Win Your Fair Share of Education Grant Funding

2004 Education Grants and Funding Summit

Partnerships, Grants and Fundraising Strategies for K-12 Schools



July 12-14, 2004
Wyndham New Orleans at Canal Place
New Orleans, LA

Presented by: The Performance Institute

Win New Grants Funding

Identify, win and manage grants from public and private sources

Comply with No Child Left Behind Provisions

Report performance and achieve compliance with NCLB standards to protect and expand your funding opportunities

Forge Partnerships for Funding

Collaborate with businesses and community organizations to enhance school performance

Tap Alternative Funding Sources

Generate financial support from non-traditional funding streams to improve your school and accomplish outcomes

PLUS Application Workshops on:

- Strategic Planning for Winning Grants and Conducting Fundraisers
- Creating Funding Partnerships

SHOW ME THE MONEY! Latest Updates on Locating Sources of K-12 Funding

Implement Innovative Strategies to Improve Grants Management

Who Should Attend?

- Superintendents
- Assistant Superintendents
- Principals
- Grants Administrators
- Education Fundraisers
- District Administrators
- Grant Managers
- Program Administrators
- Grant Writers
- Trustees
- Development Directors

...and all others concerned with securing untapped resources and maximizing the performance of funds!

8 Key Reasons to Attend

1. **Discover** the latest trends in education funding
2. **Navigate** federal grants and streamline grants administration
3. **Explore** winning strategies in fundraising and grant management
4. **Access** best practices for partnership management
5. **Identify** successful, cost-effective school collaborations that endure
6. **Access** untapped resources and services
7. **Enhance** academic achievement through community involvement
8. **Uncover** proven methods for education fundraising

Dear Education Professionals,

Money is tight. Decades of funding disparities have left schools no choice but to pursue every option in order to adequately finance our children's education. Fortunately, public and private funding streams have not dried up. Communities are rich in resources and services that can benefit schools.

Learn how to identify and access untapped resources at the *2004 Education Grants and Funding Summit* hosted by The Performance Institute in New Orleans, LA, July 12-14.

Win New Grants and Funding

Numerous grants are available from the Department of Education, various foundations and other sources. Locate and access these grants so you can maximize all of your opportunities. Streamline grants administration with effective practices to ensure compliance with the application deadlines and reporting requirements.

Comply with No Child Left Behind Standards

Educators and administrators alike are seriously concerned about the implications of the No Child Left Behind law. Increased accountability, budget deficits and costly "low-performing" penalties weigh heavily on fiscally starved states. In theory, this sweeping reform grants states more fiscal flexibility, however the reality is No Child Left Behind has many educators worried about their funding. Implement cost-effective practices to make every dollar count. Discover ways to report performance and achieve compliance to increase your overall funding opportunities.

Forge Partnerships for Funding

Building partnerships among schools, social service agencies, cultural institutions, industries and universities can be complex and frustrating. This event will provide lessons learned and best practices so you can partner for results. Listen to case studies of effective partnerships and take home proven methods to improve the quality of your schools.

Tap Alternative Funding Resources

Satisfy your school's fiscal needs by identifying untapped resources. Think outside the sandbox when it comes to school facility planning. Discover innovations in education fundraising by learning how to successfully engage the community and alumni.

Case studies, strategies and best practices for successfully procuring critical funds and resources are waiting for your review! Register today by calling 703-894-0481 or visit us online at www.PerformanceWeb.org. I look forward to seeing you in July!

Sincerely,



Chris DeJohn
Associate Director
Center for Education Policy

Tap Into New Financing Resources

The 2004 Education Grants and Funding Summit

Day 1:
July 12, 2004

	Track 1: Grants Management	Track 2: Alternative Funding Streams
8:00	Registration and Continental Breakfast	
8:30	Keynote Address: Leveraging Outside Funding for K-12 Schools	
9:30	Trends and Developments in Federal Funding	Thinking Outside the Sandbox: Building and Sharing School Facilities
10:30	Break and Refreshments	
10:45	Grants for Professional Development	Corporate and Business Partnerships
12:00	Networking Luncheon	
1:15	Grants and Partners in Innovation: Collaborating for Technology	Case Study: Lessons Learned from Inner-City School-Community Collaborations
2:15	Accessing Grants and Funds for Reading and Literacy Programs	Case Study: Lessons Learned from Rural School-Community Collaborations
3:15	Break and Refreshments	
3:30	Grants and Funding for After-School Programs	Working with Universities to Secure Funding and Resources
4:30	Adjourn	

