizes, participation prizes, and network prizes. Federal agencies are able to partner with the private sector and philanthropies to use these types of prizes to solve tough problems.



Goals for the Next Year:

- Launch and award more high-impact public-sector incentive prizes in support of the strategic mission of Federal agencies
- Partner with the private sector and philanthropies in jointly designing and launching incentive prizes to address shared goals
- In partnership with the research and academic community, develop resources and best practices for the growing prize design and administration community of practice

- Expand, support, and utilize the talent pool of individuals and organizations experienced in designing and administering prizes

Specific Ways You Can Get Involved:

- Suggest ideas for potential high-impact public-sector prizes
- Participate in active public-sector prizes which can be found at Challenge.gov
- Partner with Federal agencies in sponsoring or administering public-sector incentive prizes
- Learn more about why incentive prizes work by reviewing resources such as those found [here](#)

White House/Administration POC: Cristin Dorgelo, cdorgelo@ostp.eop.gov

Private Side POC: N/A

Website: <http://challenge.gov/>

Joining Forces

Challenging the public industry to hire and train veterans and their family members

Summary of

Partnership: As a consequence of service in the armed forces, military families endure frequent transitions between duty stations, causing military spouses to be recurrent job seekers. Even more, hundreds of thousands of service members transition from service each year and seek employment. In order to meet military families' employment needs, in August 2011 the President challenged the



private sector to hire or train 100,000 veterans or their spouses by the end of 2013. Under the *Joining Forces* initiative, First Lady Michelle Obama and Dr. Jill Biden took the lead on working with companies to fulfill this challenge. In August 2012, the First Lady announced that more than 2,000 American companies had helped exceed President Obama's challenge by hiring over 125,000 veterans and military spouses, and they had committed to hiring or training and additional 250,000 veterans and military spouses by the end of 2014.

Goals for the Next Year:

- Expand upon the pool of private sector commitments to train, certify, license, hire and retain veterans and their spouses.
- Obtain specific training, certification, licensing and hiring commitments from the information technology, manufacturing, logistics, and medical sectors – areas for which there will likely be an increased job need in the coming years.
- The ultimate goal is to ensure that all service members have jobs when they depart the service, and all job-seeking spouses have employment when they transition to new duty stations.

Specific Ways You Can Get Involved: Make a commitment to hire or train veterans or military spouses by contacting the POC below.

White House/Administration POC: Todd Veazie, Todd_G_Veazie@who.eop.gov, and Archie Bates, Archie_L_Bates2@who.eop.gov.

Private Side POC: N/A

Joining Forces

Improving the School Environment for Military Children

Summary of Partnerships: As part of *Joining Forces*, the First Lady and Dr. Biden have encouraged the education community to help support military children in their classrooms by raising awareness among educators about the challenges facing military children and helping ease the academic burdens associated with frequent school transfers. Almost two million young people in America have a parent serving in the military today. More than 220,000 of those young people had someone deployed overseas in 2011. Separation from loved ones, concerns about safety and frequent transfers can be particularly hard on the military children, so continuity in any aspect of their lives, such as education, is essential. Education stakeholders have responded enthusiastically, as is illustrated by two key partnerships:

The National Math and Science Initiative (NMSI) launched the Initiative for Military Families (IMF) to bring rigorous STEM coursework, AP math and science, to public high schools serving a high percentage of military families. NMSI, in partnership with Military Child Education Coalition (MCEC) and Military Impacted Schools Association (MISA), has expanded its military families initiative, which began with four military-impacted schools in 2010, and now serves 52 schools in 15 states. In this all-hands-on-deck effort, corporate, philanthropic and government partners have made a measurable difference in the academic experience of military children. The results have been dramatic. In the past two years, NMSI has doubled the number of students taking and passing AP math, science and English exams in participating schools. In Hawaii, the number of students taking and passing AP exams has increased 82 percent since NMSI added four schools to the program, and in Oklahoma, 35 percent of the state's passing scores came from the two high schools where NMSI created programs. **Goal for next year:** With support

and partners, the Initiative for Military Families hopes to expand to 80 schools by next school year.

