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New Player in Higher Education Advocacy Expands Bipartisan Team with New Talent

Higher Learning Advocates announces former Rubio staffer Emily Bouck and veteran education communicator Ted Eismeier to lead communications and policy campaigns

Washington, D.C (September 29, 2017) -- Higher Learning Advocates, the new non-profit organization launched last March with the sole focus of advocating for reform of the nation's federal postsecondary education policies, announced today the addition of two key hires to expand the team's communications, policy and advocacy activities. **Ted Eismeier** has joined the organization as Communications and External Affairs Director, joining **Emily Bouck**, who serves as Policy and Advocacy Director.

Higher Learning Advocates [launched in March 2017](#) to shift federal policy to match the changing needs of today's students and workforce. The bipartisan organization is working to educate policymakers on crucial issues—such as quality assurance, accreditation reform and the needs of today's students—and mobilize support for a new student-centered system of higher learning focused on quality and outcomes.

"To meet the needs of today's students and workforce, federal policy needs to support high-quality education and credentialing beyond high school, and embrace the changing models of skill attainment and financing postsecondary learning in this country," said Julie Peller, Executive Director of Higher Learning Advocates. "Today's rapidly-changing market requires us to rethink policy through the lens of what students and workers need, instead of reinforcing the status quo. Emily and Ted have been on the frontlines of higher education advocacy and innovation and will bring both the issue-area expertise and skills needed to help advance our mission."

Bouck previously served as Deputy Legislative Director to U.S. Senator Marco Rubio, where she helped craft a domestic policy agenda focused on upward mobility and designed innovative legislative proposals related to higher education accreditation, finance, data and transparency and skills training.

For nearly the last decade, Eismeier has provided communications counsel to organizations focused on improving educational quality, efficiency, and student outcomes. He joins Higher Learning Advocates after serving most recently as communications director for the American Council of Trustees and Alumni and as a communications consultant at Whiteboard Advisors working with a wide range of leading advocacy organizations, institutions of higher education, social impact investors and entrepreneurs.

"If higher education is to fulfill its mission of delivering opportunity and social mobility to all Americans, we will need to craft a new policy agenda that puts student outcomes at the center—a new system of higher learning that helps institutions, states and systems innovate and educate to better serve today's students," said Kim Hunter Reed, Executive Director of the Colorado Department of Higher Education. "Higher Learning Advocates has the opportunity to be a strong voice for quality and student outcomes. Ted and Emily are doing important work as the team grows and contributes to the national discourse over postsecondary education."

To learn more, please visit: www.higherlearningadvocates.org.

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About Higher Learning Advocates: Higher Learning Advocates is a 501(c)3 nonprofit organization based in Washington, D.C. We support a system of higher learning that is student-centered, equitable, outcomes-based, and focused on educational quality by advocating for policies that: are based on student outcomes, make postsecondary education and student aid work for today's students, and ensure access and affordability. We are bipartisan, strategically minded, and focused on improving postsecondary access and success for all students.