

Help Protect Federal Ed Tech Investment In the Wake of Proposed Funding Cuts

SIIA Advocacy Toolkit

Federal funding for school technologies is under threat, and SIIA members and other stakeholders are urged to take action to ensure this critical investment is maintained and enhanced in light of its importance to addressing NCLB and 21st Century workforce needs.

This toolkit provides SIIA members with the background and resources to take action.

The federal Enhancing Education Through Technology (EETT) program constitutes the only significant U.S. Department of Education grant program for K-12 technology acquisition, integration and training. Congress included the program in NCLB (as Title II-D) out of recognition that targeted technology resources were necessary to address the law's goals and requirements. Yet, the program was cut from \$690 to \$272 million over the last two years, and President Bush's FY2007 budget again proposes its elimination.

Your participation is vital to helping national policy makers understand that educational technologies and targeted federal investment are mission critical to schools, and to mobilizing other education stakeholders to do the same.

This toolkit provides the following tools to facilitate your action:

- [Background](#) [page 4]
- [Message & Talking Points](#) [page 6]
- [Action Steps](#) [page 9]
- [Sample Letter](#) [page 18]
- [Resources](#) [page 3]
- [List of Key Policy Makers](#) [page 16]

To get started, you can take the following steps to assemble a game plan:

1. **Review** the [Background](#) [page 4] and [Message/Talking Points](#) [page 6] to gain familiarity with the issue.
2. **Identify Members of Congress** to target, including both your company's own U.S. Representatives/Senators as well as [Key Members identified by SIIA](#) [page 16]
3. **Identify and Contact Customers** [page 20] or other stakeholders with whom to work in those key Congressional districts on the advocacy action steps.
4. Select & Implement one or more advocacy **Action Steps** [page 9].
5. **Report back** to SIIA (marks@siia.net; 202-789-4444) on what steps you have taken and what feedback and outcomes you have achieved.
6. Go back to #1 to **review and revise your game plan**, and continue the effort, looking for action updates from SIIA as you move forward.

In addition, there are significant legislative challenges facing the E-Rate program, which provides some \$2.25 billion annually in discounts to schools and libraries for telecommunications, Internet access and internal connections. While this toolkit will focus on EETT, SIIA members and other stakeholders should recognize, and encourage Congress to recognize, that the E-Rate is an important complement to EETT and that both are mission critical for school success. For further information, review SIIA's 2005 E-Rate Backgrounder [<http://www.siiia.net/govt/docs/members/ERateBackgrounder.pdf>] and 2006 Advocacy Primer [<http://www.siiia.net/govt/docs/pub/ERateAdvocacyPrimer.pdf>].

For more information, contact Mark Schneiderman at marks@siiia.net; 202-789-4444.

RESOURCES

- SIIA Education & Workforce Development Policy:
<http://www.siaa.net/govt/issue.asp?issue=EDTK#6>
 - 2006 EETT Advocacy Primer:
<http://www.siaa.net/govt/docs/pub/EETTAdvocacyPrimer.pdf>
 - Action Alert (Bush Education Budget):
<http://www.siaa.net/govt/docs/members/CmteAlert2-7-06BushBudget.pdf>
- ISTE/CoSN Ed Tech Action Network: <http://www.edtechactionnetwork.org/>
- U.S. Congress:
 - U.S. House of Representatives: <http://www.house.gov>
 - U.S. Senate: <http://www.senate.gov>
- EETT 2006 National Trends Report (SETDA; March, 2006):
<http://www.setda.org/content.cfm?sectionID=185>
- Mission Critical Campaign: www.missioncriticalcampaign.org
 - Education/Industry Coalition Letter to Congressional Budget Committees:
<http://www.missioncriticalcampaign.org/MCCBudgetGregg.pdf>

[\[BACK TO PAGE 1\]](#)

BACKGROUND

Legislation:

