



## Board Update

August 2019

### Advocacy Update

- **FY 2020 Education Funding**

On June 19 the U.S. House passed legislation that would significantly increase funding for key federal education programs. The bill would provide a critical boost in funding to schools across the country helping to ensure adequate resources to boost student learning, ensure safe and welcoming learning environments for all students, and support principal and teacher professional development. Importantly, the bill provides \$2.6 billion - a \$500 million increase - for Title II, Part A, the only federal funding source dedicated to the preparation, training, and support of teachers and principals, including professional development opportunities. The bill increases funding for other vital programs as well, including Title IV, Part A, which provides schools with resources to increase access for in-school mental health services. Additionally, the measure includes \$260 million for a Social and Emotional Learning (SEL) Initiative to support SEL and the whole student. NAESP has called on the U.S. Senate to adopt the education funding levels included in the House-passed bill.

- **Deal to Raise Discretionary Caps Reached**

On July 22, the President and congressional leaders reached an agreement on a budget deal that would raise the caps on defense and non-defense discretionary (NDD) funding for fiscal years 2020 and 2021. The agreement provides a \$24.5 billion NDD increase for FY 2020 and \$29 billion for FY 2021. The deal means the FY20 appropriations bill (including the strong funding bill passed by the House) has a path forward and could result in solid funding increases to education programs.

- **HEA Reauthorization**

The Higher Education Act (HEA) - last authorized in 2008 - remains a top legislative priority for NAESP this congress. NAESP and other K-12 groups have endorsed the PREP Act, introduced in March by Senators Kaine and Collins, which strengthens educator recruitment, preparation, and retention. The bill also includes provisions focused on minority recruitment, "grow-your-own" initiatives, and provisions to address teacher shortages. Most importantly, the PREP Act includes measures to boost clinical-oriented preparation and residency models that are critical to preparing principals to be better meet the day-to-day challenges in schools. NAESP is working with other education groups to secure additional cosponsors of the PREP Act.

- **E-Rate Threatened**

NAESP recently weighed in on a proposal from the Federal Communications Commission (FCC), which would limit the amount of funding that the E-Rate program could make available for schools and libraries to improve internet access. The E-Rate program provides discounts for telecommunications, Internet access and internal connections to eligible schools and libraries making internet access more affordable. The FCC's latest proposal could severely limit funding levels for schools and libraries. NAESP joined a coalition in calling for an extension on the filing deadline for this program to allow ample time for advocates to weigh in on this proposal. NAESP will remain actively engaged in this issue in the coming months to ensure funding for E-Rate remains robust.

- **SCOTUS**

On June 27 the U.S. Supreme Court ruled that the Trump Administration could not add a citizenship question to the 2020 Census. NAESP joined an amicus brief with other national education groups opposing the addition of the citizenship question—a move that could have a far-reaching and impact on schools. It is critical that the 2020 Census provides an accurate portrait of the population, considering the results determine how more than \$675 billion in federal funding, including for education programs like Title I and school safety, is distributed to states and communities. An undercount would mean a decrease in federal funds to certain communities. NAESP will continue to advocate for an accurate U.S. Census that ensures a fair allocation of federal funding for education programs.



