



Advocacy Update

- **Push for Education Stabilization Funds Continues**

With school closures affecting more than 55 million students and uncertainty surrounding re-opening, America's K-12 schools are in a tenuous position. The coming months will bring more uncertainty and pose new challenges: When is it safe to re-open schools? How will schools and classrooms be transformed in a post-coronavirus world? Will schools be required to do on-site testing for students and staff when schools resume? Though there are more questions than answers, one thing is clear: schools and districts will need strong federal support to face these looming challenges. In addition to the array of coronavirus-related costs schools will face, they will also likely see steep declines in state and local aid as a slowing economy strains budgets. Over the past few months, NAESP has urged Congress to provide \$175 billion in education stabilization funds, which would help schools backfill expected state budget cuts to education funding. So far, NAESP members have made more than 4,100 connections with their members of Congress, urging them to support education stabilization funds.

- **4th Coronavirus Package Passes House, Uncertain Prospects in Senate**

On May 15, 2020, the U.S. House passed its fourth COVID-19 stimulus and relief package—the Health and Economic Recovery Omnibus Emergency Solutions Act (HEROES Act). Senate Majority Leader Mitch McConnell has indicated his disapproval with the package, saying the Senate will craft its own legislation at a later date. Extended negotiations are likely, with passage of a final deal likely in June or July.

Overview of K-12 provisions in the HEROES Act:

- \$90 billion in education stabilization funds (distributed to governors)
 - \$58 billion dedicated to pre-K-12 schools; \$27 billion dedicated to higher education; \$4 billion for flexible investments in K-12 and higher education; \$450 million each for Bureau of Indian Education and outlying areas.
 - Distribution to states is based on the following: 61% on the state's relative share of the population aged 5–24 and 39% on the state's relative number of eligible children under Title I of the Every Student Succeeds Act (ESSA).
 - Of the funds each governor receives, 65% must be distributed to K–12 school districts based on their relative share of Title I funding.
 - Districts and schools can use stabilization funding for any allowable use under ESSA and IDEA; purchasing educational technology; providing professional development related to virtual learning; offering summer learning programs, either online or in-person; implementing activities to maintain the operation and continuity of services; and employing existing staff (to receive funds, districts must, to the greatest extent practicable, continue to pay employees and contractors).
- \$1.5 billion for improving broadband access for students (E-Rate program)
 - The HEROES Act includes \$1.5 billion for the E-Rate program, which helps schools and libraries connect students to the internet by purchasing Wi-Fi hotspots, modems, routers, and internet-enabled devices.
 - NAESP has urged Congress to include \$4 billion for the E-Rate program to address the “homework gap,” experienced by the 12 million students who do not have home internet access.
- **Update on CARES Act Funding Implementation**
- Governor's Emergency Education Relief (GEER) Fund (\$2.95 billion)
 - In late March, [Congress passed the CARES Act](#), a \$2 trillion coronavirus rescue package, which included a \$3 billion education fund for governors—the [Governor's Emergency Education Relief \(GEER\) Fund](#). GEER funds can be used for K-12 education and/or higher education, with flexibility given to governors on how these funds are used. Some states have already applied and received these funds, while others will receive their allocation in the coming weeks.



- Elementary and Secondary School Emergency Relief (ESSER) Fund (\$13.23 billion)
 - Also included in the CARES Act was a \$13.23 billion pot of funding for districts/schools for coronavirus response. The Department of Education has promised a quick turnaround in getting these funds out to states.
- **Other News and Notes**

The Department of Education (ED) recently released guidance for how districts should provide [“equitable services” under the CARES Act](#). The guidance, which does not carry the weight of law and is merely an interpretation, indicates that the equitable services share for private schools is determined by overall enrollment, not poverty rates. This interpretation is inconsistent with well-established precedent and has caused confusion for states and districts. NAESP has joined other education groups in urging ED to revise this guidance.

