



**National Education Knowledge Industry  
Association**  
**Board of Directors Conference Call**

**3:00-4:00 PM Eastern Monday, 10/17/05**

*Special Note---We will be using the phone only (not the web site)  
for this call.*

**Instructions**

**Dial: (620) 782-8200, Enter the pin: 757404#**

# Agenda

## **News and Intelligence (3:00-3:30)**

- Appropriations status
- President's 2007 budget request
- OMB PART process
- Department of Education activities

## **Decisions (3:30-3:45)**

- Membership---Metro Center for affiliate membership (see memo below)
- 2006 NEKIA Calendar (see memo below)

## **Announcements and Information (3:45-4:00)**

- 2006 policy forums (see below)
- Plans for November board meeting
- Agenda for the Business Development Institute (See below)
- NEKIA Communications name change to NEKIA Center for Knowledge Use in Education

**To: Board of Directors**  
**From: Jim Kohlmoos for the Executive Committee**  
**Subject: Proposed Affiliate Membership, Metro Center at NYU**  
**Date: 10/12/05**

Over the past several months, I have had a number of discussions with LaRuth Gray and Pedro Nequera of the Metro Center for Urban Education at New York University about the possibility of rejoining NEKIA as an affiliate member. You will recall that the Metro Center was a full member for several years during LaMar Miller's tenure.

Last week the Metro Center contacted me asking if they could indeed join NEKIA as an affiliate member for the 2006 program year. They indicated that their annual budget currently is less than the \$3.5 million maximum threshold for affiliate members. As a distinct cost center within the university's organizational framework, the Metro Center qualifies for affiliate membership in keeping with the spirit of our policy.

I recommend that you approve this membership request.

During our conference call on 10/17 we will take a vote on this membership proposal. If you will not be participating in the call, please send me an email by noon 10/17 with your vote: Yes, No, or Abstain.

If you wish additional information about the Center, please check out their web site at: <http://education.nyu.edu/metrocenter/>

For your reference, see below our policy and list of benefits for affiliate members:

**Affiliate Membership --- \$5,000 annual fee**

(for organizations or centers with annual budgets less than \$3.5 million)

Washington Update emails

Special interest conference calls

Membership in NEKIA Policy Action Group (PAG)

Membership in NEKIA Communicators Group

Membership in NEKIA Business Development Group

Government Relations Handbook

Access to members-only site on web

Use of DC office on request and availability

**Full Membership --- \$26,000 annual fee**

One seat on Board of Directors

Individual consultations with NEKIA staff

Site visits and presentations by NEKIA staff

Congressional and Executive agency outreach by NEKIA staff

Monitoring of Congressional and agency activity on specific issues

Washington Update emails

Special interest conference calls

Membership in NEKIA Policy Action Group (PAG)  
Membership in NEKIA Communicators Group  
Membership in NEKIA Business Development Group  
Government Relations Handbook  
Members Handbook  
Access to members-only site on web  
Participation in Legislative, Communications and Professional Development Activities  
Use of DC office on request and availability

**To: Board of Directors**  
**From: Jim Kohlmoos for the Executive Committee**  
**Subject: Proposed 2006 Calendar**  
**Date: 10/12/05**

You will see on the following pages the proposed 2006 Activities Calendar. The Executive Committee recommends that the Board approve this calendar during our conference call on 10/17.

**We strongly urge you to check your own calendars prior to the call.**

Highlights of this calendar include:

- Three Board meetings (February, April, November)
- Monthly Board conference calls
- Bi-weekly PAG conference calls
- Monthly Business Development conference calls
- Three institutes (Policy, Communications, Business Development)
- Professional Development retreat at the Aspen Institute (July)

# PROPOSED FY2006 NEKIA Activity Calendar

## December 2005

Monday, December 5th: 4-5 p.m. (Eastern) Executive Committee Conference Call  
 Monday, December 12th: 3-4 p.m. (Eastern) Board Conference Call

## January, 2006

Monday, January 9th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 4-5 p.m. (Eastern) Executive Committee Conference Call  
 Monday, January 16th: 3-4 p.m. (Eastern) Board Conference Call  
 Monday, January 23rd: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 4-5 p.m. (Eastern) Business Development Conference Call  
 January 25th-26th: Policy Action Group, After Action Review Meeting,  
 Location TBA