## Board Update

August 2019

### Professional Learning Update

- **Leading Learning Communities: Pillars, Practices, and Priorities:** The NAESP publication, *Leading Learning Communities: Pillars, Practices and Priorities of Effective Principals* will be available for purchase on Amazon and the NAESP website in September. This valuable resource will also be featured in an upcoming issue of *Principal* magazine and spotlighted in a spring webinar.
- **National Mentor Training and Certification Program:** The Mentor Training and Certification Program begins with a two day Leadership Immersion Institute. Following the Institute attendees have the option to complete a nine month certification process with a trained coach and fulfill program requirements to earn the complete mentor certification. The 2019-20 Leadership Immersion Institute dates and locations are: September 18-19, 2019 • Alexandria, VA; September 23-24, 2019 • San Antonio, TX; November 18-19, 2019 • Towson, MD; January 28-29, 2020 • Knoxville, TN; February 6-7, 2020 • Oklahoma City, OK; May 12-13, 2020 • Augusta, ME; June 3-4, 2020 • Alexandria, VA. Certified Mentors must participate in a Recertification Training every three years to keep a valid certificate. Two Recertification options are available this academic year: October 24, 2019 • Alexandria, VA and March 10, 2020 • Alexandria, VA. The program is promoted throughout the year and trainings scheduled as contracted.
- The **National Aspiring Principals Academy**, a yearlong blended learning opportunity, presented in partnership with AASA, provides aspiring leaders, assistant principals, as well as early career principals a high quality learning experience as they prepare to lead our nation's schools was recently spotlighted in Ed Week as well as Education Dive. Virtual Meetings are planned for September 18, 2019, October 16, 2019, January 15, February 19 and March 25. The second in-person meeting will be held December 10-11. The final Capstone Presentations will be shared April 29-30, 2020.
- **NAESP Pre-K-3 Leadership Academy:** The Pre-K Academies in Alabama and Nebraska continue to progress according to the determined timeline. The second convening of Alabama Cohort III was held August 22; Nebraska's second meeting will convene in September. NAESP continues to speak to districts, states, and organizations about our Pre-K work.
- **NAESP Center for Innovative Leadership:** The September video and podcast episode will be released in September to spotlight innovative principals who are meeting student needs across our nation. The Center for Innovative Leadership Fellows, Andy Jacks and Hamish Brewer will also have a presence in upcoming issues of *Principal* magazine, blogs and social media. As a further service for NAESP Affiliates, Dr. Andy Jacks can be contracted through NAESP to share Keynote, Concurrent or Breakout sessions at state affiliate conferences.
- **National Panel for New Principals (NPNP):** The new school year has begun and the NPNP will release its first invitation to first and second year NAESP members to join the 2019-2020 panel. This select group will complete 4 quarterly questionnaires aligned to early career principal needs. These results will be captured in *New Principal Connection*, and released to the panel and NAESP stakeholders. This program not only provides support for early career principals but helps frame the conversation on early career principal needs.
- **Virtual Learning:** NAESP began its 2019-20 virtual learning series on August 14 with "Empowering Kids to Rise Above Tech Addiction" with Lisa Strohman. Monthly leadership topics will be available through our Webinar Wednesday series in video and podcast formats. Past webinars are archived and available on-demand using a member login at [www.naesp.org/career/webinars](http://www.naesp.org/career/webinars).
  - **Webinar Wednesday:** Each month a different topic applicable for leaders of all levels will be featured.
  - **Early Career Principals Webinar:** NAESP continues to support early career principals with high quality professional learning in the quarterly webinar series. This year's series will begin with, "You're the Principal: Now What?" on September 3.



## Board Update

August 2019

- **Assistant Principals Webinar:** The 2019-2020 AP Webinar series will launch on August 27 with the topic of school safety. Each quarter, content will be provided specific to the unique Assistant Principal's roles and responsibilities.
- **NAESP Twitter Chat:** CIL Fellows, Andy Jacks and Hamish Brewer will host the first Twitter Chat for this academic year on September 24 beginning at 8 pmET as part of "NAESP Week." Join the conversation and connect with leaders using #NAESPchat.
- **The Professional Learning Advisory Council (PLAC)** invitation was extended and 108 responses were received. The first of the quarterly conversations is scheduled for September 5 to enable NAESP to gain feedback and understanding from active members regarding the relevant needs of national principals.
- **Leading Pre-K-3 Learning Communities: Competencies for Effective Principal Practice:** In alignment with the NAESP Strategic Plan, this publication will undergo a research and content refresh 2019-2020. Proposal submissions are currently under review with the project timeline of September – May. An advisory group, representing all NAESP zones, who are leading exemplary early learning programs will be created to help guide this project and provide feedback and direction to the selected partner in this work.
- **2020 Pre-K-8 Principals Conference:** Conference Strands are being created and the Speaker Proposal System will open in September for concurrent and breakout session presenters. All proposals will be reviewed by an external and internal review team. The Exhibitor Portal, available early October, is in the design process. We are currently in various stages of conversation with several keynote speaker options.
- NAESP welcomes, Danielle Mazzuchi, August 26 as **Professional Learning Administrator**.

