



**National Education Knowledge Industry
Association**

Board of Directors Conference Call

**3:00-4:00 PM Eastern
Tuesday, February 22, 2005
(620) 584-8200 pin 757404 #**

AGENDA

Decision items

Revised Government Relations Plan and Implementation (see below) --- Jim/Marcia
Change in designated board member --- Jim

Information and Intelligence

President's 2006 budget update --- Jim/Marcia
Comp Center positioning --- Jim
RAC process and competitions --- Jim/Marica

Quick Updates and Announcements

2/28 Business Development Conference call (see below)
2/16 Policy Forum (see below)
3/7-9 Policy and Legislative Institute (see below)
3/9 Knowledge Utilization Visioning process (see below)
Spring board meeting in Montreal arrangements (see below)
NEKIA Communications, newsletter, knowledge utilization ideas
Membership Development Strategy
Audit process

MEMORANDUM

To: Board of Directors
From: Jim Kohlmoos, Marcia Knutson
Date: February 15, 2005
**Subject: Proposed Revisions to the Government Relations Plan for 2005:
Appropriations, Authorizations, and Implementations**

For your decision during our February 22 Board conference call, we are providing this amended version of the plan for NEKIA's government relations work for 2005. These changes incorporate the Board's recommendations from the January meeting as well as subsequent changes in reaction to the President's FY 2006 budget request. The changes include:

- the addition of a third priority category;
- the shift in emphasis of the second category;
- the renaming of all the categories;
- the shift of the Research Development and Dissemination account to the first category, and the shift of the Comprehensive School Reform Program to the second category; and
- revised funding requests for the four priority programs.

This plan will be used both to organize our work over the course of the year and to assess our progress in each priority area at key points during the year. If conditions change during the course of the year, we may want to alter these priorities.

NEKIA Government Relations Plan – 2005 *Proposed Revisions as of February 15*

As the 2005 NEKIA work plan indicates, our government relations (GR) program continues to be the top priority area of NEKIA's work. This document will serve as a framework to guide our work during the course of the year, with obvious caveats that the election and organization of the new Congress will undoubtedly have some effect on our agenda.

Issue Areas

Similar to last year, we will focus our efforts on three issue areas:

Appropriations—securing funding for designated programs for government fiscal year 2006

Implementation—monitoring and participating in the process of implementing rules and regulations pertaining to the competitions of the Regional Education Labs, the new Comprehensive Centers and the R&D Centers, as well as further rule makings relating to the No Child Left Behind Act and the Education Sciences Reform Act of 2004

Authorizations—establishing a Knowledge Utilization office and leadership position within the Department of Education through the introduction (and eventual enactment) of the Knowledge Utilization Act; creating or redesigning federal programs in the Higher Education Act, VocEd (Perkins.), and other legislation that may be introduced that is of interest to NEKIA members (for example, Senator Coleman's, COMPETE Act.)

Priority Categories

You will see below that within these three broad categories, we have prioritized the specific issues as follows:

“A” List --- Issues of greatest importance to the most members. Staff and affected members will devote the most effort, attention and political capital. Specific activities will include extensive personal Congressional visits, on-going targeted Congressional correspondence, grassroots advocacy support among members and key customers, direct monitoring of Administration and Congressional activities.

“B” List --- Issues of high interest and relevance to most members. Staff and relevant members will devote significant effort and attention. Specific efforts will include personal Congressional visits and letter writing, coalition- work (sign on letters, group position statements, interest group meetings), monitoring of Congressional activities in conjunction with other interested organizations.

Watch List --- Issues of broad interest to some members and/or the trade association. Staff will devote limited time and effort in conjunction with other organizations. The specific activities be primarily reactive and include group sign-on letters, position statements and meetings. NEKIA will monitor these issues through coalitions if circumstances warrant.

Issues and Positions, “A” List

“A” List --- Issues of greatest importance to the most members. Staff and affected members will devote the most effort, attention and political capital. Specific activities will include extensive personal Congressional visits, on-going targeted Congressional correspondence, grassroots advocacy support among members and key customers, direct monitoring of Administration and Congressional activities.