- EETT was funded at about \$700 million in FY2002-2004, but was cut to \$496 million by Congress in FY2005 and then to \$272 million in FY2006. President Bush has again proposed the program's elimination in his FY2007 budget proposal.
- Overall, the President's budget for the U.S. Department of Education would cut funding by \$3.1 billion, although when last year's hurricane relief and other one-time charges are taken into account, the cut is closer to \$2.1 billion or 3.8%. The budget proposes elimination of 42 programs, including EETT. Some cuts were offset with increases in several new or expanded initiatives, including a \$1.5 billion for a revamped high school reform proposal, \$380 million for the Competitiveness initiative announced in the State of the Union around math and science education, and \$300 million for schools (and their students) in need of restructuring for inadequate AYP. (See SIIA Action Alert at <http://www.siiia.net/govt/docs/members/CmteAlert2-7-06BushBudget.pdf>.)
- The President's budget cuts non-security discretionary spending as a means for reducing the deficit, and so education was not singled out for reductions. For EETT, the Bush budget justification is identical to the case made last year: "“Schools today offer a greater level of technology infrastructure than just a few y years ago, and there is no longer a significant need for a state formula grant program targeted specifically on (and limited to) the effective integration of technology into schools and classrooms. Districts seeking funds . . . can use other federal program funds such as Improving Teacher Quality State Grants and Title I Grants to Local Educational Agencies. The Congress eliminated much of the program in 2006; the request would complete the process.”"
- SIIA disagrees with these views and will be working as part of a coalition to lobby Congress for restoration of EETT funding that is so critical to school modernization and addressing NCLB goals and requirements. In recent years, Congress has ignored or opposed many of the President's funding priorities in education and other areas, and so advocacy efforts for EETT and other priorities will now turn to Capitol Hill.
- The President's FY06 budget proposal marks the first step in a year-long federal budget cycle. Congress will now develop its overall budget, and then pass the various appropriations bills that determine actual program-by-program spending for FY2007, which begins on October 1, 2006 (although funding for many school programs is delayed, in this case to the 2007-2008 school year).

Legislative Timeline:

- March: Congress is expected to consider the FY07 budget. Congressional Budget Committees will hold hearings and finalize the budget.

- April – May: Congressional Appropriations Committees will hold hearings and start to draft appropriations bills, including the Labor, HHS and Education appropriations bill.
- May – August: Congressional Appropriations Committees will finalize appropriations bills. Congress will be in recess most of August.
- September - October: Congress will work to complete and pass the appropriations bills. Final passage could be delayed until after the November elections or even until 2007.

Program:

- The Enhancing Education Through Technology (EETT) program was authorized as Title II-D of the No Child Left Behind Act (NCLB) to ensure that school districts place a high priority on, and have the resources for, integrating technology into learning as a vital element toward raising student achievement. Congress recognized a need for this priority particularly for low-income schools and students to help close the achievement gap.
- EETT allocates funds by formula to states, which reallocate 50% of funds to local districts by Title I formula and 50% competitively. Uses of funds are broad and flexible and focus on technology acquisition, integration and a minimum of 25% of for professional development. The primary federal goal is increased student academic achievement, with a secondary goal of expanded technology access and technology literacy.
- EETT constitutes the only significant federal NCLB grant program for K-12 technology acquisition, integration and professional development. Federal education grants provide 1/4 - 1/3 of school technology resources, as compared to the federal government's overall 8% share of total education spending. In one-quarter of all states, the EETT grant provides the only technology funds available to schools.
- EETT ensures all communities have a sustained and stable source of funding to meet technology needs and goals. While EETT has leveraged tens of millions of additional state and local technology investments, that could also be at risk at a time when local budgets are greatly challenged. This funding is even more important in both high-poverty communities, as well as the many states without an alternative school technology investment. Too many communities lack infrastructure and access, software and digital curriculum, and well-trained educators to effectively integrate instructional technologies into the classroom.

[\[BACK TO PAGE 1\]](#)

MESSAGE & TALKING POINTS

MESSAGE:

Education Technology and the federal Enhancing Education Through Technology program (EETT; NCLB II-D) are Mission Critical to education. Restore federal appropriations for EETT to \$496 million to meet No Child Left Behind goals and ensure students are prepared to compete in the 21st century.

