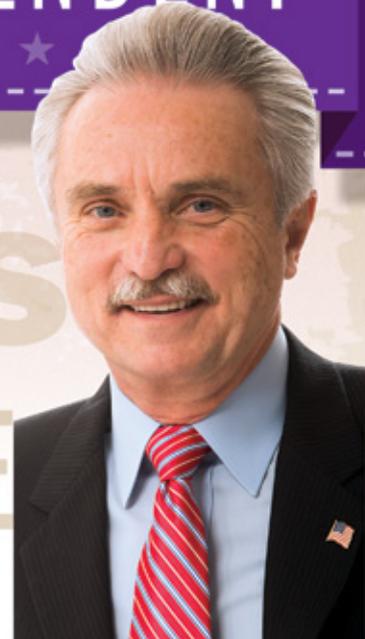


★ THE RACE FOR ★
STATE SUPERINTENDENT
★ 2013 ELECTION ★



THE INCUMBENT



THE CHALLENGER

EVERS
VS
PRIDEMORE

APRIL 2, 2013

A Chance to State Their Case

EVERS and **PRIDEMORE** bring extensive experience to the race for State Superintendent

State superintendent **Tony Evers** and **Rep. Don Pridemore (R-Hartford)** are the two names that will be on the ballot on April 2 for the office of State Superintendent of Public Instruction. Both candidates bring extensive, yet different experience to the position. Evers has 36 years in public education, serving as a district superintendent, Deputy State Superintendent and State Superintendent, among other positions. Pridemore, a Vietnam veteran, has represented the 22nd District in the Wisconsin

Assembly for nine years and has served on the Education, Education Reform, and Urban Education Committees. Before serving in the Assembly, he worked in the electronics industry for 34 years, working as an electronics design engineer, and senior electronics project engineer.

The WASB posed a series of questions to both candidates to bring to light their vision for public education in Wisconsin. The winner of the April 2 election will begin a four-year term when they take office in July.

Q What are your qualifications to be Wisconsin's state superintendent?

TONY EVERS: I have served the students, parents and citizens of Wisconsin for over 36 years as a teacher, principal, superintendent, regional administrator, Deputy State Superintendent, and State Superintendent. I have also served in schools and lived in communities across Wisconsin, from Tomah to Oakfield, Verona to Oshkosh.

On a national level, I have been a curriculum auditor in Texas, California, Indiana, Kansas and Ohio. I am also a member of the Council of Chief State School Officers and previously served as the national president of the Deputy State Superintendent Leadership Commission; both are organizations that work with state education leaders in all 50 states.

DON PRIDEMORE: Since being elected to the legislature in 2004, I have been involved with education, serving on the Education, Education Reform (past Chair), and now as Chairman of the Urban Education Committee. I have served on these committees for one reason: to be part of the solution to our education crisis. Prior to my work in

the legislature, I was a degreed engineer earning four patents, in the business of solving problems. This experience, along with my continued interest in the pursuit of solutions to the education crisis we face is why I am running for DPI Superintendent.

Q Many school boards and school administrators have called for reforming school funding in our state. What are your thoughts on Wisconsin's system for financing its public schools and what changes, if any, would you propose as state superintendent?

EVERS: We must adopt a fair and sustainable funding system. I believe my Fair Funding for Our Future plan does that. The system needs to be transparent, guarantee a minimum amount of aid for each school district, and recognize that poorer areas of our state need to be prioritized for funding. My plan, in addition a reinvestment in our schools allow our kids to get personalized learning so that we close our large achievement gaps.

PRIDEMORE: Superintendent Evers again rolled out his "Fair Funding for Our Future" plan, which is the same proposal he introduced in 2010. It focuses on taking

THE TONY EVERS FILE:

CURRENT: STATE SUPERINTENDENT OF PUBLIC INSTRUCTION



THE INCUMBENT

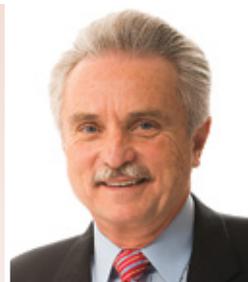
EDUCATION: Graduate of Plymouth High School. Earned a bachelor's degrees in 1973, a master's degree in 1976, and a doctorate's degree in 1986 from the University of Wisconsin-Madison.

PERSONAL: Lives in Madison, married to wife Kathy, has three children and four grandchildren.

CAMPAIGN WEBSITE: www.tonyevers.com

THE DON PRIDEMORE FILE:

CURRENT: STATE REPRESENTATIVE (R-HARTFORD)



THE CHALLENGER

EDUCATION: Graduate of Milwaukee Lutheran High School in 1964. Earned a B.S.E.E. from Marquette University in 1977.

PERSONAL: Lives in Hartford. Married and has three sons.