Appropriations (federal government fiscal year 2006)

Regional Education Laboratories (Line item under Research and Statistics account, IES)

HR 5006:	\$66.7 M
S 2610	\$66.7
HR 4818-FY05- final:	\$66.131 M
President’s Budget:	zero
NEKIA FY 06 Request:	\$88.7 M \$70 M

Comprehensive Centers (School Improvement Programs-SIP)

HR 5006:	\$57.2 M for all programs to be consolidated:
S. 2610:	\$57.2 M consolidated
HR 4818-FY05- final:	\$56.824 M
President’s Budget:	\$56 M
NEKIA FY 06 Request:	\$76.6 M \$60M

Research Development and Dissemination - Including R&D centers (IES)

FY 04 final:	\$165.5 M
HR 5006:	\$165.5 M
S. 2610:	\$165.5 M
HR 4818-FY05- final:	\$164.193 (including favorable language on R&D centers)
President’s Budget:	\$165 m
NEKIA FY 06 Position:	TBA. \$170M

Authorizations

The Knowledge Utilization in Education Act of 2005: To be modified from the 2004 version that was introduced in the House in order to obtain stronger bipartisan support. We will seek additional supporters and a Senate champion as well as more Republican support in the House. Target date for introduction is spring 2005.

High School Reform Initiative: The President has outlined an aggressive package for High School Reform. NEKIA will monitor hill activities on this in case there are proposals that may be of primary interest to NEKIA members.

Implementation

Competitions: Our primary implementation focus will be on the competitions for the Regional Education Labs, the reorganized Comprehensive Centers, and the R&D centers, including:

RFP Content and Regional Advisory Committees evaluations and recommendations for Labs and CC’s

Funding for the R&D centers per FY05 report language

Peer review panels

ESRA issues: We will also focus attention on the implementation of key provisions in ESRA including:

- Guidance and regulations for scientifically based research
- What Works Clearinghouse development
- Contracting “intelligence” for relevant programs
- Development of president’s annual budget request
- IES Priorities Plan and IES Board activities

Issues and Positions, “B” List

“B” List --- Issues of high interest and relevance to most members. Staff and relevant members will devote significant effort and attention. Specific efforts will include personal Congressional visits and letter writing, coalition- work (sign on letters, group position statements, interest group meetings), monitoring of Congressional activities in conjunction with other interested organizations.

Appropriations (federal government FY 06)

Comprehensive School Reform (Office of Elementary and Secondary Education – OESE)

FY 04 Final:	\$307.9 M (\$233.473 M in ESEA, \$74.5 in Innovation/Improvement
HR 5006:	\$80 M but encourages schools to use 4% of school improvement funds (approx. \$520 M) in FY 05 to support successful CSR models.
S. 2610:	\$233.6 M
HR 4818-FY05- final:	\$205.344 M
President’s Budget:	zero
NEKIA FY 06 Position:	TBA \$234 M

Watch List

Watch List --- Issues of broad interest to some members and/or the trade association. Staff will devote limited time and effort in conjunction with other organizations. The specific activities be primarily reactive and include group sign-on letters, position statements and meetings. NEKIA will monitor these issues through coalitions if circumstances warrant.

Math/Science Partnership (School Improvement Programs-SIP)

FY 04 Final:	\$149 M
HR 5006:	\$269.1 M (includes \$120M formerly funded through NSF)
S. 2610:	\$200 M
HR 4818-FY05- final:	\$178.56 M (additional \$79 M at NSF for continuation grants only)
President’s Budget:	\$269 M
NEKIA FY 06 Position:	TBA based upon coalition action and the President’s budget request.

21st Century Community Learning Communities [After School]-(SIP)

FY 04 Final: \$999 M
HR 5006: \$999 M
S. 2610: \$1.007 B
HR 4818-FY05- final: \$991.077 M
President's Budget: \$991 M
NEKIA FY 06 Position: TBA based upon After School Alliance action and the
President's budget request

Title I (OESE)

FY 04 Final: \$12.3 B
HR 5006: \$13.3 B
S. 2610: \$13.557 B
HR 4818-FY05- final: \$12.739 B
President's Budget: \$13.34 B
NEKIA FY 06 Position: TBA based upon coalition action

Even Start (OESE)

FY 04 Final: \$246.9 M
HR 5006: \$226.9 M (Floor amendment shifted \$20 M to Title V)
S. 2610: zero
HR 4818-FY05- final: \$225.094 M
President's Budget: zero
NEKIA FY 06 Position: TBA based upon coalition action .

