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Carol Hampton Rasco President and CEO



Carol Hampton Rasco was named president and CEO of Reading Is Fundamental, Inc. (RIF), America's oldest and largest nonprofit children's and family literacy organization, in November 2001. Throughout her life, Rasco has been a devoted advocate for children, youth and families, as a professional and as a volunteer.

Prior to this position, Rasco was the executive director of government relations for the College Board. From 1997 through 2000, Rasco served as the senior adviser to U.S. Secretary of Education, Richard W. Riley. At the Department of Education, she was also the director of the America Reads Challenge, a four-year national campaign to promote the importance of all children reading well and independently by the end of the 3rd grade. During this period, she assisted the department with its focus on early childhood development, as well as implementing the Federal Work-Study literacy tutoring program. Previously, Rasco worked for four years in the White House as the domestic policy adviser to the president and directed the Domestic Policy Council. The council, composed of cabinet secretaries and heads of domestic agencies, is responsible for shaping, implementing, and articulating the president's domestic policy.

Rasco, originally from Arkansas, worked as the chief policy adviser in the Arkansas Governor's office for 10 years and served as the liaison to the National Governors' Association. She has also worked extensively as a volunteer in arts organizations and in disability advocacy groups.

Rasco received her bachelor's degree from the University of Arkansas and earned a master's degree from the University of Central Arkansas. She has taught in the public school system and worked as a middle school counselor. She is the mother of two children: Hamp and Mary-Margaret.