## February, 2006

Monday, February 6th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 Thursday, February 16th: 6-9 p.m. Board Retreat Dinner, Scottsdale, AZ  
 Friday, February 17th: 9 a.m.-4 p.m. Board Retreat, Scottsdale, AZ  
 4-6 p.m. Executive Committee Meeting, Scottsdale, AZ  
 Monday, February 27th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 4-5 p.m. (Eastern) Business Development Conference Call

## March, 2006

Monday, March 13th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 4-5 p.m. (Eastern) Executive Committee Conference Call  
 Monday, March 20th: 3-4 p.m. (Eastern) Board Conference Call  
 March 21st-23rd: Legislative and Policy Institute, Washington, DC  
 Friday, March 24th: 9:00 a.m.-Noon (Eastern) NEKIA-NAS-ES Policy Forum,  
 Washington, DC  
 Monday, March 27th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 4-5 p.m. (Eastern) Business Development Conference Call

## April, 2006

Monday, April 3rd: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 Thursday, April 6th: 6-9 p.m. (Pacific) Board Members Dinner, San Francisco  
 Friday, April 7th: 8-9:30 a.m. (Pacific) Executive Committee, San Francisco  
 9:30 a.m.-4 p.m. (Pacific) Board Meeting, San Francisco,  
 Friday, April 7th: 4-5 p.m. (Pacific) Sector Groups Meeting, San Francisco  
 Monday, April 24th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
 4-5 p.m. (Eastern) Business Development Conference Call

**May, 2006**

Monday, May 8th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, May 15th: 3-4 p.m. (Eastern) Board Conference Call  
Monday, May 22nd: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
4-5 p.m. (Eastern) Business Development Conference Call

**June, 2006**

June 1st-2nd: NEKIA Communicators Institute, Washington, DC  
Monday, June 5th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
Monday, June 12th: 4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, June 19th: 3-4 p.m. (Eastern) Board Conference Call  
Tuesday, June 20th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
4-5 p.m. (Eastern) Business Development Conference Call  
Tuesday, June 27th: 9:00 a.m.-Noon (Eastern) NEKIA-NAS-ES Policy Forum, Washington, DC

**July, 2006**

Monday, July 10th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
July 10th-12th: Executive Committee Meeting & Board Retreat, Aspen, CO  
Monday, July 24th: 3-4 p.m. (Eastern) Policy Action Group Conference Call,  
4-5 p.m. (Eastern) Business Development Conference Call

**August, 2006**

Monday, August 7th: 4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, August 21st: 3-4 p.m. (Eastern) Board Conference Call  
August 29th-30th: Executive Committee Meeting, location TBA

**September, 2006**

Thursday, September 7th: 9 a.m.-Noon (Eastern) NEKIA-NAS-ES Policy Forum, Washington, DC  
Monday, September 11th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, September 18th: 3-4 p.m. (Eastern) Board Conference Call  
Monday, September 25th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
4-5 p.m. (Eastern) Business Development Conference Call

**October, 2006**

Tuesday, October 10th: 4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, October 16th: 3-4 p.m. (Eastern) Board Conference Call  
Tuesday, October 17th: 3-4 p.m. (Eastern) Policy Action Group Conference Call  
Monday, October 23rd: 4-5 p.m. (Eastern) Business Development Conference Call

**November, 2006**

Monday, November 6th: 4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, November 13th: 3-5 p.m. (Eastern) Policy Action Group Conference Call  
Wednesday, November 15th: Noon-2:00 p.m. Executive Committee, Location TBD  
2-5 p.m. Annual Board Meeting, Location TBD  
5-6 p.m. Sector Groups Meetings, Location TBD  
6-9 p.m. Dinner, Business Development Institute  
November 16th – 17 Business Development Institute, Location TBD

**December 2006**

Monday, December 4th: 3-4 p.m. (Eastern) Policy Action Group  
4-5 p.m. (Eastern) Executive Committee Conference Call  
Monday, December 11th: 3-4 p.m. (Eastern) Board Conference Call

**Activities by Category**

**Executive Committee Conference Calls**

December 5, 2005	August 7th
January 9th	September 11th
March 13th	October 10th
May 8th	November 6th
June 12th	December 4th

**Executive Committee Meetings**

February 17th	August 30th
April 7th	November 15th
July 10th	

**Board Conference Calls**

December 12, 2005	August 21st
January 16th	September 18th
March 20th	October 16th
May 15th	December 11th
June 19th	

