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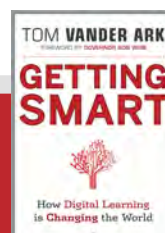
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**Don't Miss This Month's ViewPoint Column  
by Nationally Recognized Education Blogger  
and Author of Getting Smart, Tom Vander Ark!**

**EDVentures 2011: Promise Delivered**

This year's EDVentures Conference in San Francisco brought together over 200 educators, scholars, and entrepreneurs to discuss the role that the private sector will play in leading our country to educational success. We reached new levels of professionalism, and paved the way for enhanced membership opportunities and support. I hope you did not miss this landmark event!

**Education Leads Way in Growth Sectors**

While ours is not a perfect situation, and while we are certainly feeling the effects of an ill economy and unemployment approaching 10% in many areas nationwide, education as a whole is faring very well - and the future looks even brighter. That's what researchers and business analysts are saying, at any rate.

**Legislative Update**

Congress returns to Washington next week after we, mere mortals, weathered two natural almost-disasters: A 5.8 earthquake, and Hurricane Irene. All I can say is that the hot air will certainly start to blow hard next week and instead of the Weather Channel saying the sky will fall, we will have pundits wringing their hands over more gridlock and the curse of a double-dip recession. So here is what we now know

**View Point Column:  
Leading the Shift to Personal Digital Learning**

The shift to digital learning is expanding educational opportunity in the United States and even more significantly in emerging economies. The potential to customize learning, to boost engagement, and to extend learning at reduced costs is a set of world changing opportunities. The shape and speed of the shift will be lumpy and highly dependent on state and local leadership. But the energy and insight applied by entrepreneurs will pay global learning dividends.

**Join EIA Now!**

Since 1990, the EIA has worked to expand business opportunities for education entrepreneurs of all sizes in preK-12 markets. Benefits include federal-state-local advocacy, public relations support, professional development, peer-to-peer networking and much more.

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## EDVentures 2011: Promise Delivered

*Submitted By: Thomas E. Schnabel, EIA Program Chair  
Published: August 2011*

EDVentures 2011 brought together over 200 educators, scholars, and entrepreneurs to discuss the role that the private sector will play in leading our country to educational success. We reached new levels of professionalism, and paved the way for enhanced membership opportunities and support. I hope you did not miss this landmark event!

The emphasis on the path ahead for the education industry was evident in the titles of our sessions: The Future of Schooling, The Resurrection of American Education, Preparing for the Idea Economy of the Future, Achieving World Class Performance in the Information Age, Trends in Federal Funding, Scenario Planning for the Challenges Ahead, and Liberating Learning.

Our twenty-first annual conference included six general sessions that united entrepreneurs from across the private sector and provided direction for innovation and achievement.

Frank Catalano, marketing and technology author/speaker, led the way by showing us how to create a balanced marketing plan with limited dollars. He was followed by Harvard Professor Paul Peterson, who shared his thoughts on the need to implement digital technologies and personalized instruction to save our schools and to restore the promise of high quality American education.

Tom Vander Ark, noted education blogger and writer, reviewed and examined the imperatives of a reauthorized ESEA. And author/leadership expert, Professor Jim Clawson (University of Virginia), encouraged us to move to a higher level of leadership to re-establish the fundamentals of effective education.

In our closing keynotes, Laura Lefkowitz presented a plan to help business owners and their students prepare for the challenges ahead by utilizing scenario planning. And Stanford professor and author, Terry Moe, urged us to unleash the power of technology and innovation to create an education system worthy of our aspirations and our children's dreams.

This year's concurrent sessions packed each break-out room with professional speakers and industry experts who covered a broad range of topics: business growth and development, conflict resolution, communications, risk management, opportunities in education technology, social media marketing, federal dollar opportunities, systematic business marketing, test prep models, and networking.

The power and promise of our organization was never more evident. We opened the doors for Accreditation. We previewed details of our enhanced Mentoring program. And, with great pride, we launched a Global EIA strand that connected business owners from Europe, the Middle East, and Asia to discuss plans for an international coalition of education entrepreneurs.

