



Advocacy Update

- **FY 2020 Education Funding**

The FY 2019 funding bill, which funds the U.S. Department of Education, expired on September 30, 2019. Congressional leaders have so far been unable to come to an agreement on funding levels for the FY 2020 bill, thus current funding is being provided by a short-term funding bill, known as a continuing resolution. In mid-June, the U.S. House passed an FY 2020 funding bill that would significantly increase funding for key federal education programs, including a \$500 million increase for Title II, Part A, as well as increases for other vital programs such as Title IV, Part A. NAESP has called on the U.S. Senate to adopt the funding levels included in the House-passed bill. However, so far, Senate Republicans have supported a funding bill that would provide just a 1% increase over the current FY 2019 level. Senate and House leadership are in discussions about a potential path forward on overall funding levels, however, so far the two sides have been unable to come to an agreement.

- **HEA Reauthorization**

The Higher Education Act (HEA) - last authorized in 2008 - remains a top legislative priority for NAESP this Congress. In late October, the House Education Committee considered and passed an HEA reauthorization bill – the College Affordability Act – which includes several provisions that would boost funding to schools of education to improve principal preparation. Separately, NAESP and other K-12 groups have endorsed the PREP Act, introduced by Senators Kaine (D-VA) and Collins (R-ME), which would amend HEA to include measures to boost clinical-oriented preparation and residency models that are critical to preparing principals to be better meet the day-to-day challenges of leading schools. NAESP is working with other national education organizations to ensure a final HEA bill includes measures that strengthen principal preparation, diversify the educator workforce, and address educator shortages.

- **New ESSA Per Pupil Expenditure Reporting Requirement**

A new public-reporting requirement included in the Every Student Succeeds Act (ESSA) that directly impacts principals is now taking effect across the country. The new requirement means states will have to calculate spending of local, state, and federal dollars by school and to make public a “per pupil expenditure” (PPE). Previously, states have been required to report at the district level but not down to the school level. This is significant because communities can compare spending from school to school, as opposed to getting an aggregate number for the district, with student outcomes. This change will mean that principals will be on the front lines of this discussion with community members, district leaders, and the media. NAESP has partnered with the Collaborative for Student Success to develop resources to help prepare principals for these critical conversations around resource allocation in their community. These [resources](#) will help principals drive an equity agenda for their school and help ensure more thoughtful decisions about what dollars are spent and how those dollars best serve students.

Professional Learning Update

- **[Leading Learning Communities: Pillars, Practices, and Priorities](#)**: The NAESP publication, *Leading Learning Communities: Pillars, Practices and Priorities of Effective Principals* is now available for purchase on Amazon and the NAESP website. 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](#)**: Dr. Gracie Branch conducted the first Mentoring Recertification Training on October 24, 2019 in Alexandria, VA. Sixteen administrators participated in the full-day workshop. The second Recertification Training is scheduled for March 10, 2020 in Alexandria, VA.



The upcoming Leadership Immersion Institute dates and locations are: Towson, MD; December 4-5, 2019 • Summerdale, PA; January 28-29, 2020 • Knoxville, TN; February 6-7, 2020 • Oklahoma City, OK; May 5-6, 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. The Mentor Program is also available as a Closed Training to districts and states; currently a closed training has been scheduled for the Charlotte Mecklenburg School District on January 2-3, 2020 for the two-day Immersion Institute. A one-day Recertification Training will be scheduled at a later time. In addition, we are close to finalizing negotiations with Dale Castro, Complex Academic Officer at the Hawaii Department of Education School District, to provide a Mentoring Immersion Institute in 2020.