### Communications Update

- **Publications:** NAESP's editorial calendar is in production and the September mailing (*Principal* magazine, Crayola supplement, Leading Lessons insert) is set to hit members' mailboxes the week of Sept 9.
  - **Principal magazine:** The September issue focuses on Personalized Learning; November issue will commemorate the newly released *Leading Learning Communities*; and the January issue will address Special Education.
  - **Updates:** The Communications Team is planning to refresh the design and content for *Communicator* e-newsletter and *Report to Parents* reproducible bulletin.
  - **Advisory Board:** 14 NAESP members have agreed to serve in the current cohort of Editorial Advisors. We increased the number of advisors to give more NAESP members a chance to volunteer.
  - **APEX Award:** *Principal* magazine has been awarded a 2019 APEX award for Publications Excellence for the Nov/Dec 2018 issue on Safe & Healthy Schools. The articles explored social-emotional learning, trauma, the effects of opioid addiction, and more.
- **Media:** A joint press release issued by NAESP and AASA about the National Aspiring Principals Academy netted two high-profile media placements in Education Dive and Education Week.
- **Member Engagement:** Our multimedia footprint continues to grow—especially with video content. On all platforms, we've grown our engagement, promoted the membership experience and professional learning opportunities, and shared information on key topics.
  - **Back-to-School Toolkit:** This information hub provides timely resources for principals as they open their school buildings. It includes a video from Earl Franks welcoming back principals, a drawing for \$500 gift card from NAESP partner DonorsChoose.org, a new calendar of NAESP events, important dates and celebrations, and helpful information like the Center for Innovative Leadership video podcast series and student leadership content to help principals, students, and teachers make the most of the first few weeks of school.



## Board Update

August 2019

- **#NAESPWeek:** Scheduled for Sept 23-27, this commemorative week will celebrate NAESP members and highlight NAESP benefits. It will include a video from NAESP President David N. Wick, a drawing for \$1,000 gift card from NAESP partner DonorsChoose.org, a social media campaign, a membership campaign, and more.
- **National Principals Month:** Together with NASSP and AFSA, NAESP is once again declaring October as National Principals Month. The theme this year is improving working conditions like access to professional development and strengthening the principal pipeline. Various activities are planned, including a Capitol Hill briefing, webinars, and Twitter chat.
- **Social Media Strategy:** Our Social media plan is still in the works. Our goals continue to be establishing NAESP as a thought leader in several key focus areas, reinforcing the value of membership and benefits, engaging state affiliates, and promoting NAESP events, programs, and initiatives.
  - **Videos:** We plan to start up the next set of videos in the NAESP Center for Innovative Leadership video podcast, with interviews led by CIL Fellows, Andy Jacks and Hamish Brewer. Starting the first week in September, our goal is to post one video a week that features a principal who has been doing innovative things in his or her school.
  - **Instagram:** Since NAESP launched its Instagram account (@thenaesp), we have seen a steady growth in followers, up from 777 when we last reported to 812. We are finding more opportunities to post more often on Instagram and use the Instagram Stories and IG TV features to reach our followers with content like a live advocacy update they might not see on Twitter, Facebook, and LinkedIn.
  - **Twitter and #NAESPchats:** We continue to see major growth in our followers on Twitter. Since we last reported, we've increased our followers to 41,800, up from 41,400. We've scheduled at least one Twitter chat a month for the rest of the school year. Andy Jacks and Hamish Brewer will host three chats for us this year. NAESP will host the rest.
  - **Facebook:** We currently have 11,810 likes on Facebook, up from 11,704 the last time we reported. Efforts are under way to create a strategic marketing plan, working closely with Jackie McGrail, using paid Facebook advertising as a way to increase membership in NAESP and better promote NAESP partner products and services.
  - **LinkedIn:** NAESP's LinkedIn account serves as an opportunity to position NAESP as a thought leader in the industry. We continue to use LinkedIn to interact with members and better market NAESP professional learning opportunities. The NAESP LinkedIn page is up to 8,736 followers, up from 8,707 followers, and our NAESP group discussion page is up to 12,393 from 12,390.
- **Email Engagement:** 7 emails were sent to members July 29 through August 20, including promotions for the National Mentor Training Certification program, webinars, and information on benefits from NAESP partners.
  - **Top performing emails (Open rate):**
    - *Mentor Training 2019-20 Schedule (sent 7/29):* Informing principals about dates for mentor trainings across the country. (Open rate: 26%)
    - *Mentor Trainings – Sept. 2019 (sent 8/14):* Informing principals about mentor trainings in Virginia and Texas in September. (Open rate: 26%)
    - *American Hearing Benefits partner email–* Highlighting discounts available to members from American Hearing Benefits as part of NAESP's agreement with Gallagher. (Open rate: 26%)
  - **Top performing emails (Click rate)**
    - *Professional Learning Advisory Council promo:* 5%
    - *This Month at NAESP:* 4%
    - *Webinar promo – 8/5/19:* 3%