TALKING POINTS:

Need for Federal Education Technology Investment:

- Technology is mission critical to providing today's students with a learning environment and opportunities that both reflect and prepare them for the world beyond the classroom. They are surrounded by technology in their daily lives, but are disengaged from learning in today's schools that have changed little over the last century. Technology is especially critical to address No Child Left Behind Act goals and requirements, as well as to ensure our nation's 21st Century competitiveness (see related Advocacy Primer at <http://www.siia.net/govt/docs/pub/NCLBCompeteSTEMAdvocacyPrimer.pdf>).
- No Child Left Behind. Education technologies are mission critical to successful implementation of NCLB. Increased expectations, added assessments and enhanced accountability called for in the Act require learning and instructional management technologies. In fact, NCLB requires students to be technology literate by the 8th grade. From data management to parental involvement to instruction, NCLB goals and requirements cannot be efficiently or effectively achieved without investing in learning technology interventions. Critical technology uses include:
 - (1) courseware that helps diagnose and address student learning needs through embedded assessment and personalized and engaging instructional content;
 - (2) information management applications that efficiently disaggregate and report student test scores, help track adequate yearly progress, and inform instruction and professional development;
 - (3) computer-assisted and online assessment that provides for more immediate results on both formative (to inform instruction) and summative (for accountability) assessments, and
 - (4) online distance learning for supplemental services and professional development, especially in rural areas.
- 21st Century Competitiveness. Education technology and Internet-based tools are critical to ensuring all students achieve to high standards and gain the 21st Century knowledge and higher-order thinking skills necessary to succeed in today's highly competitive and information technology rich economy. Skills include technology literacy, problem solving, communication, information synthesis and the ability to be a self-directed learner in an age when most will need to retrain continuously in the

evolving workplace. In fact, NCLB requires students to be technology literate by the 8th grade.

- The Bush Administration's National Education Technology Plan concluded that investment in classroom technologies and eLearning is necessary to engage today's internet savvy pupils, individualize instruction and extend learning opportunities for economically disadvantaged students. (<http://www.ed.gov/news/pressreleases/2005/01/01072005.html>)

Need for a Targeted Federal Education Technology Program:

- With technology's recent integration into the classroom, we have started to realize its potential to transform teaching and learning and improve educational efficiency, opportunity, and student achievement. However, schools are slow to change and budgets have not yet adjusted to technology, and therefore federal leadership and investment is critical to ensure all communities have the resources to address technology needs. In fact, our nation's K-12 schools spend only about one-twentieth per student on technology as does the private sector spend per employee.
- Federal technology and other education grants provide 1/4 - 1/3 of school technology resources, as compared to the federal government's overall 8% share of total education spending. In one-quarter of all states, the EETT grant provides the only technology funds available to schools.
- Cuts to EETT would significantly erode the market for digital content, thus forcing many educational technology providers and publishers out of business, and ultimately leaving educators with fewer curricular choices aimed at raising student achievement through new and powerful technology-based learning tools.
- EETT constitutes the only significant federal NCLB grant program for K-12 technology acquisition, integration and professional development. In authorizing NCLB, legislators created EETT as a \$1 billion program out of recognition that targeted technology resources were necessary to address NCLB goals and requirements. To not fund EETT would be to essentially amend the law and leave a core principal unaddressed.
- Full funding for EETT is necessary to ensure all communities have a sustained and stable source of funding to meet technology needs and goals. While EETT has leveraged tens of millions of additional state and local technology investments, that could also be at risk at a time when local budgets are greatly challenged. This funding is even more important in both high-poverty communities, as well as the many states without an alternative school technology investment. Too many communities lack infrastructure and access, software and digital curriculum, and well-trained educators to effectively integrate instructional technologies into the classroom.
- Federal assistance must recognize the unique technology funding challenges.
 - I. Technology is a relatively new item in local district budgets typically crafted at the margin and slow to change.

2. Technology is a relatively expensive item squeezed into district budgeting processes that devote the vast majority of resources to personnel and operations.
3. Technology is a hybrid budget item whose costs are often categorized as either capital or recurring.

Countering Challenges to EETT:

- Challenge: EETT is duplicative of other programs.

