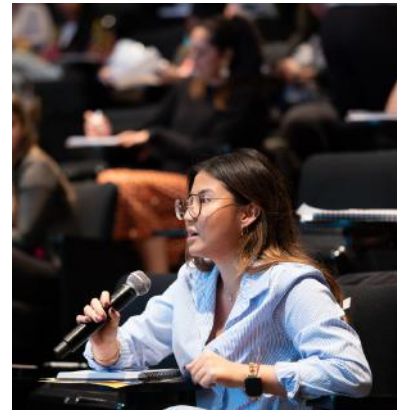




The University of Texas at Austin
LBJ Women's Campaign School
Lyndon B. Johnson School of Public Affairs

2024 IMPACT REPORT

Our Fifth Year Changing the World



From Our Founder and Executive Director

Dear LBJ Women's Campaign School Community,

When we launched the LBJ Women's Campaign School in 2020, some questioned starting a new program amid a global pandemic. But elections don't stop, and neither did we. We launched online and never looked back. Unprecedented challenges required new perspectives, bold collaborations, and vibrant political engagement. Now, entering our fifth year, we've trained over 300 change-makers, 64% of whom are women of color. LBJWCS alumni have run in 42 campaigns, 90 have become political appointees, and 103 became political or government staff. They are changing the world in state houses, court houses, school boards, and city halls.

We couldn't have done this without the support of hundreds, even thousands, of people – those who spread the word, wrote recommendations, mentored participants, provided financial support, or encouraged someone to run for office. At a time in our history when many chose apathy, you chose to act. For that I am grateful.

Looking ahead, we still have work to do. Women hold less than 30% of over 500,000 elected offices nationwide. The 2024 election is a unique chance to engage women leaders, and we're ready to build on this momentum.



Join us and change the world.

A handwritten signature in black ink that reads "Amy Kroll". The signature is fluid and cursive, with a large initial "A".

Amy Kroll
Founder and Executive Director,
LBJ School Women's Campaign School



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Who We Are

The LBJ Women's Campaign School is a nonpartisan program that supports women in politics by training and empowering change-makers to lead in the political arena.

Our Impact At-a-Glance

Alumni by the Numbers

64%

identify as women
of color

62%

have become new
political or civic
leaders

96%

say they have
a strong political
network

300+
Alumni

Gaining Confidence in Campaign Skills

At the end of the program, participants rated their confidence in the following campaign skills:

98%

Campaign
Messaging

94%

Starting a
Campaign

92%

Grassroots
Organizing

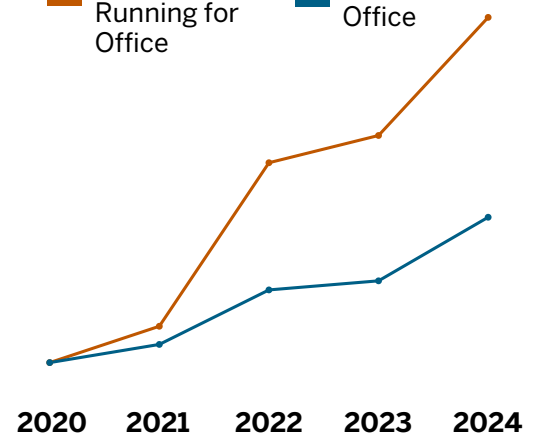
88%

Fundraising

Alumni Running For Office and Winning Their Seats

Alumni
Running for
Office

Alumni In
Office



Post-LBJWCS Leadership

103

Political or
Government
Staff

90

Political
Appointees

61

Campaign
Managers or
Senior Staff

42

Campaigns with
Alumni as
Candidates

Our Program

Structured curriculum from a top public policy school

The LBJWCS hybrid curriculum combines in-person and virtual campaign training taught by the nation's top political experts. Our goal is for each participant to leave the training with the concrete skills to launch a campaign from scratch, the confidence to enter the political arena when the opportunity arises, and the strategy and expertise to win.