CAMPAIGN WEBSITE: www.pridemoreforwi.com

“The School Choice program has allowed tens of thousands of families to escape failing school systems and has increased competition, forcing districts like the Milwaukee Public School System to improve their performance.”

Rep. Don Pridemore

funds from the rest of the state and funding schools in Milwaukee and Madison. While this is great for two cities, it leaves school districts across the rest of the state lacking funds they need and deserve. As state superintendent, I would stop this and return to a more conservative approach to school funding that benefits the entire state.

Q Public school districts have been subject to state-imposed revenue limits since the 1993-94 school year. Many school boards complain that, under these limits, allowable revenue growth is not aligned to increases in school district costs. What are your views on allowing per-pupil revenue limits to be adjusted for inflation?

EVERS: I have proposed that revenue limits be increased by \$225/pupil next year and \$235/pupil the following year. I would support a permanent inflationary adjustment as well as seeking a path to return the schools to two-thirds state support.

PRIDEMORE: I see a bigger problem in the reallocation of revenue by the DPI. It’s my goal to significantly reduce paperwork and redundancy in my first six months in office. The “educrats” in Madison have created layer upon layer of bureaucracy in the Wisconsin school system diverting millions of dollars away from school districts to pay for it. We spend over \$500 million per year on special programs. School districts should be allowed to spend that money where they decide it would be most beneficial so we can graduate people ready to enter the job market. Once we do that, we can then address any revenue shortfalls.

Q Technology can empower student learning and connect students to their future. What efforts would you make to ensure that all students in our state have access to adequate bandwidth and the technology tools they need to succeed?

EVERS: I support the use of technology to further the personalization of all kids’ learning plans. To do this, I would propose the state create a program similar to the old TEACH program. This could be done through the state-issued bonds. This could be used to increase bandwidth and provide and technology for the classroom. This investment is also important for the new state testing and data collection efforts.

PRIDEMORE: Educational technology comes down to empowering districts to optimize the educational strategy and focus for the children within their districts. The great thing about technology is that it removes many of the one-size-fits-all limits that have been placed on traditional learning. I believe that if we try and mandate certain technology requirements, we fall into the trap that technology alleviates. Therefore, as Superintendent, I would make every effort to assist districts in funding technology projects as they see fit.

Q In the wake of the tragic school shootings in Connecticut, school safety and security is on the minds of many. What would you do as state superintendent to help ensure that schools are safe places for children to grow and learn?

EVERS: Districts have done a great job of developing emergency plans as well as having regular drills. I am proud of the way our schools have collaborated with

“The outcomes of the voucher system in Milwaukee show no discernible improvements in student performance compared to the Milwaukee Public Schools. We need to focus our energy, not on divisive proposals, but rather on how to improve all of our kids’ achievement, making every child career and college ready.”

State Superintendent Tony Evers

local law enforcement. I do not support arming school employees or volunteers. Long term, we need to address the mental health needs of our kids.

PRIDEMORE: School boards should be given the freedom to hire a competent, well trained school official or employee who is experienced with applying force whenever force is required. Police officers, retired or still on duty, that are trained to respond to school safety situations are the best example of a qualified person.

The most cost-effective approach would be to permit local school boards, administrators and parents to be able to ask qualified, local people to volunteer to do this work as a public service as a way of giving to their communities. Each school district is different as is each community. The availability of qualified people will be different, but the rules and the criteria established for choosing this 'Safety Officer,' should rest in the hands of the local community. DPI can make recommendations on how to proceed, but the final decision should be made by the local officials.

Q What should be the role of parental school choice and private school vouchers in public education?

EVERS: I oppose the geographic expansion of the voucher system as well as efforts to lift the income restric-

tions and subsidize wealthy, tuition-paying families. The outcomes of the voucher system in Milwaukee show no discernible improvements in student performance compared to the Milwaukee Public Schools. We need to focus our energy, not on divisive proposals, but rather on how to improve all of our kids' achievement, making every child career and college ready.

PRIDEMORE: Traditional schools may be a great choice for some students, but in today's environment, the one-size-fits-all model is no longer optimal. The School Choice program has allowed tens of thousands of families to escape failing school systems and has increased competition, forcing districts like the Milwaukee Public School System to improve their performance.

We must also offer our students the option of developing skills needed for trades such as welding and plumbing, as well as computer-operated manufacturing. This type of specialized technical education is a perfect partner for the school choice and voucher infrastructure here in Wisconsin. ■

For more information on the candidates, visit their campaign webpages at:

www.tonyevers.com and www.pridemoreforwi.com



2013 SCHOOL FINANCE SEMINAR

**MARCH 12, 2013
MONONA TERRACE,
MADISON**

**REGISTER
ONLINE AT
WASB.ORG**



2013 DAY AT THE CAPITOL

**MARCH 13,
2013 –
MONONA TERRACE,
& STATE CAPITOL
BUILDING, MADISON**

**REGISTER
ONLINE AT
WASB.ORG**