Counter Point: Program duplication is in the eye of the beholder. The Bush Administration proposed a number of new programs such as for Teacher Incentives and Striving Readers that could also be argued as purposes that can be covered by existing federal programs. In contrast, EETT is the only grant program targeted to technology, which is critical to meeting all NCLB goals and requirements.

- Challenge: Schools today offer a greater level of technology infrastructure than just a few years ago, and there is no longer a significant need for a State formula grant program targeted specifically on (and limited to) the effective integration of technology into schools and classrooms.

Counter Point: Schools do have a greater level of technology infrastructure today, but technology is an ongoing cost (would you be able to use a 10 year old computer) and schools still need resources to better leverage the infrastructure for instruction, curriculum, assessment, professional development, etc.

- Challenge: Districts seeking funds to integrate technology into teaching and learning can use other Federal program funds such as Improving Teacher Quality State Grants and Title I Grants to Local Educational Agencies.

Counter Point: Districts are already struggling to find the resources to address their many needs, and so additional funds are needed. Further, Title I is targeted to select low-performing students primarily in elementary schools, and therefore reliance on these funds for technology would leave unmet the majority of students and many school needs.

[\[BACK TO PAGE 1\]](#)

ACTION STEPS & GUIDING PRINCIPLES

There are numerous opportunities for SIIA members to advocate for federal education funding. All you need is personal experience, a passion to express your views, and a few simple options and guidelines as outlined below:

1. **CONTACT** a Member of Congress by Letter/Fax, e-Mail or Phone [[page 11](#)]
2. **VISIT** a Member of Congress [[page 13](#)]
3. **INVITE** a Public Official to a School [[page 14](#)]
4. **ENCOURAGE** Education Customers (as well as local and national education organizations) to Follow Your Lead and Take One of these Actions [[page 20](#)]
5. **Support** “Imagine a . . . School Technology Blackout Day”
<http://www.technologyblackoutday.com>

You don't need to be a professional lobbyist to influence how federal policies and investments are created. In fact, Members of Congress want to hear from you, and SIIA can NOT do it alone without your help. You or your customers live and vote in their district, and it's their job to represent you and consider those views when making important decisions. But they can't effectively do so unless you communicate your important views to them.

Do not be nervous about contacting an elected official. It gets easier with practice, and there are many options from which to choose. Since most constituents **don't** take the time to communicate with their elected officials and candidates, when you do, it's that much more powerful. Most keep careful track of how many letters, emails or calls they receive on an issue as a way of gauging constituents' opinions. Your efforts will represent the thousands of constituents who didn't bother, thus amplifying your voice.

SIIA Members may also want to review the tools and resources provided by The Ed Tech Action Network (<http://www.edtechactionnetwork.org/>), a parallel effort sponsored by the Consortium for School Networking (CoSN) and the International Society for Technology in Education (ISTE).

One voice can make a difference!

GENERAL GUIDING POINTS:

- (1) **All Politics Are Local** – Help your Member of Congress understand why education technology and the targeted EETT federal investment is important to his or her constituents, whether they be educators or publishers/developers.
- (2) **Do Your Homework** - Understand the issue, the general position of the public official on that issue, and provide information he or she can use. Relevant issues and information include the value of technology, the needs of the district/state, and the impact enhanced education technology policy support and investment can have. Be sure your information is accurate and credible.

- (3) **There Are No Permanent Friends and No Permanent Enemies** - Don't take your traditional friends for granted. Never write off a public official just because of party affiliation. Don't make enemies of candidates — you may need them as friends in the future. Be positive! Always make your case without being critical of others' personalities or motives.
- (4) **Build a Bond and Be a Partner** - Research things you might have in common with the public official. Use shared values and goals to create friendly, frequent communication moving forward. Build coalitions and look for allies among others with. Follow up and become known as a reliable source.
- (5) **Stay Committed** - Remember — you are the expert and you are the constituent!! You have a compelling reason and a right to persistently advocate for education technology until your goals are achieved.

[\[BACK TO PAGE 1\]](#)

CONTACT A MEMBER OF CONGRESS

Writing An Effective Letter/Fax or E-Mail:

(Note: Faxing your letter is recommended for standing national/federal and officials and legislators in light of mail delays caused by security.)