Reading First (State grants)

FY 04 Final: \$1 B
HR 5006: \$1.125 B
S. 2610: \$1.062 B
HR 4818-FY05- final: \$1.041 B
President's Budget: \$1.042 B
NEKIA FY 06 Position: TBA based upon coalition action

Striving Readers (OESE)

FY 04 Final: (new in FY05)
HR 5006: \$100 M
S. 2610: \$25 M
HR 4818-FY05- final: \$24.8
President's Budget: \$200 M
NEKIA FY 06 Position: TBA based upon coalition action

State Grants for Innovative Programs (SIP)

FY 04 Final: \$296.5 M
HR 5006: \$20 M
S. 2610: zero
HR 4818-FY05- final: \$198.4 M

President's Budget: \$100 M
NEKIA FY 06 Position: TBA based upon coalition action

Statewide Data Systems (IES)

FY 04 Final: New program in FY 05
HR 5006: \$30 M
S. 2610 \$40 M
HR 4818-FY05- final: \$24.8 M
President's Budget: \$25 M
NEKIA FY 06 Position: TBA based upon coalition action

Parental Information and Resource Centers (Office of Innovation and Improvement-OII)

FY 04 Final: \$41.9 M
HR 5006: zero
S. 2610 \$41.9 M
HR 4818-FY05- final: \$41.8 M
President's Budget: zero
NEKIA FY 06 Position: TBA based upon coalition action

Authorizations

Higher Education Act Reauthorization:

Status: Due for reauthorization in the 108th Congress, but was not completed.
Position: Support the infusion of evidence-based, scientifically based research and other issues as the bill develops. Follow guidance of Higher Education associations.

Carl D. Perkins Vocational and Technical Education Act (Perkins):

Status: Due for reauthorization in the 108th Congress, but was not completed
Position: Follow guidance of the Association for Career and Technical Education and the State Directors of Vocational Education in formulating positions and support for their efforts in reauthorization. Include special attention to Adolescent Literacy component.

E-Rate:

Status: EdLinc Coalition successful in obtaining one year exemption from Antideficiency Act that restricts the obligation and flow of funds to schools and libraries, but program needs permanent exemption.
Position: Support EdLinc coalition efforts to introduce and enact permanent exemption.

Implementation

NCLB and ESRA issues
OMB "PART" process; (evaluations [of labs] to be used in determining future Budget requests)
Discretionary grant competitions schedule
ED review of state plans
Formula grant awards schedule
ED staffing patterns and organizational developments
ED strategic plan implementation activities

ED sponsored meetings and conferences
Political leadership appointments
Allocation of funds with key program accounts including national activities for
Technology, Safe and Drug Free Schools, and After School and other RD&D and
evaluation funds

Strategies and Tactics

Overall Approach—We will use the same fundamental grass roots, constituent-driven strategy employed over the past several years. The approach involves an on-going process of intelligence gathering, information sharing, targeting and positioning, constituent outreach, and materials developments. As a relatively small trade association with a cadre of highly experienced government relations specialists in many member organizations, we collectively have a unique capability to adjust to a changing policy environment and activate a broad and diverse base of support from around the country.

Roles and Activities ---The overall approach depends upon a strong mutually supportive working relationship between NEKIA staff and the members' designated staff. Specifically, our respective roles will be as follows:

NEKIA Staff:

Positions—Propose positions and priorities for approval by PAG and Executive Committee

Congressional monitoring and action—Monitor and participate when appropriate in hill activities on issues of interest to NEKIA members, including but not limited to education appropriations and education authorization measures, (such as hearings and markups) and promote the NEKIA position through staff visits, position statements, sample materials, and hearing testimony

Executive Branch monitoring and action—Monitor and participate in Departmental implementation issues relative to the No Child Left Behind Act (NCLB) and the Education Sciences Reform Act (ESRA)

Relationship building—Establish and maintain close contact with appropriate hill staff and department personnel

Materials and activities--Initiate activities with member organizations and professional colleagues, including letters, coalition letters, visits

Cultivation—Identify and recruit cultivate champions

Assistance—Assist member organizations in working with their own representatives

Coalitions—Generate support of other education groups and interests in support of our positions

Coordination—Coordinate efforts among NEKIA member organizations

NEKIA Member:

Targeting—Identify key members of congress within district, state or region (with help from NEKIA staff)

Relationships—Establish and maintain relationship with those offices; seek commitments for support of NEKIA priorities

Contacts—Keep NEKIA staff informed of hill contacts

Materials and resources—Develop materials for hill and administration targets that promote association's positions based on their own efforts and activities

Outreach—Secure end user's support and advocacy for NEKIA positions and facilitate communications (letters, visits, phone calls) with Members of Congress.

New Member Outreach—Initiate contact with all new Members of Congress within region, educate member on organization and issues with concentration on members of Education related committees

Targeting—Another key element of the strategy is identifying key Members of Congress and Administration officials who can help advance our positions on various issues. With the PAG the NEKIA staff will develop a master list of targets for nurturing or developing relationships. This master list will be completed in early February and refined throughout the year as conditions and relationships change.

Timing and Calendar—Because the Congressional calendar is so fluid, we need to be very attentive to the changing conditions and the best times to activate various elements of the overall strategy. We have developed a master calendar and have focused specific attention on intervals of 45-60 days. We will work with the PAG members on implementing and adjusting the calendar.