Professional Learning Update

- **National Mentor Training and Certification Program:** A closed recertification training for Charlotte-Mecklenburg Public Schools was held virtually on Thursday, April 23, 2020 with 10 principal participants and was very well received. This was the first time that the recertification training had been placed in a virtual format. At the current time, eight mentor trainers (Lydia Davenport, Jayne Ellspermann, Molly Funk, Alice Shull, Chuck Shultz, Shanna Spickard and Chara Willaford) are working to place the two-day Immersion Institute into a virtual format in anticipation of a two-day training scheduled for June 3 - 4 with 26 registered participants. This diverse group of volunteers includes practicing principals, educational consultants, and retired principals; many also have previous experience with distance learning and developing digital coursework. Our plan is to be able to offer the two-day Immersion Institute as well as Recertification training as a virtual option for next year. This may also take the format of an online course in a Learning Management System. We have been in touch with several school districts to continue previous conversations about contracts for training during the 2020-2021 school year given our new ability to offer virtual options. Cypress Fairbanks Independent School District (TX), Fulton County Public Schools (GA), Seminole County Public Schools (FL), and the Utah Board of Education have all expressed interest in the mentor program and were pleased to learn we have a virtual format in place.
- **AP Rising Listserv:** The Professional Learning Team continues to monitor the AP Rising Listserv and to make weekly posts.
- **National Aspiring Principals Academy (NAPA):** The final capstone presentations for NAPA were shared virtually on April 29-30, 2020. Planning has already begun for a second NAPA cohort next year knowing that the first meeting may need to be virtual as opposed to face-to-face. NAESP and AASA are committed to continuing the program with Eric Cardwell and Gail Pletnick facilitating.
- **NAESP Pre-K-3 Leadership Academy:** A virtual Capstone Graduation for the Alabama Pre-K-3 Academy was held on Thursday, April 16 for this year’s cohort with 24 graduates. On May 7, the first session for next year’s Academy cohort began virtually with 25 participants. The state of Nebraska has also indicated that they would like to begin a second cohort next year. Plans are underway to switch the learning management system to one that is more modern, robust, and easier to use.
- **Leading Pre-K-3 Learning Communities: Competencies for Effective Principal Practice:** NAESP continues to work with the P-3 Center at the University of Colorado, Denver and the review panel in revising the Leading Pre-K-3 Learning Communities book. Due to challenges presented by COVID-19, the timeline of the work of the review panel will be extended. A convening of the Review Team was held at the end of April to gain feedback on the new timeline and gather additional input from the review team. Plans are underway to hold a webinar for members to launch the new publication in the fall.
- **NAESP Center for Innovative Leadership:** Dr. Andy Jacks and Hamish Brewer are continuing to lead the work on the NAESP National Coronavirus Task Force. Also, future discussions are being planned on the work of the Center in the upcoming months. Dr. Andy Jacks will continue to provide his keynote services to state associations for the 2020-2021 academic year.



- **National Panel for New Principals (NPNP):** The final NPNP survey results have been released to this year's participants along with a short end of the year program evaluation. We hope that the information obtained from the evaluation will help inform the work of NPNP as we continue to provide needed resources to early career principals going into the next school year.
- **Virtual Learning/Upcoming Opportunities:**
 - Webinar Wednesday:
 - Leading Learning Communities: Pillars, Practices, and Priorities of Effective Principals - June 17, 2020
 - Early Career Principals Webinars:
 - What Keeps Me Up at Night, What Keeps Me Going - June 2, 2020
 - Assistant Principals Webinars:
 - Connections, Connections, Connections! - Learning With and From Exemplary Assistant Principals - June 23, 2020
 - Aspiring Principals Webinars:
 - Dissecting The Questions Every Aspiring Principal Should Be Ready For In An Interview - June 11, 2020
 - Principal(ing) in Place Webinar Series:
 - Springing Into Fall: Building a Better Next Year - May 28, 2020
 - Leading Virtual Learning Communities:
 - When The Halls Are Silent: Assistant Principals RISE Above COVID-19 - May 27, 2020
 - School Nutrition and Summer Enrichment Activities During COVID-19 with No Kid Hungry - June 4, 2020
- **The Professional Learning Advisory Council (PLAC):** The final call for PLAC for this school year was held on May 7, 2020. Several of the PLAC members who are assistant principals are participating in the new AP rising listserv and were thanked for their involvement. Plans are underway for next year's PLAC to do a Leading Lesson's supplement for *Principal Magazine* and to become more active in working with our assistant principal members who are in one of our fastest growing membership categories.
- **Center on Improving Literacy Through Supporting Elementary School Leaders:** NAESP, in partnership with the University of Oregon, has planned a series of literacy virtual summits which kicks off with a virtual summit on September 8, 2020 for the International Literacy Day as follows:
 - Session 1: Leading for Literacy Framework Overview—September 8, 2020
 - Session 2: Considerations for Early Literacy Instruction—November 11, 2020
 - Session 3: Deep Dive into Instruction: Supporting Code-Based and Meaning-level Literacy Skills—January 13, 2021
 - Session 4: Deep Dive into Assessment—March 10, 2021
- **Wallace Grant:** NAESP, in partnership with the Wallace Foundation, is planning a series of webinars with links to new Wallace research that is coming out in the fall 2020.
- **2020 Pre-K-8 Principals Conference:** The decision has been made in the best interest of our attendees, presenters, and exhibitors, to cancel the Pre-K-8 Principals Conference, July 12-14, 2020 in Louisville, Kentucky. Registrants are allowed to receive full refunds, or transfer their registration to next year's conference. Presenters and exhibitors are allowed to receive full refunds, or transfer their presentation and booth to next year's conference. The data will be compiled, and a full report will be provided on all cancellation refunds, 2021 credits, and transfers after all submissions are received. The submission deadline is June 12, 2020. Due to the conference cancellation, Baruti Kafele, Ruby Payne, and Dan Heath have all agreed to keynote next year's conference. We are also reaching out to our pre-conference presenters and thought leaders to gauge their interest in continuing to be a part of next year's conference. Each year, NAESP will award a scholarship to cover the conference registration fee in memory of longtime staffer, Ann Henley. For the 2020 conference, 19 applicants applied who are members, and have never attended a NAESP annual conference.



