

CURRICULUM VITAE

MARGARET TRIMER-HARTLEY Superintendent

University Prep Science & Math Schools

EMPLOYMENT

New Urban Learning

600 Antoinette
Detroit, MI, 48202

Superintendent, University Prep Science & Math September 2008 to present
Lead the creation of a brand new 90-90 charter school system focused on science and math in Detroit. The system has started with a middle school and will open a high school in 2010-2011 and, subsequently open an elementary school.

Responsibilities include hiring principals, holding teams accountable for academic performance; maintaining strong, accountable relationship with management non-profit and meeting all state, federal and local compliance requirements; setting and staying on budget; partnership development and management; political lobbying; community relations; recruiting and marketing.

Director of New School Development & Communications, January 2007 to September 2008
Lead new charter school development for the non-profit management organization. Duties include building and maintaining organizational partnerships, facilities management, curriculum development, personnel management, fundraising, marketing, media relations, and serve as the liaison with boards, authorizers, community organizations and the Legislature. Will assume the role of superintendent for University Prep Science & Math in September 2008.

Your Child

4710 W. Saginaw Hwy.
Suite #5
Lansing, MI, 48917

Co-founder and Director, September 2004 to present
Serve as director and spokesperson for the 501c4 non-profit (awaiting 501c3 approval), which includes dozens of organizations and individuals dedicated to improving the conversation about, the commitment to and the culture of education in Michigan. Your Child's goal is to inspire a movement and provide the tools and education necessary to double the number of college graduates in Michigan. Your Child, www.yourchildmichigan.org, celebrated its two-year anniversary in November 2006 and has secured funding and support for several new projects.

Significant achievements:

- Elevated the issue of education-culture change in the state as well as positioned it as an urgent issue among state and national level political leaders.
- Credited with providing the data and grassroots pressure for the state Superintendent of Public Instruction to push harder and sooner for new, rigorous high school graduation requirements.
- Coordinated and promoted a series of community conversations that have so far engaged hundreds of grassroots parents, educators, business and community leaders in discussions about the culture of education and how Michigan can get more students to attend and complete college or other substantive post 12th grade education.
- Enlisted the support and activism of The Detroit News, particularly the editorial page editor, and hundreds of association leaders, staff and members as well as rank-and-file parents and community members.

Michigan Education Association (MEA)

P.O. Box 2573, East Lansing, MI 48826-2573

Director of Communications, September 2000 to December 2006

Directed a staff of 22 and oversaw a \$3 million budget for MEA, a union representing 157,000 public school employees. Program responsibilities included: internal and external message development, delivery and discipline; media relations; oversight of quarterly magazine, four Web sites, electronic newsletters, campaigns/initiatives; public relations support for 50 MEA offices statewide representing 1,235 local associations; participate in external coalition efforts related to improving working and learning conditions in Michigan's public schools.

Significant achievements:

- Used a fiscal crisis in 2002 to restructure the MEA Communications Department into a high-tech content development and content delivery operation. The division morphed from a 1970's era structure into one of the National Education Association's (NEA) most effective communications departments by integrating, targeting and coordinating Web, email, paper and face-to-face communications.
- Positioned MEA as the "go-to" organization for journalists covering education in Michigan. MEA is now shaping education coverage in the state, not just reacting to issues as they emerge.
- Secured the Labor Voices column in The Detroit News—which rotates among the four major labor leaders in the state, including the MEA President.
- Re-engaged MEA locals by helping to create and manage a capacity-building initiative. The initiative is aimed at helping local associations assess strengths and

weaknesses and develop strategic improvement plans using MEA resources. It has served as a marketing effort as well, showcasing the tools, staff and resources members receive for their dues.

- Won numerous first place awards from the Michigan School Public Relations Association (MSPRA) and the NEA PR Council. *MEA Creative Communications Consultant, September 1996 to 2000*. Responsible for PR programs that cast MEA members in a positive, productive light. Primary writer for president, including opinion editorials, monthly columns and speeches. Worked with media, co-edited and took photos for monthly tabloid, and provided extensive public relations training.

Significant achievements:

- Moved the organization away from paid “advertorials” to free, strategically placed opinion editorials in the state’s major newspapers to improve credibility and reduce the cost of spreading MEA’s message.
- Began the first electronic news clipping service within the education community. MEA’s “e-clips” became a state and national model in the mid-and late-1990’s.
- Developed the “Toot Your Own Horn” marketing initiative to teach teachers and other school employees how to showcase their work so parents, the community and the media know who they are and what they are doing for children.
- Restructured the MEA Voice monthly tabloid into a slick, up-to-date magazine in both design and production. Moved staff from 35mm film cameras into the digital age.
- Began effort to restructure MEA’s primary Web site from an organization-driven design to a user-driven model.
- Won several writing and photography awards from the NEA’s State Education Editors (SEE) organization.

The Detroit Free Press

600 W. Fort Street, Detroit, MI 48226
Reporter, January 1989 to July 1995.

Covered education issues, trends and breaking news primarily in metropolitan Detroit area school districts. Met rigorous daily and project deadlines without exception.

Significant achievements:

- Helped establish the first-ever education team at The Detroit Free Press.

- Produced three special tabloid sections to help parents navigate and understand elementary, middle and high schools.
- Co-edited the book *On Your Marks, a Guide to Getting a Good Education in Michigan*, a compilation of three years of education stories from the paper.
- Nominated for a Pulitzer in 1993 for a series on Michigan's teacher tenure law. The series influenced a major policy change adding two years to the probationary period for new teachers, making Michigan one of the toughest states in which to earn tenure.
- Won numerous state and national awards including several first place awards from the Associated Press, the Michigan Press Association and the Education Writers Association. Covered crime and courts during Detroit's reign as Murder Capital of the nation. Worked on several high-profile projects, including stories involving corruption in the highest ranks of the Detroit Police Department.