

SIIA 2009 Ed Tech Industry Summit – May 3-5, 2009

Workshop: Show Us the Money! Where's the Funding for K-20 Products and Services?

Session Description:

How do you stay on top of all the funding sources that your customers can use to purchase your products and service? The presenters, all education funding experts, will review multiple funding sources from local to national levels:

- Stimulus Funds, including the latest news about ARRA
- Title I and IDEA, especially since the Stimulus and regulatory changes
- State-by-state education funding levels, including the Governors' priorities
- Private funding from \$200 mini-grants to \$50,000 program grants

Learn about the specific requirements that you and the customer must address and how you can help customers know which funding source to use. Bring your questions so you can leave the workshop prepared to position your products and services and to capitalize on the funding sources that meet your customers' needs.

Moderator:

Jennifer House, President, RedRock Reports

Presenters:

Charles Blaschke, Founder and President, Education TURNKEY Systems

Donna Craighead, Senior Analyst, RedRock Reports

Jim Rosso, Principal, Rosso Unlimited

Anne Wujcik, Education Research Analyst, Market Data Retrieval

Summary by Andrew Pass, Managing Member, Pass-Ed

Moderator: Jennifer House, President – Red Rock Reports

The session went over what is now happening in Washington, D.C. with regards to educational funding. Jennifer warned that this session was “a snapshot of today knowing that anything could change tomorrow.”

Presenter: Charles Blaschke, Founder and President – Education TURNKEY Systems

Presented a summary on the major components of the current educational financing system

We should think about several barrels of money that are available: one set of buckets is from traditional federal funding and the second set of buckets is from ARRA (American Recovery and Reinvestment Act of 2009). He primarily focused on Title I, IDEA and Stabilization funds. Stimulus funds more than double traditional funding. While this money is going out in July, some states are already disbursing this money.

Strategy development: Identify and match products/solutions to different buckets of money. A safe bet is to put money into professional development and extended learning opportunities for students.

One useful website to visit is <http://www.stimuluswatch.org>

Presenter: Anne Wujcik, Education Research Analyst – Market Data Retrieval

Presented an update on the most recent rules and regulations contained within the stimulus package. Despite some talk of governors holding on to money, they are not doing so. The rules and regulations of the stimulus package makes this illegal. Indeed, there are a number of categorical programs towards which specific funds must flow. States are supposed to spend money quickly, while ensuring transparency. The goal is to improve student achievement without making unsustainable commitments.

Assurances were written into the legislation: teacher effectiveness; establishment of career and college data system; rigorous standards and high quality assessments; targeted and intensive support to turn around low achieving schools.

Review the department of education's website each day to peruse the most recent updates: <http://www.ed.gov>.

Presenter: Jim Rosso, Principal – Rosso Unlimited

Presented a brief update on the current situation within the states, specifically detailing which states were struggling the most economically.

Presenter: Donna Craighead, Senior Analyst – Red Rock Reports

Presented an update on the world of private funders, including local, regional and national foundations.

Moderator: Jennifer House

Posted a number of useful websites that provide ongoing information about the stimulus and funding packages.

www.ed.gov/recovery
www.ed.gov/policy/gen/leg/recovery/index.html
www.ed.gov/about/overview/budget/titlei/fy09recovery/index.html
www.ed.gov/about/overview/budget/statetables/recovery.html
www.nea.org
www.learningpt.org
www.ed.gov/policy/gen/leg/recovery/presentation/index/html
www.staterecovery.org/education
<http://edlabor.house.gov/blog/2009/01/schools-districts-will-benefit.shtml>
www.ecs.org

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