EDVentures requires many hands, all of them volunteer. I acknowledge those who contributed many hours to the planning and organizing of this conference, along with the contributions of our exhibitors and sponsors. Heartfelt thanks to all!

Our job continues: planning for next year's event, July 19-21, 2012 in Miami, is underway. Whether you are interested in Industry Trends, Future Challenges, Growth Strategies, or just plain "good old-fashioned networking," EDVentures 2012 will provide yet another high-gear opportunity to teach, share, and learn. Make plans to join us for this event!



## Education Leads Way in Growth Sectors

Submitted By: Steve Drake Published: August 2011

While ours is not a perfect situation, and while we are certainly feeling the effects of an ill economy and unemployment approaching ten percent in many areas nationwide, education as a whole is faring very well – and the future looks even brighter. That’s what researchers and business analysts are saying, at any rate.

According to the U.S. Department of Labor, private educational services, including education consulting businesses and tutoring and learning centers, are expected to grow by almost 29 percent through next year. And according to a recent report from IBIS World, a publisher of U.S. industry research, the education sector is one of the five sectors it believes have greater than average potential. In particular, the IBIS World report cited the education testing and test prep industry, which it said grew at an annual rate of more than 6% over the last five years, and which it believes will achieve annual growth of more than 5% for the next five years. Other education markets showing robust growth include trade and technical schools, as well as business coaching.

Finally, HowToStartUp.com, a website for budding entrepreneurs, ranks “education and health services” as the second-most promising sector for individuals wishing to start a new business (only “service-providing industries” ranks higher).

How do these analyses and projections compare with your organization’s experience? Do we as a sector have reason to be optimistic – or should that optimism be tempered by the reality of government, public education and consumer spending cuts?

## Legislative Update: What Do Earthquakes, Hurricanes, and Making Hot Dogs Have in Common

Submitted By: Steve Pines Published: August 2011

Congress returns to Washington next week after we, mere mortals, weathered two natural almost-disasters: a 5.8 earthquake, and Hurricane Irene. All I can say that is that the hot air will certainly start to blow hard next week and instead of the Weather Channel saying the sky will fall, we will have pundits wringing their hands over more gridlock and the curse of a double-dip recession.

So here is what we now know.

1. Congressional action on ESEA reauthorization is moving at glacial speed. Three mini-bills have passed out of the House Education and Workforce Committee that addressed funding flexibility, expanded use of charters, and elimination of duplicative programs. A fourth bill is likely later this Fall to tackle the central and difficult issues of school and district accountability and potential interventions like SES and school improvement strategies. But chances for bi-partisan action in the House is like seeing a mirage in the desert-too good to be true.

The Senate Health Education Labor and Pensions Committee (HELP) has been working hard; I mean really, really hard on their version of ESEA v2.0. So far it has succeeded in missing every public deadline the committee sets for itself to mark up a bill out of Committee starting last Spring. But staff report progress is likely using a version of the Administration’s Blueprint as the framework. They do need bi-partisan support to move legislation in the Senate and Senators Harkin (D-IA) and Alexander (R-TN) are working closely.

In the final analysis, the clock will run out on ESEA reauthorization by this October. This is when our elected officials shift into high gear for their re-election and Washington-centric work gets tabled. And in a Presidential-election cycle (2012), conventional wisdom holds that no major legislation is enacted, further delaying consideration of ESEA until well after the Inauguration of President \_\_\_? in 2013.



### Legislative Update: Cont'd

2. The priority of Congress this Fall is serious work on deficit reductions (entitlements, revenue and/or tax code simplification) through the Super Committee created in the wake of the debt ceiling debacle last month. Once again, these debates will suck the oxygen out of the Hill and consume the President.

3. With no Congressional “fix” to NCLB in sight, Secretary Duncan has said he will have his “Plan B” ready sometime after Labor Day. This comes in the wake of a chorus of cries for help from states and local school administrators. They seek immediate relief from NCLB accountability provisions, especially as more schools fail to meet 2014 proficiency targets. Several states have asked for waivers to the 2011-12 school year and these (KS) have been rejected by the Department, while recent ones (CA, and TN) are still pending. It is hard to see how waivers for this school year will be granted, but the 2012-2013 school year is another story.

