



Jane Campbell

For Mayor...For Cleveland

Volunteer Guide

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Some Background on Jane

Jane started her professional career building neighborhoods and communities. She was the founding Executive Director of WomenSpace, the Executive Director of the Friends of Shaker Square and National Field Director of ERAmerica.

Jane's Career in Columbus

Jane began her public career in the Ohio House of Representatives. She spent 12 years in the legislature, where she rose to prominence with her effective work on behalf of children, families and seniors. Jane focused on pragmatic approaches, such as requiring genetic tests to establish paternity in child support cases, expanding insurance coverage for children, and publicizing child support scofflaws. She provided critical support and guidance for the passage of the Adult Care Licensing Bill to ensure quality services to the aged, blind and disabled.

Jane's Work as County Commissioner

As Cuyahoga County Commissioner, Jane represents Cuyahoga County at the National Association of Counties (NACo) by serving as Chair of the Welfare Reform: Next Steps Task Force. She is also a member of the Executive Committee of the Large Urban County Caucus. She repre-

sents the County as a board member of the County Commissioners Association of Ohio (CCAO). She was recently elected Vice Chair of the National Democratic County Officials. Jane's hard work impresses people. To recognize her commitment and effectiveness, they have given her many awards and honors.

A graduate of local schools, Commissioner Campbell earned her Bachelors Degree magna cum laude at the University of Michigan. and her Masters Degree at Cleveland State University. Commissioner Campbell resides in the City of Cleveland, and she and her husband, Hunter Morrison, are the proud parents of two daughters, Jessica and Katie.

Jane on the Issues

Jane is offering specific action plans on the critical challenges facing Cleveland. This approach reflects Jane's approach to her job. She is a very practical politician, and she is not inclined to simplify the challenges with overheated rhetoric or simplistic slogans.

Reducing Crime

The Campbell Neighborhood Safety Plan

The Campbell administration will:

Fully implement Community Based Policing. Community policing is a proven strategy that works by bringing the police and the community together to develop and implement neighborhood-specific action plans to fight crime.

Engage our neighborhood organizations as full partners. We need our neighborhood partners in the fight against crime. We need to use their knowledge of their own communities to identify crime hot spots and the tactics that will eliminate them. Require the District Commander to communicate with community groups and be responsive to their needs.

Support the Cleveland Police with the technology. We need to need help Police do their job and hold the Police accountable to the community for achieving measurable and accurate improvements in the neighborhood safety.

Coordinate with Federal and State agencies. With coordination we can rapidly target the outbreak of illegal drug activities in specific neighborhoods, We also need to dry up liquor establishments known to tolerate illegal activity. Jane Campbell will lobby the legislature to give more local control to the police to regulate liquor permits.

Increase the number of police enforcing traffic regulations. More than increasing the number of police, we need to be more effective with the resources we have. We also need to use the City’s Traffic Engineering and Traffic Safety Divisions to quiet our neighborhood streets, reduce cut-through traffic, and eliminate “drive through” drug hot spots.

Redevelop commercial strips. We need to use the City’s development departments and our neighborhood organizations to redevelop the blighted commercial strips and know hot spots that invite criminal activity.

Target vacant buildings and rundown properties. Jane Campbell will use the City’s Building and Housing Division to target code enforcement of vacant buildings and run down properties that attract criminal activity and threaten the safety of our communities.

Increase lighting levels. Jane Campbell will use the City’s Utilities Department to Shine the Light on Crime by improving neighborhood lighting levels and by focusing special attention on known crime hot spots.

Reduce minor crimes. Jane Campbell will “fix the broken window” by addressing minor crimes—loitering, loud music, graffiti, and vandalism—that threaten our citizens and send a message that our neighborhoods are not safe. Enforce the curfew of all ages up to 17. We must work closely with community groups to enforce the policy.

Reduce drugs in our schools. The Campbell Administration will fight for the safety of our children by enforcing zero tolerance of drug activity in and around all schools and by working with our neighborhood organizations to insure that our kids are safe on the way to and from their schools.

Protect our senior citizens. Fight for the safety of our senior citizens by working with the senior community and the Police Department to develop programs that target crimes against seniors and address the fear of crime that too often paralyzes our senior citizens.

Assign officers to crimes against seniors. Require every Police District have police officers specially trained to handle crimes against senior citizens. Currently, only the 2nd District has a police office specifically assigned to crimes against seniors. Establish a Senior Fraud Hotline and aggressively target and prosecute scams perpetrated against seniors.

Expand jail capacity. Enter into a cooperative agreement with Cuyahoga County to expand jail capacity and eliminate the practice of “straight release” which results from chronic jail overcrowding.

Track suspects. Identify every suspect entering the justice system and work cooperatively with other law enforcement organizations to make sure that known criminals are not releases in error.

Use surveillance technology. Evaluate and employ available surveillance technology to target high crime areas and send a clear message that crime will not be tolerated in Cleveland neighborhoods.

Hold Senior Appreciation Nights in every district. These events will inform senior citizens of new programs to make their neighborhoods safe and how to protect themselves.