- In 2011, the American Association of Colleges for Teacher Education (AACTE) partnered with the Military Child Education Coalition (MCEC) to enlist 100 colleges of teacher education to train future educators on the unique challenges facing military children in school. By signing on to *Operation: Educate the Educators*, participating colleges of education adopt a set of guiding principles for preparing educators to meet the needs of military-connected students. In September 2012, AACTE and MCEC reached their goal, and *Operation: Educate the Educators* currently has 111 signatories committed to improving the school environment for tens of thousands of military children. **Goal for next year:** AACTE and MCEC are recruiting more colleges of education to the effort and will provide training materials to participating institutions

Specific Ways You Can Get Involved: Initiative for Military Families is working with broad range of organizations, from school districts, foundations, companies and the military. Enlist colleges of teacher education to sign on to *Operation: Educate the Educators*.

White House/Administration POC:

- NMSI: Kumar Garg, kgarg@ostp.eop.gov and Lauren Andersen, [Lauren E. Andersen@ostp.eop.gov](mailto:Lauren_E.Andersen@ostp.eop.gov)
- Operation: Educate the Educators: Kirsten White, kwhite@ovp.eop.gov

Private Side POC:

- NMSI: Tom Luce tluce@nationalmathandscience.org
- AACTE: Mary Harrill McClellan MHarrill-McClellan@aacte.org

Joining Forces

The Challenge

Summary of Partnership: Joining Forces is First Lady Michelle Obama's and Dr. Jill Biden's comprehensive national initiative to mobilize all sectors of society to give our service members and their families the opportunities and support they have earned. Answering that call, Americans have honored veterans and military families with more than 22,000,000 hours of volunteer service in their communities through Blue Star Families' Operation Honor Card program.

Goals for the Next Year: Continue to honor service members and their families through community service.

Specific Ways You Can Get Involved: Participate in a service project of your own – and encourage others to participate – by going to <http://joiningforces.allforgood.org/>.

White House/Administration POC: N/A

Let's Move!

Summary of Partnership: *Let's Move!* is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. While this is an ambitious goal, with the help of all Americans, we can do it. Combining comprehensive strategies with common sense, *Let's Move!* is about putting children on the path to a healthy future during their earliest months and years, giving parents helpful information and fostering environments that support healthy choices, providing healthier foods in our schools, ensuring that every family has access to healthy, affordable food, and helping children become more physically active. Since the launch of the initiative in 2009, dozens of organizations across sectors, both non-profit and for-profit, have stepped up to make investments towards these goals. Through the Partnership for a Healthier America (www.ahealthieramerica.org) and *Let's Move!* programs (www.letsmove.gov/programs), organizations are invited to join cross-sector partnerships in order to inspire everyone — America's parents, caregivers, elected officials, schools, health care professionals, faith leaders, community leaders, and private sector companies — to get involved.

Goals for the Next Year: In 2013, *Let's Move!* will continue to work with government and the private sector to make and celebrate commitments toward: (1) creating a healthy start for children, (2) empowering parents and caregivers, (3) providing healthy food in schools, (4) improving access to healthy, affordable foods, and (5) increasing physical activity.



Specific Ways You Can Get Involved: *Let's Move!* invites organizations to commit to solving the problem of childhood obesity by bringing about solutions that ensure our children's health.

Collaborating with *Let's Move!*, the

Partnership for a Healthier America works with organizations across sectors – including private sector companies, elected officials at all levels of government, chefs, faith leaders, Tribal

governments, child care and early education providers, museums and public zoos and gardens, health care professionals, school administrators and teachers, and community leaders – to make commitments to healthier lifestyles for America’s kids. This includes industry-specific solutions to address obesity that can be measured and tracked as well as grant opportunities, policy discussions, programmatic activities, and efforts to mobilize Americans at every level in order to make a significant and meaningful impact on the lives of families.