Here what we know from informed sources about future waivers. These waivers will likely cover states that are in one of two categories. Let’s call one set of states early adopters of reform (“adopters”) and the other set of states as moving towards reform (“movers”). The adopter states may be recipients and finalists of RTTT competitive grants. These states, having demonstrated significant commitment to the reforms prioritized by the Administration, may be offered waivers with the most flexibility from certain NCLB provisions, including the ability to opt out of interventions like SES.

The other group of states, “movers,” may be eligible for waivers with less flexibility. For example, these waivers may “stop the clock” of schools in need of improvement as of a certain year (e.g. January 2010). The net effect of this waiver will be to limit local spending on interventions like SES to those schools that were deemed eligible prior to January, 2010 (for illustration purposes only).

More details on this package of waivers will be issued by the Department as soon as next week, or later in September. There will likely be a public comment period and final application rules published in the Federal Register. All state applications will be evaluated by an external panel just like what was used

in the RTTT and i3 grant competitions, with decisions potentially announced by 2012.

There is growing bi-partisan opposition to the use of waivers with members of both parties stating publicly that waivers undermine the authority of Congress. Furthermore, civil rights groups are also concerned that civil rights protections and the parent engagement (including SES) requirements of NCLB will be cast aside through waivers; indeed, these same advocacy groups are making the case that the Secretary’s waiver authority is specifically precluded from relaxing these two provisions and may threaten a direct challenge of the Administration.

So get ready for more blustering winds, shaking buildings, and new plagues that may rain down upon our public officials here in Washington. The next 90 days here will not be pretty, but whoever said making policy is? In fact, it is more like watching hot dogs being made.

Please pass the mustard...



### Column: The President's Message: Ignorance Isn't Bliss

Submitted By: Jim Giovannini Published: August 2011

I'm a dreamer - always have been and always will be. Sure, on the surface I run the rat race like everyone, but inside I never shake that same desire I've had since childhood. I want to change the world. Yes, it's idealistic. I don't care. My instinct says you feel exactly the same because you're an education entrepreneur. If you didn't want to change the world, you would have opened a restaurant.



The thought of global change isn't new, but in today's technological world it is closer to reality than ever. The world is a smaller place. No longer can an entrepreneur with a dream sit back and say it's impossible to affect change globally because opportunity is everywhere.

If we examine most of the world's great problems, there is a common thread weaving them together: a lack of education resulting in an abundance of ignorance. Why do young men in America's poorest neighborhoods join gangs and lose all respect for their own life and the lives of others? Why do young men in certain parts of the world allow themselves to be recruited by terrorist organizations? Why, in much of the world, are women still marginalized? Why do certain nations insist on ignoring science while causing irreversible damage to the world's ecosystems? Why is the chasm between the haves and the have-nots growing deeper each day in many nations? Simply put, there is a lack of education and understanding in much of the world - even in our own nation.

Ignorance and marginalization breed contempt. And without positive outlets for their anger and fear, those who are marginalized eventually react out of desperation. Now imagine a world where true equality and economic opportunity are realities for all people - globally. In this world, a world filled with freedom of choice and opportunity, prosperity becomes a reality. If we strive to educate the citizens of the world, ignorance will begin to dwindle and desperation will lose its grip.

I know it's a dream, but it's my dream and hopefully yours, too. In my early career as a high school history teacher, I was idealistic and believed I could make a difference. Twenty years later, now as a successful education entrepreneur, I find my dream is the same. I want to change the world. The only difference now is that we all have the capabilities to impact global change through technology. As the Education Industry Association grows and adapts to new challenges, I ask each of you to find a way to change the world through your business ventures.



## Column: Executive Director's Desk The Right Stuff for EIA Members

Submitted By: Steve Pines Published: August 2011



As we all head back to school, I'm jazzed to highlight a number of new EIA programs that will help you grow and continue to add value in the nation's oldest membership association for education entrepreneurs. Of course this is in addition to hosting

the best education conferences, mentoring and communications programs for members, and advocating for the private sector before Congress.

