



# HOUSE of REPRESENTATIVES

## STATE OF MICHIGAN

### Appropriations Requests for Legislatively Directed Spending Items

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1. The sponsoring representative's first name:  
Tim
2. The sponsoring representative's last name:  
Kelly
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.  
n/a
4. Name of the entity that the spending item is intended for:  
Launch Michigan
5. Physical address of the entity that the spending item is intended for:  
119 Pere Marquette, Suite 1C, Lansing, MI 48912
6. If there is not a specific recipient, the intended location of the project or activity:  
Statewide impact
7. Name of the representative and the district number where the legislatively directed spending item is located:  
Statewide impact
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution. Michigan's public education system is in crisis. Student test scores are lagging behind those in other states, with many falling behind in key subjects like math and reading. Achievement gaps are widening, and too many graduates are unprepared for the demands of the workforce life beyond high school. This isn't just an academic issue—it's a long-term economic and workforce challenge that threatens Michigan's future prosperity.

Launch Michigan has developed a Michigan Education Guarantee playbook, a

comprehensive framework that focuses on ten essential skills from academics and career preparation to digital literacy and financial knowledge. Through this framework, Launch Michigan has demonstrated its expertise and commitment to working with education, business, and philanthropy leaders to define what student success looks like in Michigan. As a technical expert, program designer, and convener, Launch Michigan is positioned to support a reciprocal accountability system where everyone - schools, families, businesses, and government - has both responsibilities and support. It emphasizes evidence-based strategies to improve student achievement, including early literacy interventions, high-quality teacher preparation and increased investment in career-connected learning.

This funding will provide for Launch Michigan to work with a vast array of stakeholders to deliver the following to the Legislature:

1. Define future-ready skills and competencies necessary for Michigan students.
2. Identify necessary policy changes to statute or rule to enact the Guarantee, including specific changes to applicable laws or applicable state rules
3. Define the measures and metrics that will be used to ensure success and identify new or modified laws to implement.

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

1000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["None"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

• Chair: Jeff Donofrio, President & CEO, Business Leaders for Michigan • Vice Chair: Chandra Madafferri, President, Michigan Education Association • Members: Tina Kerr, Executive Director, Michigan Association of Superintendents & Administrators; Karen McPhee, Education Policy & Strategic Leadership Consultant; Former Senior Education Policy Advisor to Michigan Gov. Rick Snyder; William U. Parfet, Chairman & CEO, Northwood Group; Punita Dani Thurman, Vice President, Program & Strategy, The Skillman Foundation; Nikolai Vitti, Superintendent, Detroit Public Schools Community District; Gerry Anderson, Former Chairman & CEO, DTE Energy; Sandy Baruah, President and Chief Executive Officer, Detroit Regional Chamber; Mark J. Bernstein, Attorney, The Sam Bernstein Law Firm; Member, University of Michigan Board of Regents; Brian Calley, President & CEO, Small Business Association of Michigan; Lee Graham, Executive Director, Operating Engineers 324; Ronald E. Hall, President & CEO, Bridgewater Interiors • Officer: Venessa Keesler, Ph.D., President & CEO

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

Oct 1, 2025 – Sept 30, 2026

19. "I hereby certify that all information provided in this request is true and accurate."

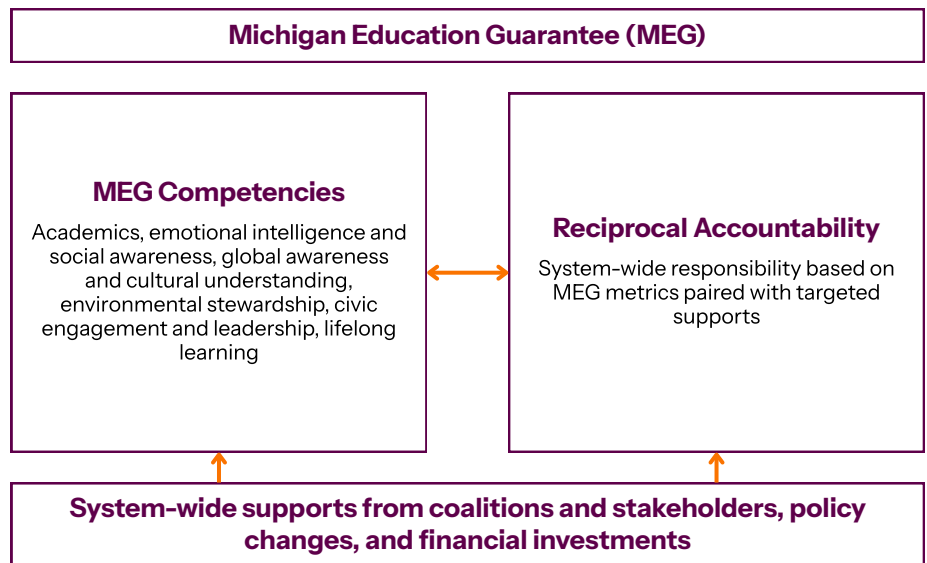
Yes

**The Michigan Education Guarantee (MEG) promises every Michigan student will graduate with skills needed for life and work success.**

MEG focuses on ten essential skills – from academics and career preparation to digital literacy and financial knowledge. Students connect learning to real careers through hands-on projects, internships, and various programs, making education more meaningful and helping them discover their strengths.