- The [National Aspiring Principals Academy](#), continues to progress as a yearlong blended learning opportunity. This collaborative partnership with AASA and NAESP, 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. The second in-person meeting will be held December 10-11, 2019 followed by a virtual meeting on January 15, 2020. Two follow-up virtual meetings are scheduled for February 19 and March 25. The final Capstone Presentations will be shared April 29-30, 2020. The final Capstone Presentations will be shared April 29-30, 2020.
- **NAESP Pre-K-3 Leadership Academy:** The Pre-K-3 Leadership Academies in Alabama and Nebraska continue to progress with exceptional evaluations from program participants. Negotiations are in progress with Kentucky State Department of Education to begin an Academy in 2020. The Nebraska State Department of Education has expressed interest in implementing two additional 12 month cohorts. Dr. Branch presented on the NAESP Pre-K-3 Leadership Academy Model at the National Association for the Education of Young Children (NAEYC) in Nashville on November 21.
- **NAESP Center for Innovative Leadership:** The monthly video and podcast episodes continue to spotlight innovative principals and effective practices. The Center for Innovative Leadership Fellows, Dr. Andy Jacks and Hamish Brewer, will also be sharing timely messages in *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. This month Dr. Jacks returned from his first speaking engagement at the Kansas Principals' Conference on November 14. Interested states should contact Katie Earley: kearley@naesp.org.
- **National Panel for New Principals (NPNP):** With the help of the Professional Learning Advisory Committee (PLAC) the second NPNP survey was finalized and emailed to participants on Friday, November 15. The survey took the five top challenges indicated by new principals and proved for deeper understanding of these issues.
- **Virtual Learning:** Monthly leadership topics are available through our Webinar Wednesday series in video and podcast formats. CASEL participated in a November webinar on the topic of Social Emotional Learning (SEL) and Women in Leadership will be the topic for the upcoming December 4 webinar. Past webinars are archived and available on-demand using a member login at www.naesp.org/career/webinars.
 - **Early Career Principals Webinar:** NAESP continues to support early career principals with high quality professional learning in the quarterly webinar series. The next webinar held on December 3: "The Instructional Change Agent: Be the Leader Your School Needs". The following webinars will culminate the series: March 3, 2020-"Time Management for New Administrators"; June 2, 2020-"What Keeps Me Up at Night, What Keeps Me Going."
 - **Assistant Principals Webinar:** Future topics include: January 14, 2020 - "Better Than Carrots or Sticks: Restorative Practices for Positive Classroom Management"; April 7, 2020-"Special Education Do's and Don'ts"; June 11, 2020-"Connections, Connections, Connections! Learning With and From Exemplary Assistant Principals."
- **The Professional Learning Advisory Council (PLAC)** The second Zoom chat with the PLAC occurred on November 7, 2019. The PLAC's feedback was solicited in crafting the second New Principals Connections' Survey. The next call will occur on February 6, 2020 followed by a final call scheduled for May 7, 2020.



- **Leading Pre-K-3 Learning Communities: Competencies for Effective Principal Practice:** We are continuing in the process to update the research and application of this publication with the project timeline of September 2019 – May 2020. An advisory group/review panel, representing all NAESP zones who are leading exemplary early learning programs, has been created to help guide this work and provide feedback and reflection to our partnering organization.
- **2020 Pre-K-8 Principals Conference:** Proposals for concurrent and breakout sessions for the 2020 Pre-K-8 Principals Conference have been scored by the external review team and the NAESP Professional Learning team is in the process of completing the conference schedule and selecting the conference sessions. The Early Registration deadline ended on Friday, November 22. Baruti Kafele will be the opening keynote speaker at the conference and pre-conference sessions are in the process of being finalized.

Communications Update

- **Website redesign:** NAESP has contracted with Social Driver to redesign its website: naesp.org. The goal is to develop a more user-friendly website that features a best practices hub. The new site is scheduled to launch March 2020.
- **Publications:** NAESP's editorial calendar is in production with regular dissemination of Principal magazine, Leading Lessons, Communicator, Report to Parents, and Principal Insights.
 - **Principal magazine:** The November issue—which is inspired by the newly released *Leading Learning Communities*—is in the field. It includes articles on each of the pillars. The January /February issue will address Special Education.
 - **Leading Lessons:** The next Leading Lessons guide—developed in partnership with The Wallace Foundation—will focus on assistant principals. It will also be the basis of a January 2020 membership campaign.
 - **Advisory Board:** The editorial advisers have had two meetings (of five for the year). The video/conference meetings provide feedback on NAESP resources.
- **Media:** NAESP received interview requests on the following topics: alternatives to Halloween celebrations and “reclassing” eighth graders. NAESP was featured in an article about the NAESP/Crayola Champion Creatively Alive Children Grant program and the 10-Year Study was referenced in an article about low-cost professional development for principals.
- **Member Engagement:**
 - **Principal Surveys:** This fall NAESP is partnering with two industry leaders to survey its membership. 1. NAESP is a participating association in ASAE centennial survey. 2. NAESP is partnering with the Learning Policy Institute to learn more about principal recruitment and retention.
 - **Assistant Principals:** NAESP is enhancing its offerings for assistant principals and is preparing for a major membership campaign targeting assistant principals. The campaign will launch in January 2020, with print mail, social, and digital components.
 - **Crayola Grant:** NAESP and Crayola recently announced the 20 winners of the 2019-2020 grant worth \$3,500 to help schools implement innovative arts-education projects.
 - **DonorsChoose:** NAESP continues to promote the DonorsChoose.org opportunity. So far NAESP member schools have been awarded \$5,000 in DonorsChoose.org gift cards to fund school projects.
 - **National Principals Month:** Together with NASSP and AFSA, NAESP once again declared October as National Principals Month. The theme this year was improving working conditions like access to professional development and strengthening the principal pipeline. Various activities occurred, including a Capitol Hill briefing, webinars, and Twitter chat.
- **Email Engagement:** 30 emails were sent to members September 16 through November 15, including promotions for the national conference in Louisville and mentor trainings, as well as publications such as *Report to Parents* and *Communicator*.