The curriculum covers 20 critical campaign topics including:

- Launching your campaign and working with consultants
- What's your why: storytelling as the basis for a campaign
- Media training: public speaking and working with the press
- Earned media and crisis communications
- Calculating a vote goal
- Budgeting
- Fundraising
- Paid media strategy
- Social media
- Digital ads
- Direct Mail
- TV ads
- Polling
- Grassroots, GOTV, Field organizing
- Coalition Building
- Cyber Security
- Misinformation
- Campaign law and filing to run
- Self care on the campaign trail
- Goal setting

A few of our over 100 past speakers...



**U.S. Representative
Ileana Ros-Lehtinen
(R-FL)**



Kurt Bagley
National Organizing Director,
Biden-Harris Campaign



Earnestine Dawson
Strategic Planning Director,
Office of Leader Hakeem Jeffries



Kevin Sullivan
Communications Director,
Bush White House

From mock candidate to elected leader

Jessica Davila '20 entered our program uncertain whether she wanted to run for office or manage a campaign. During our campaign plan competition, she stepped into the role of mock candidate for her team. Through that experience, she discovered she was ready to run herself. Jessica took the leap into the political arena and went on to win her school board race!

"I went into this program with a passion for serving my community, and I left the program as a political candidate for Boerne ISD School Board, Place 3"



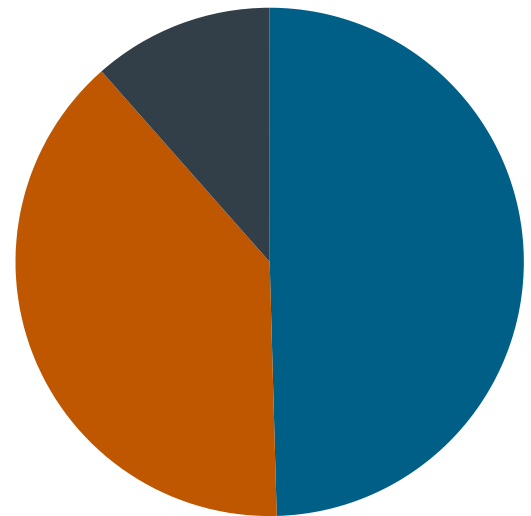
The LBJWCS Mentorship Program

Half of our mentors are elected officials

The LBJWCS Mentorship Program matches individual participants with one of our 112 mentors for a six-month mentorship. Our handpicked mentors ensure that every participant has the personalized tools and connections they need to take the next step in their political careers, eliminating barriers that keep women from leading their democracy.

Our Pool of 112 Mentors

- Elected Officials (50%)
- Senior Political Staff (39%)
- Former Candidates (11%)



96% of our mentees felt they had a **strong political network** after completing the program.

Tailored support for each change-maker

Teresa Gutierrez '23 had a six-month mentorship with former Texas Secretary of State Hope Andrade, the first Latina Secretary of State in Texas and one of its longest serving. Secretary Andrade offered advice and connections to Ms. Guiterrez, an accomplished attorney who sees herself as a future candidate.

"Thank you for one of the most incredible experiences of my life! It was an honor to work and meet with you at the LBJ Women's Campaign School!" - Teresa Gutierrez '23





A Network to Last a Lifetime

In 2023, we launched our LBJWCS Alumni Board, which aims to foster connection, collaboration, and empowerment among our alumni. Knowing that success in politics requires a strong network, the board's focus is on broadening political connections and creating programming that expands on the skills learned at LBJWCS. This mission was front and center at our first ever LBJWCS alumni summit.

During the summit, LBJWCS founder and executive director Amy Kroll discussed how to normalize parenting within the political arena with Emmy Ruiz, former campaign aide to Vice President Kamala D. Harris, Secretary Hillary Clinton, and President Barack Obama.

The Network President Holly Harris moderated a panel on effective governance:

"Who are Your Constituents" featuring speakers Rachel Goldenberg, Chief of Staff for U.S. Rep. Josh Harder (D-CA-09) PA State Rep. Sheryl Delozier (R-88). Rep. Ashely Hinson (R-IA-2) and Gracey Roskam, founder of Uptown Solutions LLC, and sat down for a fireside chat and discussed the importance of bipartisan cooperation.