**When education is connected to jobs, everyone benefits.**

Students find fulfilling work, businesses gain skilled employees, and communities grow stronger. MEG aligns to a reciprocal accountability system where everyone – schools, families, businesses, and government – has both responsibilities and support. This interconnected approach to accountability builds a system that truly works for every student and creates the workforce Michigan's future demands.



**The MEG Playbook represents just the start of important conversations and planning.**

Like building a strong house that lasts generations, the MEG Playbook lays the foundation and frames the shell. The MEG will be well-built through transparent and inclusive stakeholder engagement as well as the commitment to hold intellectual tension when necessary.

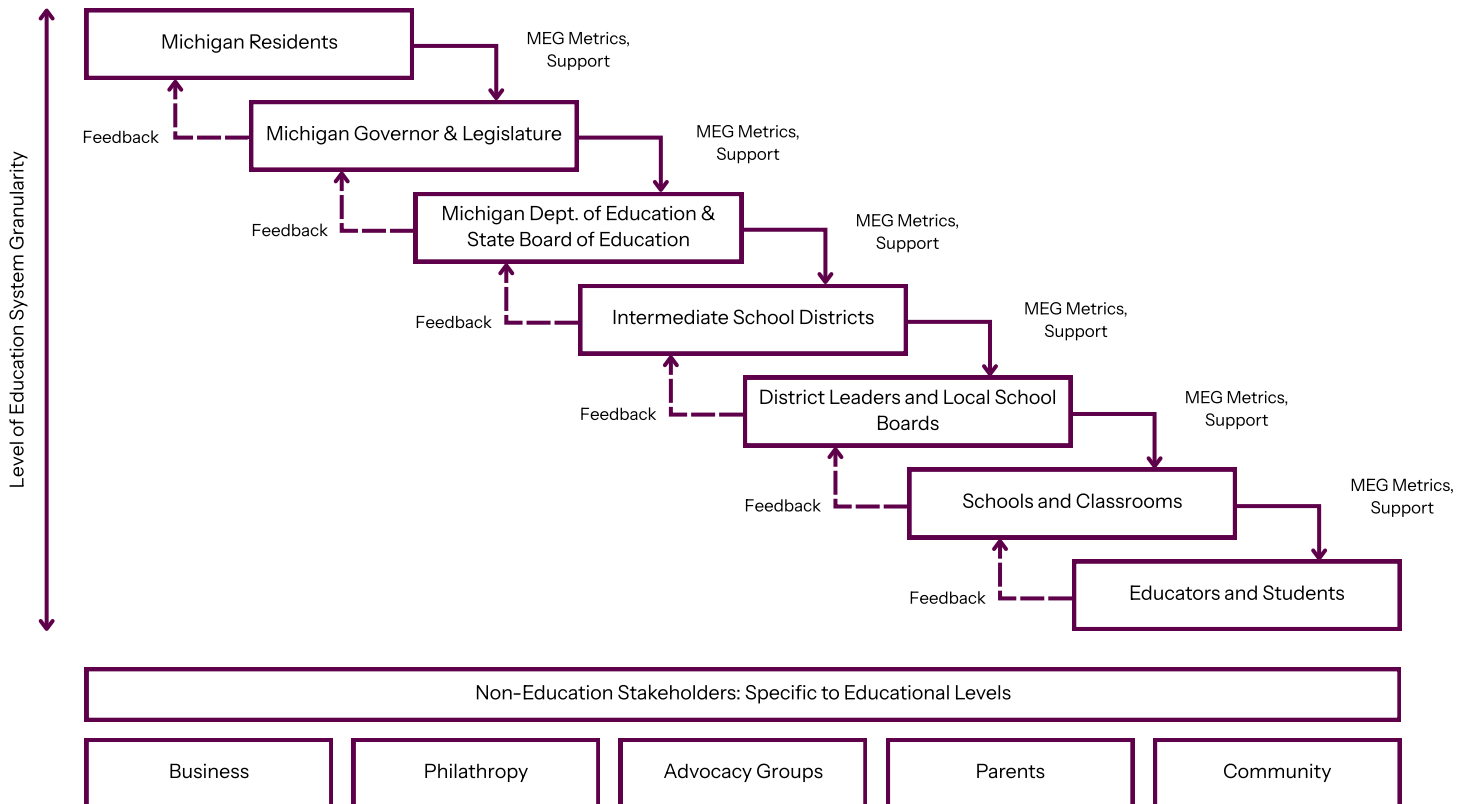
- 1 Academics.** Reading, writing, mathematics, science, social studies, arts, and music form the foundation of learning, providing students with the fundamental tools they need to navigate their futures.
- 2 Career Readiness and Vocational Skills.** Success in the modern workplace requires both broad professional capabilities and specific technical skills. Students discover and prepare for their professional paths through internships, vocational training, and career exploration.
- 3 Digital Literacy, Technology, and Computer Science.** Technology literacy is as fundamental as reading and writing. Students must understand not just how to use digital tools, but how to evaluate information, protect their privacy, and adapt to rapid technological change.
- 4 Financial Acumen and Entrepreneurial Skills.** Personal financial literacy and business operations understanding prepare students for economic independence. From budgeting and investing to identifying market opportunities, these are the skills that empower students to take control of their financial futures.