Board Update

November 2019

- **Top performing emails (Open rate):**
 - *Thank you for joining us for NAESP Week 2019 (sent 9/28)*: A concluding message to members wrapping up NAESP's first official "NAESP Week" (Open rate: 29%)
 - *Mentor Training Promo (Sent 9/16)*: Highlighting upcoming mentor trainings across the country. (Open rate: 29%)
 - *Why you should be in Louisville next summer* – Letter from Associate Executive Director of Professional Learning Gracie Branch telling members why attending NAESP's conference makes a difference for principals. (Open rate: 27%)
- **Top performing emails (Click rate)**
 - *Report to Parents – September 2019 ("Boost School Attendance")*: 22%
 - *Report to Parents – October 2019 ("So Many Activities, So Little Time")*: 15%
 - *Communicator – October 2019*: 13%
- **Social Media Strategy:** Our goals with our social media strategy are to establish NAESP as a thought leader in several key focus areas, reinforce the value of membership and benefits, engage state affiliates, and promote NAESP events, programs, and initiatives.
 - Social media membership campaign: The communication team, working closely with Jackie McGrail, is launching a campaign using paid Facebook advertising as a way to increase membership in NAESP and better promote NAESP partner products and services. This membership ad campaign will also serve as a way for NAESP to reward new members by giving away gift cards from NAESP partner DonorsChoose.org.
 - Instagram: NAESP's Instagram (@thenaesp) continues to gain followers, up from 833 when we last reported to 890. We hope to reach 1,000 followers before the end of 2019.
 - Twitter and #NAESPchats: Followers on Twitter are up from 42,000 to 42,800. This very large bump up in followers is likely from efforts around National Principals Month and the NAESP National Distinguished Principals program in October. Our next #NAESPchat is in December and will focus on student mental health.
 - Facebook: We currently have 12,005 likes on Facebook, up from 11,868 the last time we reported. Our total page followers has increased from 13,000 to 13,355.
 - 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 almost 9,000 followers, and our NAESP group discussion page has almost 13,000 followers.

Videos: The NAESP Center for Innovative Leadership (CIL) video podcast series, led by CIL fellows Dr. Andy Jacks and Hamish Brewer, continues to be a valuable resource for our membership. Information about the CIL and the video podcasts and accompanying blog posts are available at naesp.org/CIL. We've also completed a video with Earl that will be featured during Public Schools Week in 2020. To wrap up the year, we'll do an NAESP recap video to send out to members to share our successes and also with them a happy holiday season and healthy new year.

Membership & Marketing Update

- Membership #'s as of 11/18/2019 for Active, Institutional Active and Assistant Principals: 14,414
- Assistant Principals are the fastest growing category
 - Targeted efforts beginning in January from all service areas
 - Special focus for the Leading Lessons in January-February *Principal* issue
 - Social media membership campaigns running