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August 2019

### **Membership & Marketing Update**

- Membership # as of August 26 for Active, Institutional Active & Asst. Principal: 13,282
- Membership contest and promotions
  - With support from DonorsChoose.org we are designing a membership campaign to reward both veteran and new members with funding for their school (through DC.org platform)
  - We are identifying other ways to engage all members (new and veteran) and target non-members to recruit
  - Social media campaigns will carry the majority of our messaging
- Transmittal and renewal activity has noticeably increased
  - We plan to hire a temporary person to assist with timely processing
- Creating a new member touchpoint series for their first two years
  - Email, snail mail and videos are being planned
  - Stay tuned for details – we will have our board participate in these welcome messages
- Sent a letter to over 200 non-members who attended conference to recruit them as new members
- Added two new member benefits: (1) American Hearing Benefits for both hearing aids and exams; and (2) GotZoom, which provides info/processing for the student loan forgiveness program.
  - We continue to evaluate and research additional benefit options;
  - We will increase our communications about these and other benefits
- State Representatives
  - Content from our session at conference sent by email;
  - Team roster was formed and distributed for our group's use; and
  - First [StateRepNews 2019-20](#) created

### **Organizational/Foundation & Partnerships Update**

- If you haven't done so already, please submit your expenses from the 2019 annual conference to Jennifer Shannon.
- The Officers Meeting & New Board Member Orientation will be held September 6-8, 2019 at the NAESP office in Alexandria, VA. Everyone will stay at the Embassy Suites located at 1900 Diagonal Rd. in Alexandria, VA. You should have received your hotel confirmation from Jennifer Shannon. Officers will travel on Thursday, September 5. The new board members will travel on Friday, September 6. The Orientation will be held on Saturday, September 7. Everyone will depart on Sunday, September 8. Attire is business casual for the meeting. The agenda for the meeting will be sent in the near future.
- Please book your travel arrangements for the 2019 October Board Meeting & National Distinguished Principals Program held at the Capital Hilton in Washington, D.C., October 8–12, 2019. All board members will travel on Tuesday, October 8 and depart on Saturday, October 12. The Steering Committee Meeting will be held in the late afternoon on October 8 (*Officers-inform Jennifer Shannon if you need to arrive October 7*). The full board meeting will be held on Wednesday, October 9 followed by a board dinner. NAESP will handle the hotel reservations for your entire stay. If you would like to request an advance, please indicate on the *Travel Authorization* form and send to Jennifer Shannon.
- Congratulations to our board members whose terms of office began August 1, 2019 including: NAESP Vice President Paul Wenger (IA), Zone 3 Director April Knight (OH); Zone 4 Director Ann-Marie Gleason (TN); Zone 6 Director James Edmond, Jr. (WI); and At-Large Middle Director Kevin Armstrong (TN). David Naylor (KY) will serve as the new Zone 5 Director replacing Bill Jones, who recently retired.