Improving education

The Campbell Education Reform Plan

Quality education to build world class work skills

As Mayor, Jane Campbell will:

Create incentives for high quality child care centers and trained child care workers.

With more parents working outside the home, the demand for quality child care remains high. Across the Cleveland, we have licensed child care centers, but our childcare workforce is generally young and inexperienced in child development. Staff turnover is high, and wages are low. We need to upgrade the profession with the help of our local colleges and universities.

Improve teacher education, especially in the early grades, by establishing a teacher training institute in Cleveland.

Ages four to ten are critically important in the development of a child. During this stage of life, a child's brain is developing rapidly. Teachers report that too many of our children come to kindergarten unprepared to learn. By the time children reach middle school, correcting problems in behavior and academic performance becomes far more difficult. Our best approach is to concentrate our educational efforts earlier in life. Positive school experiences at an early age smooth the path to success in later years. We need to focus our schools on developmentally appropriate prekindergarten and kindergarten instruction and assessment.

Encourage each community to establish a set of simple, measurable goals for each school in our system.

We cannot improve what we do not measure. Unfortunately, many educational statistics are unintelligible. The Campbell Administration will encourage each neighborhood to come up with their own measures and report cards for their local schools. We will encourage Cleveland State and CWRU to serve as resource partners in this effort.

Promote responsible parenthood and encourage parents to become effective teachers through programs, such as Parent Effectiveness Training.

Parents are a child's first teachers. Yet, we are not born with parenting skills; if we are lucky, we learn them. Unfortunately, too many of our parents do not have the skills they need to raise their children. Parent education gives us a very practical step we can take to improve the chances of our young children as they enter school. Fathers play two critical roles in providing economic security for their children and assisting in their education. Yet, a growing number of fathers fail to fulfill these roles. The latest research shows that even fathers who live outside the home can improve the educational prospects for their children.

Launch a citywide Starting Points initiative. Sponsored by the Carnegie Corporation, Starting Points represents a set of initiatives for young children and families. We can make significant improvements in the health of children by launching in each neighborhood a Starting Points action agenda around four strategies: 1) promoting responsible parenthood; 2) guaranteeing quality child care choices; 3) ensuring good health and protection for our children; and 4) mobilizing communities to support young children and families.

Establish early intervention reading programs with the goal that every child will read and comprehend well by the fourth grade. Houston and Atlanta are two inner city school systems that have shown that early intervention programs work. We cannot hide from a basic truth: we know how to teach every child to read. But we are not meeting this fundamental obligation.

Engage parents by establishing parent involvement initiatives in each school. Too many parents are driving into the future by looking in the rear view mirror. They think that a high school education -- or worse yet -- dropping out is acceptable. They do not understand the economic consequences. The US Department of Education has compiled a range of successful school based initiatives to get parents

involved. For example, Parent Connect in Marshalltown, OH uses the Internet to keep parents informed of how their students are doing.

Focus on New Basic Skills education in middle and high schools. These skills include the ability to manage information, solve problems, and work in groups. An increasingly number of states and community colleges are turning to the work skill assessments. These voluntary assessments guide parents, children and schools in preparing their graduates with the right basic skills and work habits. High Schools the Work, a successful initiative of the Southern Regional Education Board, points the way for this type of initiative. Jane Campbell will also encourage teacher internships in local businesses. These internships have been used successfully in cities like Omaha to introduce teachers to the skills needed in today's workforce.

Encourage high school competitions in science, math, engineering and entrepreneurship. As Mayor, Jane Campbell will publicize the importance of technical and business education to the future of our city. She will promote existing competitions, like Math Counts, and she will establish new competitions, such as a business plan competition for both high school and college students.

Provide responsive, high quality technical education options by encouraging employer training consortia. We can accelerate experimentation in each school by encouraging employer consortia to help guide our young people. These consortia will develop and test a wide range of public and private initiatives for increasing the quantity and quality of school-to-work transition programs, job-related training, career clusters, career academies, work skills development, and continuing education.

Encourage the adoption of manufacturing skill standards and certification programs in high schools. Manufacturing careers can provide a solid future for a large number of high school students. The National Skill Stan-

dards Board and leading states, like Kentucky, are promoting the adoption of skill standards in secondary schools.

Reduce dropouts by establishing clear targets for each school and inviting the business community to embrace a Communities in Schools initiative in each school. About 40% of Cleveland's ninth graders will never complete high school. The earnings prospects of high school drop outs are worsening day by day. Look at it another way. We are allowing 14, 15 and 16 year old adolescents to make the single most important economic decision in their lives, typically without adult supervision. This is a \$300,000 to \$500,000 lifetime decision. The National Dropout Prevention Center can help our schools develop practical, clear initiatives. One particularly strong candidate is Communities in Schools.

Establish a comprehensive K through 14 system in Cleveland. Using articulation agreements and joint programs, Cleveland can establish an effective K-14 school system. This initiative reflects an essential truth in today's workplace: Every child needs post secondary education if they are to enter the middle class.