Day 2:
July 13, 2004

	Track 1: Grants Management	Track 2: Alternative Funding Streams
8:00	Continental Breakfast	
8:30	NCLB: "Federal Christmas Tree for Education"	Performance Criteria for the Management of School-Based Partnerships
9:45	Establishing a Strategic Plan and Setting Priorities for Grants and Partnerships	Innovations in Education Fundraising: Utilizing the Community and Alumni
10:45	Break and Refreshments	
11:00	Best Practices in Procuring Grants from Private Organizations and Foundations	Local Education Funds: Fundraising for Systemic Change in Public Schools
12:00	Networking Luncheon	
1:15	Grants for Science and Math Programs	Partnerships that Work: Best Practices for Successful, Cost-Effective Collaborations that Endure"
2:15	Grants for Promotion of the Arts	Event Fundraising: Organizing Events that Produce Profits
3:15	Break and Refreshments	
3:30	"Now What?: Funding and Friends — The Key to Education's Future"	
4:30	Conference Adjourns	

Day 3:
July 14, 2004

	Post Conference Workshops	
8:30	Continental Breakfast and Workshop Registration	
9:00	Workshop A: Developing a Strategic Plan for Grants and Fundraisers	Workshop B: Creating Funding Partnerships
12:00	Workshops Adjourn	

Discover Partnerships, Fundraising a

Day One: July 12, 2004

8:00 **Registration and Continental Breakfast**

8:30 **Keynote Address: Leveraging Outside Funding for K-12 Schools**

The nature of the work is more than chasing grants – it's functioning as an educational planner, marketer, partnership broker and resource manager.

- Key funding issues facing schools
- Accountability systems to measure performance
- Strategies for accessing funding streams
- Professional growth of K-12 fundraising – and fundraisers
- Identify organizational strategies and the structure of giving for K- 12 education

Charlotte Placide, *Deputy Superintendent for Operations & Budget Management, East Baton Rouge Parish School System*

9:30 *Track I: Grants Management*

Trends and Developments in Federal Funding

- Examine federal funding opportunities
- Identify administrative rules and reporting requirements
- Establish effective ways to measure progress
- Understand new clients and how to be compliant

Don E. Slabach, *Director, Grant Writing, Jackson Public Schools*

9:30 *Track 2: Alternative Funding Streams*

Thinking Outside the Sandbox: Building and Sharing School Facilities

School districts have an opportunity to identify creative financing alternatives for building, repairing, modernizing and maintaining high-quality, 21st century school buildings for our children, so that districts do not have to rely so heavily on property taxes or tuition for funding capital projects.

- Develop public/private partnerships with qualified real estate investors and developers
- Think creatively about shared or joint use through intergovernmental agreements
- Strategize to manage funding streams and other creative financing opportunities
- Use tax increment financing funds to build and improve school facilities
- Mitigate problems with risk management policies

Jacqueline C. Leavy, *Executive Director, Neighborhood Capital Budget Group*

Mary Filardo, *Executive Director, 21st Century School Fund*

10:30 **Break and Refreshments**

10:45 *Track I: Grants Management*

Grants for Professional Development

- Identify innovative funding sources for teacher development
- Effective strategies for partnering with universities
- Integrate technology into staff development
- Use data to make instructional decisions

Gary Frye, Ed.D., *Director of Development / Special Student Programs, Lubbock-Cooper ISD*

10:45 *Track 2: Alternative Funding Streams*

Corporate and Business Partnerships

Schools must work within a limited budget while heeding the demands for improved academic achievement. Consequently, many schools have now turned to businesses for anything from cash and computers, to educational materials and services. In exchange, businesses receive benefits like exclusive vending rights, advertising space in school hallways or better prospects for a technically skilled labor pool.

- Establish mutually beneficial school-business partnerships
- Forge corporate sponsorship with "adopt-a-school" programs
- Develop school-to-career activities with corporate sponsorships

Laynee Timlin, *Director of Community Relations, Virginia Beach Public Schools*

12:00 **Networking Luncheon**

1:15 *Track I: Grants Management*

Grants and Partners in Innovation: Collaborating for Technology

Reduce the fiscal burden of acquiring computer hardware by facilitating the donation of equipment from public and private organizations. Identify alternative sources to upgrade the quality of your school's technological capabilities with innovative partnerships.