Board Update

November 2019

- Collaborating with Lifetouch to identify schools near Louisville, KY, that are not NAESP led schools or Lifetouch clients
 - As a new Lifetouch school, Lifetouch will gift them with a one-year membership to NAESP
 - Considering schools within a 4-6 hour drive to Louisville as potential conference attendees
 - Working out logistics
- Continuing to focus on creating a membership experience from day one with multiple touchpoints outside of our normal activities
- The transmittal activity peaked. We'll experience a slow down for a few months.
 - We expect the EBSCO order (colleges-universities) to be received before year end
- Membership contest and promotions
 - Expanding the membership "flash" so not exclusive to California
 - The first "x" people who become new, paid in full members will receive some DonorsChoose monies for their school
 - DonorsChoose monthly winners continue through June
 - Need to increase the number of projects with "NAESP-led school" in their description
- New State Reps
 - Hawaii: Douglas Gray, Anchorage PAIDEIA Cooperative School, gray_douglas@asdk12.org, 907-229-8346
 - Wisconsin: Trisha Detert, Washington Elementary, trisha.detert@mapsedu.org, 715-536-2373
- State Rep News November issue will be sent by months' end
- Member Benefits
 - No updates from Life Line Screening and Lenovo about the start dates for these benefits
 - Requests for discounts on gym memberships, Apple products, and Amazon prime memberships could not be provided by current partner
 - Continue seeking ideas for valued benefit options
 - Need to increase promotion of TIE benefits to our members and state affiliates
- Career Center
 - Page will be updated to resemble some of the more popular website options
 - Offering a member discount when posting positions is under consideration
 - Details yet to be confirmed
- Webpage Facelift
 - The membership page is undergoing a facelift
 - Putting our best foot forward as we begin new membership recruitment campaigns
- Membership Cancellation Policy
 - New policy needed and will be in effect by or before year's end
 - Policy will be added to our new webpage
 - State executive directors and processors will be notified in advance

Governance/Organizational/Foundation & Partnerships Update

- Please go ahead and book your travel arrangements for the March Board Meeting & NLC at the Hyatt Regency Crystal City Hotel in Arlington, VA March 20-26, 2020. Submit your *Travel Authorization* form to Jennifer Shannon. Board Members will travel on Friday, March 20 and depart on Thursday, March 26. Officers should arrive in time for the Steering Committee Meeting, held from 3-5 pm on Friday, March 20 (please inform Jennifer Shannon if you need to arrive 1 day earlier).



- Congratulations to Sharon McNary, principal of Richland Elementary School in Memphis, Tennessee and Dave Steckler, principal of Red Trail Elementary School in Mandan, North Dakota as candidates running for the office of Vice President in the 2020 election.
- Candidates for Vice President will communicate to eligible voters via email through NAESP on or about December 15. The email will be limited to a 300 word maximum (per Policy 300.1).
- The 2020 Vice Presidential election will run March 24—April 3.
NAESP contracted with Survey & Ballot Systems again this year to administer the electronic voting system for the 2020 election. Eligible voters will receive a customized link that will allow them to cast their ballot without having to enter their login information.
- All Prospective Candidate Data information received by candidates seeking election in Zones 1, 2, and 8 has been distributed to the appropriate Zone Directors.
- New Zone 8 Director Named: Victorious Eugenio, principal of Daggett Montessori School in Fort Worth, Texas, will begin his term August 1, 2020.
- The Resolutions Committee held their first virtual meeting on November 14, 2019. Chair, Kimbrelle Barbosa Lewis reviewed the timeline, composition of the subcommittees, and overall work flow for the year ahead. Each of the subcommittees will meet over the next couple of months to review their assigned resolutions. The subcommittees will report out their proposed changes at the next Resolutions Committee meeting held on January 9, 2020. The proposed resolutions document will be available for member feedback January 10—February 10.
- All Board members should register themselves and their spouse for the 2020 conference with the complimentary code: **BOD2020**.
- **National Blue Ribbon Schools** - NAESP was invited to the National Blue Ribbon Schools Event held on November 14 & 15 in Washington, DC. Of the 362 winners, 65 were members of NAESP. Members were sent a note of congratulations and were invited to stop by the table to receive an NAESP water bottle. NAESP provided promotional materials on the organization and its programs to the attendees, while Dr. Franks had the distinct honor of welcoming the BRS winners during the opening ceremony and was one of four individuals (including U.S. Secretary of Education Betsy DeVos) to award the Terrell H. Bell award to its 10 recipients. [View Photos](#).
- **National Distinguished Principals Program** – Applications for the 2020 NDP year have been provided to State Executive Directors; winners are due to NAESP May 8, 2020. The dates for the 2020 NDP event are October 22-23. We have worked with the Department of State to reserve the space for a Thursday evening reception, and are looking at a potential opportunity to partner with the Department of Education for a session on Friday.
- **National Outstanding Assistant Principal (NOAP) Program** – Applications for the 2019-20 NOAP program have been emailed to State Executive Directors. The deadline for submission to NAESP is March 27, 2020. In order to announce all NOAP winners during National AP Week (April 6-10, 2020), NAESP will not be accepting application submissions after the deadline.
- **American Student Council Association (ASCA)** – The End Veteran Homelessness Challenge, a fundraising/donation drive coordinated by NAESP and the U.S. Department of Veteran Affairs for ASCA members, concluded on Friday, Nov. 15. Once the value of all donations are tabulated, the winning school/student council will be announced and featured in the January issue of the ASCA Newsletter.
- **President's Education Awards Programs (PEAP)** - NAESP met with members of the Department of Education back in September to discuss the upcoming 2019-20 PEAP year, opportunities for growth, and strategies related to marketing, order fulfillment, and ROI for the program. ABDI (order fulfillment for the PEAP program) leadership and NAESP also met to discuss expectations for the upcoming ordering year.