The decision has been made to select a winner this year, and notify them that the free registration will be good for next year's conference. We will also be providing another scholarship opportunity for a complimentary registration to a first time attendee/member to next year's conference.

- **2021 Pre-K-8 Principals Conference:** 100 Years of NAESP! A planning committee will be assembled to begin planning for the NAESP Pre-K-8 Principals centennial conference, July 8-10, 2021, at the Chicago Hyatt Regency. In celebration of this historic event, we have commissioned a 3-D art installation to commemorate a century of dedicated service to elementary and middle-level principals to be unveiled at the 2021 conference.
- **2022 Pre-K-8 Principals Conference:** New dates have been identified for the 2022 Pre-K-8 Principals Conference. Louisville, KY has been rebooked for July 15-17, 2022.

Communications Update

- **Publications:** NAESP's editorial calendar is in production with regular dissemination of *Principal* magazine, *Leading Lessons* staff guide, *Communicator* e-newsletter, *Report to Parents* parent bulletin, and *Principal Insights* news aggregate.
 - *Principal* magazine:
 - ✓ To celebrate NAESP's 100th anniversary, *Principal* magazine is doing a redesign of content and creative design. The updated look, feel, and content will launch September 2020.
 - ✓ The editorial calendar for the year has been set. It includes themes on: Adapting to Change; Literacy Instruction, Leadership Teams, A Gender Lens, and Brain Research/SEL.
- **Media:** NAESP published the following announcements:
 - NAESP Pre-K-8 Principals Conference Cancellation
 - NAESP Supports Emergency Educational Connections Act
 - NAESP State Of The Association

Along with stories recognizing newly named National Distinguished Principals, NAESP was featured in the following news stories:

- DeVos vows new regulation on relief aid for private school students, May 26, Politico
- Planning amidst uncertainty, May 26, the notebook (Philadelphia Public Schools)
- Sen. Markey Takes Lead on Legislation to Ensure All Students Have Access to Internet During Coronavirus Pandemic, May 13, Framingham SOURCE
- Roanoke Avenue Elementary School principal elected to national post, May 6, Riverhead LOCAL
- Ed Department IDEA waiver requests create need for 'clarity and certainty', April 29, EdDive
- **Website Redesign:** NAESP's new website is in development. The committee has finalized the basic structure and written content for landing pages, and is now migrating copy from the old site to the new site and finalizing design options. The new site is scheduled to launch summer 2020.
- **NAESP App:** Since the NAESP app launched on Jan. 16, 409 NAESP members have downloaded it. The app has completed its first update to include rotation of the device and updates to push notifications. It also fixed issues with the badge numbers not clearing both in app and on the app icon.
- **Email Engagement:** 21 emails were sent to members April 8 through May 26, including five regarding the coronavirus pandemic, as well as typical communications promoting publications, webinars, and partner emails.
 - **Top performing emails (Open rate):**
 - *NAESP Conference Cancellation (5/14)* – 29%
 - *State of the Association (5/4)* – 29%
 - *Coronavirus Update (5/2)* – 28%