- **EIA's partnership with world-class institutions to deliver solutions for EIA members:** We are finalizing a new partnership with the Johns Hopkins University School of Education under which EIA plans to develop tutor certification programs and launch other initiatives to link the JHU School of Education research and development with EIA members to develop new education business opportunities in K-12.
- **Promotion of accreditation as a quality assurance and business development strategy:** We are working through EIA's preferred partners, Middle States Association and Western Association of Schools and Colleges, on a program exclusively for EIA members for streamlined and customized accreditation.
- **Recruitment of private schools as a new growing sector in K-12 education:** In conjunction with the National Independent and Private School Association (NIPSA), we will offer expanded member services to private schools as a new and growing EIA membership segment.
- **A re-focused approach to EIA advocacy for SES and providers:** With ESEA reauthorization effectively tabled until after the next Presidential election, EIA will re-focus its SES advocacy efforts on state/local implementation issues through our six-year old SES Coalition.
- **Offering "Beyond SES" business development programs:** Due to the uncertain future of SES, EIA will develop and offer a series of programs to help members transition beyond the provision of SES in to new

school/student improvement services, or to assist with exit planning for their businesses.

- **Go Global:** On the heels of our very successful "global track" during our July EDVentures conference in San Francisco, we will help our members expand internationally, connect global educators to share best practices, and broker new strategic business partnerships.

*Have a great new school year!*

### About the Executive Director



Steve Pines has served as the Executive Director of the Education Industry Association since January 2004. Prior to joining EIA, Mr. Pines was a Vice-President for Sylvan Learning Systems, Inc. (1993-2003) managing workforce development services and education programs for at-risk youth. During this time, Mr. Pines also developed a new business channel with two and four-year colleges for developmental education services, as well as in the corporate training area. Mr. Pines worked for eight years as a Deputy Director at the Enterprise Foundation, working to revitalize low income neighborhoods nationwide. His initial work in education and employment policy spanned positions at the National Alliance of Business, the National Association of Counties, and the United States Department of Labor- Employment and Training Administration, where he worked during the Carter Administration. Pines has a MBA from Southern Illinois University, a MA in education psychology from the University of Connecticut, and a BA from Hobart College.



### Column: Creative Solutions

#### There is No Magic Pill for Growing a Small Business

Submitted By: Carolyn Higgins - Published: August 2011

We are constantly bombarded with advertising rich with promises of quick fixes to all that ails us. Consider the sheer volume of television ads and infomercials that promise us the body of an anorexic supermodel if we just buy their magic diet drink or super-amazing turbo thigh-cruncher. No need to exercise or diet- just take a magic pill or use this miraculous fat melting machine “just 5 minutes a day!” and we’ll be thin and our lives will be perfect!

I think we all know, deep down, there is no magic pill or piece of equipment that is going to whip us into shape – at least not for the long term. We didn’t gain that extra 5, 10 or 50 pounds overnight and it certainly isn’t going to come off overnight, despite what the crafty weight-loss industry tries to tell us.

I’m sorry to tell you – the same goes for growing your small business. There is no magic growth pill that will bring you hordes of new customers. No “undiscovered secret” newspaper, magazine, SEO plan, or website advertising package that is going to make your phones ring off the hook. No creative and clever ad design or layout that will bring you millions of dollars worth of business. No amount of money thrown at the symptom is going to make you an overnight success. The fact is, as with weight loss, we are not going to achieve success until we stop throwing money at the symptom and start addressing the underlying problem. The lack of customers and leads is a *symptom* of a bigger problem, just like those extra 50 pounds is a symptom of eating too much and not exercising enough.

Don’t wait until it’s too late. Don’t keep throwing money at the symptoms hoping that a new tagline, flyer layout, magazine ad, or offer will be the one to transform your business. It’s not going to happen until you lay the foundation of your marketing strategy. Don’t wait until you only have a couple of month’s worth of expenses in the bank to get help. Do it now while you still have the resources to invest in effective marketing that is going to deliver long-term success.