**Board Meetings and Dinners**

February 16th-17th (Board retreat)  
April 6th-7th: (meeting)  
July 10th-12th (Board Retreat)  
November 15th (Annual Meeting)

**Policy Action Group Conference Calls**

January 9th and 23rd	July 10th and 24th
February 6th and 27th	September 11th and 25th
March 13th and 27th	October 17th
April 3rd and 24th	November 13th
May 8th and 22nd	
June 5th and 20th	

**Business Development Group Conference Calls**

January 23rd	June 20th
February 27th	July 24th
March 27th	September 25th
April 24th	October 23rd
May 22nd	

**Special Events**

January 25th-26th:	Policy Action Group-After Action Review Meeting
February 16th-17th:	Board Strategic Planning Retreat
March 21st-23rd:	Legislative and Policy Institute
March 24th:	Education Sector/NEKIA/NAS Policy Forum
June 1st and 2nd:	Communicators Institute
June 27th:	Education Sector/NEKIA/NAS Policy Forum
July 10th-12th:	Board Professional Development Retreat, Aspen Institute
September 7th:	Education Sector/NEKIA/NAS Policy Forum
November 16th and 17th:	Business Development Institute

# **What's the Evidence and How Is it Being Used? Shaping Policy & Practice in Education**

**A series of public policy forums presented by  
Education Sector  
National Academies/Center for Education  
National Education Knowledge Industry Association**

## **Background**

As the National Research Council's 2002 report on scientific inquiry in education emphasized, the nation cannot expect "reform efforts in education to have significant effects without research-based knowledge to guide them." Indeed, research and scientific evidence must play a central role in guiding change in education policy, programs and practice. However, for a number of reasons, scientific research in education has long been the subject of intense debate. As the country enters a new era of education reform with the passage of the No Child Left Behind Act (NCLB) and the Education Sciences Reform Act of 2002, the issues surrounding scientific evidence in education have become all the more significant.

To bring greater attention to these issues, the National Education Knowledge Industry Association (NEKIA), the Education Sector, and the National Academies/Center for Education propose a series of three forums in 2006 in Washington DC on specific reform topics within the context of evidence-based policy. The forums will build upon the success of four previous forums conducted since 2002 on evidence-based based policy and practice in education reform. Each of the proposed forums will involve leading researchers, practitioners and policy makers in facilitated discussions and will advance public dialogue on critical education reform issues.

## **Goals**

1. Examine critical education reform issues within the context of evidence-based policy and practice
2. Examine efforts to transform education into an evidence-based field.
3. Stimulate public dialogue on the key issues of scientific evidence in education and how they relate to current reform efforts at the local, state and federal levels.

## **Topics & Dates**

March 24, 2006 --- High School Reform: In Search of What Works and for Whom  
June 27, 2006 --- Assessment and Accountability: A Stimulus for Improvement and Innovation?  
September 7, 2006 --- Time on Task: Does It Make a Difference?

## **Location**

The National Academies. 500 Fifth Street, NW, Washington, DC

## **Target Audience for each forum (220)**

Congressional staffers

Department of Education officials

State education policy leaders

Representatives of education interest groups

News media

Education researchers

## **Agenda Format**

Each forum will involve two facilitated panel discussions focusing on a series of topic specific questions. The basic format includes

**Opening** --- Conveners and sponsors introduce and frame the leading questions and issues

**Research Panel** ---Presenters would include up to three researchers who would briefly present findings and respond to questions. Key questions for the researchers include:

- What are the critical issues that the research is addressing?
- What are the leading questions?
- What are the findings
- What is the evidence on the impact on student performance?
- What are the future needs for research in this area?

**Policy and Practice Panel** ---Presenters would include three to five policy makers and opinion leaders who would react to the researchers' presentations in Panel #1. Key questions to address include:

- What conclusions do you draw from the findings?
- What other factors need to be considered?
- How does the research relate to your current position/thinking?
- What are the implications for the future?