- **Top performing emails (Click rate):**
 - *Report to Parents, "COVID-19: Help Children Continue Learning" (4/19) – 20%*
 - *Report to Parents, "Keeping Children Healthy While School's Out" (5/18) – 13%*
 - *Communicator (4/25) – 11%*
- **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. We also use social as an opportunity to support our strategic partners. Lately, amid the spread of coronavirus, we've revamped our social media strategy to serve as a trusted, helpful source of resources as principals navigate virtual learning and also an opportunity to bring some fun to our community of educators.
 - Instagram: NAESP's Instagram (@thenaesp) is up from 1,061 to 1,125 followers. We're working to get more photos posted to the account, as opposed to graphics, because the photos tend to give followers an inside look at what's happening at NAESP. Recently, the NAESP National Coronavirus Taskforce came up with the idea to post an inspirational quote. Several principals designed one word of a quote and took photos of themselves holding it. Then, we put them together as part of a video letting principals know their peers are here for them during tough times. This type of short video has been well-received on Instagram, and this specific video was no exception to that rule.
 - Twitter and #NAESPchats: Followers on Twitter are up from 44,200 to 44,700. Our most engaging content on Twitter has been NAESP's original resources (our Principal(ing) in Place, Leading Virtual Learning Communities, and Live at 5 pm ET webinars, as well as uplifting content like videos from past NAESP presidents and the inspiring quote video mentioned above) to support principals during the coronavirus pandemic, stories about helping faculty and students with mental health, and plans for summer learning and schools opening back up in the fall. We are taking a break from Twitter chats for the summer, and we hope to have one a month starting with the 2020-2021 school year. Stay tuned!
 - Facebook: We currently have 12,541 likes on Facebook, up from 12,411 the last time we reported. Our page followers have increased from 13,851 to 14,073. Of note among our most popular Facebook posts are Earl's video notifying members of the NAESP Pre-K-8 Principals Conference cancellation. Most comments were supportive and positive, and a couple of them noted they had hoped NAESP would move to a virtual conference. NAESP's own Kevin Armstrong was featured in the NAESP Center for Innovative Leadership video podcast, reaching 1,300 people through Facebook alone.
 - 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. A highlight of the posts on LinkedIn are the NAESP Center for Innovative Leadership video podcast series, along with the blog post recaps of the videos. The NAESP LinkedIn page has 9,331 followers, up from 9,204 followers the last time we reported. The NAESP discussion group, which we work hard to ensure is made up only of education professionals, as many educational and marketing companies try to join to sell products, has 12,783 members.
- **Video:** In our efforts to support principals during COVID-19, we are developing, with the NAESP National Coronavirus Taskforce, a suite of videos with a common purpose—make sure principals know they aren't alone at this time and that NAESP is here to support them.
 - A group of members each designed and then held up in a photo of themselves one word that made up an inspirational quote: Hardships often prepare ordinary people for an extraordinary destiny. These images were used in a slide show and video that we posted to all of our social media accounts, to great success. On Twitter, the video had 42 likes and 16 shares.
 - We also enlisted the help of members to record themselves passing the JammyPack, which also was well-received on social media.
 - Earl recorded a video that explains NAESP's decision to cancel the 2020 NAESP Pre-K-8 Principals Conference.



- We continue to create content for the NAESP Center for Innovative Leadership (CIL) video podcast series, led by CIL fellows Andy Jacks and Hamish Brewer.

Membership & Marketing Update

- Membership #'s as of 5/26/2020 for Active, Institutional Active and Assistant Principals: 15, 465
 - Our numbers are down slightly from the same period in both 2019 and 2018.
 - Expect when things open up (state affiliates, schools and districts), we will see an increase in our numbers.
- New Members in April
 - 108 -- total, all categories
 - 73 -- Active and Assistant Principal only
- Our Membership Recruitment Campaign should begin in June. Feathr will create the marketing pieces as well as distribute for us.
- Updates for the 2020-21 membership year including timelines and policies will be sent to all executive directors and state processors to ensure clear, consistent communication.
- Hosted calls with all state reps, by zone, plus zone directors for the Coronavirus check-in; feedback has been positive. Zone directors may host a second call with the state reps.
 - State Rep News for May is being finalized.

