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Using Evidence for a Change

The Federal Role in Education: Innovator or Regulator?

February 20, 2008
Rayburn House Office Building, Room B339
Washington, DC

A Policy Forum Presented by:

Knowledge Alliance/Center for Knowledge Use,
Software & Information Industry Association, and
Association of American Publishers

Honorary Host: Representative Rush Holt (NJ)

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About the Hosts:

Association of American Publishers

The AAP School Division represents the nation's leading developers of instructional materials, technology-based curricula, and assessments. As leaders in education, AAP School Division members create instructional solutions that help students, teachers, and school succeed. The Division focuses its work on behalf of members, students, and educators in several key areas: ensuring access to instructional materials, increasing funding for all types of instructional materials, and fostering a fair, competitive, and robust market for all education publishers.

www.aapschool.org

Knowledge Alliance/Center for Knowledge Use

The Center for Knowledge Use is a newly activated non-profit organization (501 c 3) dedicated to disseminating the principles of effective knowledge use in education reform. The Center is closely affiliated with the Knowledge Alliance (formerly known as NEKIA) a non-partisan national trade association for knowledge sector institutions in education. Through public policy and industry leadership, Knowledge Alliance advocates for evidence-based education and the use of knowledge in guiding improvement and innovation throughout the country. Knowledge Alliance's 30 institutional members are committed to high quality research, development, dissemination, technical assistance and evaluation at the federal, regional, state, tribal, and local levels. Knowledge Alliance believes that effective knowledge use should be a central organizing theme of school improvement policies and practice across the country. <http://KnowledgeAll.net>

Software & Information Industry Association

SIIA is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 800 leading software and information companies. Many SIIA members develop and deliver educational software, digital curricula and related technologies and services for use in education, while all SIIA members depend on the nation's schools to provide a skilled, high-tech workforce. SIIA and our member companies have long collaborated with educators, policymakers and other stakeholders to improve education through the use of innovative learning technologies. www.siaa.net.

Using Evidence for a Change

The Federal Role in Education: Innovator or Regulator?

Overview:

In the midst of NCLB reauthorization, this timely forum will address one evolving debate about the federal role in education --- how should federal policies drive the use of evidence and the balance between restrictive regulator and enabler of innovation. A panel of researchers, developers, practitioners, and policy makers will address whether federal policies stifle or stimulate the use of innovative practices and products, and to what degree evidence should be translated into regulations of local practices and interventions.

Agenda:

8:45-9:00	Gathering and Refreshments
9:00-9:10	Welcome and Introductions
9:10-9:55	Panel Discussion
9:55-10:15	Congressional Reaction & Discussion
10:15-10:30	Q&A

Participants

Panel Moderator: Doris Redfield, CEO, Edvantia

Panelists:

- Wesley Boykin, Executive Director of Research, Accountability, and Assessment, Baltimore County Public Schools
- Todd Brekhus, Vice President, Product and Market Management, PLATO Learning, Inc.
- Bill Evers, Assistant Secretary, Office of Planning, Evaluation and Policy Development, U.S. Department of Education
- Glenn Kleiman, Executive Director, Friday Institute for Educational Innovation, North Carolina State University
- Nina Rees, Senior Vice President for Strategic Initiatives, Knowledge Universe

Congressional Reactors:

- Brad Thomas, Professional Staff, House Education and Labor Committee, Chairman McKeon (R-CA)
- Roberto Rodriguez, Professional Staff, Senate HELP Committee, Chairman Kennedy (D-MA)

Summarizer: Scott Jofus, Partner, Cross & Jofus LLP

Conveners:

- Jim Kohlmoos, Knowledge Alliance
- Mark Schneiderman, Software & Information Industry Association
- Jay Diskey, Association of American Publishers

SPEAKERS:

Wesley Boykin, Executive Director of Research, Accountability, and Assessment Baltimore County Public Schools

Dr. Wesley L. Boykin serves as the Executive Director of the Department of Research, Accountability, and Assessment in the Baltimore County Public Schools. He previously served as Chief Administrator for Strategic Planning and School Support and the Accountability and Assessment Officer at Prince George's County Public Schools in Maryland. Dr. Boykin has worked for 23 years in human services, education, and educational accountability. His education, career, and research have focused on critical issues such as minority achievement, instructional reform, integrated learning, and instructional technology, as well as the psycho-social correlates of health and health conditions of minority populations.