Tiffany Jones Smith '22 with Brencia Berry, DNC Political Director and LBJ School Alum.

After the Summit,

100%

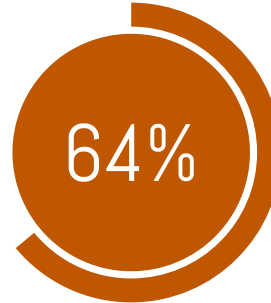
- of our Alumni respondents agreed that after attending the LBJWCS Alumni Summit, they felt less alone in the pursuit of my political interests.
- of our Alumni respondents agreed that they expanded their personal network of politically and/or civic-minded peers.

Built on Inclusivity and Bipartisanship

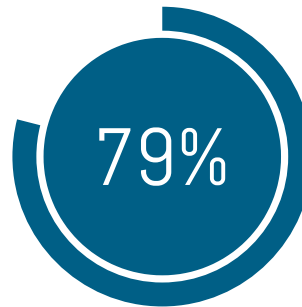


In a time of heightened political polarization, we continue to highlight the importance of coming together to change the world. 64% of our alumni identify as people of color and they are diverse in age, sexual orientation, religion, immigration status and career background. We train leaders across the political spectrum including Republicans, Democrats, Independents, Democratic Socialists and Forward Party Members.

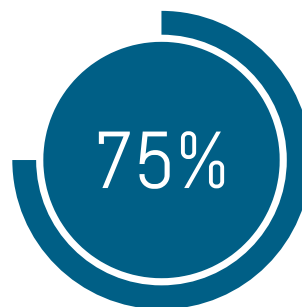
We believe our political differences can make us stronger if leveraged as a tool for learning and understanding – not dividing. That's why our program welcomes participants from all points on the political spectrum.



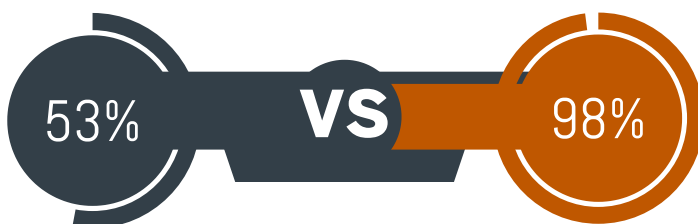
of LBJWCS Alumni are **Women of Color**



of our alumni from 2020-2023 report increased ability to **work across differing viewpoints to create change.**



of our alumni from 2020-2023 report increased desire to **overcome stereotypes and maintain an inclusive mindset.**



While 53% of Americans consider **"tolerance for others"** to be important to them (down from 80% in 2019), a remarkable **98%** of LBJWCS alumni hold this value.

Alumni in Office

16 alumni are changing the world as elected officials in state houses, court houses, school boards, and city halls.



Dawn Gile
MD State Senator (D-33)



Jaynie Schultz
Dallas, TX City Council



Monique Tate
San Leandro, CA ISD



Jessica Davila
Boerne, TX ISD



Maritza Gonzalez-Cooper
Boerne, TX ISD



Trish Bode
Leander, TX ISD



Jill Jester
Denton, TX City Council



Heather Betancourth
Baytown, TX City Council



Carol McCutcheon
Sugarland, TX City Council



Kerry Fossler
Bastrop, TX City Council



Tina DeMoore
Petoskey, MI City Council



Na'Cole Thompson
Leander, TX City Council



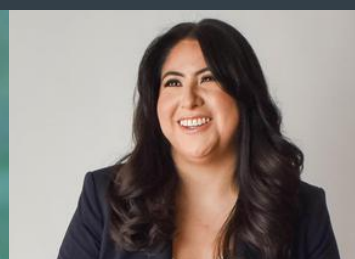
Daniella Desetta Lytle
Texas Judge,
261st Civil District Court



Elizabeth Martinez
Texas Judge,
73rd Civil District Court



Tanisa Jeffers
Justice of the Peace,
Travis County



Alyson Martinez
President, Texas Young
Lawyers Association

Alumni Changing the World

Our elected alumni bring unique perspectives and a commitment to bipartisan governance to their roles.