**Discussants** --- Two policy analysts and/or journalists will share their overall reactions to the two panel discussions

## **Publications & Materials**

- Pre-forum bibliography and relevant articles.
- Forum materials -- 2002 and 2004 forum materials.
- Post-forum document with forum proceedings.
- Audio Web cast for extended period

## **Preliminary Budget**

Estimated Cost Per forum	
Planning	\$1000
Logistics (AV, name tags, registration, space)	\$1500
Speaker expenses (fees/travel for 6 speakers)	\$3000
Public Relations (media, advertising, invitations)	\$500
Refreshments (drinks, light food for 200)	\$2000
Forum Materials (conference booklet and agenda)	\$500
Transcription and Synthesis	\$1000
Audio Web casting	\$500
Total	\$10,000

## **About the Conveners**

### ***Education Sector***

Education Sector is an independent education think tank based in Washington, DC. It is a non-profit and non-partisan organization devoted to rigorous policy analysis and the development of innovative solutions to the nation's most pressing educational problems. The organization is a dependable source of sound thinking on education policy and an honest broker of evidence in key education debates in Washington and around the country.

### ***Center for Education at the National Academies (CFE)***

CFE promotes evidence-based research and policy analysis in education through its consensus studies, workshops, websites, and special convening events. Serving as the locus for education activities in the National Academies, the Center is dedicated to engaging in work that can help to improve education for all Americans and that is both responsive to government's and other stakeholders' program and research interests and anticipatory of long-term challenges, opportunities, and needs. Through the work of volunteer experts who serve on its many constituted boards and committees, the Center brings together the nation's premier national, state, and local leaders from education, academe, industry and government to address critical national issues in education including standards, assessments, teaching, technology, the preparation of youth for productive futures, and the improvement of educational research.

### ***National Education Knowledge Industry Association (NEKIA)***

NEKIA is a non-partisan, non-profit national trade association dedicated to the expanded use of rigorous knowledge-based solutions in policy and practice in k-12 education. Through public policy and industry leadership, the association advocates for evidence-based education and the use of knowledge in guiding improvement and innovation throughout the country. NEKIA's 21 institutional members are committed to high quality research, development, dissemination, technical assistance and evaluation at the federal, regional, state, tribal, and local levels.

# **“Creating and Seizing Opportunities in the Knowledge Market Place in Education”**

**NEKIA Business Development Institute**

**November 16-18, 2005**

Capitol View Conference Center

101 Constitution Avenue, NW 9<sup>th</sup> Floor

Washington, DC 20001

(202) 742-4341

## **Goals**

1. Examine current and future market dynamics in terms of the national education policy and politics and k-12 industry trends
2. Identify potential new opportunities in federal agencies and philanthropy
3. Gain new insights into business development planning and management
4. Explore specific ways to shape the knowledge use market.

## **Suggested Participants**

NEKIA Board Members, Associate Members, Alliance Members and their Business development and public affairs staff

## **Agenda**

**November 16**                    **La Colline, 400 North Capitol Street, NW (202) 737-0400**  
6:00-9:00 pm                    Reception, Dinner, and Keynote  
“Trends in Education Policy and Politics and the Shape of the Education Marketplace”  
Rick Hess, American Enterprise Institute

### **November 17**

8:00-8:30                        Breakfast

8:30- 9:30                        Presentation and Discussion  
“New Opportunities in the Special Education Space” Jane West, Washington Partners

9:30-9:45                        Break

9:45-11:00                        Presentation and Discussion  
“Policy Trends and Opportunities at the US Department of Education and Elsewhere for the Next Three Years” Susan Sclafani, Chartwell Education Group

11:00- Noon                        Debriefing and Discussion

Noon- 1:45 --- Lunch and Presentation and Discussion  
“Breakthrough Initiatives in Education Business Development”  
Randy Best and Reid Lyon, Best Associates

1:45-2:00            Break

2:00- 3:00            Presentation and Discussion  
“Trends and Opportunities in Philanthropy” --- Bill Porter, Grantmakers for Education

3:00-3:15            Break

3:15- 4:15            Small Group Discussions

6:00 - 8:30            Dinner and Keynote  
**Zola’s Restaurant, 800 F Street, NW (202) 654-0999**  
“Lessons Learned, Advice for the Future” Todd Jones, Association of Independent  
Colleges and Universities of Ohio

**November 18**

8:00- 8:30            Breakfast

8:30- 10:00            Presentation and Discussion  
“Strategy, Markets and Business Processes for Entrepreneurial Organizations in  
Education”  
Mark Strickland, Schoolhouse Partners & Mary Anne Schmitt, AIR/ New American  
Schools

10:00-10:15            Break

10:00- 11:00            Small group discussions  
“Future Directions, Greatest Opportunities”

11:00-11:30            The Big Surprise and Close