Business Partnerships Update

- Lifetouch: NDP photos are available; videos will be available soon.
 - While they offer us free downloads of photos, their logo cannot be removed or hidden on the images
- No Kid Hungry: Brie Doyle is leaving before month's end; she's truly enjoyed her time meeting all NAESP folks and hopes to see us in the future. A new contact has not yet been named.
- Ongoing support and promotion of our partners through communications, including:
 - Principal magazine
 - November-December issue has an article about DonorsChoose
 - March-April 2020 will feature No Kid Hungry
 - Communicator
 - Follett, YMCA and Lifetouch have or will be advertising in the monthly Communicator
 - Social Media
 - Tweets, posts, shares
 - Email
 - Forrest T Jones in November – TIE benefits
 - Lifetouch in November
 - Webinar
 - No Kid Hungry in late November/early December
- Potential Partners
 - Comcast Internet Essentials Expansion – proposal sent
 - Special Olympics – conference call pending
 - Sanford Harmony interested in supporting NDP – proposals sent
- Other Updates
 - Discovery Education: Gracie Branch and I attended the premier event STEM Careers Coalition Launch Event in November
 - Great keynote and panel discussions; importance of planning ahead and preparing students – from Pre-K on up!
 - Corwin: After almost a year of on-off talks, we ended the discussion as not enough similar interests or plans
 - Scholastic Book Fairs: Spoke with new contact about conference and other events
 - Scholastic / Other: interested in sponsor-partner options; no call yet (not BF)
 - Tobacco Free: Hasn't had a chance to review the proposals
- Face-to-Face Talks

<ul style="list-style-type: none"> ○ ASSET STEM Education ○ Bynes Health Education Center ○ Education Galaxy ○ Get More Math ○ GrapeSEED ○ Horace Mann ○ Landscape Structures ○ Lifetouch 	<ul style="list-style-type: none"> ○ Meteor ○ No Kid Hungry ○ Renaissance Learning ○ School Datebooks ○ School Furniture ○ SDI Innovations ○ YMCA of the USA
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- Contact and Status Update on all Potential Partners
 - Chart below will be updated for January 2020

Dates to Remember

March Board Meeting & NDP

Hyatt Regency Crystal City Hotel
Arlington, VA

March 20-Travel Day; Steering Committee Meeting 3:00-5:00 pm (Officers only)

