

EDUCATION AND OUTREACH

Shaping debate and promoting informed decision-making



EOI is often called a “think tank” – but “action tank” is probably a better description. After all, we don’t just research public policy. We partner in coalitions and use public education and media outreach campaigns to put our policy proposals in front of Washington’s opinion leaders, policymakers and voters. Our goals: educate citizens and leaders; create public dialogue; and build support for change. Highlights of our communications work in 2009 include:

- Developing – and starting to implement – a three-year strategic communications plan.
- Redesigning our website and increasing our focus on social networks like Facebook and Twitter.
- Conducting our first-ever audience survey to hear opinions about EOI’s communications work from our readers, supporters and donors.
- Measuring responses to fundraising appeals, e-newsletters, and press releases.

While electronic communications are convenient and ubiquitous these days, there is no substitute for talking with people face-to-face. In 2009, EOI staff made presentations on early learning, economic security, retirement security, and tax policy to over 50 different groups.

Here in Washington and around the country, we reached at least 2500 parents, educators, students, policymakers, labor union members, and members of community organizations, including the:

- Washington State House Early Learning and Children's Services Committee
- Sargent Shriver Center on Poverty Law
- United Food and Commercial Workers Union
- University of Washington staff and students
- National Partnership for Women and Families
- Washington State Asset Building Coalition
- Service Employees International Union Local 925
- Washington State PTA
- Spokane Peace and Justice Action League

Our efforts in media and online outreach have also translated into results. EOI staff and/or our research findings were featured in over 50 different newspaper articles, editorials and opinion columns, on TVW, and over 200 individual radio segments in communities all across Washington. Our blog, Washington Policy Watch, was viewed over 24,000 times; our website hosted over 11,000 visits.