White House/Administration POC: LetsMove@who.eop.gov

Private Side POC: Matt Soler, 202-842-9001 or info@healthieramerica.org

Maker Education Initiative

Summary of Partnership: As the President has said, we need to find ways “to encourage young people to create and build and invent -- to be makers of things, not just consumers of things.” That’s why we have been excited to help launch and highlight a new effort that responds to the President’s call to action: the Maker Education Initiative (Maker Ed). With leadership from Dale Dougherty, a White House Champion of Change and founder of Maker Faire, Maker Ed has founding sponsorship from Cognizant, Intel, and O’Reilly Media. The mission of the Maker Education Initiative is to create more opportunities for young people to make, and—by making—build confidence, foster creativity, and spark interest in science, technology, engineering, math, the arts—and learning as a whole. Maker Ed wants young people to join—and eventually lead—the growing Maker Movement. The Maker Education Initiative will achieve its mission by focusing on three important areas: (1) more maker spaces and infrastructure where students can come together to design and build; (2) more maker projects that bring together materials and curricula for a broad range of students of various ages, and; (3) more maker mentors to share both their technical expertise and their passion with young makers.



Goals for the Next Year: In 2013, Maker Ed plans to launch *MakerCorps*, cadres of young adult mentors in 20 cities, focused on expanding Maker activities into schools and out-of-school programs by providing access to new tools, materials and expertise.

Specific Ways You Can Get Involved: Achieving the goal of “Every Child a Maker” will require a large and powerful coalition. We could imagine lots of ways to help. For example, companies concerned about the lack of students with strong skills in STEM and manufacturing could support maker-spaces in schools and after-school programs, and provide their employees with time off to serve as mentors. Youth-serving organizations with an ability to reach millions of boys and girls could recruit Makers to develop programs at the national, state, and local level. Science museums could serve as “hubs” for Making in the regions they serve by creating maker-spaces and providing professional development for teachers. The New York Hall of Science, the Pittsburgh Children’s Museum, and San Francisco’s Exploratorium are already demonstrating what’s possible when science museums devote their expertise and social capital to Making. Individual Makers could serve as mentors and the leaders of local chapters of organizations such as the Young Makers Club. Foundations and philanthropists could provide matching grants to communities that are interested in embracing Making, in the spirit of Andrew Carnegie’s support for public libraries. Philanthropists should make a special effort to ensure that girls and under-represented minorities are included in Making.

White House/Administration POC: Kumar Garg, kgarg@ostp.eop.gov and Lauren Andersen, Lauren E. Andersen@ostp.eop.gov

Private Side POC: Paloma Garcia-Lopez, paloma@makered.org

Website: <http://makered.org/>

Materials Genome Initiative



Summary of Partnership: America’s economic competitiveness and prosperity in the coming decades will depend crucially on the pace of American innovation. Sustaining and, where possible, accelerating the pace of innovation must therefore be a high priority for federally supported R&D. Advanced materials is one such field with industrial

applications addressing challenges in clean energy, national security, and human welfare, yet it

can take 20 years or more to move a material after initial discovery to the market. Indeed, with the Materials Genome Initiative for Global Competitiveness, the President has committed the nation to doubling the pace of innovation over the next few years to lay the foundation for a new innovation-driven, revitalized U.S. -manufacturing sector.

The Materials Genome Initiative (MGI) is a multi-agency initiative designed to create a new era of policy, resources, and infrastructure that support U.S. institutions in the effort to discover, manufacture, and deploy advanced materials twice as fast, at a fraction of the cost. Launched by the President in June 2011, MGI has already generated \$63 million in FY12 research grants across multiple agencies and resulted in commitments from more than 60 companies and universities to advance the MGI through their own business, research, and education practices.

Goals for the Next Year:

- **Data:** We have initiated a process to define a Federal data policy for materials research across the agencies. That process is expected to generate an opportunity for public comment and stakeholder involvement early in 2013.
- **Tools:** Improving tool capabilities and accessibility in computation and instrumentation is a high priority for the MGI team. This includes everything from discovery through manufacturing and deployment. Industry partnerships are critical in helping define the tool needs for the future.
- **Reducing time-to-market:** Identifying and initiating high-priority activities across the materials continuum for concrete action that reduces time is another area where new collaborative networks and public-private partnerships will be critical.