He has served as the Director of Shared Accountability for Montgomery County (MD) Public Schools. As Director, Boykin trained staff and parents in the appropriate use of test scores; managed research on testing issues; conducted nationally-recognized research and evaluation studies relating to the instructional program, management issues, and special services; and established a consistent, uniform, and precise reporting mechanism for the transmission of information from the schools into a central data bank.

Previously, Dr. Boykin was employed at the Institute for Student Achievement in Lake Success, New York. He also worked at Riverdeep Interactive Learning, Inc., a educational software development corporation based in Dublin, Ireland, where he was employed as the Director of Research and Evaluation. He served as the Director of the Office of Program Evaluation and Standards in the Dallas Independent School District (TX) and as an Assistant Professor of Health Education at Claflin College in Orangeburg, South Carolina. Dr. Boykin began his career in the Milwaukee Public Schools as an English teacher.

Boykin served on several United States Department of Education panels and committees, including seven years as a National Review Panelist for the Blue Ribbon Schools Program. In addition, he has presented at national educational conferences and workshops on such topics as academic accountability, minority student achievement, and parental involvement and responsibility.

Wesley Boykin is a member of the American Educational Research Association, American Evaluation Association, Phi Delta Kappa, Association for Supervision and Curriculum Development, and Kappa Alpha Psi Fraternity, Inc. In 2003, Dr. Boykin was appointed to the Board of Directors of the National Alliance of Black School educators, where he leads the Moody Research and Development Institute. He is the recipient of the National Association of Federal Education Program Administrators' State Leadership Award for contributions to the education of disadvantaged youth and support of state initiatives in federal education programs.

Dr. Boykin, a native of Warsaw, North Carolina, graduated with honors from James Kenan High School. He is a magna cum laude graduate of North Carolina A&T State University in Greensboro. He received an M.S. and Ph.D. in Educational Psychology from The University of Wisconsin at Milwaukee, as well as a post-doctoral Master of Public Health in Epidemiology from the University of North Carolina at Chapel Hill. He completed his mid-management certification requirements at the University of North Texas in Denton. He has studied internationally in the Republic of South Africa, Puerto Rico, and the Dominican Republic.

**Todd Brekhus, Vice President, Product and Market Management
PLATO Learning, Inc.**

Todd Brekhus is an educational leader devoted to introducing new technologies to educators and administrators. As Vice President - Product and Market Management, Todd and his direct reports are responsible for the entire product library, integration of acquired product lines, and bringing new product ideas to market at PLATO Learning. Todd guides 20 million in capitalized product development spending.

Before coming to PLATO via acquisition, Todd was President and COO of Learning Elements, there he was responsible for implementing business strategy. He played a critical role in the company's early growth and R&D initiatives, which included the design and development of FOCUS, a foundational reading program incorporating research-based curriculum, innovative speech recognition, 3D technology, as well as teacher training.

Todd also created and directed educational programs for MCI WorldCom, where he helped to build and implement the MarcoPolo Program.

Todd is currently Board Co-Chair of the Education Division of the Software & Information Industry Association (SIIA).

**Jay Diskey, Executive Director, School Division
Association of American Publishers**

Jay Diskey was named Executive Director of the Association of American Publishers' School Division in June 2006. In that role he directs and coordinates all of the division's activities including public policy development, advocacy, and communications. Prior to joining AAP, Diskey headed Diskey & Associates, a public relations and public affairs consultancy specializing in education and workforce development. Diskey has served as Communications Director for the U.S. House of Representatives' Committee on Education and the Workforce, and as Vice President of the education practice at Hager Sharp Inc., a Washington-based public relations firm. In the early 1990s, he was special assistant and press aide to U.S. Secretary of Education Lamar Alexander, having been Alexander's communications officer when he was President of the University of Tennessee. Diskey also worked as a journalist at *The Knoxville News-Sentinel* and *The Evansville Press*. A native of Fort Wayne, IN, Diskey holds a B.A. in philosophy and a master's degree in journalism from Indiana University. Diskey is headquartered in AAP's Washington office. He can be reached at jdiskey@publishers.org and 202/220-4549.