Make a commitment to yourself and your small business... Commit to throwing away those small business “magic growth

pill” that don’t work; the yellow page ads that don’t make the phone ring, the endless networking that isn’t yielding profitable business, and the PPC plans that you can’t really measure, and commit to addressing the underlying problems that are blocking your small business growth.

#### Address The Problem

What’s the bigger problem? The problem is the absence of a strategic, systematic approach to your marketing. Like weight loss, growing a successful business is a long-term undertaking that requires a commitment to practicing healthier behaviors and habits.

Small business owners come to me every day – like bulging brides who, two days before their wedding discover they don’t fit into their wedding dress – out of money and with expenses that far exceed revenue. Like the bride desperate to shed those 10 pounds in 2 days these small business owners are desperate for revenue (and lots of it) NOW – or they will go out of business. “Can you help me???” Translation – do you have a magic pill to make hordes of people call me or come into my store NOW? Sorry, I don’t. **Stop The Madness!**

#### Where to Start

So, how do you wean yourself off the magic pills and empty promises of small business marketing? It requires W-O-R-K. It also requires knowledge and a thorough understanding of your business, your market, your customers and your competition. Here are three the essential tools of the long-term success of your small business.

1. Create a vision for your business. What do you want to be known for? What do you want to stand for? What experience do you want people to have? What do you want them to say about you when they engage you? Create this vision and use it as your guide.

2. Identify your target market. Every business has a section of the population that they work best with; a segment that fits your product or services, your personality, your location, your delivery – or whatever it is. Whether you want to admit it or **not (and many small business owners don’t want to – they think “Anyone Who”** buys what they sell is their target market – WRONG!). Create a list of your best customers and



write down every single demographic, psychographic, and geographic attribute you can think of for each. You'll start to see a pattern – this pattern will help you identify your target market. Having a target market allows you to stand out from your competition, stop competing on price, and helps save lots of money advertising to the wrong people!

**3. Know your competition.** Not just their names and where they're located, but *really* examine them. Who do they work with? What do they offer - and not offer? What do they do well – and not so well? What is their core message? Look at these things and find out if there are gaps they're leaving that you can fill in!

This really isn't that difficult, it just takes a little time and effort. But I promise you – the results will be well worth it! So, don't just think about it, make a commitment to yourself today to do it!

#### ***About the Contributor***



*Carolyn Higgins founded Fortune Marketing Company to help small business owners create a marketing strategy and put a system in place that will reduce the amount of money and time wasted on marketing practices that don't work. With more than 17 years of sales and marketing experience, Carolyn Higgins works with business owners like you, to develop a marketing strategy to take their business to the next level; getting them more customers, better profit margins – and more time to focus on what's important – running their business!*



## Column: View Point

### Leading the Shift to Personal Digital Learning

Submitted By: Tom Vander Ark - Published: August 2011

The shift to digital learning is expanding educational opportunity in the U.S. and even more significantly in emerging economies. The potential to customize learning, to boost engagement, and to extend learning at reduced costs is a set of world-changing opportunities.

The shift is being propelled by expanding broadband, cheap access devices, cloud computing, and improving content. Six trends are propelling the shift in U.S. K-12 sector:

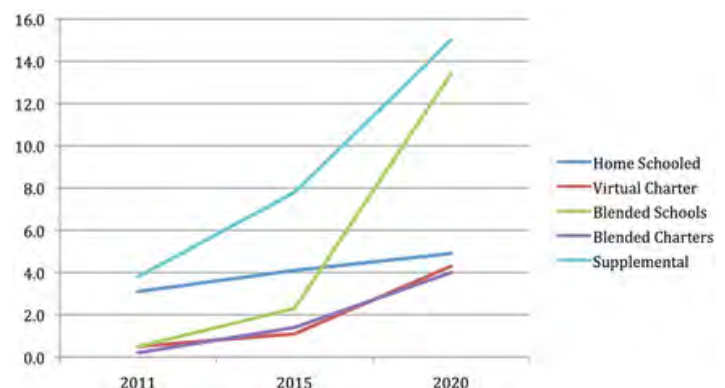
1. Higher expectations of real college and career-ready standards reflected in the Common Core.
2. Most states will help orchestrate improved student Internet access to support a shift to online assessment by 2014.
3. An extended “new normal” period of flat or shrinking resources in most states.
4. Expanding mobile access and student demand for learning options—both formal and informal.
5. Expanding number of states that support choice to the course and multiple providers
6. Growing full and part time enrollment in online learning