Senator Dawn Gile

Dawn Gile '21 won a competitive seat in the Maryland State Senate in 2022. In her first term, Gile, a military spouse, sponsored 29 bills that passed with bipartisan support, including laws aiming to make Maryland “the best state for veterans and military families” in the nation.



Dawn Gile speaking at the Maryland's Year for Military Families Conference.



Na'cole Thompson speaking at a leadership event.

Councilwoman Na'Cole Thompson

Two-term City of Leander Councilwoman Na'Cole Thompson relied on LBJWCS campaign training to keep her seat. She fosters bipartisan cooperation in city politics, affirming that “[b]eing Democrat, Republican or Independent has no bearing when you need a pot hole fixed, access to clean water and safe roads.”

Councilwoman Jaynie Shultz

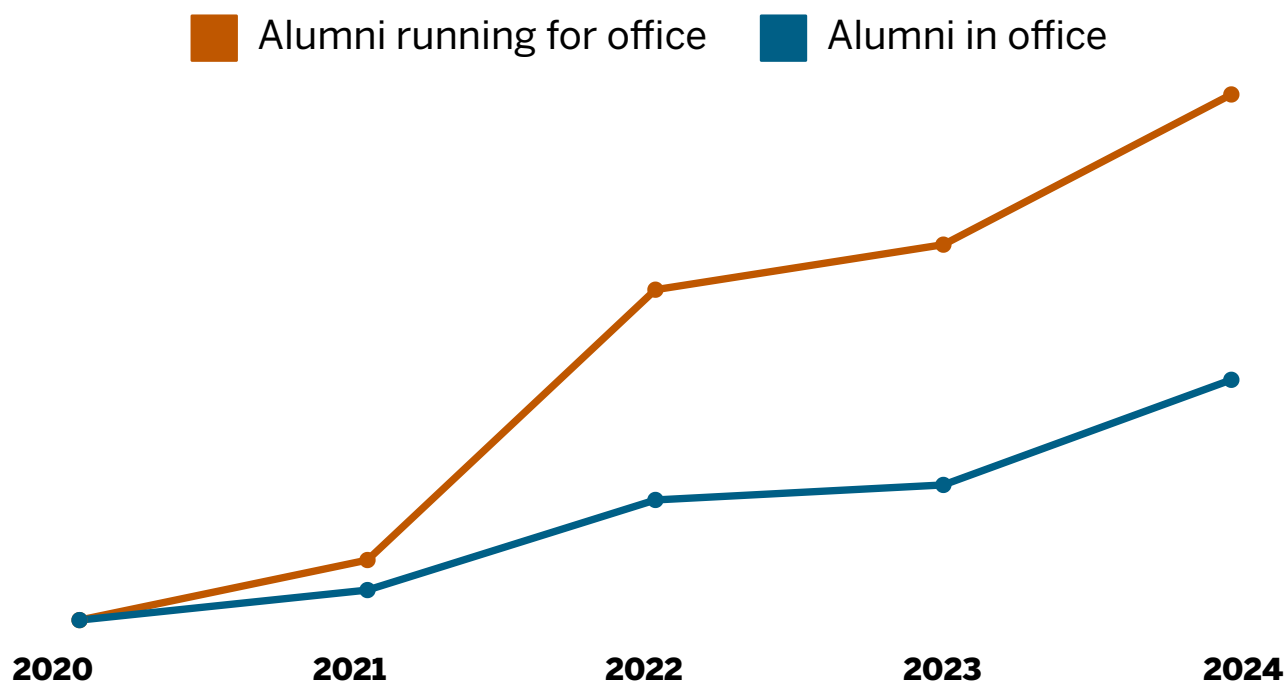
Dallas City Councilwoman Jaynie Schultz '20 won her first-ever election after attending LBJWCS. Classmates Marie Appel '20, Danielle Rugoff '21, and Marie Froemming '23 played vital roles in her campaign. Schultz's governance helped revitalize her community, creating the Valley View International District.