Governance/Organizational/Foundation & Partnerships Update

- For those that received an advance for the March or July conference, please mail a check or money order to NAESP for the amount of the advance. Contact Jennifer Shannon if you have questions.
- The virtual July board meeting will be held on Friday, July 10, 9:00 am-1:00 pm EST. The meeting will be held through Zoom. The meeting link and agenda will be sent to you in advance of the meeting.
- Planning is underway for a virtual General Assembly through Zoom. The agenda of the General Assembly will include: President's Report, State of the Association Update, and Membership Awards. A doodle poll will be sent to State Representatives to establish a date/time. Credentialing information will be sent to State Reps with a copy to State Executive Directors detailing the virtual process for this year. State Reps that are unable to attend can designate another state rep as their proxy.
- Immediately following the General Assembly, the State Representatives will meet via Zoom to elect the members of this year's Nominating Committee. The selection guidelines, referral forms, and other information pertaining to the virtual format will be sent to State Representatives in advance. The officers will preside over the meeting and provide the results to NAESP.
- The 2020-21 Resolutions Committee will need committee replacements in Zones 5, 6, and 9. Interested members are encouraged to contact your Zone Director for more information and/or visit the 'Volunteer Hub' page on the NAESP website. Zone Directors should provide names to NAESP by July 1. Please note: members may only serve on 1 governing body at a time (i.e. NAESP State Reps, governance committees).
- The 2020-21 Membership Committee will need committee replacements in Zones 2, 6, and 8. Interested members are encouraged to contact your Zone Director for more information and/or visit the 'Volunteer Hub' page on the NAESP website. Zone Directors should provide names to NAESP by July 1. Please note: members may only serve on 1 governing body at a time (i.e. NAESP State Reps, governance committees).
- **National Distinguished Principals Program** – Due to the closure of many school districts across the country in relation to COVID-19, the deadline for 2020 NDP application submissions has been extended from May 8 to June 5, 2020. Planning for the 2020 NDP event (October 22-23) is moving forward unhindered.



- **National Outstanding Assistant Principal (NOAP) Program** – Applications for the 2019-20 NOAP program were due April 24. This year, NAESP is proud to honor 26 NOAP winners: 22 elementary and 4 middle-level. This is an increase from 19 winners recognized for the 2018-19 school year, an indication that the program is gaining awareness among our state affiliates. While it is customary for NAESP to recognize NOAP winners on stage during the annual conference, due to cancellation of the event this year because of ongoing Coronavirus conditions we are unable to do so. Therefore, we will invite our 2019-20 NOAP winners to be recognized during our 2021 Pre-K–8 Conference in Chicago, Illinois, where their complimentary conference registration will be honored. In the meantime, the winners will be mailed a congratulatory letter from Earl Franks, along with their certificate and lapel pin.
- **American Student Council Association (ASCA)** – We continue to mail membership notices to ASCA schools on a monthly basis and are finding a great return in renewals. Due to the closure of many school districts across the country in relation to COVID-19, the deadline for the 2019-20 ASCA’s Student Council School of Excellence Award application and project submissions has been extended from March 27 to May 29, 2020.
- **President’s Education Awards Programs (PEAP)** – ABDI continues to receive and fulfill orders for PEAP and ACA materials. Ordering will run through mid-to-late-June 2020. Marketing efforts will continue via eblast to more than 100,000 with each push.
- **NAESP 100-Year Anniversary Art** – NAESP continues to work with the artist to curate items, photographs, dates, etc. to include in 100th anniversary artwork piece.
- **NAESP Office Reopening** – NAESP has been working with the other associations located at 1615 Duke Street to formulate a ‘plan of procedure’ for staff upon the reopening of the building once COVID-19 regulations have been lifted in Virginia, whenever that might be.