Specific Ways You Can Get Involved:

- Adopt and become signatories of the Orlando Principles, a set of guiding principles for pursuing collaborative efforts to accelerate materials innovation. (<http://www.tms.org/orlandoprinciples/>)
- Identify and communicate to agency representatives the bottlenecks associated with specific portions of the materials development continuum and technologies or activities that could shorten those delays.
- Identify specific ways for your community to participate and contribute to the broader goals of the MGI.
- Contribute comments on mechanisms and necessary infrastructure to preserve and improve access to pre-competitive research data.

White House/Administration POC: Cyrus Wadia, Office of Science and Technology Policy, cwadia@ostp.eop.gov; Meredith Drosback, Office of Science and Technology Policy, mdrosback@ostp.eop.gov

Private Side POC: N/A

Website: <http://www.whitehouse.gov/mgi>

Skills for America's Future

Summary of Partnership: America's ability to compete in a global economy depends on a workforce that possesses the skills required by employers. Skills for America's Future (SAF) is an employer-led initiative of the Aspen Institute that works to address the skills gap in America. SAF identifies solutions where education providers and employers work together to prepare individuals with the skills that will allow American businesses to be more productive, innovative and competitive. The initiative was born from Penny Pritzker's work on the President's Economic Recovery Advisory Board (PERAB) and is now a policy program of the Aspen Institute. President Obama announced the launch of Skills for America's Future in October 2010.

To date, Skills for America's Future has been focused on fostering partnerships between employers and community colleges. These partnerships help students better prepare themselves for the labor market and provide employers with the opportunity to share their industry expertise and knowledge with community colleges. SAF has created a national network of more than 300 partnerships among businesses, community colleges, industry associations, government, community-based organizations and labor, and is continuing to expand. This network enables SAF to highlight models of success, encourage peer-to-peer conversation and share replicable and scalable solutions.

SAF provides a platform to demonstrate how private-sector employers and community colleges can lead the way in helping America's economy become more competitive. Since its launch, SAF has worked with more than 50 major employers and industry associations to successfully help create or expand specific partnership programs at more than 300 community colleges across the country.

The initiative strives to improve the preparedness and competitiveness of American workers and the ability of businesses to recruit talent from community colleges. This includes acting as a catalyst for change and ensuring community college students, employers and job-seekers are able to obtain the right information to make decisions about their education and training paths.

Since the creation of Skills for America's Future, the first priority has been to make the skills gap a top-of-mind issue on a national level. With this in mind, Skills for America's Future (with the help of Administration priorities and high level messaging) has started to insert the skills debate into the national dialogue. On the private side, SAF has done this through high-profile events, championing Skills for America's Future at more than 30 conferences and events, such as the Aspen Ideas Fest, Presidential events and speeches, Clinton Global Initiative and national community college meetings; as well as through media attention, placing 9 major op-eds, issuing 7 press release and being mentioned in more than 50 news articles.



Goals for the Next Year: In the coming year, SAF will identify a set of cities or regions that have a successful employer-led workforce development intermediary that could be enhanced or expanded by SAF's access to employers and national platform. Work done in these cities will be used to influence the national skills gap discussion; promote policy change; improve the alignment of education and workforce training funds; and elevating the role

local workforce intermediaries play in ensuring that communities are developing a skilled workforce. In addition, SAF will continue to develop and promote a national network of employers and community colleges through events and media.

Specific Ways You Can Get Involved: Interested parties can serve as champions to raise national awareness of the challenge to align education and training with the needs of employers and the solutions that have been developed at the local level. There are opportunities to author op-eds. Once SAF selects the cities/regions to participate in its local initiative, SAF will be looking for individuals to provide leadership to support and sustain this work.

White House/Administration POC: Bess Evans, eevans@ostp.eop.gov

Private Side POC: Karen Elzey, karen.elzey@aspeninst.org

Website: <http://www.aspeninstitute.org/policy-work/economic-opportunities/skills-for-america-s-future>

Startup America Partnership

Summary of Partnership:

The Startup America Partnership supports a national network of startup communities dedicated to advancing the success of American startups. Hundreds of passionate founders, entrepreneurial leaders, investors, mentors and executives (“Startup Champions”) are working together to strengthen their local communities and help young companies grow. As a national organization, the Startup America Partnership helps these Startup Champions create strong



startup ecosystems in every state, by giving local startups access to the relationships, opportunities, and knowledge they need to succeed. Startups across the country and in any industry are free to join this network, gaining access to valuable services from national partners (worth over \$1.5 billion in aggregate) as well as a Corporate Connections platform that facilitates improved connectivity and collaboration between startup founders and corporate executives. (Launched at the White House in January 2011, the Startup America Partnership is an independent nonprofit that receives no government funding. The Administration has its own Startup America initiative for federal policy to promote high-growth entrepreneurship.)