A recent [Ambient Insight](#) report suggests that online learning is growing even faster than expected. The report says “Over 4 million students are currently participating in some kind of formal virtual learning program, and “The combined online population is currently growing by 46% a year and the growth rate is accelerating.”

**Growth in Digital Learning Options** - Until recently, I thought learning at home (home education plus virtual charters) would double and then plateau at a rate short of 10%. But Ambient suggests that, “A conservative forecast is that by 2015, over 4.5 million US children will be schooled at home.” That would be 8.2%, of all school children and with cyber charter kids, Ambient forecasts that more than 10% of students will be learning at home by 2015. Ambient believes that over 75% of home-educated children will be online (but not necessarily fulltime) by 2015.” I’ll bet more than 90% will be doing some learning online.

I think Ambient's growth rates beyond 2013 may be a little high, but I revised my view that learning at home will plateau at or below 10%. With parent co-ops and microschools, an informal extension of friends and family, and early learning and care (learning predominantly at home supported by full or part time online enrollment in an online school or at least significant use of informal online learning resources) could approach or even exceed 9 million students or close to 15% of the P-12 population by 2020.

### Here’s my forecast (expressed in millions of U.S. P-12 students) of participation in online and blended options:



Students blending their own learning through supplemental enrollment will continue to grow by almost 30% as more states expand access, and may hit 15 million students by 2020.

**The Rise of Blended Learning** - While learning at home may triple by the end of the decade, most of the growth in digital learning will be adoption by existing schools. By the end of the decade most K-12 schools will blend online and onsite learning. But unlike the last 20 years, it won’t be adding computers to the way we’ve always done school.

By the end of the decade most K-12 schools will blend online and onsite learning. Blended learning is a shift in instruction to an online environment for a portion of the student day designed to improve learning and operating productivity. Michael Horn, author of [The Rise of Blended Learning](#), adds “some element of student control over time, place, path, and/or pace.” Horn and coauthor Heather Staker outline six



variations of blended learning and a couple early examples in each category.

The adoption of blended learning by public schools will be a function of early examples of success, ease and affordability of conversion, and the extent to which there is continued cost and achievement pressure.

**Blended Opportunities** - The shift to personal digital learning and, in particular, the adoption of blended models creates at least 15 opportunities for enterprising educators:

1. Engaging and adaptive content
2. Online learning: content and instruction
3. Social learning applications
4. New blended school models
5. Blended turnaround models
6. Blended schools with community based organizations
7. Low cost blends for emerging markets
8. Professional development
9. Assessment services
10. Achievement analytics
11. Recommendation engines
12. Targeted tutoring
13. Online special services
14. Value-added tablet/netbook bundles
15. Planning and program management

The shape and speed of the shift will be lumpy and highly dependent on state and local leadership. The size of the sector, domestic and worldwide, and the importance of success are attracting increasing philanthropic and venture investment. Most exciting is the talent entering the sector, both young and old. The energy and insight applied by these entrepreneurs will pay global learning dividends.