Business Partnerships Update

- We will not refund any partner monies due to cancellation of NLC or annual conference. We’re working on providing options to replace their attendance and participation with members at both events.
- New: Tobacco Free has confirmed their commitment to NAESP as a new partner.
- Potential: A number of discussions with new potential partners were held in May. My goal is to confirm a few before the new school year.
- Renewals: Continue discussions with Follett, Landscape Structures, and No Kid Hungry.
- Ongoing support and promotion of our partners through communications, including:
 - *Communicator* (YMCA and Lifetouch have or will be advertising in the monthly *Communicator* and/or *Report to Parents*)
 - Principal: Lifetouch, Landscape Structures, and No Kid Hungry
 - Webinars: No Kid Hungry is confirmed for June 4
- Contact and Status Update on all Potential Partners
 - The chart will be updated for June report.

NAESP Staff Monthly External Participation

- Alabama Pre-K-3 Academy Cohort 4 - Day 1
- Women in Leadership Meetings
- Trainer of Trainers for Virtual Mentoring Immersion Institute
- Weekly call with Council of Chief State School Officers
- Weekly call with National Governors Association
- Weekly call with Senate Appropriations Committee (Majority and Minority)



Board Update

May 2020

- Weekly call with House Appropriations Committee (Majority and Minority)
- Weekly call with Senate Education Committee (Majority and Minority)
- Weekly call with House Education Committee (Majority and Minority)
- Weekly call with E-Rate/Homework Gap Coalition
- Monthly call with Civil Rights Groups
- Weekly Preschool Development Grant B-5 Connections Call
- Calls with Department of Education on Coronavirus Updates
- National COVID-19 Briefing Call with State, Local, and Tribal Officials
- Weekly 'Big Tent' Homework Gap Coalition calls
- AASA/NAESP Meetings
- Weekly call with Committee for Education Funding (CEF)
- Monthly call with Big Table Education Groups
- Weekly NAESP National Coronavirus Taskforce Meeting
- Calls with White House on Coronavirus Updates
- LFA Meetings
- ASAE - Congressional Town Hall: Association Advocacy on COVID
- Homework Gap Coalition calls
- NAPA Cohort #2 Meeting
- Task Force for Reopening NAESP Headquarters Meetings

(last update on April 2020)

Organization	Interest	Timing	Comments	Next Steps
<i>*denotes current partner or in process of renewing</i>				
Amazon Biz Services	Yes	2020	Phone calls and emails since January	They aren't interested in paying for a partnership
AMBA	Yes	2020	Specifically member benefits and other services	With our TIE & FTJ relationship, they can't offer what they want (insurance products)
Comcast Internet Essentials*	Yes	2020	Contract signed in March; begin activating	
Diversey	Yes	2020	Discussions begun in April	
Follett*	Yes	2020-21	Discussing renewal options	
Forrest T Jones*	Yes	2020-21	Continue as is	
Jefferson Education Exchange	Yes	2020	Conf call held in March to update	Plans to collaborate continue
Kaplan Co	Yes	2020	Call held in January	Follow-up needed
Kelly Services	Yes	2020	Discussions begun in January	Follow-up - when we know schools will reopen



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
Landscape Structures*	Yes	2020-21	Discussing renewal options	
Lifetouch*	Yes	2018-2021	Three-year contract signed	
Sam's Club	Yes	2020	Call to be held in mid-late April	Specifically offer discount during current crisis period
Sanford Harmony	Yes	2020	Discussion began in 4Q19	Follow-up late April or early May
Share Our Strength / No Kid Hungry*	Yes	2019-20	Current contract expires 6-30-20	Renewals talks have begun
Special Olympics	Yes	2020	Interested but don't have the budget	
Tobacco Free Kids	Yes	2020	Discussions began in 2019	Call held in March 2020; follow-up needed
TORSH	Yes	2020	New contact, call held in March	Follow-up needed
LEGO Catapult	Unk	2020	Preliminary info February	
Magnet Street	Unk	2020	Preliminary info February	
Rosen Publishing	Unk	2020	EF met CEO in Feb. Call held with follow-up email	Follow-up needed
Boys & Girls Club of America	Unk		Need to contact	
Boystown Training	Unk		Need to contact	
Credit Acceptance	Unk		Need to contact	
Navy Credit Union	Unk		Discuss possible strategy with D Frazier, board member	
Quicken Loans	Unk		Need to contact	
Reading Plus	Unk		Need to contact	
Reynolds Consumer Products	Unk		Need to contact	
The Hain Celestial Group, Inc	Unk		Need to contact	
Transforming Education	Unk		Need to contact	
Voya	Unk		Need to contact	