- Identify and implement marketing strategies to generate partnerships
- Locate donors to establish an ongoing donation program
- Discover lessons learned from technology partnerships
- Access recycled and refurbished computers
- Manage technology grants

Don Knezek, *CEO, International Society for Technology in Education*

1:15 *Track 2: Alternative Funding Streams*

Case Study: Lessons Learned from Inner-City School-Community Collaborations

- Removing the barriers between schools and inner-city communities
- Building alliances among teachers, parents, and community members
- Developing an integrated strategy to help students succeed in their inner-city setting
- Strategies for tapping into community funds and resources for education

Junious Williams, *Executive Director, Urban Strategies Council of Oakland*

2:15 *Track I: Grants Management*

Accessing Grants and Funds for Reading and Literacy Programs

- Gain knowledge of grants available to sustain and enrich programs
- Locate non-traditional sources of funding
- Prepare successful proposals
- Procure and manage subject specific grants

Gary Frye, Ed.D., *Director of Development / Special Student Programs, Lubbock-Cooper ISD*

2:15 *Track 2: Alternative Funding Streams*

A Case Study: Lessons Learned from Rural School-Community Collaboration

Educational challenges in rural regions can be significantly different from those endemic to more populated areas. This case study reviews lessons learned while providing resource information designed to help rural schools and communities learn how to effectively support each other so both can thrive. Learn from promising practices for connecting rural school needs and community resources.

Steve Lamb, *RCSP Team Leader, Williamette Education Service District*

3:15 **Break and Refreshments**

3:30 *Track I: Grants Management*

Grants and Funding for After-School Programs

Studies show that school-based after-school programs enhance the productivity and academic performance of many children. They are an important link in keeping these often underprivileged children engaged in productive activities with supervision that they do not receive immediately following the school day.

- Discover best practices in creating a effective program and accessing monies
- Understand the 21st Century Community Learning Centers Program
- Utilize faith-based partnerships
- Prepare winning proposals and maximize opportunity

Carol McElvain, *Senior Program Associate, Learning Point Associates*

3:30 *Track 2: Alternative Funding Streams*

Working with Universities to Secure Funding and Resources

Institutions of higher education have a wealth of intellectual, material and human resources. They are typically the largest employers in their region and are essential partners in sustaining school-wide and system-wide educational improvement. Partnerships between institutions of higher education and K-12 schools can and should be mutually-beneficial. Identify successful partnerships based on eighteen years of work initiated by the University of Pennsylvania with Philadelphia Public Schools. Discuss strategies directed towards tapping, integrating and mobilizing the enormous untapped and non-integrated resources of communities for the purpose of improving schooling and community life.

Cory Bowman, *Associate Director, Center for Community Partnerships and PPPS, University Of Pennsylvania*

4:30 Adjourn

Specific Sessions that Detail Grants and Innovative Funding Sources for:

- Professional Development
- Reading and Literacy Programs
- Technology Initiatives
- Science and Math Programs
- Promotion of the Arts
- No Child Left Behind Compliance

Day Two: July 13, 2004

8:00 Continental Breakfast

8:30 *Track I: Grants Management*

NCLB - "Federal Christmas Tree for Education"

Looking for federal education grants? Most of them are part of No Child Left Behind. This session will teach you about all the grants funded under NCLB's ten titles including:

- Names and nature of each grant
- Amounts appropriated for this year that are available for school districts
- Probability of funding so you can put your grant writing effort where it will get the best payoff for your district

Charlotte Harris, *Development/Title I Director, Boston Public Schools*

8:30 *Track 2: Alternative Funding Streams*

Performance Criteria for the Management of School-Based Partnerships

- Identify performance-based planning, budgeting and managing
- Allocate resources that support determined goals
- Develop targets and measures to assess progress towards goals
- Ensure communication and involvement of partners

Jeffrey Bergin, *The Performance Institute*

9:45 *Track I: Grants Management*

Establishing a Strategic Plan and Setting Priorities for Grants and Partnerships

- Conduct a needs assessment
- Apply performance-based management and evaluation strategies
- Enlist capable leadership
- Shape your vision and craft your message
- Identify and approach prospective partners

Jeffrey Bergin, *The Performance Institute*

9:45 *Track 2: Alternative Funding Streams*

Innovations in Education Fundraising: Utilizing the Community and Alumni

Fundraising for school needs that are not available in the district budgets, particularly urban districts, continues to be challenging. Alumni can become a resource for everything from playground equipment to technology to professional development. Alumni want to celebrate the legacy of excellence from their educational experience and to assist the alumni of the future. Learn how to create the right opportunities and achieve sustainable resources from your alumni and your community.