- 5 **Civic Engagement and Leadership.** Democracy succeeds when citizens actively participate. Students learn to engage in their communities, understand government processes, and develop advocacy skills to make their individual voice heard.
- 6 **Social and Emotional Well-Being.** Students need the tools to understand themselves and others. This includes developing skills to support them in the workplace: growing self-awareness, teamwork, building meaningful relationships, and learning how to constructively navigate conflicts.
- 7 **Health and Wellness.** Physical and mental well-being form the foundation for a quality life. Students must understand how to maintain their health at different ages, manage stress, and make informed decisions about their well-being throughout their lives.
- 8 **Environmental Stewardship.** As environmental challenges grow more complex, students need to understand how natural resources shape our world today and the sustainability of those resources. This includes both scientific knowledge and practical skills for environmental issues.
- 9 **International Perspectives and Language Studies.** Students live in a global economy that demands citizens who can navigate different perspectives and communicate across cultural boundaries. This means developing language skills, cultural competency, and a knowledge of different worldviews.
- 10 **Lifelong Learning.** In a rapidly changing world, the ability to learn and adapt becomes crucial. Students must develop curiosity, resilience, and learning strategies to grow throughout their lives.

## Reciprocal Accountability

Statewide reciprocal accountability means everyone in Michigan's education system shares responsibility for student success - from state government to educators, families, and businesses. The system aligns with MEG competencies and metrics at each level. This approach connects state standards to classroom teaching while accurately measuring what works.

**The MEG provides help and resources needed for all schools to succeed in preparing students.**



**Dear House Appropriations Committee,**

Launch Michigan has led numerous evidence-based initiatives to begin to chip away at the hard work of transforming K-12 education. To date, we have seen success in establishing new initiatives for aspiring educators, implementing efficiency efforts to drive more dollars directly into the classroom, and creating a more equitable funding formula to serve the needs of low-income students in rural and urban areas.

On behalf of Launch Michigan — a cross-partisan coalition of business, education and philanthropic leaders working together to reinvent our state's public education system to better serve the needs of Michigan's economic future — we are kindly requesting:

- 1. An appropriation of \$1 million in the 2025-26 budget to support Launch Michigan's critical work; and**
- 2. The opportunity to appear before the relevant House and Senate committees this year to provide an update on our work and accomplishments.**

This is just the beginning, and there is much more work to do. That includes helping to finalize and implement the "Michigan Education Guarantee," a bipartisan plan to transform our high schools so they can provide clear, navigable pathways for students interested in college or the skilled trades.

Since Launch Michigan's inception in 2018, it has been our honor to work with lawmakers, policy experts and other stakeholders from both parties. Michigan students, families and communities are counting on us to fix our broken education system and make Michigan a premier destination for jobs and investments.

Working together, we know we can accomplish that critical goal.

Thank you again for considering our request.

Sincerely,

**Venessa A. Keesler**  
President and CEO  
Launch Michigan



## **The Launch Michigan Board of Directors**

Jeff Donofrio, President and CEO, Business Leaders for Michigan (Chair)

Chandra Madaferri, President, Michigan Education Association (Vice Chair)

Brian Calley, President and CEO, Small Business Association of Michigan

Punita Dani Thurman, Vice-President, Program and Strategy, The Skillman Foundation

Tina Kerr, Executive Director, Michigan Association of Superintendents and Administrators

William Parfet, Chairman and CEO, Northwood Group

Gerry Anderson, Former Chairman and CEO, DTE Energy

Sandy Baruah, President and CEO, Detroit Regional Chamber

Lee Graham, Executive Director, Operating Engineers 324

Ronald J. Hall, President and CEO, Bridgewater Interiors

Nikolai Vitti, Superintendent, Detroit Public Community School District

Karen McPhee, Education Policy and Strategic Leadership Consultant; former Senior Education Policy Advisory to Gov. Rick Snyder

Mark Bernstein, Attorney, The Sam Bernstein Law Firm; Member, University of Michigan Board of Regents