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
Walker & Dunlop	Unk		Need to contact	
AlphaBEST	No	2019	Sent 1-18; called 2-26, re-sent	No response to calls/emails
Bullseye.Education	No	2019	1-11 Call; 3-1 contact	No response to calls/emails
Discovery Education	No	2019	Call 2-25; consider non-partner options	
Eye on Education/Routledge	No	2019	No response; re-sent 2-27	No response to calls/emails
Franklin Covey	No	2019	Shared overview; awaiting response	Exhibiting at conference
Freshgrade	No	2019	Goal to email members	
Inquisitive	No	2019	EF met them June 2019; call held	No add'l feedback
Microsoft	No	2019	Multiple calls held Jan/Feb; proposal sent	Conference sponsor - contract signed
Middle School Kindness Challenge	No	2019	Internal team call done	Creating partner proposal for 8/1
Newsela	No	2019	1-15, 1-29 conf calls; 2-4 proposal	No response to calls/emails
Pivot PL	No	Jul-05	EF met them June 2019	June call held; will attend Conf
Playworks	No	2019	1-18 proposal; 2-20 & 3-26 calls	4-25 contact leaving; intro with president; called 5-21, no response
Shane's Inspiration	No	2019	Call 2-1; Proposal 2-7	No response
Springboard	No	2019	Calls held; contact resigned*	<i>*As company doesn't want to market</i>
Thank View	No	2019	Calls & emails, Dec-Jan-Feb	Interested in us being their partner
Horace Mann	No	2020	Cannot sponsor NDP reception for 2020	
Mentoring Minds	No	2020	Paused	
Reading Recovery	No	2020	No monies in '19 budget	
Strider	No	2020	Referral from Tim Kusters	They'd like us to be a partner
Edward Jones	No	22-Feb	Contacted friend; they're to identify best discussion path	4-22 no update



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
AdvancED	No	2019-20	Call w new director Dec'18; sent proposal 2-21; 3-20 called contact	No response to calls/emails
Campos	No	2019-20	Initial program aimed to supts	Contact for future opps
806 Technologies	No	2019-2020	Usually work with supts	
USTA	No	2019-2020	Awaiting new contact info	No response
VIRCO	No	2020-2021	Wants to see new program	Follow-up
NWEA	No	July 2019 - June 2020	2018 contact said "no"; 2-21 contact CEO for call/mtg ; 3-21, 4-22 calls	Mutual interests, add'l talks warranted but no \$\$ til 2020
TeachStarter	No	unk	Call 4-10; met EF at EdTech	May start with exhibiting at our '19 conference
WeVideo	No	unk	Discussions begin	No add'l feedback
Adidas	No		No response to two contacts	
Alliance Credit Union	No		CA & NC only	
Amazon	No		Letter 12-15	No response to calls/emails
American Beverage Assn	No			
American Express	No		Letter 2-15-19	3-26 called; asst indicated sent to another team for review
Arcadian Partners – VIP Kid	No		4-9 call and proposal	Follow-up; may start with annual conf
Ariel Investments	No		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	No		Email 6-25	
Baird	No		Letter 2-19	3-26 left voice mail; 4-29 called & re-sent pkg; called 5-21, 6-10, Aug & Nov
Barnes & Noble	No		they support local needs not national	
Bayer	No		No response to two contacts	
Black Board	No		No response	Follow-up



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
BookForm	No		Met EF at EdTech	Target audience secondary
Building Educated Leaders for Life	No		Focus on school district	
Capital One Financial	No		Letter 2-7	called 3-20 at least 4 numbers; only way to reach is email
cenotesolutions.com	No		Met EF at EdTech	No response yet
Chan Zuckerberg Initiative	No		New possibility 4-25; Danny Carlson - warm intro	Calls held; no response to follow-up
Charles Schwab	No		Letter 2-19	Declined 3-19
Chartwells	No		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	No		Prior partner 2018-19	
Circle Specialty	No		Contacted us re partnership; no call back	No response
Clorox	No		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	No		2-7 rec'd their proposal; 2-26 sent counter	Multiple discussions-different objectives. Discussions stopped.
Curriculum Advantage (Classworks)	No		No response call requests but responded to other info	
CVS	No		Discuss strategy with D Frazier, board member	
Daktronics	No		Eric Cardwell & Tim Kosters met	Internal call held; LVM for contact; need to try again
Dalio Foundation	No		Connecticut only	
Discover Champions	No		No response	Follow-up
Dixon Ticonderoga	No		Letter 12-14; Call 1-28	
Edgenuity	No		No response	Follow-up