Linda Riekes, *Director of Development, St. Louis Public Schools*

10:45 Break and Refreshments

11:00 *Track I: Grants Management*

Best Practices in Procuring Grants from Private Organizations and Foundations

School districts nationwide are experiencing an all-time high level of fiscal burden. They are experiencing higher costs for accountability measures and receiving lower federal funds. In this session, you will learn how to identify, approach and build relationships with private organizations and foundations.

- Identify and validate prospective donors
- Evaluate which grantors are right for your project
- Build an annual fund donor base
- Apply proven strategies when preparing successful proposals

Gail Vertz, *Executive Director, Grant Services Inc*

Bring Your Grants Wish List and Develop

11:00 *Track 2: Alternative Funding Streams*

Local Education Funds: Fundraising for Systemic Change in Public Schools

- Find out why local education funds are the intermediaries of choice for systemic change
- Determine why national and local funders find local education funds attractive investment vehicles
- Learn how local education funds hold the community vision for improving public education
- Discover how local education funds leverage public dollar

Kandace Klass, *Director of Member Services, Public Education Network*

Frank Williams, *Executive Director of the Greater New Orleans Education Foundation*

12:00 **Networking Luncheon**

1:15 *Track !: Grants Management*

Grants for Science and Math Programs

- Trends in science and math funding
- Locate funding agencies and grant opportunities for the district level and for the individual educator
- Develop guidelines that will help create successful proposals

Claudia R. Fowler*, Education Consultant, James F. Fowler & Associates, Baton Rouge*

1:15 *Track 2: Alternative Funding Streams*

Partnerships that Work: Best Practices for Successful, Cost-Effective Collaborations that Endure

- Conduct a program needs assessment
- Identify potentially successful, reciprocally beneficial partnerships
- Craft your message to initiate activities
- Navigate complex collaborations with a strategic communications plan

Charlotte Harris, *Development/Title I Director, Boston Public Schools*

2:15 *Track !: Grants Management*

Grants for Promotion of the Arts

- Locate funding agencies and grant opportunities
- Prepare successful proposals
- Procure and manage subject specific grants

Kimberly Hunicke, *Acting Director, Louisiana ArtWorks, Arts Council of New Orleans*

2:15 *Track 2: Alternative Funding Streams*

Event Fundraising: Organizing Events that Produce Profits

- Identifying events that will yield revenue
- Securing sponsorship
- Tapping into alumni pockets
- Enlisting volunteers
- Strategies for planning, implementing and troubleshooting fundraising events

Laynee Timlin, *Director of Community Relations, Virginia Beach Public Schools*

3:15 **Break and Refreshments**

3:30 **"Now What? Funding and Friends -The Key to Education's Future"**

A trend is emerging in how we approach funding and resources for our schools. The economic model is expanding and shifting, with a growing dependence upon new revenue sources from business partners to the federal government. We are also approaching our work in a creative manner to lever multiple resources. It is important to review where we are, examine where trends are leading us and reflect on the importance of our work in education.

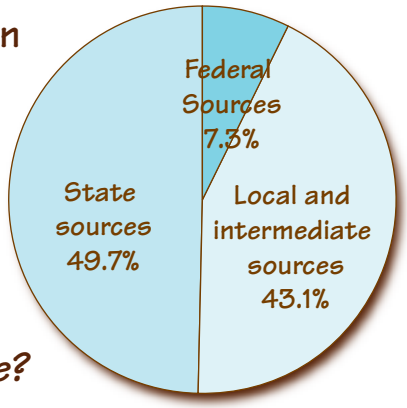
- Tying together the grants, development capacities, and partnering lessons
- Creating victories for fostering success
- Telling our school stories: Generating success in our hearts and minds

JJ Baskin, *Director of Institutional Development, Southwest Educational Development Laboratory*

4:30 **Conference Adjourns**

$401 Billion was Distributed to Public Schools in 2000–2001.

Did You Receive Your Fair Share?



SOURCE: U.S. Department of Education, National Center for Education Statistics, Common Core of Data (CCD), "National Public Education Financial Survey," 2000–01.

