

School Choice Wisconsin: Welcomes Amy Loudenbeck as director of policy and government affairs

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WEST ALLIS, Wis. (January 4, 2023) – Former State Rep. Amy Loudenbeck will join School Choice Wisconsin (SCW) as Director of Policy and Government Affairs effective January 10, 2023, according to Nicholas Kelly, SCW President.

“Amy has a passion to serve Wisconsin children and families. Her commitment to parent choice, her legislative and management experience, and her proven capability to work with diverse constituencies make her a great addition to our team,” Kelly said.

Loudenbeck was first elected to the Wisconsin State Assembly in 2011; she served on the budget-writing Joint Finance Committee for the past four sessions and as Vice Co-chair of the committee for the past two sessions. In 2022, she ran for Secretary of State, narrowly losing to the long-time incumbent, but gaining valuable experience and a statewide perspective.

Earlier in her professional career, Loudenbeck served in an executive capacity with the Greater Beloit Chamber of Commerce and as a principal in an engineering firm, managing environmental projects and helping businesses navigate the complex regulatory process. She lives with her husband Matt, a firefighter and paramedic, on a small farm in rural Rock County.

“I am excited to help SCW achieve their policy goals and advocate for reforms that will improve Wisconsin’s educational outcomes. I believe the time is right for leaders to work together to create an educational climate where parents and schools and children can thrive,” said Loudenbeck.

Loudenbeck will replace SCW founding director Susan Mitchell, who has held this position on an interim basis, and will work with the SCW outreach staff to help educate communities throughout the state on the value of parent choice.

Mitchell will continue to co-chair the Wisconsin Coalition for Education Freedom with Scott Manley of Wisconsin Manufacturers and Commerce and will serve as staff Policy Advisor to School Choice Wisconsin and School Choice Wisconsin Action.

About School Choice Wisconsin

School Choice Wisconsin is a non-profit 501(c)(3) that works to empower parents by developing, supporting, and promoting the ideas and policies that create vibrant, quality options in K-12 education in Wisconsin. Founded in 2004, School Choice Wisconsin is the lead organization working to advance parent choice opportunities in our state. Wisconsin currently has four private school choice programs, a charter program, and an open enrollment program allowing transfers to non-resident districts. With offices in the Milwaukee area and Madison, School Choice Wisconsin's experienced staff works with schools, parents and communities by providing program research, acting as a conduit between schools and the state government, creating community awareness, and advising on program administration. Learn more at schoolchoicewi.org and follow @schoolchoicewi on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

Media Contact:

Nic Kelly

414-319-9160, ext. 103

kelly@parentchoice.org