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
Edmentum	No		No response	Follow-up
Educate	No		Need to contact	
Edutopia - George Lucas Educational Foundation	No		Does not offer grants	
EIKI Projectors	No		Letter 1-19	
Einhorn Family Charitable Trust	No			
EL Education	No		Proposal 2-27	Called with no response
Elmer's Glue	No		Letter 1-19	
Elmer's Kids In Need Foundation	No		Geared to teacher requests	
ENA	No		Focus on supt	
ESL Federal Credit Union	No		Need to contact	
EVERFI	No		Need to contact	
Family Code Night	No		501c3, needs funding	May have grant funds
First American Financial	No		Regional bank	
First Horizon National	No		Serves 5 states only	
First Tee	No		Letter 1-19	Follow-up
Frito-Lay	No		Part of Pepsico, who said no	
Gates Foundation	No		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	



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
Houghton Mifflin Harcourt	No		Multiple contacts, no response	
Imagine Learning	No		No response	Follow-up
Istation	No		No response	Follow-up; EF met new contact
K12 Insight	No		No response	Follow-up
Kelloggs	No		We already work w Kellogg Foundation	
Kraft Heinz	No		Need to contact	
Kroger	No		Need to contact	
Lucas Education Research	No		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	No		Letter 12-15; Call 1-25; they don't know VP	where did letter go?
McGraw Hill Education	No		No response	Follow-up
Merriam-Webster, Inc.	No		Need to contact	
Milken Institute	No		Medical focus	
Mountain America Credit Union	No		Regional; serves 5 states	
Nature Valley	No		Part of General Mills, who said no	Contacted for service day donation
Navitas	No		Met EF at EdTech	No response yet
Nestle	No		Need to contact	
Nestle	No		Part of Pepsico	
Network Capital	No			
New American Funding	No		Serves FL only	
Oppenheimer Funds	No		Need to contact	
Overcoming Obstacles	No		No response	Follow-up



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
Panorama Education	No		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	
Poptarts	No		Part of Kellogg	
Prime Lending	No		Letter 2-27	Follow-up
Purell	No		Owned by Pfizer; they declined request	
Quaker Oats	No		Part of Pepsico, who said no	Contacted for service day donation
Raikes Foundation	No		Don't accept unsolicited grant requests	
Renaissance	No		No response	Follow-up
Scholastic Book Fairs	No		Will attend/sponsor some events	
Scholastic Education	No		1-16 call	
School Planner	No		No response	Follow-up
SD Bechtel Jr Foundation	No		California only	
Security Benefit	No		Letter 2-26	3-20 attempted pc; stuck in phone queues
Snyder's Lance	No		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
Strada	No		4-11 rec from Danny	not yet contacted
Sway Medical	No		3-19 call	he's targeting organized sports in high school



Board Update

May 2020

Organization	Interest	Timing	Comments	Next Steps
Synchrony Financial	No		Geared to retail industry	
Tauck Family Foundation	No		Connecticut only; not currently accepting applications	
TD Bank	No		Serves East Coast only	
US Bank	No		2018 fined by DOJ for illegal activities	Choosing not to pursue at this time
VALIC	No		No response; former sponsor-partner	GA leader to do warm intro
Vilcap	No		Met EF at EdTech	Call scheduled
VW Foundation	No		Not eligible	
Walmart	No		Don't accept unsolicited grant requests	2-27 Consider for Service Day
Walton Foundation	No		4-11 rec from Danny	
WestRock Paper	No		Letters 12-13, 1-25; Email 2-1	Declined 3-20
World Unity	No		Proposal 2-21; declined	
World's Finest Chocolate	No		No response	Follow-up
Zaner-Bloser	No		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