March 21-Board Meeting; Board dinner

March 22-General Assembly; VP Speeches

March 23-NLC

March 24-NLC

March 25-NLC; Capitol Hill visits

March 26-Depart



NAESP Staff Monthly External Participation

- Education Commission of the States Early Learning Partner Meeting
- Arts Education Partnership Advisory Council
- Summit Awards Dinner
- Hosted China Principal Delegation
- Active Schools Partner Webinar
- ASAE APAC Receptions Power of A Alliance Forum
- National Principal Leadership Institute Meeting
- AASPA Conference, New Orleans, LA
- AASA Superintendent of the Year Gala
- Lifetouch Partner Dinner
- Power to the Profession Task Force
- 2020 NLC Planning Meetings w/NAESP
- U.S. China State and Provincial Education Leaders Dialogue
- Pennsylvania Conference, State College, PA
- Illinois Conference, Peoria, IL
- Special Olympics Unified Champion Schools
- Membership Committee Meeting
- NAEYC Conference, Nashville
- NEA Reception
- CEO Update Event
- Alaska Conference, Anchorage, AL
- Wyoming Literacy Conference, Casper, WY
- NE Regional Conference
- CCSSO Policy Forum
- School Leadership Department of Education Event
- Department of Education Blue Ribbon Schools Event & Luncheon
- National Aspiring Principals Academy Virtual Meeting
- Public Education Big Table Monthly Meeting
- Committee for Education Funding Weekly Meetings
- ASAE CEO Symposium, Baltimore, MD
- Resolutions Committee Meeting
- AAESA Conference, Orange Beach, AL
- Discovery Education STEM Launch Event

Organization	Interest	Timing	Comments	Next Steps
6crickets	Yes	Unk	Met in Spokane; call in Aug	Considering ad options
806 Technologies	No	2019-2020	Usually work with supts	
Adidas	No		No response to two contacts	
AdvancED	Unk	2019-20	Call w new director Dec'18; sent proposal 2-21; 3-20 called contact	No response to calls/emails
Alliance Credit Union	No		CA & NC only	
AlphaBEST	No	2019	Sent 1-18; called 2-26, re-sent	No response to calls/emails
Amazon	Unk		Letter 12-15	No response to calls/emails
American Beverage Assn	No		Need to contact	
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.



Board Update

November 2019

Organization	Interest	Timing	Comments	Next Steps
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
Barnes & Noble	No		they support local needs not national	
Bayer	No		No response to two contacts	
Black Board	Unk		No response	Follow-up
BookForm	No		Met EF at EdTech	Target audience secondary
Boys & Girls Club of America	Unk		Need to contact	
Boystown Training	Unk		Need to contact	
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
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
Chan Zuckerberg Initiative	Unk		New possibility 4-25; Danny Carlson - warm intro	Calls held; to follow-up later in summer
Charles Schwab	No		Letter 2-19	Declined 3-19
Chartwells	Unk		No response	Follow-up
Chobani	No		Support local needs not national; potential donor for service day	donations must be picked up in NY or ID location
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
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
Corwin	Yes	2019	2-7 began proposals; Aug continue talks	Discussions & proposals continue
Credit Acceptance	Unk		Need to contact	



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November 2019

Organization	Interest	Timing	Comments	Next Steps
Curriculum Advantage (Classworks)	No		No response call requests but responded to other info	
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
Dalio Foundation	No		Connecticut only	
Discover Champions	Unk		No response	Follow-up
Discovery Education	No	2019	Call 2-25; consider non-partner options	
Dixon Ticonderoga	No		Letter 12-14; Call 1-28	
Edgenuity	Unk		No response	Follow-up
Edmentum	Unk		No response	Follow-up
Educate	Unk		Need to contact	
Edutopia - George Lucas Educational Foundation	No		Does not offer grants	
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	
Elmer's Kids In Need Foundation	No		Geared to teacher requests	
ENA	No		Focus on supt	
ESL Federal Credit Union	Unk		Need to contact	
EVERFI	Unk		Need to contact	
Eye on Education/Routledge	No	2019	No response; re-sent 2-27	No response to calls/emails
Family Code Night	Unk	now	501c3, needs funding	May have grant funds
First American Financial	No		Regional bank	
First Horizon National	No		Serves 5 states only	
First Tee	Unk		Letter 1-19	Follow-up
Follett	Yes	2019	New contract effective 4-1	New contract approved



