

Ensure the Quality of Your Programs: Secure the Outside Funding Necessary to Create and Sustain an A+ School

10 Benefits of Attending this Conference:

1. Become an expert in what it takes to create successful grant proposals
2. Navigate the confusing array of federal grants
3. Explore winning strategies and unwritten rules
4. Master the art of building powerful community partnerships
5. Use performance measurements to improve
6. Learn how to network and establish relationships with grantmakers
7. Stay ahead of the latest trends and management techniques
8. Explore the use of technology and the internet to streamline the grants process
9. Discover new ways to improve the life cycle of your grant
10. Establish a winning grants management team

Proven Strategies for Winning and Managing Education Grants!

- *Identify Funding:* Understand and Discover New Ways to Improve Your Grant, Fundraising and Development Potential
- *Master Proposals:* Craft Intelligent, Thorough Proposals that Will Help Maximize Your Grant Funding
- *Manage Requirements:* Comply with All Mandates to Qualify for Performance-Based Grants

Dear Education Grants Professional:

You are invited to explore the latest innovations, best practices and cutting edge ideas in finding, winning and managing grants for K-12 school programs at the *Education Grants Summit 2002* being held July 18-19, 2002 in San Diego, CA.

With tightening budgets, school districts have to turn to outside sources to maximize their funding stream. Where do you find the money? How do you obtain the money? GRANTS are the answer. Grants have become the form of choice in funding distribution. The Grants World is highly competitive, but highly profitable.

Is your district equipped with the "know how" and means to obtain your fair share of the funds? The U.S. Department of Education alone awarded approximately \$16 billion last year in grants to states and local school districts. This conference will give you the skills and resources necessary to ensure your district has the ability to compete and win the funding.

GRANT FUNDING CAN MAKE THE DIFFERENCE IN RESCUING IMPORTANT SCHOOL PROGRAMS

School administrators have had to make some tough decisions in recent years. Valuable school programs such as the fine arts and extracurricular activities often have borne the brunt of cuts. In addition, crucial services such as bilingual education, school safety, and special education have suffered from a severe lack of funds. The success of the outside funding depends upon how the money is dispersed within the school.

Determining who spends the funds is often the largest challenge once your district has the funds. In this conference you will learn how to maximize the impact of every dollar obtained and ensure your students are receiving the quality education your faculty are capable of providing.

STREAMLINE YOUR GRANTS ADMINISTRATION; COMPLY WITH NEW REPORTING MANDATES

With the successful procurement of funds comes the responsibility of comprehensive administration. Additional funding streams can increase an already hectic workload. Forego the headaches and bypass the growing pains by learning successful strategies to enhance the performance of your grants administration units. Make your office and procedures faster, more effective and more successful than ever at winning and administering grants and contracts.

We have assembled a diverse faculty – from the public and private sectors across the nation – who offer a wealth of knowledge and experience in education grants. The sessions will be small and hands-on, offering you the time and attention to address your specific needs and expand your knowledge of the differing methods and best practices.

Space will be limited, so be sure to contact us right away. Please register yourself and your team today by calling 703-519-6270 or visit us on-line at www.PerformanceWeb.org.

Sincerely,



Alison Raymond
Director for Education Policy
The Performance Institute



**Register by
June 18th and
save \$100!**

Education Grants Summit 2002

Best Practices for Finding, Winning and Managing Grants for K-12 School Programs

Maximize Grant Funding

Strategies and Tactics for Writing Winning Grant Proposals for Your Schools Education Initiatives

Locate and Access Grant Sources

Special Briefings from the Department of Education, Foundations and Other Funding Sources on Where and How to Apply for the Latest Grants



- Please also share with:**
- Grants and Funding Personnel
 - Information Technology Personnel
 - Executive Educators
 - District and School Administrators

Priority code — S110

Education Grants Summit 2002

Yes! Register me for the Summit.
 Yes! Sign me up for free e-mail updates on PI research.
 My e-mail address is below.
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Access New Funding Streams to Ensure The Sustainability of Your Programs

Education Grants Summit 2002

Best Practices for Finding, Winning and Managing Grants for K-12 School Programs

Maximize Grant Funding

Strategies and Tactics for Writing Winning Grant Proposals for Your Schools Education Initiatives

Locate and Access Grant Sources

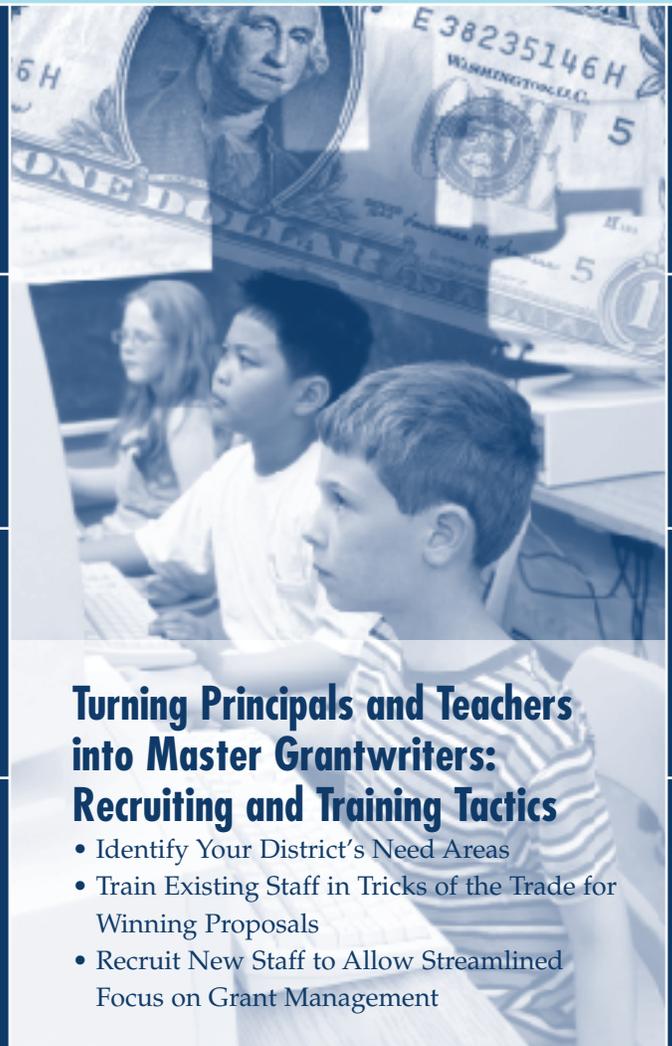
Special Briefings from the Department of Education, Foundations and Other Funding Sources on Where and How to Apply for the Latest Grants