Jaynie Schultz (center) at the ribbon cutting ceremony for Dallas's new international district.

Rising Success: Each Year, More LBJWCS Alumni Run for Office and Win!

In the past four election cycles there has been a clear upward trend: LBJWCS alumni continue to run for office and win! They have run for office 42 times, winning their seats and going up for re-election. We can't wait to see what they do next!



Turning long-term goals into immediate action

Kerry Fossler '23 entered the program with a long-term vision of running for office in Bastrop, TX. During her time at LBJWCS, she realized that she didn't need to wait to make a difference. Armed with the skills and confidence she gained, Kerry launched her campaign and, in May 2024, unseated an incumbent to take office.

"This program says it inspires women to enter the political arena, and it's absolutely true! I was planning on running for City Council in a few years and instead I'm running RIGHT NOW! Thank you LBJ Women's Campaign School for readying me RIGHT NOW!"



Our Alumni Affect Change Beyond Candidacy

62%

Post LBJWCS, 62% of alumni have either

- **Run for office**
- **Managed a campaign**
- **Become a political appointee**
- **Obtained new civic or political leadership role**

We train future candidates and campaign managers together so that every participant can envision multiple pathways toward their political future. Our cohort members are joining campaigns, volunteering on city or state boards and commissions, and becoming policy leaders in the White House, Capitol Hill or in state or local government.

2024 Class Career Aspirations

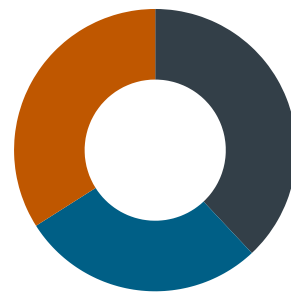


Political Appointees



Political or Government Staff

38%
Candidate



34%
Campaign Manager

28%

“Both career paths are interesting to me”