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August 2019

- All incoming Directors were assigned mentors by incoming President Wick.
- Candidates interested in the office of Vice President for the 2020-21 year will need to submit the electronic Prospective Candidate Data Form to NAESP by October 1, 2019.
- Zones 1, 2, and 8 will elect new Zone Directors in 2019-2020. Prospective Candidate Data Forms are due to NAESP by November 1, 2019.
- For all open positions, contact Jennifer Shannon to request the electronic Prospective Candidate Data form. A document outlining these positions with roles, responsibilities, and selection procedures can be found [here](#).
- As a reminder to those board members serving in their second year of their three-year term, please choose the overseas regional association conference you will be attending during the 2019-2020 year and make contact with the association's executive director. Also, inform Jennifer Shannon of your choice. Review the schedule of conferences [here](#).
- **Board Expertise/Interest Questionnaire** – Please take a moment to complete the questionnaire that will be sent to the full board later this week. NAESP staff would like to utilize your knowledge and expertise in leading professional learning that can be tapped for webinars, writing articles/blogs, social media, and media relations.
- **State Executive Directors Orientation** - A New State Executive Directors Orientation will be held on Tuesday, September 3, 2019 at 1 pm ET. This will be a virtual meeting open to new and existing state executive directors to hear about current activities, resources and benefits from NAESP staff in each of the core service areas.
- **National Distinguished Principals Program** – We have 61 confirmed principals for the 2019 class of NDPs: 54 U.S. public school principals (49 elementary and 5 middle-level), 5 principals representing private schools, and 2 principals representing the Department of State/Overseas Schools (Ecuador and Panama). Louisiana and the DoDEA chose not to submit a nominee this year. The 2020 NDP Program will be announced late October—applications will be due back to NAESP May 8, 2020.
- **National Outstanding Assistant Principals Award Program** – The 2020 NOAP program will be announced Sept. 1—applications will be emailed to State Executive Directors and are due back to NAESP March 27, 2020.
- **American Student Council Association (ASCA)** – ASCA membership is ramping back up as a new school year begins. NAESP and the U.S. Department of Veterans Affairs' Homeless Programs Office will work jointly once again to have ASCA schools participate in the End Veteran Homelessness Challenge, which runs Sept. 30 – Nov. 15.
- **President's Education Awards Programs (PEAP)** – NAESP and the U.S. Department of Education are currently communicating in preparation for the upcoming 2019-20 PEAP program. Product sales should begin in Feb. 2020.
- **NAESP 100-Year Anniversary** – NAESP continues to work with One of a Kind Inc. to develop the association's 100-year commemorative art "installation". We will make an announcement to NAESP members, leaders, etc. to donate items to be included in the piece.

### Dates to Remember

#### Officers & New Board Orientation

Alexandria, VA

**September 5**—Officers travel day

**September 6**—New Board travel day;  
Officers Mtg. 8:30—3:30 pm (*Officers only*)

**September 7**—New Board Orientation,  
8:30—4:45 pm (*business casual attire*;  
dinner in the evening (TBD))

**September 8**—Everyone departs

#### October Board Meeting & NDP

Capital Hilton, Washington D.C.

**October 8**-Travel Day; Steering Committee  
Meeting 3:00-5:00 pm (Officers only)

**October 9**-Board Meeting;  
Board dinner

**October 10**-NDP's arrive/Orientation;  
Cocktail Reception

**October 11**-NDP activities during the day;  
Awards banquet/dinner/dance

**October 12**-Board & NDP's travel home



## Board Update

August 2019

### Business Partnerships Update

- Partner Website is up and running! <https://www.naesp.org/strategic-partners>:
  - Partner response is very positive
- Communications
  - July Communicator: Thank you to No Kid Hungry
  - August Communicator: Thank you to DonorsChoose.org
  - August webinar: No Kid Hungry on Aug 28, start of a series of communications
- Interdepartmental Collaborations Continues
  - Brainstorming session with Communications to identify and map out initiatives -- both short and long term
    - Includes membership contest and comprehensive year-round touchpoints
- Partnerships
  - Continue to identify, research, contact and follow-up with potential partners
  - Payment received: No Kid Hungry
  - Contract in process -- DonorsChoose.org
  - Discussions continue with YMCA and Corwin
  - Number of organizations have requested that we share their info with no partnership in place or planned; we cannot provide that to everyone.
- Presentations
  - Follett and No Kid Hungry will present at the October board meeting
- Face-to-face Meetings
  - No Kid Hungry, which is part of Share our Strength
    - Met the founder and co-founder
    - Discussions already for 2020-21
- Contact and Status Updates: see chart below

