

ESA Subject Matter Expert



SARAH RAYBON
Studied at Grand Canyon University

Dedicated ESA expert providing best practices and insights across communications, training, town halls, etc. for a successful program

Sarah Raybon is ClassWallet's in-house ESA subject matter expert and the Senior Director of Strategic Initiatives. Sarah has worked with ESA families and service providers for 15+ years. Sarah has extensive experience in all aspects of launching and administering a successful ESA program and will support the INESA & CSA program with developing parent and provider communications; provider support and recruitment; training materials/handbooks; hosting webinars and town halls; and leading ESA parent groups. She also has deep knowledge of the rule-making process and creating robust, thoughtful program policy and procedures that align with statute. In addition to her policy and administrative experience, Sarah is also a longtime ESA parent and is keenly aware of the nuanced needs that ESA parents have.

Sarah will be a dedicated, hands-on resource for the State, bringing best practices to enable a smooth, successful program launch. Prior to joining ClassWallet, Sarah was the Director of Communications and Engagement at the Arizona Department of Education where she helped administer the country's largest ESA program for almost two years, including through the launch of universal eligibility in 2022.

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Program Role	Sarah Raybon, ClassWallet's in-house ESA Expert and the Senior Director of Strategic Initiatives, will be a dedicated, hands-on resource, bringing best practices to ensure a smooth, successful program launch.
Time in Industry	15+ years
Education and Certifications	Grand Canyon University
Relevant Work History	Senior Director of Strategic Initiatives, ClassWallet, 2023-present As ClassWallet's Senior Director of Strategic Initiatives, Ms. Raybon serves as ClassWallet's in-house Education Savings Account (ESA) expert. Since joining ClassWallet, Ms. Raybon has been instrumental in

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	the launch and successful implementation of multiple state programs, including the Arkansas Education Freedom Account program, Virginia's K-12 Learning Acceleration Grant program and, most recently, South Carolina's Education Scholarship Trust Fund program. Director of Communications & Engagement, Arizona Department of Education, 2021-2023 As the Director of Communications and Engagement at the Arizona Department of Education, Ms. Raybon helped administer all aspects of Arizona's ESA program for nearly two years. This included performing all outreach and communications and helping to successfully navigate the program through the launch of universal eligibility in 2022. Field Marketing Manager, Prenda Microschools, 2019-2021 At Prenda Microschools, Ms. Raybon worked to expand educational opportunities across the country through targeted outreach and marketing. Her work focused on underserved and rural communities and she worked with tribal members to launch the first microschool on Native American lands. Executive Director, Arizona School Tuition Organization Association (ASTOA), 2019-2021 As Executive Director of ASTOA, an association of organizations participating in Arizona's tuition tax credit scholarship programs, she developed policy and led efforts at the State Capitol to promote and expand scholarship opportunities for students across the state. AZ Director of Implementation, American Federation for Children, 2016-2019 As the Arizona Director of Implementation for American Federation for Children, Ms. Raybon led a marketing and outreach team working to raise awareness of and participation in Arizona's Empowerment Scholarship Account Program. Her efforts focused on underserved communities, military families and students with disabilities.