Updates and Announcements

Conference Call for NEKIA Business Development Group

From: Jim Kohlmoos [mailto:kohlmoos@nekia.org]

Sent: Friday, February 04, 2005 9:55 AM

To: wilsond@nwrel.org; cdwyer@rmcres.com; lamar.miller@nyu.edu; whoover@sedl.org; twaters@mcrel.org; waters@nekia.org; Michael_Mayo@wgbh.org; jbaskin@sedl.org; Kohlmoos@nekia.org; Knutson@nekia.org; Paul.Kimmelman@learningpt.org; sanada@wested.org; Charlene_Heintz@brown.edu; bollard@cse.ucla.edu; allenr@prel.org; lvbroekh@serve.org; kathy_jean@terc.edu; bstafford@plato.com; dinyg@jesandco.com; debis@gse.upenn.edu; FM@carnegie.org; kershner@rbs.org

Cc: redfield@ael.org; jmcpartlan@csos.jhu.edu; joan@cse.ucla.edu; adeline_becker@brown.edu; twaters@mcrel.org; lilefkowi@mcrel.org; Gina.Burkhardt@learningpt.org; Paul.Kimmelman@learningpt.org; barlowt@prel.org; lvbroekh@serve.org; whoover@sedl.org; max@wested.org; gharvey@wested.org; simutis@enc.org; mothner_henry@laoe.edu; Michael_Mayo@wgbh.org; cdwyer@rmcres.com; bstafford@plato.com; marilyn.murphy@temple.edu; thomasc@nwrel.org; lamar.miller@nyu.edu; kershner@rbs.org; susanf@gse.upenn.edu; names@edc.org; DinyG@jesandco.org; kohlmoos@nekia.org

Subject: 2/28 Teleconference, NEKIA Business Development

To: NEKIA Business Development Group
Cc: Board of Directors
From: Jim Kohlmoos
Subject: Conference Call for NEKIA Business Development Group

As part of the business development program approved by the NEKIA Board for 2005, we will be convening a monthly conference call for the newly formed Business Development Group. Each monthly call will focus on a selected business development topic. Here is the information for the first call:

**4:00-5:00 PM Eastern Time
Monday, February 28**

Special guest speaker: Bill Modzeleski, Associate Deputy Undersecretary, Office of Safe and Drug-free Schools at the US Department of Education. Bill will be discussing relevant initiatives and programs in the departments of Education, Homeland Security, and Justice.

Please RSVP to John Waters at waters@nekia.org by 2/18 with the names and email addresses of you and other staff from your organization who wish to participate in the call. We will then be able to set up the special logistics for the call and, by 2/22 send you call-in instructions as well as some pre-conference call materials

Times and Dates of other conference calls and activities for 2005

March 28th

April 25th

May 23rd

June 21st

July 25th

September 26th

October 24th

November 17 and 18, NEKIA Business Development Institute in Washington DC

Announcement for 2/16 Policy Forum

Thank you for registering for a February 16 forum *Teacher Preparation and Quality: An Evidence-Based Challenge*, sponsored by the Center for Education/National Academies, NEKIA, and PPI from 9:00 AM to 12:00 noon at the National Academies building in Washington, DC. Logistical information you will need to attend this event, as well as a final updated list of speakers, follows below.

Please note that this event is oversubscribed. If your schedule has changed and you will no longer be able to attend this event, please notify Tina Winters at twinters@nas.edu, so that we may give your space to someone else.

What: Teacher Preparation and Quality: An Evidence-Based Challenge

When: Wednesday, February 16, 2005
9:00 AM to 12:00 PM

Please note: This event is oversubscribed and we are using an overflow room, with space in the main room available on a first-come, first-served basis. Please arrive promptly. For your convenience, doors will be opening at 8:00 AM.

Where: The National Academies. 500 Fifth Street, NW, Washington, DC 20001

The closest Metro stations are Judiciary Square on the Red Line and Gallery Place on the Yellow, Green, and Red Lines. Attendees are strongly urged to metro, cab, or walk rather than driving, as parking is limited.

Please note: The National Academies is a secured building. You will need to sign in at the Guard Desk and BRING A PHOTO ID.

Panelists: Michael Allen (Education Commission of the States),
Tom Carroll (National Commission on Teaching and America's Future)
Joan Ferrini-Mundy (Michigan State University),
Kaya Henderson (The New Teacher Project),
Richard Ingersoll (University of Pennsylvania),
James Kohlmoos (NEKIA),
MartinOrland (Center for Education),
Andrew Rotherham (PPI),
Robert Smith (Arlington County Public Schools),
Kate Walsh (National Council on Teacher Quality), and
James Wyckoff (SUNY-Albany)

Announcement for NEKIA Legislative and Policy Institute

Tuesday, March 8th, 2005

Orientation Dinner on Monday, March 7th

Washington, DC

See your Friday, January 21st email for details and registration information!