KIMBERLEY THAGGARD '22

Zoning Commissioner,
Denton, TX



CATHARINE YOUNG '21

White House Policy Director,
Cancer Moonshot



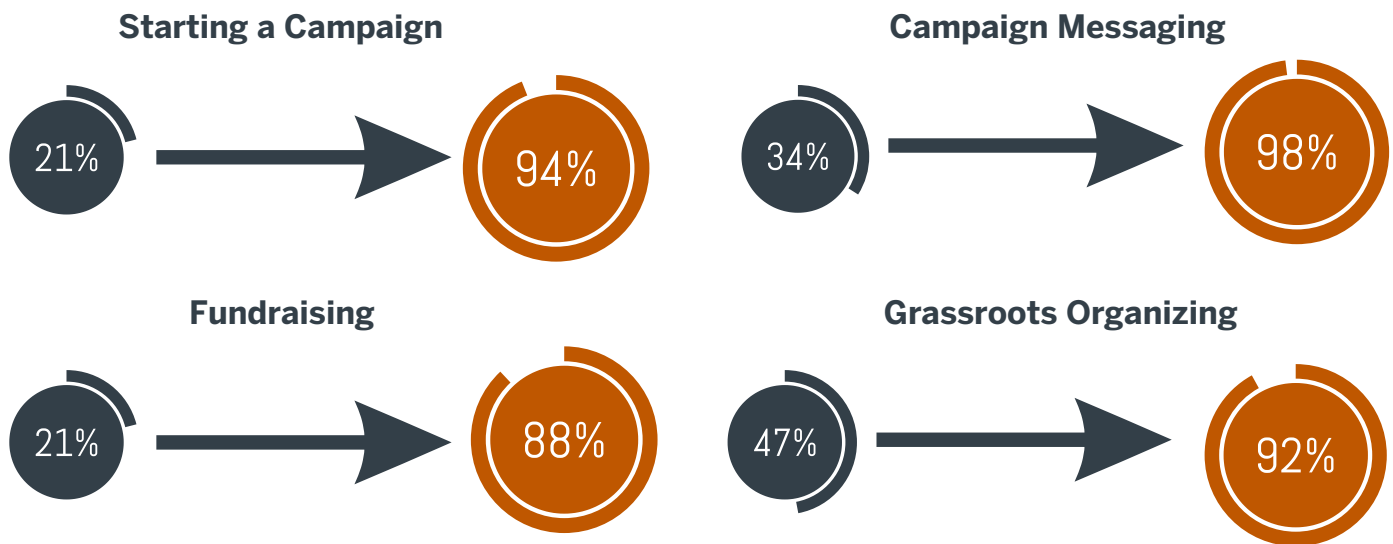
IRENE CHAVEZ GALVAN '22

District Director,
Rep. Greg Casar (TX-35)

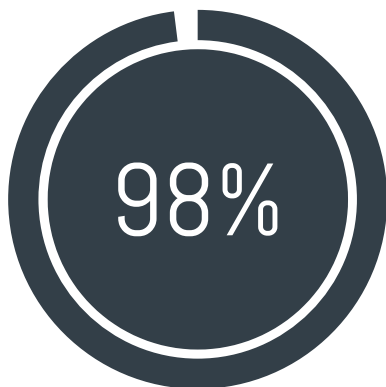
Our Training is Effective and Inspiring

Alumni surveys show increased confidence in campaigning and in themselves

The class of 2023 rated their confidence in various campaign skills before and after completing LBJWCS training:



When our 2023 program concluded...



- **felt empowered** to achieve their career and life aspirations
- **desired to be an elected official or campaign manager** in the future
- **believed they could achieve their goal** of becoming an elected official or campaign manager

LBJWCS in the Media

As seen in...



Austin American-Statesman

LBJ Women's
Campaign School
Director Stands Up
for Moms and
Young Families



LBJWCS Executive Director Amy Kroll's 2024 Op-Ed in the Austin American-Statesman focused on pregnant workers and family leave policy



LBJWCS and The Network co-hosted the Punchbowl News event, 'Women Challenging Washington,' which featured five congresswomen and reached a media audience of over 240,000.



The LBJ Difference

The LBJ Women’s Campaign School is housed at the LBJ School of Public Affairs at The University of Texas at Austin, giving us the grounding of an academic institution and the national reach of a presidential center.

The Lyndon B. Johnson School of Public Affairs is one of the country’s foremost hubs of public policy research, consistently ranked among the top ten policy schools nationwide. As the only public affairs school in the country tied to a Presidential library and a top-tier research university, it offers students world-class training on how to advance and administer effective solutions for a better world.

Founded in 1970 by President Lyndon B. Johnson to ensure more people have access to the halls of power, the LBJ School is built on the conviction that those who are most affected by our country’s problems should have a say in the design of its solutions. LBJWCS is the embodiment of President Johnson’s vision to train “thinkers and doers” in public life.



Cohort 3 at the LBJ Presidential Library.