#### **About the Contributor**

*Tom Vander Ark is CEO of Open Education Solutions, a blended learning service provider and Founder of Getting Smart. He is also a partner in Learn Capital, a venture capital firm investing in learning content, platforms, and services with the goal of transforming educational engagement, access, and effectiveness. Previously he served as President of the X PRIZE Foundation and was the Executive Director of Education for the Bill & Melinda Gates Foundation where he implemented \$3.5 billion in scholarship and grant programs. Tom was the first business executive to serve as public school superintendent in Washington State. A prolific writer and speaker, Tom has published thousands of articles and blogs. In December 2006, Newsweek readers voted Tom the most influential baby boomer in education. Tom chairs*

*the International Association for K-12 Online Learning (iNACOL), and serves on the board of LA's Promise and Strive for College. Tom received the Distinguished Achievement Medal and graduated from the Colorado School of Mines. He received his M.B.A. in finance from the University of Denver. He continues his education online.*



## Member News

### Two EIA members Named Finalists for the Yoshiyama Young Entrepreneur Award

Most people start a business to make a living. For Elana Metz and Lacy Asbill, the goal of their venture was much bigger. Inspired by a calling to give something back to the youth in their community, the two founded Girls & Boys Moving Forward: a gender-specific mentoring program run by young people, for young people, in Oakland, CA. The program aims to foster students' academic and emotional success by providing tutoring in the context of an authentic and meaningful relationship with a caring mentor.

Five years later, the company has served more than three thousand students--mostly low-income students receiving services free of cost to their families--and has trained over five hundred diverse young adults to serve as passionate and dedicated mentors. The successes of the program have not gone unnoticed--Asbill and Metz are currently finalists for a prestigious national social entrepreneurship award.

The Hitachi Foundation has long believed that business has an essential role to play in addressing the complex challenges facing our society. For this reason, Hitachi Foundation's Yoshiyama Young Entrepreneur Award recognizes the innovative work of five young people--all of whom have built sustainable businesses that make a positive difference for low-wealth individuals in their community. Metz and Asbill's program represents one of eight social ventures currently in consideration for the prize. The founders make their final presentation to the selection committee this fall, in Washington DC.

The founders will share their program's strong academic gains for its enrollees, including their continuation through high school, and their impressive 70% pass rate on the high school exit exam. More importantly, their students show improved feelings of self-confidence and self-belief. A student at Melrose Leadership Academy shares: "At Girls Moving Forward I learned how to be independent and have confidence in myself. My favorite thing about the program is that I get to be myself."

### Academic Educational Resources' ACT Flashcard Box Now Available

Industry leading test-prep publisher Barron's has released a new ACT Flashcard series written by EIA President Jim Giovannini and his partner Patsy Prince, co-owners of Academic Educational Resources and Academic Tutoring Centers (Chicago, Illinois). This all-new set of test-preparation flash cards is designed to give prospective ACT test-takers the help they're looking for. The cards cover all five sections of the ACT and include test-taking tips and strategies, important facts, and practice problems that mirror questions on the ACT. All cards have corner punch holes that accommodate an enclosed metal key-ring-style card holder. Students can use the ring to arrange flash cards in sequences that best fit their study needs. The flashcards are now available in bookstores and online.

Barrons also contracted with Giovanni and Prince to write a new ACT Practice book which will be available in the Spring of 2012. The book will contain...

### Multi-Year Partnership with Pearson Aims to Transform Teaching and Learning, Prepare Every Child for Success in Technology-Driven Global Economy

Acting on its commitment to ensure that the district's 714 K-12 students graduate prepared for the challenges of a global economy, Mendon, Illinois' Community Unit School District No. 4 (CUSD #4) Superintendent Diane Robertson recently announced a three-year partnership with the education and technology company Pearson that will put laptops in the hands of its students, providing online learning, progress monitoring, and assessment that will personalize instruction for each child.

The initiative will begin this coming school year as high school freshmen and sophomores trade in their English and Math textbooks for their very own Apple MacBook laptops purchased by the district. Students will then easily access Pearson's online comprehensive mathematics and literature programs — engineered for one-to-one classroom environments — that will guide each student on a personalized



learning path with engaging and robust research-based content aligned to the new Common Core State Standards.

“Bringing student assessment, performance visibility, and course management together into a common platform is the foundation of our vision to connect and empower K-12 educators,” said Pearson’s Senior Vice President Scott Drossos, a member of the EIA Board of Directors. He added, “Our educational platforms for students are designed for mobile devices like the MacBook, and we are ready today to roll out our Math and Literature programs for CUSD #4 students. So whether these students are at school, at play, at home or elsewhere, they will have access to anytime, anywhere learning. This immediate access is what they are used to in their daily lives with their iPhones and other mobile devices; we need to meet them in their digital world.”