We have heard from NEKIA members that Hotel space for March 7 and 8 is very tight.

This is a very busy time in Washington. Please make your reservations ASAP!

Remember the Hall of States is near Union Station on the Red Line Metro.

Sample Invitation to Knowledge Utilization Visioning Session

Dear xxxx

. . .Here is something that hopefully will capture your interest... We are convening a small group of 6-8 knowledge utilization experts in early March to help develop a new vision for knowledge utilization in education. We would very much welcome your participation in this group. You will see from the information below that this group (along with two others we have convened) will be a key step towards a longer term effort potentially spanning several years.

Here is the information about the gathering:

Noon to 4 p.m. (lunch included)

Wednesday, March 9

Balcony Room D, Conference Center 8th floor

Academy of Educational Development

1825 Connecticut Avenue, NW, Washington, DC.

Please RSVP by 2/21 to me via email at kohlmoos@neki.org. We plan to send to each of the participants a brief concept paper a week before the session. Please don't hesitate contacting me with comments and questions. I really hope you can join us.

Best,

Jim

PS: You should know that while our discussion will not be open to the public, we will be documenting the discussion in a fairly detailed way. You, of course, will have the right to review any documents with attributions to you prior to publication

Background

Over the past year, the National Education Knowledge Industry Association (NEKIA) has dedicated considerable time and effort to studying and advancing the concept of knowledge utilization in education. Among a number of things, we have participated in many presentations and discussions on the topic and proposed a new federal policy calling for a national initiative on knowledge utilization. Our work has centered around several basic assumptions: 1) the knowledge generated through rigorous research can and should contribute significantly to improving teaching and learning throughout the country; 2) the process of utilization ---that is, the systematic application of research to practice --- is a complex interactive process involving research, development,

dissemination, technical assistance, policy and practice; 3) knowledge utilization deserves priority attention in future school improvement efforts.

We are now planning to build upon this past year's work through a long-term visioning process. Our goal is to create a comprehensive vision for knowledge utilization systems in education at the federal, state, tribal and local levels within the context of improving student academic performance and closing achievement gaps. A first step in this process is to convene several visioning groups with six to eight knowledge utilization experts. So far we have convened two such sessions with very interesting and productive results. We are now planning to convene one more in March

Using a facilitated discussion format, we will seek collect a range of ideas on a number of critical questions listed below.

Working Definition

Part of the visioning process will aim to further define knowledge utilization in practical terms For time being, we will use a broad working definition:

Knowledge utilization refers to the systematic application of the findings of research in order to improve educational outcomes. It encompasses policies, practices, structures, programs and behaviors and involves dynamic interactions among key stake holders such as researchers, developers, disseminators, technical assistance providers, practitioners and policy makers.

Questions to Address

The visioning process will involve a structured discussion facilitated by our consultant, Scott Joftus of Cross & Joftus LLC. The discussion will address some or all of the following questions.

- What is knowledge utilization and what is a knowledge utilization system?
- What does a knowledge utilization system in education look like at the federal, state, tribal, local and school levels in helping to improve academic performance and close achievement gaps?
- Who are the key players who would be affected by systematic application of research findings? What are their current beliefs and actions about knowledge utilizations?
- What would change in current instruction and curriculum if the various key players believed in and acted upon the systematic application of the findings of research? How would policies be different? What other structures would need to be in place?
- What new relationships and alignments would be necessary to achieve systematic application of the findings of research? How would the various governance units (LEA, SEA, federal) relate to each other?

Future work

We plan to subsequently convene several more visioning groups with additional experts during the spring of 2005. We anticipate using the ideas and suggestions from these

groups to develop one or more working papers that would include a set of knowledge utilization principles, a vision statement, case examples of effective systems, [policy recommendations](#), and a compilation of literature on knowledge utilization. We also expect to create a long-term plan for a knowledge utilization initiative, and, potentially, develop a new federal policy proposal.

NEKIA SPRING BOARD MEETING

Monday, April 11, 2005
Informal Members Dinner on Sunday, April 10th
Montreal, Quebec, Canada

We hope to have our hotel/meeting room assignment from AERA very soon, at which point we will share that information with the board, as well as the dinner location for 4/10. We recommend making hotel reservations through AERA, as they have blocked rooms for the annual meeting. Please go to www.era.net for details.