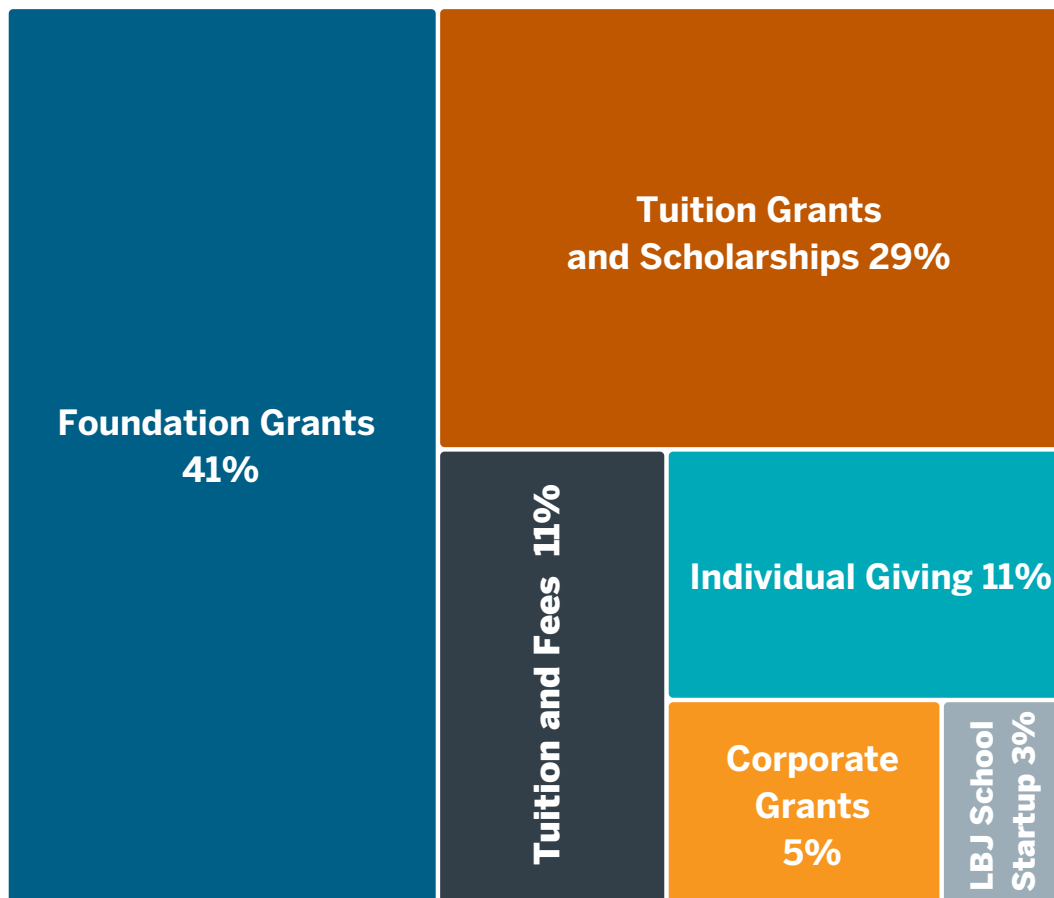
Former reporter Kim Barnes teaches a media training at the LBJ Presidential Library.

2024 LBJWCS Philanthropy Report

Total Raised 2019-2024: \$1,111,600

In our surveys, LBJWCS participants list personal finances as the primary obstacle keeping them out of politics.

Philanthropy makes it possible for LBJWCS to break down this economic barrier. We provided financial aid in the form of full-tuition grants and partial scholarships to 85% of our 2023 and 2024 Cohort, mostly in thanks to the generosity of The Center for Women in Government at the Jane Nelson Institute for Women’s Leadership at Texas Woman’s University.



Thank You, LBJWCS Donors!

By investing in emerging leaders, LBJWCS donors uplift women in politics and equip them with the tools they need to enter the political arena and thrive in public life. We are grateful to all our supporters who have helped more women gain leadership roles in city halls, courthouses, state capitols, and the White House!



Marlene Phillips, Director of the Center for Women in Government at the Jane Nelson Institute for Women's Leadership at Texas Woman's University (TWU), Jeff Holliday, Director of External Affairs at Arnold Ventures, and Julie Williams, State Government Affairs Manager at Chevron, have recently joined our board. They join other major donors Doris Slay-Barber, Trustee Chairman of the Texas Business and Professional Women's Foundation, and Jenifer Sarver, Immediate Past Chair of the Women's Public Leadership Network.



From 2020-2024, TWU provided 176 alumni with full-tuition scholarships. Arnold Ventures supported LBJWCS's first alumni summit in Washington, D.C., where many alumni visited the Capitol for the first time. Southwest Airlines offered free flights, enabling alumni to attend and receive training from U.S. Congresswomen and top policy directors.



Chevron's recent gift, in addition to providing programmatic support for our in-person training event at the Texas State Capitol, allowed five members of our 2024 class to attend with full-tuition scholarships.