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Organization	Interest	Timing	Comments	Next Steps
Forrest T Jones	Yes	2019	Shared overview; awaiting response	Details agreed upon
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	
Gates Foundation	*		Don't accept unsolicited grant requests; check periodically	2-27 No new opps
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	
Hersheys Chocolates	Unk	2020	New NAESP staffer offered intro	Hope for intro Aug or Sept
Horace Mann	Yes	2019	3-26 call to discuss opp	4-17 committed to sponsor Friday's NDP reception
Houghton Mifflin Harcourt	No		Multiple contacts, no response	
Imagine Learning	Unk		No response	Follow-up
Inquisitive	No	2019	EF met them June 2019	No response
Istation	Unk		No response	Follow-up; EF met new contact
Jefferson Education Exchange	Yes	2019	Met EF at EdTech	Regrouping in Sept
K12 Insight	Unk		No response	Follow-up
Kelloggs	No		We already work w Kellogg Foundation	
Kraft Heinz	Unk		Need to contact	
Kroger	Unk		Need to contact	
Landscape Structures	Yes	current	1-23 meeting; 2-20 call	New contract signed
Lifetouch	Yes	2018-2021	Three-year contract signed	
Lucas Education Research	Unk		Does not accept unsolicited proposals	Periodically check site for grant opps
M&Ms	No		Part of Mars	
Mark Cuban	No		Email 1-15	No response
Mars	Unk		Letter 12-15; Call 1-25; they don't know VP	where did letter go?



Board Update

November 2019

Organization	Interest	Timing	Comments	Next Steps
McGraw Hill Education	Unk		No response	Follow-up
Mentoring Minds	Yes	2019	Current partner; may add to current commitments	
Merriam-Webster, Inc.	Unk		Need to contact	
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
Milken Institute	No		Medical focus	
Mountain America Credit Union	No		Regional; serves 5 states	
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	
Nestle	No		Part of Pepsico	
Network Capital	No			
New American Funding	No		Serves FL only	
Newsela	Unk	2019	1-15, 1-29 conf calls; 2-4 proposal	No response to calls/emails
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
Oppenheimer Funds	Unk		Need to contact	
Overcoming Obstacles	Unk		No response	Follow-up
Panorama Education	Unk		Call 1-13; proposal sent	Follow-up
Pepsico	No		10-22 letter; they declined	
Pfizer	No		2-12 request; grant denied	
Pinnacle Financial Partners	No		Serves TN only	
Playworks	Unk	2019	1-18 proposal; 2-20 & 3-26 calls	4-25 contact leaving; intro with president; called 5-21, no response
Poptarts	No		Part of Kellogg	
Prime Lending	Unk		Letter 2-27	Follow-up



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Organization	Interest	Timing	Comments	Next Steps
Purell	No		Owned by Pfizer; they declined request	
Quaker Oats	Unk		Part of Pepsico, who said no	Contacted for service day donation
Quicken Loans	Unk		Need to contact	
Raikes Foundation	No		Don't accept unsolicited grant requests	
Reading Plus	Unk		Need to contact	
Reading Recovery	No	2020	No monies in '19 budget	
Renaissance	Unk		No response	Follow-up
Reynolds Consumer Products	Unk		Need to contact	
Scholastic Book Fairs	No		Will attend/sponsor some events	
Scholastic Education	No		1-16 call	
School Planner	Unk		No response	Follow-up
SD Bechtel Jr Foundation	No		California only	
Security Benefit	Unk		Letter 2-26	3-20 attempted pc; stuck in phone queues
Shane's Inspiration	No	2019	Call 2-1; Proposal 2-7	No response
Share Our Strength / No Kid Hungry	Yes	current	3-19 Meeting set	Contract will be signed
Snyder's Lance	Unk		Need to contact	
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
Strada	Unk		4-11 rec from Danny	not yet contacted
Strider	Unk		Referral from Tim Kosters	No response yet
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	



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Organization	Interest	Timing	Comments	Next Steps
TeachStarter	No	unk	Call 4-10; met EF at EdTech	No response back
Thank View	Unk	2019	Calls & emails, Dec-Jan-Feb	Interested in us being their partner
The Hain Celestial Group, Inc	Unk		Need to contact	
TORSH	No	unk	Call 4-15; follow-up needed	No response
Transforming Education	Unk		Need to contact	
US Bank	No		2018 fined by DOJ for illegal activities	Choosing not to pursue at this time
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
VIRCO	No	2020-2021	Wants to see new program	Follow-up
Voya	Unk		Need to contact	
VW Foundation	No		Not eligible	
Walker & Dunlop	Unk		Need to contact	
Walmart	No		Don't accept unsolicited grant requests	2-27 Consider for Service Day
Walton Foundation	Unk		4-11 rec from Danny	
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	
World's Finest Chocolate	Unk		No response	Follow-up
YMCA America	Yes	2019-20	Calls held with senior leaders	Reviewing proposals
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