Use distance education initiatives to expand high school course offerings and teacher training throughout the City. Distance education technologies open the door to new learning opportunities. With corporate and foundation support, the Campbell Administration will push these new technologies in two important directions. First, we will ensure that our gifted students can take the most advanced courses available, regardless of the school they attend. Second, we will provide professional training opportunities for our teachers,

Jobs for Cleveland

The Campbell Economic Development Plan

The Campbell Administration will promote an economic development agenda to:

Accelerate university research and development. Cleveland must prepare for and attract technology based, high growth companies. Science and technology is growing in importance in new products and processes. Regional economies that are intensive in research and development will be winners in the new economy. As a region we must improve technology transfer, increase R & D performance and leverage our research programs into new business opportunities.

Our regional economy operates with a relatively low concentration of industrial research and development. If we don't build up our industrial research, we will soon be running our economy on watered gas.

We need to shift these trends. In fact, we need to set the goal of doubling the size of our research-based economy over the next ten years. This means:

- Doubling the size of our university-based research programs;
- Doubling the percentage of academic research funded by industry;
- Doubling the amount of royalty revenue Cleveland colleges and universities receive from their technology; and
- Doubling the number of start-up companies that commercially apply university research.

On each campus in Cleveland we must adopt the latest streamlined rules for technology transfer. These rules gov-

ern the complex but vitally important process of protecting and selling a university's intellectual property. Finally, we need to create faculty policies on each campus that aggressively support university research. University research is vital to our future, and we need to create the right incentives for those who do it.

Expand business networks and training consortia.

Cleveland already boasts some of the most important innovations in existing business networks with organizations like WIRE. We need to expand the reach of these initiatives and market them more effectively. Cleveland grew up around its industry. Virtually every neighborhood in our city has an industrial district. More important, we need to encourage “anchor” firms in each neighborhood to get involved in these partnerships.

Industry consortia are especially important in guiding our schools with career skills training and establishing more effective school-to-career pathways. We need to encourage firms to promote workplace skills through skill based initiatives. While we should concentrate on manufacturing, our efforts should not be limited to these businesses. Retailers throughout the city could encourage retail skills training; banks could pool their efforts to train customer service skills; and restaurants can pool their efforts to expand training for food service workers and supervisors.

Build better networks to support entrepreneurs. Entrepreneurs and high growth companies are another driving force of the New Economy. Entrepreneurship is also at the heart of expanding commercial and retail opportunities in our neighborhoods. Entrepreneurship is creating and building something of value from practically nothing. The process involves a team of people with complimentary skills and talents, a team capable of shaping these opportunities. It requires a combination of creative insight, management discipline, and the sustained commitment to translate the business vision into action. It also requires the team’s willingness to take calculated risks, both personal and financial.

We can influence the rate of success of small firms by working more effectively to encourage entrepreneurial companies. We can:

- Streamline government regulation by more effective use of e-government;
- Teach entrepreneurial skills at all levels of our educational system;
- Build local capital networks;
- Coordinate existing programs more tightly;
- Market entrepreneurship more effectively to inner city neighborhoods;
- Capitalize on entrepreneurial opportunities these neighborhoods;
- Build more incubators;
- Hold business plan competitions; and
- Create more micro-enterprise partnerships for very small businesses.

Expand tourism marketing and development. Tourism in the United States continues to be a strong economic engine. Tourism is an industry that in some way benefits Cleveland with both spending and tax revenues. We are not doing enough to market Cleveland effectively, but we are also not doing enough to coordinate regional tourism marketing in Northeast Ohio. More aggressive and effective marketing will enhance the image of Cleveland as an attractive travel destination in key domestic and international markets.

Build efficient multimodal transportation systems. Our region's transportation systems will be more efficient if we integrate different types of transportation and plan aggressively across political boundaries. Cleveland's transportation facilities are already major assets for the promotion of economic growth. Five elements of transportation infrastructure define our advantage: (1) a superior port, (2) extensive interstate highway and rail systems, (3) commercial air service throughout the region, (4) the capability of reaching markets across the U.S. and the world quickly, and (5) the ability to serve domestic and international business and recreational travelers. Since transportation is an integral component of economic development, Cleveland should focus more resources on developing and maintaining an integrated and high-quality transportation system. We need to move aggressively to build the most efficient multimodal transportation systems in the world.

Next Steps

You can join our team of excited, committed volunteers. We believe that the future of Cleveland depends on a team effort. And we're starting now by electing Jane Campbell as our next mayor. Here is what you can do when you join our team:

- Put a bumper sticker on your car
- Put a sign in your yard
- Ask your neighbors to put up a sign
- Walk with us in a parade
- Distribute literature
- Help in the office
- Have fun
- Work at the polls
- Talk to your neighbors about Jane
- Join our Speakers Bureau
- Attend Jane's events

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- Call voters on the telephone
 - Host an event

Questions?

Contact Information

Call our main office at 216-344-9150 and speak with Cathy McGuirk, our volunteer coordinator.