IMPACT AREAS

- Women's Leadership
- Resilient Democracy
- Bipartisanship and Civility
- Civic Participation

DONORS FUND

- Scholarships and financial aid
- Guest lectures
- LBJWCS Staff
- Programmatic Costs

Thank You, Founder's Circle!

Join today to change the world

Our Founder's Circle members, who are donors at the \$1,500 level or higher, are a key part of the LBJWCS community. Their support makes our work possible.



Founder's Circle members in the Presidential suite of President Lyndon and Lady Bird Johnson located at the LBJ Presidential Library.



Jenifer Sarver, Founder's Circle and Advisory Board Member

2024 represents an unprecedented opportunity to move the needle for women's political representation. You can be part of that historic momentum by joining the Founder's Circle at LBJWCS. Members gain access to our community of alumni, speakers, and mentors, our exclusive events, and opportunities to network. Past and current events include:

- Media events in Washington, DC and Austin, TX, featuring key politicians and advocates.
- Exclusive tours and behind-the-scenes access to the LBJ Library with presidential historian and LBJ Foundation President Mark Updegrave.
- A reception and debrief of the campaign for the Texas Legislature including members of the Legislature from both parties.
- Our private, annual kick-off reception with the new cohort in Austin, TX.
- Other events featuring keynote speakers, moderated discussions with sitting members of Congress, and policy panels.

Our Team



Amy Kroll is the Founder and Executive Director of the LBJ Women’s Campaign School at the LBJ School of Public Affairs at University of Texas at Austin. In 2020, Presidents Bill Clinton and George W. Bush selected her as a Presidential Leadership Scholar. Kroll is a political veteran, having worked nearly a decade in politics including for U.S. Senators Schumer and McCaskill, the Texas Democratic Party, and the Democratic National Committee (DNC). She is proud to serve on the inaugural Dean's Advisory Board of the Clinton School of Public Service, where she is continuing her work lifting up public service leaders in the South. She holds degrees from Stanford University and the LBJ School of Public Affairs.



Elizabeth Picherit is the Administrative Program Coordinator of the LBJ Women’s Campaign School at the LBJ School of Public Affairs at University of Texas at Austin. In 2020, she received a PhD in English from the University of Texas. She grew up in the Rocky Mountains listening to her grandmothers, both lifelong campaign volunteers, talk about politics. She has followed in their footsteps as a volunteer for State Representative Cathy Connelly (D), the first openly LGBTQ legislator in Wyoming, and continues to support women and activists. She also holds degrees from the University of Wyoming and Smith College.

The LBJWCS Advisory Board is diverse in political ideology, age, race and ethnicity, sexual orientation, and professional experience.

43% of people on our board identify as women of color.

LBJWCS Advisory Board members:

Secretary Hope Andrade
Nancy Bocskor
Terri Broussard Williams
Mia Garza McCord
Monica Gomez Taylor
Parker Hamilton Poling
Jeff Holliday

Councilwoman Jill Jester
Rosalyn Kumar
Jane Macon
Chief Justice Rebeca Martinez
Mayor Nelda Martinez
Hon. Nan McRaven
Mayor Annise Parker

Marlene Phillips
Hon. Molly Quirk
Dasheika Ruffin
Jenifer Sarver
Doris Slay-Barber
Amy Whited
Julie Williams
Lourdes Zuniga



At the LBJ Women's Campaign School, we understand that what starts here truly changes the world. Now in our 5th year, we are ready for the vital step of building an endowment to create a permanent home for the LBJ Women's Campaign School at The University of Texas at Austin. The endowment will fund Women's Campaign School scholarships and financial aid, guest speakers, LBJWCS staff, and programmatic costs. This will allow us to continue to uplift women in politics, equip change-makers with the essential skills to navigate the political arena, and help them thrive in public service. Our goal is to create a more representative democracy and encourage dialogue across political ideologies.

Political know-how to change the world

Contact:

Amy Kroll | Amy.Kroll@utexas.edu

Leighton Wilson | Leighton.Wilson@austin.utexas.edu