



For Immediate Release
May 30, 2008

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**The Mitchell Group Consulting Creates Campaign Theme
for Central Texas Education Movement**

Graduates Are Made. Not Born.[™]

AUSTIN – The Mitchell Group Consulting joined with an education coalition led by the E³ Alliance and the Austin Area Research Organization (AARO) to launch a regional campaign of awareness and engagement around the priority of education in Central Texas. The campaign entitled, *Graduates Are Made. Not Born.*[™] was launched on May 29 along with The Blueprint for Educational Change[™] (The Blueprint), a comprehensive regional strategic plan for strengthening the education pipeline.

The campaign message development, led by The Mitchell Group Consulting, was the result of an extensive strategic planning and branding effort, which focused on the importance of education as a continuum, and the priority that all Central Texas students graduate college-and-career ready. José Marrero, strategic partner of The Mitchell Group Consulting and principal of JAM Latino Marketing Communications, was creative director for the project. Caver Public Relations also joined the effort supporting strategic communications initiatives including media support behind the launch.

“Education begins at birth and continues through our formal education and into our professional lives. We are all part of every student’s success.” said Susan Dawson, E³ Alliance Executive Director. “The *Graduates Are Made. Not Born.* campaign will raise awareness of the importance of the education continuum and demonstrate how critical the education pipeline is to Central Texas’ future global competitiveness.”

The communications campaign and the supporting Web site dedicated to The Blueprint www.theblueprintforeducationalchange.org begin a community-wide effort to create a movement in Central Texas that demands educational excellence to ensure the economic competitiveness and quality of life of the region.

“The Mitchell Group Consulting was thrilled to lead the strategic branding and communications process to create the *Graduates Are Made. Not Born.* campaign for the launch of The Blueprint.” said Janet Mitchell, President and CEO of The Mitchell Group Consulting. “We look forward to working further with the E³ Alliance and The Blueprint partners to raise awareness and focus on the critical goal of increasing the number of students in Central Texas that graduate ready for college-and-career success.”

About The Mitchell Group Consulting

The Mitchell Group Consulting is a unique sales and marketing agency that provides consulting and creative services to help its clients increase revenue, improve competitive positioning, build brand equity and accelerate achieving the mission of nonprofits.

Founded in 2001, The Mitchell Group Consulting has worked with clients such as the Lance Armstrong Foundation, C.F. Jordan, RGK Center for Philanthropy and Community Service, Asure Software, Unwired Nation, Capital IDEA and the Texas Classroom Teachers Association on a variety of marketing communications, identity, Web site development and sales and marketing consulting projects. For more information go to: www.themitchellgroupconsulting.com

About The Blueprint for Educational Change™

The Blueprint for Educational Change (The Blueprint) is a comprehensive strategic plan for strengthening the education pipeline in Central Texas. The Blueprint is based on two years of ground-breaking research and unprecedented dialog and outreach led by the E³Alliance with well over 1,000 parents, students, educators, community and business leaders and elected officials throughout the Central Texas region. For more information go to: www.theblueprintforeducationalchange.org

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