Review a Sample Letter (Template) [[page 18](#)]

1. **Keep it brief** — Keep letters/faxes to one page, and e-mails to a few short paragraphs. Try to be focused and discuss only one issue. A few strong, well-thought-out arguments are much more effective than a laundry list of reasons.
2. **Identify yourself** — Begin with an introduction of yourself, and if appropriate, the organization on whose behalf you are writing. Use a simple statement, such as "I am President of _____, a leading provider of instructional technologies to the nation's schools, including many in your district."
3. **Get to the point** — Follow your introduction with a brief statement of your issue or concern, such as "I urge you to support federal funding for the Enhancing Education Through Technology (EETT) program and restore this vital program's appropriation to the FY04 level of \$700 million. Follow in the second paragraph with a concise explanation of your position. Whenever possible, use bullet points to outline your arguments.
4. **Relate it to home** — Help the candidate understand why your position is important to his or her constituents. Include specific facts about the situation being faced by local schools and students, and the potential difference brought by increased support for technology. If possible, include a local anecdote illustrating the problem you are seeking to address.
5. **Avoid informal language** — E-mail should be treated as seriously as a written letter. Resist the temptation to use the informal language and symbols often associated with e-mail communications. Never use impolite language or make "demands."
6. **Allow for follow-up** — Include specific contact information (full name and address), even in an e-mail. Offer to act as a resource should the official or candidate (or their staff) have questions or need additional information. Where appropriate, state in the letter that you will follow up with a telephone call.

Making an Effective Call

1. **Knowing who to talk with** — In most cases, you will need to schedule a time to talk with a public official. An alternative is to speak instead with a staff person. In the first case, ask for the scheduler and be flexible with that person on the times you are available to speak. In the second case, ask for the staff person handling education and/or technology issues. If

not available, leave a short message requesting an opportunity to talk briefly. Identify the topic you wish to discuss, but do not go into detail about your specific issue or position.

2. **Be persistent** – If your call is not returned as promised or is not returned within a couple of days, call back. People are busy, and so messages can get lost at the bottom of the pile if not seen as urgent or timely.
3. **Identify yourself** – Provide your name and, if relevant, your organization and/or position. If you are live or work in the voting district, be sure to identify yourself as a constituent.
4. **Make your point** – Even more so than in a letter, it is critical to lay out your points in a clear, logical and concise manner. Identify first the reason you are calling and the main point you wish to make. Next, provide the supporting information to substantiate your point and/or elaborate with key details. If there is a specific request or action item, be sure to repeat it before concluding the call.
5. **Keep the door open** – End the call by positioning it as the beginning of an ongoing relationship. Offer to provide more information, serve as a resource, or follow up the discussion at a later date when conditions have evolved. Provide your contact information.

[\[BACK TO ACTION STEPS, Page 9\]](#)

MEETING WITH ELECTED OFFICIALS

A face-to-face meeting -- either by yourself, or as part of a small group -- is one of the most effective advocacy tools, because it allows you to put a face to your issue. Arranging an appointment is usually as simple as calling, though you may be asked to make your request in writing and you may need to wait a few weeks. Follow these steps:

