

Margaret Trimer-Hartley

Phone (517) 204-0963

E-mail: mtrimer-hartley@uprep.com

EMPLOYMENT

New Urban Learning

600 Antoinette

Detroit, MI, 48202

Director of New School Development & Communications, January 2007 to present

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, e-mail, 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.

The Detroit Free Press City Desk Intern, June 1988 to January 1989

Contributed to major breaking news stories such as the crash of Flight 255, the Pope's visit to Detroit and the federal court hearings on The Detroit News' and The Detroit Free Press' petition for a Joint Operating Agreement (JOA).

Significant achievements:

Named 1988 Intern of the Year

Editorial Assistant, Lansing Bureau, The Detroit Free Press, August 1985 to June 1988

WDIV/TV-4 (NBC)

550 W. Lafayette Blvd., Detroit, MI 48231

Intern and freelance co-producer, September 1982 to September 1983.

Co-produced *Anatomy of Rape*, an Emmy Award-winning local documentary. Worked in news, promotions, editorial and art departments in intern capacity.

EDUCATION

Michigan State University—James Madison College
BA, urban studies; minors, journalism and economics.

Wayne State University
12 credits toward MA in English.

PROFESSIONAL ASSOCIATIONS

MAPSA—Michigan Association of Public School Academies
NEA PR Council
Education Writers Association
Michigan School Public Relations Association
Michigan Alliance for Gifted Education—Board Member

REFERENCES

Furnished upon request