Post-Conference Workshops: July 14, 2004

8:30 **Continental Breakfast and Workshop Registration**

9:00 **Workshop A: Developing a Strategic Plan for Grants and Fundraisers**

This application workshop addresses challenges and best practices when developing a strategic plan for procuring alternative school funding. Apply performance-based strategies when raising and managing private funds. Implement a grant and fundraising plan that ensures the quality, outreach and effectiveness of challenged and underserved education programs.

- Develop effective strategic plans
- Utilize logic models and accomplish funding goals
- Achieve performance based outcomes

Gail Vertz, *Executive Director, Grant Services Inc.*

9:00 **Workshop B: Creating Funding Partnerships**

This interactive workshop will assist you in developing a strategic plan to initiate and maintain school-based funding partnerships. Learn how to enlist leadership that will identify and manage strategic and valuable collaborations. Devise a marketing plan that reflects the school's vision. Identify successful approaches to initiating partnerships that satisfy your school's needs. Apply proven strategies to develop diversified and balanced local funding for long-term program sustainability.

- Identify and target local organizations
- Forge a plan and generate a lasting partnership
- Discover how to manage your partnership to achieve success

12:00 **Workshops Adjourn**

Denotes Invited

a Winning Strategy

Rave Reviews from Previous Conferences:

"I was impressed that there was so much good information out there. I can't wait to get home and set something in motion."
Chris Branch, Ed & Verma Pastor School

"Speakers provided very good inside information from a grant director's point of view."
Monique McClurge, Northern Chicago School District 187

"Very savvy! Extremely credible with a lot of good information."
Joanne Morgan, Syracuse City Schools

"Excellent Information and new thinking in many areas for me."
Stephanie Harris, Kalamazoo Regional Educational Service Agency (RESA)

Discover Alternatives for Accessing Monies in Sessions that Illustrate:

- Benefits of Building and Sharing School Facilities
- Collaborations with Businesses, Industry, the Community and Universities
- Innovations and Strategies in Education Fundraising

Bring this Program In-House!

All of the conferences offered by the Performance Institute can be delivered through custom training programs for your office, program, agency or department. In-house training provides a cost-efficient vehicle for educating your staff with a hands-on, educational forum that facilitates team building and project planning. PI in-house training is designed to meet the needs of the client. Instead of making the training match with "cookie-cutter" training, our in-house offerings are matched to the specific needs of the participant.



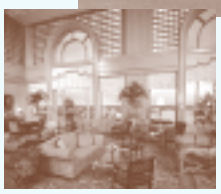
Free Subscription to Institute Research:

The Performance Institute serves as the nation's leading repository of thoroughly researched, documented, catalogued and peer-reviewed "best practices" in a multitude of issue areas. Each month, the Institute publishes its research through a variety of e-mail publications. To subscribe to the Institute's newsletter, please e-mail Performance@PeformanceWeb.org. For more information on Institute programs and services, visit us on the Internet at www.PerformanceWeb.org.

Hotel & Venue Information:

The *2004 Education Grants and Funding Summit* will be held at the Wyndham New Orleans at Canal Place. A limited number of rooms will be available to conference attendees at a discounted rate of $93, provided that your reservations are made by June 11, 2004. Please contact the hotel with the number provided below to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect.





Wyndham New Orleans at Canal Place
100 Rue Iberville
New Orleans, LA 70130
1-800-WYNDHAM

Tuition:

The fees for attending the *2004 Education Grants and Funding Summit* are as follows:

Conference Only: $1095
Workshop (additional): $395

Group Discounts:

For information about group tuition discounts available for *2004 Education Grants and Funding Summit*, please contact James Simpson at 703-894-0481 or email him at Simpson@PerformanceWeb.org.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

The Performance Institute
1515 North Courthouse Road, Suite 600
Arlington, VA 22201

SHOW ME THE MONEY! Latest Updates on Locating Sources of K-12 Funding

Registration Form for the *2004 Education Grants and Funding Summit* Call (703) 894-0481; Fax This Form To: (703) 894-0482; or Visit www.PerformanceWeb.org

- ☐ Yes! Register me for the Summit Only
- ☐ Yes! Register me for the Summit and one workshop (Please circle A or B)
- ☐ Yes! Sign me up for free e-mail updates on PI research on Social issues. My e-mail address is below.
- ☐ Please call me. I am interested in a special Group Discount for my team

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