1. **Make an Appointment** -- In order to have a productive meeting, you will need to schedule an appointment with an official or his/her staff at least a couple of weeks prior to your visit. Please keep in mind that officials and their staff are very busy, and therefore, please be patient and arrive on time!
2. **Prepare for the Meeting** -- Prior to your meeting, make sure that you prepare any material that you will need for your discussion, including background information, facts, and statistics. Research the Member's position on education and education technology (i.e. voting history, past public statements) so that you can better target your message and have a more meaningful discussion. If you are meeting as part of a group, make sure to identify a leader to begin the meeting and assign each team member to make a key point.
3. **Stay on Message** -- Always start by introducing yourself and thanking the person for their time (provide a business card, if available). Then, explain why you are there and what it is you want them to do (e.g. support investment in education technology). When discussing your issue always be polite and brief. Remember that public officials are looking to act in the best interests of their constituencies, so try to provide a direct link between your issue and the welfare of your region. It may help to include a personal story highlighting the importance of education technology. Keep in mind that you are presenting yourself as a resource and be sure to answer any questions. Finally, thank the official for the meeting, their efforts and support, etc.
4. **Provide a "Leave Behind"** - Always try to bring written information to your meeting to leave with the official or staff person. Ideally, you will have prepared or received a one- or two-page fact sheet. A good fact sheet: (1) describes the problem or issue using facts to support your claim; (2) describes your proposed solution and the top few supportive arguments; (3) responds directly or indirectly to the main arguments against your proposed action; and (4) lists key supporters or coalition partners, including information about who to contact for additional information. If a fact sheet is not available, bring copies of favorable news stories or letters of support.
5. **Continue the Relationship** -- Before ending your meeting, be sure to make your request. Ask the official to take leadership and action in support of education technology. End the meeting with a thank you - if not for their support, than for taking time to meet. After returning home, write (or e-mail the staff) again thanking them for the opportunity to discuss education technology and related policy issues. Provide ongoing updates on what is happening in the district and/or state related to education technology. Invite them to visit.

[\[BACK TO ACTION STEPS, Page 9\]](#)

INVITE A MEMBER OF CONGRESS TO A CLIENT SCHOOL

There may be no better way to gain a champion to fight for education technology than to bring a public official to a school in their state or district and allow teachers and students to demonstrate the positive effects of technology on teaching and learning.

SLIA provides the following guidance to help make a Congressional visit as simple, exciting, and rewarding as possible. Please remember that the goal is not to sell your company's products, but rather to sell the importance of education technology and its federal funding.

1. Identify the Member of Congress & School

- Choose the Member of Congress. While visits with any and all Members are important, it may be most effective to make the selection a strategic one. We therefore suggest targeting Members of the House and Senate Labor, Health & Human Services, and Education Appropriations Subcommittees. It's a double bonus if your company is located in that state/district. (See Congressional List Below.)
- Identify a Client School. Choose a school that is: (1) in that Member's state/district; (2) with which you have a good relationship; and (3) which could make a good case for the value of technology and the importance of targeted federal funding for technology. Criteria could include a charismatic principal/superintendent, a school which has effectively integrated technology to increase achievement, or a school with inadequate resources to reach all students with technology. For our purposes, the school should also be recipient of a grant under NCLB II-D Enhancing Education Through Technology (which includes most districts, but a smaller number of schools).

2. Contact the School

Contact the superintendent, school principal and/or technology liaison and sell them on the idea. It will likely be necessary and appropriate to involve the school superintendent and/or school board in the process to avoid any later complications. Such an event provides them opportunity to show off their school, garner positive press coverage, and help make a connection to a policy maker that can pay off in direct and indirect ways over the years.

3. Invite the Member of Congress

Send (by fax) a joint letter from you and the school/district to the local (not Washington, DC) office of the Member of Congress inviting them to visit the school. [It would also be fine for the letter to come only from the school district.] The letter should simply emphasize your desire to share the schools efforts, successes, and use of technology to improve education. Be careful to be sensitive to their schedules by leaving the date and time open. You may also need to be persistent. Contact the office by phone about a week after mailing the invitation letter. Cajoling may be necessary, including calls from a politically connected party such as a school board member or campaign contributor, selling of the benefit to the Member such as good press and the importance of education to the public, etc.

4. Day of the Event

It is probably most appropriate for the school principal or district superintendent to take the lead. The discussion will, and should be allowed to, cover a broad range of issues of interest and concern. For our purposes, it will be important at appropriate times to point out both the benefits of technology, as well as the importance of targeted support for technology to improve student learning. **SEAL THE DEAL:** Don't let the official or candidate leave without asking if they would be willing to make education technology and federal funding, including the NCLB II-D Enhancing Education Through Technology program, a top priority.

5. Post-Event Follow-Up

Taking full advantage of your efforts requires several further activities:

- First, you and the school should each send thank you notes to both the official and any staff persons who helped put the meeting together. In addition to thanks, the letter should encourage the official to both take a lead on increasing support and investment for education technology, and to call on you for future consultation/information.
- Second, follow up periodically by letter with the Member and by phone with their staff, including the Washington, DC staff who handles education funding. Urge the Member to be a champion for this important cause.