### NAESP Staff Monthly External Participation

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Pre-K-3 Leadership Academy-Omaha, NE</li> <li>• Pre-K-3 Leadership Academy-Montgomery, AL</li> <li>• Bill and Melinda Gates Partnering for Pre-K: A Conversation about Strengthening Early Learning Systems-Chicago, IL</li> <li>• Bill and Melinda Gates Networks for School Improvement: Year One Review-College Park, MD</li> <li>• Clemens Crossing Staff Development Day at the National Museum of African American History and Culture</li> <li>• Driving K-12 Innovation Kick Off Meeting (with CoSN)</li> <li>• National Principals Month Planning Meeting</li> <li>• Arts Education Partnership Focus Group</li> <li>• National Policy Board for Educational Administration</li> </ul> | <ul style="list-style-type: none"> <li>• New Hampshire Association of School Principals Conference-Brendonwood, NH</li> <li>• Association Media &amp; Publishing annual conference</li> <li>• National P-3 Center</li> <li>• National Aspiring Principals Academy Meeting-Alexandria, VA</li> <li>• Membership Committee Conference Call</li> <li>• Learning First Alliance meeting about Public Schools Week</li> <li>• ASAE Annual Meeting-Columbus, OH</li> <li>• National Principals Leadership Institute-New York</li> <li>• Meeting with NASSP to discuss 2020 NLC/Advocacy Conference</li> <li>• U.S. Department of Education to discuss 2019 NDP</li> </ul> |
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# Board Update

August 2019

Organization	Interest	Timing	Comments	Next Steps
6crickets	Yes	Unk	Met in Spokane; call in Aug	Considering ad options
Corwin	Yes	2019	2-7 began proposals; Aug continue talks	Discussions & proposals continue
Follett	Yes	2019	New contract effective 4-1	New contract approved
Forrest T Jones	Yes	2019	Shared overview; awaiting response	Details agreed upon
Horace Mann	Yes	2019	3-26 call to discuss opp	4-17 committed to sponsor Friday's NDP reception
Jefferson Education Exchange	Yes	2019	Met EF at EdTech	Regrouping in Sept
Landscape Structures	Yes	current	1-23 meeting; 2-20 call	New contract signed
Lifetouch	Yes	2018-2021	Three-year contract signed	
Mentoring Minds	Yes	2019	Current partner; may add to current commitments	
Microsoft	Yes	2019	Multiple calls held Jan/Feb; proposal sent	Conference sponsor - contract signed
Middle School Kindness Challenge	Yes	2019	Internal team call done	Reviewed proposal, met in Spokane
Share Our Strength / No Kid Hungry	Yes	current	3-19 Meeting set	Contract will be signed
YMCA America	Yes	2019-20	Calls held with senior leaders	Reviewing proposals
AdvancED	Unk	2019-20	Call w new director Dec'18; sent proposal 2-21; 3-20 called contact	No response to calls/emails
Amazon	Unk		Letter 12-15	No response to calls/emails
American Express	Unk		Letter 2-15	3-26 called; asst indicated sent to another team for review
Arcadian Partners – VIP Kid	Unk	2019	4-9 call and proposal	Follow-up; not in Spokane; follow-up
Ariel Investments	Unk		Email 2-11; letter 2-15	3-26 spoke w asst Linda; f/w to Auyana Orr who handles literacy; emailed packet. To call again.
AXA	Unk		Need to contact	
Baird	Unk		Letter 2-19	3-26 left voice mail; 4-29 called and re-sent package; to call again; Aug call, no info
Black Board	Unk		No response	Follow-up
Boys & Girls Club of America	Unk		Need to contact	
Boystown Training	Unk		Need to contact	
Capital One Financial	Unk		Letter 2-7	called 3-20 at least 4 numbers; only way to reach is email
cenotesolutions.com	Unk		Met EF at EdTech	No response yet