Goals for the Next Year:

- § Assisting in the creation of more vibrant Startup Regions throughout the country
- § Working with Startup Champions to increase the network density of the Startup Regions

§ Increasing participation by startups and large corporations in the Corporate Connections platform

Specific Ways You Can Get Involved:

§ Startups: Join the national network.

§ Entrepreneurs, investors, mentors, and universities: Engage your local Startup Region.

§ Large companies: Engage your local Startup Region and join the Corporate Connections platform.

White House/Administration POC: Doug Rand <drand@ostp.eop.gov>

Private Side POC: Kathleen Warner <kathleen@s.co>

Website: <http://www.s.co/>

Supplier Connection

Summary of Partnership:

Supplier Connection, created by the IBM Foundation and promoted through a partnership with the Small Business Administration, is part of the American Supplier Initiative and is designed to help bridge the gap between small, nimble businesses looking for new opportunities and large corporations looking for innovative new ideas and diversity in their supply chains. Supplier Connection is a free, online portal created by the IBM Foundation that allows small businesses to send information about their products and services to 19 large private sector companies. The 19 companies participating in Supplier Connection are: AMD, Amylin, AT&T, Bank of America, Caterpillar, Citi Group, Dell, Facebook, IBM, JP Morgan Chase, John Deere, Johns Hopkins University, Kellogg's, Merck, Office Depot, Pfizer, UPS, Wells Fargo and ZeroChaos. Together, these 19 companies have a combined purchasing power of \$300 billion and now they will have full access to the profiles of small businesses that have registered for Supplier Connection.

Goals for the Next Year: SBA's private-public collaboration with IBM will help small businesses strengthen their revenue streams by gaining access to a consortium of 19 of America's largest corporations. SBA is currently working with IBM Foundation to secure commitments from the large corporations to drive a targeted number of dollars and contracts to small businesses in the next year.

Specific Ways You Can Get Involved: To learn more about the program and to register for participation, small business owners can visit the following website: <https://www.supplier-connection.net/SupplierConnection/index.html>

White House/Administration POC: Chris Van Es (Christopher.vanes@sba.gov)

Private Side POC: Forthcoming

Website: <https://www.supplier-connection.net/SupplierConnection/index.html>

US Ignite Partnership

Summary of Partnership:

The US Ignite Partnership (us-ignite.org) is a new, independent 501(c)(3) nonprofit with a mission to catalyze 60 advanced, next-generation applications capable of operating on giga-



bit broadband networks over the next five years in six areas of national priority: education and workforce development, advanced manufacturing, health, transportation, public safety, and clean energy. The Partnership will connect industry leaders from small and large corporations, including startups, with local and state governments, universities, foundations, community institutions and broadband carriers to accelerate the development and testing of new applications that promise to have a significant impact on the US economy, providing a broad range of job and investment opportunities. Already, the Partnership has entered into agreements that will bring its efforts to 25 cities across the country, including small, medium and large municipalities. Additionally, a quickly growing number of commercial partners have agreed to be part of the US Ignite Partnership, including leading national telecommunications and networking corporations as well as regional and local organizations.

Goals for the Next Year: Complete national apps competition with Mozilla Foundation, bring on additional communities and launch new apps in current member communities.

Specific Ways You Can Get Involved: Community outreach to gauge current needs, university outreach to find emerging technologies, and assessing community best practices.

White House/Administration POC: Nick Maynard nmaynard@ostp.eop.gov

Private Side POC: Joe Kochan joe.kochan@us-ignite.org

Website: <http://us-ignite.org/>

Stories of Action around the Country

Philadelphia Business Journal

March 21, 2012

Maternity Care Coalition leader honored by White House

John George

JoAnne Fischer, executive director of the Maternity Care Coalition in Philadelphia, is being honored Wednesday by the White House Office of Public Engagement and the Department of Health and Human Services as a "Champion of Change."