[\[BACK TO ACTION STEPS, Page 9\]](#)

KEY MEMBERS OF CONGRESS

SLIA members and other ed tech stakeholders are encourage to both contact your own Congressional delegation, as well as to focus on key Members of Congress such as those serving on the Committees with jurisdiction over the issue.

To identify your Congressional delegation, visit www.senate.gov and www.house.gov and enter your state (Senate) or zipcode (House) for a list and contact information.

Following are key Members, their state, cities in their district (House only), and a link to their website. In addition, any Members' DC office can be reached through the Capitol Hill switchboard at 202-224-3121; and additional contact information can be found at either www.senate.gov or www.house.gov.

Senate Labor, HHS & Education Appropriations Subcommittee:

Majority Members		Minority Members	
*Arlen Specter (R-PA)	view site	* Robert C. Byrd (D-WV)	view site
* Thad Cochran (R-MS)	view site	* Tom Harkin (D-IA)	view site
Judd Gregg (R-NH)	view site	Daniel Inouye (D-HI)	view site
Larry Craig (R-ID)	view site	Harry Reid (D-NV)	view site
Kay Bailey Hutchison (R-TX)	view site	Herb Kohl (D-WI)	view site
Ted Stevens (R-AK)	view site	Patty Murray (D-WA)	view site
Senator Mike DeWine (R-OH)	view site	Senator Mary Landrieu (D-LA)	view site
Senator Richard Shelby (R-AL)	view site	Senator Richard Durbin (D-IL)	view site

House Labor, HHS & Education Appropriations Subcommittee:

Majority Members			Minority Members		
* Jerry Lewis, CA (R-Chairman)	Redlands	view site	*David R. Obey, WI (D - Ranking Member)	Eau Claire, Wausau, northwest	view site
* Ralph Regula, OH (R - Chairman)	Canton, Medina	view site	Steny H. Hoyer, MD (D)	Bowie, Laurel, Waldorf	view site
Ernest J. Istook, Jr., OK (R)	Northcentral OK	view site	Nita M. Lowey, NY (D)	White Plains, Scarsdale, Bronx	view site

Roger F. Wicker, MS (R)	Tupelo	view site	Rosa L. DeLauro, CT (D)	New Haven	view site
Anne Northup, KY (R - Vice Chair)	Louisville	view site	Jesse L. Jackson, Jr., IL (D)	S.Chicago	view site
James Walsh, NY (R)	Syracuse	view site	Patrick J. Kennedy, RI (D)	Pawtucket	view site
Kay Granger, TX (R)	Ft. Worth	view site	Lucille Roybal-Allard, CA (D)	Los Angeles	view site
John E. Peterson, PA (R)	State College, Titusville	view site			
Don Sherwood, PA (R)	Clarks Summit, Williamsport	view site			
Dave Weldon, FL (R)	Melbourne, Vero Beach	view site			

Other:

U. S. House of Representatives
(<http://www.house.gov/>)

- Mike Castle (R-DE)
- Buck McKeon (R-CA)
- Vern Ehlers (R-MI)
- Fred Upton (R-MI)

U.S. Senate
(<http://www.senate.gov/>)

- George Allen (R-VA)
- Conrad Burns (R-MT)
- Mike Enzi (R-WY)
- Johnny Isakson (R-GA)
- John Warner (R-VA)
- John Ensign (R-NV)
- Norm Coleman (R-MN)

[[BACK TO PAGE 1](#)]

SAMPLE LETTER

[Insert Date]

By Facsimile: [Insert Fax #]

Your Name
Title / Company
Address

The Honorable [Insert Name]
United States Senate / House of Representatives
Washington, DC 20510 / 20515

Dear Senator / Representative [Insert Last Name]:

As Congress considers the FY07 Budget and Labor, HHS & Education Appropriations, I urge you to support federal funding for the Enhancing Education Through Technology (EETT) program and restore this vital program's appropriation to the FY04 level of \$700 million.