Drossos said that Pearson will be on-the-ground in the district throughout the project and will provide professional development for teachers and administrators on implementing the curriculum programs and new technology components.

“This cutting-edge project will truly transform the way our teachers teach and the way our students learn,” said Superintendent Robertson. “One of the most promising aspects of this initiative is that it levels the playing field for students who do not have access to technology at home.”

Robertson added, ““We see this partnership with Pearson as an investment in the community’s most precious resource – our children and our children’s future.”

### Professional Tutors Helps Families of the Fallen

Professional Tutors of America has continued to grow its special program of providing individualized tutoring services at no cost to the children and the surviving spouses of soldiers who have lost their lives serving our country. According to long-time EIA member, Bob Harraka of Professional Tutors of America, his tutors have been very effective in mentoring these children and keeping them focused on their education and future. Complimentary services are offered to families residing in California and Connecticut. For more information, contact Professional Tutors of America at (800) 832-2487 and ask for Anthony Pavia or Jonas Maceda, or by email to [Anthony@professionaltutors.com](mailto:Anthony@professionaltutors.com).

### Computer Camp Concept Upgraded

Learning camps received an upgrade this summer when Flex Academies created an "app" camp that taught children how to design their own mini-programs for smartphones and tablet computers such as the iPad.

The "camp-within-a-camp" concept is easily migrated to after-school activities, said CEO Joshua Chernikoff. "We designed AppCamp's curriculum to enhance school offerings, not replace them. Our public-private partnerships often allow a school or day camp to share in a new revenue stream while replacing activities that may have been lost during the budget process."

AppCamp is designed for students as young as mid-elementary school through high school. Flex Academies instructors adapt the course materials based on age group and demographics. Participants took home more than a traditional arts and crafts project. "All 20 of our campers left the five-day app camp having made their own apps to show their families. We saw mobile apps designed by the kids from drag racing to dragons!" AppCamp also impressed Julie Smith, a parent whose son attended the pilot program. "I am amazed at what my son learned in just a week. I asked him about how he created his app and his ease in talking about the development process and understanding about RSS feeds and importing data was really impressive."

For more information, contact Joshua Chernikoff at Flex Academies by calling (202) 487-7511



**Clare's Corner**

*Please Join Me In Welcoming Our New Members!*

**EMERGING**

- Rhonda Sumter, Bright Light Education, LLC, Jersey City, NJ
- Angela Franks, Franks Jumps For Better Learning, Columbia, SC
- Demetria Jennings, Believe-N-U Youth Empowerment, Richmond, VA
- Polly Kinsinger, Total Reading, Inc., Redondo Beach, CA
- Shane Hedges, Millennium Accord, LLC, Washington, DC
- Jeff Vezina, The Learning Curve, Inc., Anaheim, CA
- John Langley, Cognition Education Limited, Auckland, New Zealand



**BRONZE**

- Leondina Garrett, A World of Learning, LLC, Surprise, AZ
- Judi Robinovitz, Score At The Top Learning Centers & Schools, Boca Raton, FL
- Florence Charavay, Priority: My Education, Fort Worth, TX

**SILVER**

- Tom Richardson, FUNdamentals Free Tutoring, Concord, NC

**GOLD**

- James Wegeler, American Tutor, Inc., Hillsborough, NJ

**Send us your Member News!**



- Has your business been recognized locally?
- Is there a business achievement you want to share with other members?
- Do you have examples of growth areas for your business you want to share?

If you have answered yes to any of the questions above, we would love to hear from you. We would like to share your accomplishments with fellow EIA members. Please send Clare a paragraph or two on your business' achievements so that we may include it in a future Enterprising Educators edition. Send it via email to [clare@educationindustry.org](mailto:clare@educationindustry.org).

Access to high quality, relevant job postings.  
 Personalized job alerts notify you of opportunities  
 Anonymous resume bank protects your confidential information  
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