The Maternity Care Coalition is a regional nonprofit that works to improve the health and well being of parents, children and pregnant women through public policy, research and services for families.

Fischer is being honored as part of President Obama's "Winning the Future Across America" initiative that honors those working in their communities to "innovate, educate, and build."

"I am thrilled to be recognized among others across the country working to make sure the Affordable Care Act not only meets the needs of women and children but that its benefits are made easily accessible," said Fischer. "I am proud of the work of the Maternity Care Coalition in seizing the opportunity presented by this legislation to advocate and educate on behalf of the unique and significant health considerations of mothers and families."

The New York Times

June 18, 2012

Iowa: Nuns on the Road to Protest Budget Cuts

Associated Press

A group of Roman Catholic nuns has begun a nine-state bus tour protesting proposed federal budget cuts, saying it was not trying to flout recent Vatican criticisms of socially active nuns but felt called to show how Republican policies are affecting low-income families. The tour, which started in Des Moines, was organized by Network, a Washington-based Catholic social justice group criticized in a recent Vatican report that said some organizations led by nuns have focused too much on economic injustice while failing to promote the church's teachings on abortion and same-sex marriage. The Vatican asked American bishops to look at Network's ties to another

group of nuns it is reorganizing because of what the church calls “serious doctrinal problems.” Sister Simone Campbell, Network’s executive director, said the timing of the tour was in response to consideration of the federal budget in Congress. “We’re doing this because of what’s happening on the Hill,” she said. “We’re desperate to get the word out. That’s why we’re doing it now.” Fourteen nuns will rotate on and off the bus for two weeks.

Detroit Free Press

June 18, 2012

White House to honor U.P. Head Start leader

Rosemary Grier has worked with the Head Start program in the Houghton area for 12 years and believes it not only helps shape preschoolers academically, but also helps their families.

"It makes a tremendous difference because for most of the students, it is their first social experience," said Grier, 62. "It helps them socially, emotionally and gets them ready academically."

Grier's passion for the Head Start program is one of the reasons she is being honored at the White House today as part of President Barack Obama's Champions of Change Program.

Grier, a preschool Head Start teacher, is one of 11 people from Head Start programs across the U.S. who demonstrated a commitment to delivering on the promise of the program in their local communities.

Head Start gives educational, health, nutrition, and parental-involvement support to low-income children and families.

The Champions of Change program, recognizes the work of community leaders, educators and entrepreneurs.

"Today's Head Start Champions of Change have collectively shaped the lives of thousands of children and their families," said Roberto Rodriguez, special assistant to the president for education policy.

Grier, who also is a mentor-coach for BHK Child Development Board in Houghton, said she was surprised by the honor but hopes it will bring awareness to the work of the board.

It serves about 500 children and their families in Baraga, Houghton and Keweenaw counties in the Upper Peninsula.

As a mentor-coach, Grier works with other preschool teachers to identify program strengths and improve classroom practices.

A highlight of working in Head Start, Grier said, is seeing a child transform and their parents get more involved.

Grier also said she looks forward to meeting Head Start workers from across the nation.

"I look forward to being a part of a group of people working hard to make a positive influence on their communities," Grier said. "I don't really feel the focus is on me."

The Laurinburg Exchange

June 24, 2012

Laurel Hill native 'change maker'

Mary Katherine Murphy

Less than a year after starting eMerging Entrepreneurs, Inc., Laurel Hill native T.J. Breeden was recognized by the White House as a "Champion of Change."

Breeden, who attended the University of North Carolina after graduating from Scotland High School in 2000, recently found his private consulting firm floundering with the deterioration of the economy. He started eMerging Entrepreneurs in December 2011, narrowing his focus to military and minority communities.

A nonprofit organization, eMerging Entrepreneurs is based in Durham, and provides small business training and entrepreneurial services primarily to former and reserve military members.

"When we deal with people in the military community, they have wonderful skill sets, great leadership, a technical background, but a lot of them are just seeking that push of someone to provide them with the business acumen to support the logistical work," said Breeden.