As **[insert title]** of a high tech company, I believe educational software and e-learning are mission critical to providing today's students with a learning environment and opportunities that both reflect and prepare them for the world beyond the classroom. It is clear that school needs around the No Child Left Behind Act (NCLB) can not be met without technologies productivity. And as an employer challenged to meet my workforce needs, I see its importance in ensuring a skilled and productive high-tech citizenry that can compete in this age of information and global competition. I believe federal leadership and investment is critical to these efforts.

In working with educators, I see how important technology is to their assessment, accountability, instruction, data-driven decision making, teacher quality and parental involvement. **[Insert example of school use of a technology.]**

Federal EETT funds are critical to meeting these needs. **[Insert example of a school's dependence on federal EETT funding to meet their technology needs.]** I understand that for at least twelve states, EETT funds represent the only source of education technology funding. In the majority of communities I partner with, school budgets are stretched very thin and there will not be additional funding to compensate for the loss of federal EETT dollars.

With technology's recent integration into the classroom, we have started to realize its potential to modernize schooling and improve student achievement. However, schools are slow to change and budgets have not yet adjusted to technology, and therefore federal leadership and investment is critical to ensure all communities have the resources to address technology needs. In fact, our nation's K-12 schools spend only about one-twentieth per student on technology as does the private sector spend per employee.

Eliminating the EETT program would seriously undermine the ability for schools across the country to adhere to the strict standards and requirements set forth in NCLB, and would make students less prepared to enter the 21st century workforce. To funnel these much-needed resources away from our nation's schools now would be a giant step backwards for our educational system. Therefore, I urge Congress to restore funding to the EETT program at \$496 million in FY2007.

Thank you for considering this request. If I can be of any further assistance to you or your staff, please contact me at **[Insert phone and e-mail]**. I'd be happy to provide additional information or help arrange for a visit to a school to demonstrate their use of school technologies.

Sincerely,

[Insert Name and Title]

[\[BACK TO ACTION STEPS, Page 9\]](#)

SAMPLE NOTE TO EDUCATION CUSTOMERS

Dear [Insert Customer Name]:

As you may know, federal funding for the federal Enhancing Education Through Technology grant program (EETT; NCLB II-D) is under threat. Congress is moving quickly to determine funding priorities for this next fiscal year, and your advocacy efforts are critical to ensuring your U.S. Representative and Senators support EETT funding. I know from our work together that these funds are mission critical to meeting your educational and educational technology goals.

The EETT program constitutes the only significant U.S. Department of Education grant program for K-12 technology acquisition, integration and training. Congress included the program in NCLB (as Title II-D) out of recognition that targeted technology resources were necessary to address the law's goals and requirements. Yet, the program was cut over the last two years from \$690 to \$272 million, and President Bush's FY2007 budget proposes its elimination.

From discussions with key Congressional offices, it is clear that they have not heard enough from their constituents regarding the importance of these funds. Your efforts are needed now to:

- Contact (through fax, e-mail or phone) your Congressional delegation to urge their support for a restoration of EETT funding in the FY2006 Labor, HHS and Education Appropriations bill at the \$496 million appropriated in FY2005.
- Invite your Congressional delegation to visit your school to both see firsthand the importance of education technology and EETT funds to your educational efforts. We can work with you to make this happen.

In both cases, you should both explain how educational technology is Mission Critical to your school/district and your ability to address NCLB and how EETT funds support these efforts, and that you should urge their leadership in support of EETT funding at \$496 million.

For additional information, including talking points and action steps, please visit:

- Ed Tech Action Network: <http://www.edtechactionnetwork.org/> (Supported by the International Society for Technology in Education and the Consortium for School Networking)
- Mission Critical Campaign: www.missioncriticalcampaign.org
- Software & Information Industry Association EETT Advocacy Toolkit: <http://www.sii.net/govt/docs/pub/EETTadvocacytoolkit.pdf>

In either case, please contact me to let me know what actions you can take and how I can help as we extend our joint education-industry partnership to this important advocacy effort.

Thanks,

[Insert Name and Company]

[\[BACK TO PAGE 1\]](#)