**Bill Evers, Assistant Secretary for Planning, Evaluation and Policy Development
U.S. Department of Education**

Bill Evers was confirmed as assistant secretary for planning, evaluation and policy development by the U.S. Senate on Oct. 16, 2007. In this position, he serves as an adviser to Secretary Margaret Spellings on K-12 and postsecondary education policy.

Evers runs the Office of Planning, Evaluation and Policy Development (OPEPD), which coordinates policy and budget activities with the Department's principal offices as well as with the Office of Management and Budget, the House and Senate education committees, and state education agencies. OPEPD is home to the Department's Budget Service, the Performance Information Management Service, the Policy and Program Studies Service, the Office of Educational Technology and the National Mathematics Advisory Panel.

A specialist in research on education policy—especially policy pertaining to curriculum, testing, accountability and school finance—Evers joined the Department in February 2007, as a senior adviser to the secretary. Since that time, he has worked on the reauthorization of the *No Child Left Behind Act* and on a new ed.gov Web site for teachers devoted to doing what works.

Born in California, Evers attended Stanford University, where he earned his bachelor's degree in political science in 1972, his master's in 1978, and his Ph.D. in 1987. During 1987-88, he taught political science at Emory University in Atlanta.

Evers became a visiting scholar at Stanford's Hoover Institution in 1989 and, in 1995, was named a research fellow there—a post from which he is currently on leave. At Hoover, he has also been a member of its Koret Task Force on K-12 Education.

From 1995 to 1998, Evers taught as an adjunct associate professor at Santa Clara University, and, for seven years starting in 1997, he also served on the board of the East Palo Alto (Calif.) Charter School.

In 2003, Evers was a senior adviser to Ambassador Paul Bremer in Baghdad, helping to restart the Iraqi school system, which has nearly 6 million students and 145,000 employees.

In November 2004, Evers was elected to the Santa Clara County Board of Education, on which he served until his nomination as assistant secretary by President Bush in February 2007.

Throughout his career, Evers has served on advisory, policymaking and grant-reviewing boards and commissions at the local, state and federal levels. From 1996 to 1998, he served on the California State Academic Standards Commission, which drafted grade-level content standards for the state's public schools. Evers served on the subcommittees for mathematics and science standards.

Hoover Institution Press has published a number of books that Evers has edited or co-edited: *National Service* (1990); *What's Gone Wrong in America's Classrooms* (1998); *School Reform* (2001); *School Accountability* (2002); *Teacher Quality* (2002); and *Testing Student Learning, Evaluating Teaching Effectiveness* (2004).

The author of many articles on education reform and other topics, Evers' work has appeared in such periodicals as *Education Week*, the *New York Times*, *Wall Street Journal* and *Christian Science Monitor*. From 2000 to 2007, he served on the editorial board of *Education Next*, which is jointly published by Hoover and a program at Harvard University.

Evers has two children who graduated from California public schools—a son majoring in political science at the University of California at San Diego and a daughter majoring in history at Yale. He lives in Washington, D.C.

Scott Joftus, Partner
Cross & Joftus LLP

Scott Joftus is co-founder and president of Cross & Joftus, LLC, which is dedicated to providing education leaders with personalized and expert assistance in policy analysis and development, evaluation, executive coaching, and strategic planning. Cross & Joftus has worked with districts, states, foundations, and nonprofits.

Dr. Jofus is also an adjunct professor at George Washington University's graduate school of education where he teaches leadership and program evaluation, and serves on the advisory board of the Mid Atlantic Regional Education Laboratory, a federal lab devoted to conducting randomized controlled trials and policy analyses of interest to states in the region.