The organization, which currently has 26 client businesses, helps military veterans and those transitioning out of active duty to best utilize their specific skill sets.

"For someone who's served in a combat zone, we show them how those skills translate into an entrepreneurial endeavor and how the work they've been doing over 10 to 12 years of active duty translates into a small business venture," Breeden said. "A lot of our military have a lot of great skills in engineering and health care and end up in government contracting, but a lot of them have the question of how to make themselves eligible for government contracting."

On June 27, eMerging Entrepreneurs will host "Momentum 2012," a job fair, education fair, and small business symposium for military veterans, military spouses, reserves, and active duty members transitioning out, at the Fort Bragg Officer's Club. Breeden hopes that the organization can double its list of clients through similar expos and outreach programs. Last month, Breeden

was recognized by the White House Office of Public Engagement's "Champions of Change" program, which rewards and provides a forum of American innovators. Breeden, as chairman of eMerging Entrepreneurs, was recognized along with the leaders of 10 other organizations serving veterans nationwide.

"It was sort of unbelievable that they would acknowledge the work that we were doing and then give us the platform to go to D.C. and showcase that work," said Breeden. "I was the only civilian organization that was there - I took pride in that, to say that civilian organizations like mine and others throughout North Carolina really want to support the military."

Breeden's visit to the White House included a self-guided tour and a panel discussion in the Eisenhower Executive Office Building with the other 10 individuals in his Champions of Change category, which was broadcast live on the White House website. Breeden and his counterparts also contributed to the White House blog with information about their respective organizations.

"We've now created a network among ourselves," Breeden said. "We support each other's projects because we all have the same goal: we all want to support our veterans."

ThinkProgress

Jun 29, 2012

Advocate For LGBT Homeless Youth Named White House 'Champion Of Change'

Zack Ford

The White House has named Carl Siciliano as a "Champion of Change" for his work advocating on behalf of LGBT homeless youth. Siciliano is the founder and executive director of the Ali Forney Center, one of the nation's few and largest shelters dedicated to create a safe refuge for LGBT young people with nowhere else to go. The champion responded to the announcement in a press release:

SICILIANO: It is thrilling that as we celebrate the 10th anniversary of the Ali Forney Center, we are also being recognized by the White House for our pioneering work on behalf of homeless LGBT youth. When we opened the Ali Forney Center, the challenges we faced were daunting; there was very little awareness of the plight of homeless LGBT youth, especially on the federal level, and it was difficult to obtain support for our work. I am very grateful to President Obama for recognizing the needs of homeless LGBT youth and incorporating their care into his vision of ending youth homelessness. I am also grateful to the White House for recognizing the quality, innovation, and importance of the Ali Forney Center, which is a testament to all of the individuals who have served on the board, staff and as volunteers.

Because of family rejection, rates of LGBT youth homelessness are disturbingly high: as many as 40 percent of all homeless youth identify as gay or trans. Just this week, Cyndi Lauper launched the “Forty To None” campaign to add to the good work Siciliano and others are already doing to address this crisis. Unfortunately, efforts like the Ali Forney Center can only address the symptom of homelessness until family acceptance of LGBT youth becomes a societal norm.

The Tennessean

October 18, 2011

White House to honor Becca Stevens, founder of Magdalene House

Bob Smietana

The Rev. Becca Stevens, founder of Nashville-based Magdalene House and Thistle Farms, will be honored by the White House on Thursday.

Stevens was named one of 15 Champions of Change by the White House's Office of Public Engagement for her work with former prostitutes. The award is part of Domestic Violence Awareness Month.

Stevens founded the Magdalene program in 1997. Women can live in the residential program for two years at no cost. The program takes no government funding and claims a 72 percent success rate. Thistle Farms is an enterprise where the women create and sell bath and body products to benefit Magdalene House and learn business skills.

"I believe this recognition is in honor of Magdalene's witness for the past 15 years to the truth that love is the most powerful force for change in the world," Stevens said in a statement. "I want to help change this culture that still buys and sells women and holds on to the notion that prostitution is a victimless crime."

Stevens, an Episcopal priest, is also Episcopal chaplain at Vanderbilt University and author of eight books.