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August 2019

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Chan Zuckerberg Initiative	Unk		New possibility 4-25; Danny Carlson - warm intro	Calls held; to follow-up later in summer
Chartwells	Unk		No response	Follow-up
Choose To Be Nice	Unk	current	Reviewing new program; calls scheduled	Undecided at this time
Circle Specialty	Unk	current	contacted us re partnership	Coordinating call
Clorox	Unk		No response	Follow-up
Credit Acceptance	Unk		Need to contact	
CVS	Unk		Discuss strategy with D Frazier, board member	
Daktronics	Unk		Eric Cardwell & Tim Kusters met	Internal call held; LVM for contact; need to try again
Discover Champions	Unk		No response	Follow-up
Edgenuity	Unk		No response	Follow-up
Edmentum	Unk		No response	Follow-up
Educate	Unk		Need to contact	
Edward Jones	Unk	22-Feb	Contacted friend; they're to identify best discussion path	4-22 no update
EIKI Projectors	Unk		Letter 1-19	
Einhorn Family Charitable Trust	Unk		Need to contact	
EL Education	Unk		Proposal 2-27	Called with no response
Elmer's Glue	Unk		Letter 1-19	
ESL Federal Credit Union	Unk		Need to contact	
EVERFI	Unk		Need to contact	
Family Code Night	Unk	now	501c3, needs funding	May have grant funds
First Tee	Unk		Letter 1-19	Follow-up
Hersheys Chocolates	Unk	2020	New NAESP staffer offered intro	Hope for intro Aug or Sept
Imagine Learning	Unk		No response	Follow-up
Istation	Unk		No response	Follow-up; EF met new contact
K12 Insight	Unk		No response	Follow-up
Kraft Heinz	Unk		Need to contact	
Kroger	Unk		Need to contact	



# Board Update

August 2019

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Lucas Education Research	Unk		Does not accept unsolicited proposals	Periodically check site for grant opps
Mars	Unk		Letter 12-15; Call 1-25; they don't know VP	where did letter go?
McGraw Hill Education	Unk		No response	Follow-up
Merriam-Webster, Inc.	Unk		Need to contact	
Nature Valley	Unk		Part of General Mills, who said no	Contacted for service day donation
Navitas	Unk		Met EF at EdTech	No response yet
Navy Credit Union	Unk		Discuss possible strategy with D Frazier, board member	
Nestle	Unk		Need to contact	
Newsela	Unk	2019	1-15, 1-29 conf calls; 2-4 proposal	No response to calls/emails
Oppenheimer Funds	Unk		Need to contact	
Overcoming Obstacles	Unk		No response	Follow-up
Panorama Education	Unk		Call 1-13; proposal sent	Follow-up
Playworks	Unk	2019	1-18 proposal; 2-20 & 3-26 calls	4-25 contact leaving; intro with president; called 5-21, no response
Prime Lending	Unk		Letter 2-27	Follow-up
Quaker Oats	Unk		Part of Pepsico, who said no	Contacted for service day donation
Quicken Loans	Unk		Need to contact	
Reading Plus	Unk		Need to contact	
Renaissance	Unk		No response	Follow-up
Reynolds Consumer Products	Unk		Need to contact	
School Planner	Unk		No response	Follow-up
Security Benefit	Unk		Letter 2-26	3-20 attempted pc; stuck in phone queues
Snyder's Lance	Unk		Need to contact	
Strada	Unk		4-11 rec from Danny	not yet contacted
Strider	Unk		Referral from Tim Kosters	No response yet
Thank View	Unk	2019	Calls & emails, Dec-Jan-Feb	Interested in us being their partner
The Hain Celestial Group, Inc	Unk		Need to contact	



# Board Update

August 2019

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Transforming Education	Unk		Need to contact	
USTA	Unk	2019-2020	Awaiting new contact info	
VALIC	Unk		No response; former sponsor-partner	GA leader to do warm intro
Vilcap	Unk		Met EF at EdTech	Call scheduled
Voya	Unk		Need to contact	
Walker & Dunlop	Unk		Need to contact	
Walton Foundation	Unk		4-11 rec from Danny	
World's Finest Chocolate	Unk		No response	Follow-up
Zaner-Bloser	Unk		Email 12-20; Calls VM 1-9, 2-20. 3-14 spoke live	He was to check email, review and contact for call; no word yet
806 Technologies	No	2019-2020	Usually work with supts	
Adidas	No		No response to two contacts	
Alliance Credit Union	No		CA & NC only	
AlphaBEST	No	2019	Sent 1-18; called 2-26, re-sent	No response to calls/emails
American Beverage Assn	No		Need to contact	
Barnes & Noble	No		they support local needs not national	
Bayer	No		No response to two contacts	
BookForm	No		Met EF at EdTech	Target audience secondary
Building Educated Leaders for Life	No		Focus on school district	
Bullseye.Education	No	2019	1-11 Call; 3-1 contact	No response to calls/emails
Campos	No	2019-20	Initial program aimed to supts	Contact for future opps
Charles Schwab	No		Letter 2-19	Declined 3-19
Chobani	No		Support local needs not national; potential donor for service day	donations must be picked up in NY or ID location
Coca-Cola	No		No response to contacts	Consider local sponsor for service day
Commerce Bank	No		Emailed an acquaintance with proposal	No response to calls/emails
Curriculum Advantage (Classworks)	No		No response call requests but responded to other info	
Dalio Foundation	No		Connecticut only	