Before consulting, Dr. Jofus served as the policy director for the Alliance for Excellent Education where he helped to develop the policy agenda for the newly created policy organization focused on ensuring that all students graduate high school prepared for college. Previously, Dr. Jofus was the director of policy, research, and evaluation for The McKenzie Group, an education policy consulting firm, where he conducted numerous evaluations for and provided technical assistance to the U.S. Department of Education, and districts and states across the country. Dr. Jofus has also served as a senior associate at the Council for Basic Education, an elementary school teacher as the first-ever corps of Teach for America, and a strategic planning consultant to the Public Policy Institute of California, a think tank based in San Francisco focused on California policy.

Dr. Jofus earned his bachelor's degree in public policy from Duke University, a master's in public policy from the University of California at Berkeley, and a doctorate in education policy and leadership from The George Washington University.

Glenn Kleiman, Executive Director, Friday Institute for Educational Innovation North Carolina State University

Glenn Kleiman is Executive Director of the Friday Institute for Educational Innovation and Professor of Educational Leadership and Policy Studies at the NC State University College of Education. A cognitive psychologist by background (Ph.D., Stanford, 1977), his work in education has spanned basic and applied research, curriculum development, software development, providing professional development for teachers and administrators, policy analyses, and consulting for school districts and state departments of education. Prior to joining NC State in July 2007, he was, since 1985, Vice President and Senior Research Scientist at Education Development Center, Inc. (EDC) in Newton MA, where he most recently directed the Center for Online Professional Education and was Co-Director of the Northeast and Islands Regional Education Lab. He was also on the faculty of the Harvard Graduate School of Education from 1995-2007 and was educational chair of the Harvard/EDC Leadership and the New Technologies Institutes.

Jim Kohlmoos, President and CEO Knowledge Alliance

Jim Kohlmoos is the President and CEO of Knowledge Alliance, a non partisan non profit trade association in Washington DC dedicated to the effective use of research based knowledge in education policy and practice. With three decades of experience in educational leadership and innovation in both the public and private sectors, Kohlmoos is charged with leading a national advocacy effort to expand support for evidence-based education and knowledge-based solutions in school improvement.

Prior to joining the Alliance in 2001, Kohlmoos was a vice president of Implementation Group, where over a two- year period as vice president he built an extensive bi-partisan government relations practice in elementary and secondary education. From 1993 to 2000 Kohlmoos served at the U.S. Department of Education as both a Deputy Assistant Secretary of Elementary and Secondary Education and as a Senior Adviser and Special Assistant. He also served on the Presidential Transition Team in 1992. From 1977 to 1993, he worked at the close Up Foundation first as an instructor and director and then as vice president..

Kohlmoos began his professional career in education 1971 with the U.S. Teacher Corps in Salinas, CA. He subsequently served as a teacher trainer with the Peace Corps, which took him to Malaysia for three years.

Kohlmoos holds a baccalaureate in history from Stanford University (1971), plus teacher credentials from the University of California. He has completed graduate courses at Johns Hopkins University, George Washington University, and the University of California at Santa Cruz. A native of California, Kohlmoos has two adult children and resides in Arlington, VA, with his wife.

Doris Redfield, CEO Edvantia

Dr. Doris Redfield brings a wealth of research and evaluation knowledge and experience to her role as Edvantia's President and CEO. She is author of the SIIA guidebook, *Scientifically Based Research: A Guide for Educational Publishers & Developers*, and of a parallel guide for educators, *An Educator's Guide to Scientifically Based Research*. Additionally, she has authored nearly 200 articles, books, book chapters, presentations, and reports.

Redfield's career path includes service as a classroom teacher; school psychologist; visiting scholar and project director for the National Center for Research on Evaluation, Standards, and Student Testing (CRESST) at UCLA; senior associate with the Office of Educational Research and Improvement (OERI), predecessor of the current Institute for Education Sciences (IES); deputy superintendent of public instruction (Virginia); private consultant; and vice president of research at Edvantia, formerly AEL (Appalachia Educational Laboratory).

Redfield served on the faculty of Western Kentucky University and as a faculty affiliate with the universities of Tennessee and Virginia. She has served on several committees and advisory boards, including the Center for Research on Evaluation, Standards, & Student Testing (CRESST) Advisory Board, the Committee on Equivalency and Linkage of Educational Tests at the National Research Council of the National Academy of Sciences, and the Knowledge Alliance executive committee. Redfield holds a doctorate in educational psychology from the University of Arizona.

