

# Software & Information Industry Association

SIIA Ed Tech DC Fly-In  
March 7-9, 2006

Sponsored by Texas Instruments

## AGENDA

### **Tuesday, March 7**

*Events this day held in conjunction with Consortium for School Networking's (CoSN) K-12 School Networking Conference.*

Hyatt Regency Crystal City  
2799 Jefferson Davis Highway  
Arlington, VA

3 – 4 p.m.                    Public Policy Boot Camp (with CoSN/ISTE)

*This lobbying primer will help prepare SIIA, CoSN and ISTE members for their Congressional advocacy visits the following day, providing the basics of conducting a meeting, delivering the message and ensuring your visit makes a difference.*

5:30 – 8:30 p.m.            A Night of Ed Tech Advocates:  
CoSN's 2nd Annual Reception and Silent Auction for Advocacy

*This reception and program is intended to help support CoSN's advocacy efforts and to raise awareness of the necessity of funding for technology in our nation's schools. SIIA members are encouraged to both donate and bid on auctioned items. For more information, visit <http://www.k12schoolnetworking.org/advocacy/reception.cfm>.*

### **Wednesday, March 8**

8:30 – 10:30 a.m.        Public Policy Update and Issue Briefing (with CoSN/ISTE)

Hyatt Regency Crystal City  
2799 Jefferson Davis Highway  
Arlington, VA

*SIIA members (jointly with those participating through CoSN/ISTE) will be prepared for Congressional visits. This will include an update on status of pending federal legislation and discussion of key advocacy goals and messages. Focus will be on E-Rate, EETT Funding and NCLB Reauthorization featuring a panel of Congressional staff.*

- Amanda Farris, Majority Staff, House Education & Workforce Committee
- Kristin Smith, Office of Senator Olympia Snowe (R-ME)
- Sherry Harper, Office of Representative Ron Kind (D-WI)

10:30 – 11 a.m. Travel to Capitol Hill

11 a.m. – 1:30 p.m. Congressional Visits (with CoSN/ISTE)

*SIIA will work with SIIA members to arrange visits with key Congressional offices and federal officials. SIIA's Congressional visits will be held in conjunction with the ISTE/CoSN Advocacy Day, thus emphasizing industry/education partnership. The advocacy message will be promotion of the important role of technology in education and federal support, including EETT funding, E-Rate, and the role of technology in NCLB. To ensure meetings can be arranged, SIIA members are required to confirm their participation to SIIA by mid-February, including states/districts in which you have company locations.*

1:30 – 2 p.m. Break / Walk to Hall of States

Hall of States  
Room 283  
444 North Capitol Street, NW

2 – 2:30 p.m. Welcome & Overview

- Mark Schneiderman, Director of Education Policy, SIIA
- Lisa Brady-Gill, Texas Instruments & Co-Chair, SIIA Education & Workforce Development Committee
- Mark Tullis, Learning.com & Co-Chair, SIIA Education & Workforce Development Committee

2:30 – 3 p.m. Keynote Address: The Honorable John Ensign, United States Senate (R-NV)  
American Competitiveness and Innovation: A 21<sup>st</sup> Century Education Agenda

*About Senator Ensign:*

- *Chair, Senate Republican High Tech Task Force (HTTF)*
- *Member, Senate Health, Education, Labor and Pensions Committee*
- *Chair, Senate Commerce Subcommittee on Technology, Innovation, and Competitiveness*
- *Vice Chair, Senate Republican Steering Committee*

3 – 4:15 p.m. STEM Education and the Role of Education Technology

*Much attention of national policy makers and constituency groups is focused on improving achievement in the areas of science, technology, engineering and mathematics (STEM) seen as so critical to the country's continued leadership in innovation in the midst of rising international competition. A number of initiatives (current and pending) present opportunities for SIIA members addressing STEM education. This session will both provide context for these issues, as well as outline how federal policies are impacting our educational system.*

Moderator: Lisa Brady Gill, Texas Instruments

- Julia Warner, Office of Representative Vernon Ehlers (R-MI), Co-Chair of House STEM Education Caucus
- Susan Traiman, Director of Education and Workforce Policy, Business Roundtable

- Jodi Peterson, National Science Teachers Association (Co-Chair, STEM Education Coalition)

4:15 – 4:30 p.m. Break

4:30 – 5:15 p.m. Update and Implications of Higher Education Act Reauthorization

*Congress is moving slowly to reauthorize the Higher Education Act (HEA), which governs federal postsecondary student and institutional aid programs. Among the changes being considered are repeal of the 50% rule for distance learning, support for college credit transferability, enhanced technology curriculum for schools of teacher education, grants for students in the STEM fields, and various accountability provisions. This session will help you better understand HEA's expected impact on postsecondary education, including on technology and e-learning.*

Moderator: Rebecca Campoverde, Kaplan

- Scott Fleming, Majority Staff, Senate Health, Education, Labor and Pensions (HELP) Committee (Senator Mike Enzi, R-WY)
- Jim Hermes, Senior Legislative Associate, American Association of Community Colleges

5:15 – 6 p.m. Break / Travel to Evening Program (JW Marriott Hotel)

6 – 9 p.m. Evening Program (with the Education Industry Association, EIA)  
JW Marriott Hotel  
1331 Pennsylvania Avenue, NW

6 - 7 p.m. Reception  
7 – 9 p.m. Dinner & Keynote Address

- The Honorable Howard “Buck” McKeon (R-CA)  
Chair, House Education & The Workforce Committee

## **Thursday, March 9**

Hall of States  
Room 283  
444 North Capitol Street, NW

7:45 – 8 a.m. Continental Breakfast Served

8 – 10 a.m. NCLB Reauthorization and the Role of Education Technology

*Believe it or not, the No Child Left Behind Act is due for reauthorization by 2007, and Congressional deliberations are expected to begin this year. This session will bring SIIA members the perspective of key Congressional leaders and education stakeholders to help SIIA members understand NCLB implementation and impact, what changes are possible/likely, and how these changes could impact education technology. This information will also assist SIIA and SIIA members in formulating SIIA's NCLB reauthorization recommendations.*

- 8 – 9 a.m. Congressional Perspective
- Celia Simms, Office of Senator Richard Burr (R-NC)
  - Missy Rohrbach, Minority Staff, Senate Health, Education, Labor & Pensions Committee
  - Alice Johnson Cain, Minority Staff, House Committee on Education and the Workforce

- 9 - 10 a.m. Stakeholder Perspective
- Joel Packer, Manager of ESEA Policy, National Education Association
  - Michael Petrilli, Vice President for National Programs and Policy, Thomas B. Fordham Foundation
  - Patty Sullivan, Director, Center on Education Policy

10 – 10:20 a.m. Break

10:20 – 11:30 a.m. Shaping SIIA Policy Positions

*SIIA members will review information gathered during both the Congressional meetings and the panel discussions, and then help to inform SIIA's policy agenda including proposals in the areas of STEM education and NCLB reauthorization.*

11:30 a.m. – 12 p.m. Lunch

12 – 2 p.m. Congressional and Administration Meetings

*SIIA members will split into small teams to visit key Congressional offices and Bush Administration officials to advocate for the important role of technology and the industry in meeting education needs, as well as encouraging support for related policies.*

2 p.m. Meeting Adjourns