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August 2019

Organization	Interest	Timing	Comments	Next Steps
Discovery Education	No	2019	Call 2-25; consider non-partner options	
Dixon Ticonderoga	No		Letter 12-14; Call 1-28	
Edutopia - George Lucas Educational Foundation	No		Does not offer grants	
Elmer's Kids In Need Foundation	No		Geared to teacher requests	
ENA	No		Focus on supt	
Eye on Education/Routledge	No	2019	No response; re-sent 2-27	No response to calls/emails
First American Financial	No		Regional bank	
First Horizon National	No		Serves 5 states only	
Franklin Covey	No	2019	Shared overview; awaiting response	Exhibiting at conference
Freshgrade	No	2019	Goal to email members	
Frito-Lay	No		Part of Pepsico, who said no	
Gatorade Institute	No		Focus on high school / adults	
General Mills	No		Suggest we use Box Tops for Education program	
Grapeseed English for Students	No		No response	
Hallmark	No		Don't accept unsolicited grant requests; check periodically	
Heinemann	No		Multiple contacts, no response	
Houghton Mifflin Harcourt	No		Multiple contacts, no response	
Inquisitive	No	2019	EF met them June 2019	No response
Kelloggs	No		We already work w Kellogg Foundation	
M&Ms	No		Part of Mars	
Mark Cuban	No		Email 1-15	No response
Milken Institute	No		Medical focus	
Mountain America Credit Union	No		Regional; serves 5 states	
Nestle	No		Part of Pepsico	
Network Capital	No			
New American Funding	No		Serves FL only	



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NWEA	No	Unk	2018 contact said "no"; 2-21 contact CEO for call/mtg ; 3-21, 4-22 calls	Aug 2019 follow-up: no fundin in 2020 budget
Pepsico	No		10-22 letter; they declined	
Pfizer	No		2-12 request; grant denied	
Pinnacle Financial Partners	No		Serves TN only	
Poptarts	No		Part of Kellogg	
Purell	No		Owned by Pfizer; they declined request	
Raikes Foundation	No		Don't accept unsolicited grant requests	
Reading Recovery	No	2020	No monies in '19 budget	
Scholastic Book Fairs	No		Will attend/sponsor some events	
Scholastic Education	No		1-16 call	
SD Bechtel Jr Foundation	No		California only	
Shane's Inspiration	No	2019	Call 2-1; Proposal 2-7	No response
Sodexo	No		Emails 1-24, 1-25 (2 contacts, 1 from NKH)	3-1 contact; declined, they're aligned w NSBA.
Solution Tree	No		Lack of response interpreted as "no"	they have increased their ads in Princ mag
Spalding Sporting Goods	No		Focus on HS, college & pro sports	
Speakagent	No		Met EF at EdTech	May attend conference
Springboard	No	2019	Calls held; contact resigned*	*As company doesn't want to market
Sway Medical	No		3-19 call	he's targeting organized sports in high school
Synchrony Financial	No		Geared to retail industry	
Tauck Family Foundation	No		Connecticut only; not currently accepting applications	
TD Bank	No		Serves East Coast only	
TeachStarter	No	unk	Call 4-10; met EF at EdTech	No response back
TORSH	No	unk	Call 4-15; follow-up needed	No response
US Bank	No		2018 fined by DOJ for illegal activites	Choosing not to pursue at this time
VIRCO	No	2020-2021	Wants to see new program	Follow-up



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VW Foundation	No		Not eligible	
Walmart	No		Don't accept unsolicited grant requests	2-27 Consider for Service Day
WestRock Paper	No		Letters 12-13, 1-25; Email 2-1	Declined 3-20
WeVideo	No	unk	Discussions begin	No recent response
World Unity	No		Proposal 2-21; declined	
Gates Foundation	*		Don't accept unsolicited grant requests; check periodically	2-27 No new opps