Nina Rees, Senior Vice President for Strategic Initiatives Knowledge Universe Education, LLC

Nina Rees is Senior Vice President for Strategic Initiatives at Knowledge Universe Education, LLC. Her responsibilities include advancing the company's goals of providing the highest quality early-childhood education and after-school tutoring and finding innovative ways to improve K-12 educational outcomes. Before joining Knowledge Universe, Rees worked for nearly 15 years in Washington, D.C., most recently as the Assistant Deputy Secretary for Innovation and Improvement at the U.S. Department of Education. In this post, she oversaw the administration of 28 grant programs (which supported 1300 projects around the country) and coordinated the implementation of several provisions of the No Child Left Behind Act. Prior to joining the Education Department, Rees served as a domestic-policy adviser to Vice President Dick Cheney, and was involved in the effort to enact No Child Left Behind. She also served as the senior education analyst at the Heritage Foundation where she authored more than two dozen policy briefs and served as the foundation's chief spokesperson on education. She has appeared on various news outlets including CNN, C-Span and PBS's NewsHour and her articles and opinions have been published in the New York Times, the Wall Street Journal and the Washington Post. Rees also spent two years on the staff of Rep. Porter Goss, R-Florida., while earning her master's degree in

international transactions from George Mason University. As an undergraduate at Virginia Polytechnic Institute and State University, she majored in psychology. Rees serves on the board of directors of the Washington Scholarship Fund and the Greater Educational Opportunities Foundation. She also serves on the advisory committee of the Program on Education Policy and Governance at Harvard University's John F. Kennedy School of Government. Rees is fluent in French and Farsi.

**Roberto Rodriguez, Senior Education Advisor
Senate HELP Committee, Chairman Kennedy (D-MA)**

Roberto Rodriguez is a senior education advisor to Senator Edward M. Kennedy (D-Massachusetts) in his role as chairman of the Senate Committee on Health, Education, Labor, and Pensions. Rodriguez's duties include legislative, policy, budget, and appropriations work on a variety of education issues, including early childhood education and elementary and secondary education. Prior to his work in the Senate, Rodriguez worked at National Council of La Raza, where he assisted with the development and evaluation of the council's community based education programs and engaged in research and policy analysis of federal and state education reform issues. Rodriguez is originally from Grand Rapids, Michigan. He is a graduate of the University of Michigan and of Harvard University.

**Mark Schneiderman, Director of Education Policy
Software & Information Industry Association**

Mark Schneiderman is Director of Education Policy for the Software & Information Industry Association. SIIA is the principal trade association of the digital code and content industry, representing the interests of more than 700 leading high-tech companies that develop software and electronic content, including for the education market. Schneiderman represents SIIA's members before Congress, the Administration, state governments and other national stakeholders on education policies, including the government programs, funding and regulations that impact technology at all levels of education. He also helps education providers understand the impact of public policies and regulations on their customers in order that they can better serve educational needs.

Prior to joining SIIA, Schneiderman was Legislative Associate for the Council of Chief State School Officers, where he represented the public officials heading each state's department of education. He holds a BA in Political Science from the University of Pennsylvania and an MPP from Georgetown University. He serves on the executive board of the National Coalition for Technology in Education and Training (NCTET), and he previously served on boards of the KIPP DC/Key Academy charter school and the Committee for Education Funding (CEF).

Mark Schneiderman can be reached at 202-789-4444 or marks@siia.net.

**Brad Thomas, Professional Staff
House Education and Labor Committee, Chairman McKeon (R-CA)**

Brad is a Professional Staff Member with the Republican staff of the House Committee on Education & Labor. He received a Bachelor's degree in Political Science from the University of Tennessee and a Master's of Education from the University of Georgia. Prior to joining the committee, he worked at Catholic University in Washington, DC. Brad joined the committee in July of 2004. He handles teacher training and certification issues, including Title II of both the Higher Education Act and the No Child Left Behind Act, reading and literacy programs, Adult Education, and issues related to the education and training of people with disabilities.