Streamline Grants Administration

Effective Practices for Organizing and Acting Upon Grant Opportunities, Complying with Application Deadlines and Meeting Reporting Requirements

Partner to Win Funding

Lessons Learned from Innovative Partnerships with Universities and Non-Profits to Secure Funding for Your School



Turning Principals and Teachers into Master Grantwriters: Recruiting and Training Tactics

- Identify Your District's Need Areas
- Train Existing Staff in Tricks of the Trade for Winning Proposals
- Recruit New Staff to Allow Streamlined Focus on Grant Management

July 18-19, 2002

The Historic U.S. Grant Hotel, San Diego, CA

Presented By:



The Performance Institute

In Association With:



Schoolgrants.org

TECHNOLOGY
& LEARNING

Technology & Learning Magazine

PLUS: The Latest News and Tips for Complying with Performance and Accountability Reporting Requirements for Education Grants and Funding Programs

MASTER Tricks of the Trade to Ensure the Competitiveness of Your Grant Proposal!

Save Important Education

Agenda and Sp

DAY ONE: July 18, 2002

7:30 Registration and Continental Breakfast

8:30 Keynote Address: Trends and Developments in Grants for K-12 Public Education

Tap into the vast array of funding sources that are out there for the asking! Hear the latest strategies and tips for accessing and gaining funding for your schools from one of the nation's leading experts.

Stanley Levenson, Author, "How to Get Grants and Gifts for the Public Schools"

Dr. Stanley Levenson is the author of "How to Get Grants and Gifts for the Public Schools", and a nationally recognized fundraising consultant to public schools. He is a leading expert in education grant writing, having successfully raised more than \$40 million in grants and having trained others who have raised more than \$50 million. Dr. Levenson has extensive experience working in the education field with more than 30 years of experience as a classroom teacher, principal, district-level administrator, grant writer, university professor and educational consultant.



9:30 Federal Education Grants: What the No Child Left Behind Act Means for Future Federal Aid?

New requirements and opportunities for federal funding are heading your way by the changes enacted in the *No Child Left Behind Act of 2001*. Hear from the U.S. Department of Education on how these initiatives transfer money for your school or district.

- Examine the Federal Funding Opportunities Available
- Understand the Federal Funding Reward Process
- Ensure Your School is Posed to Meet the Necessary Criteria

Blanca Rodriguez, U.S. Department of Education
Susan McLester, Technology and Learning Magazine

10:30 Break

10:45 Administrative Rules and Reporting Requirements for Department of Education Grants

- Identify Grant Application Parameters and Guidelines
- Understand Legislation, Regulation, and Policy Developments
- Ensure Funds are Spent According to Applicable Laws and Regulations

Blanca Rodriguez, U.S. Department of Education

12:00 Networking Luncheon

1:15 Application Workshop: Recruit and Train Grant writers for Your School District

Budgets vary and not all schools have the resources for their own grants offices. Do not let inexperience stand in the way of applying for educational funding! In this workshop learn how to recruit and train grant writers to develop and apply for education grants for your school district. By attending this workshop, you will learn:

- Steps to Recruiting Existing Staff or Local Volunteers
- Tips on Finding and Hiring Grant Writing Consultants
- Strategies for Selecting Funding Sources Most Likely to Award Grants
- Basics of Grant Proposal Development and Key Components of a Proposal
- Information on Government Funding Sources, Foundation and Corporate Funders
- Strategies for Developing Communication Between Schools, Stakeholders and the District

4:30 Adjournment

Don't Lose Out on Your Fair Share of Education Grant Funding!

Gain the Resources to Create

DAY TWO: July 19, 2002

8:00 Continental Breakfast

8:30 Managing Grants: Best Practices in Program Implementation and Maintenance

- Create a Seamless System with Current Curriculum and On-Going Funded Work
- Develop Policies and Procedures for Record Keeping Systems
- Manage Administrative Costs and Spend Money Within the Approved Budget

Donna Fernandez, Schoolgrants.org

9:45 Managing Grants: Best Practices in Program Evaluation

- Develop a Framework for Measuring the Performance of Funded Programs
- Learn How to Collect and Report Outcome and Performance Data
- Utilize Progress Reports and Disseminate Information to Stakeholders

Beverly Mattson, PhD, RMC Research Corporation

10:45 Break

11:00 Partnerships for Funding: Working with Universities and Non-Profit Organizations to Secure Funding for Your School Programs

- Develop Successful Public/Private Partnerships to Maximize Productivity
- Cultivate Community Relationships to Enhance Performance
- Explore Alternative Sources of Funding to Improve Services

Heather A. Marsh, DallasCan! Academy

12:00 Networking Luncheon: Secrets of Success Shared

Join in a special facilitated dialogue where “challenges” and “solutions” are shared by conference attendees on common issues in identifying, winning and managing education grants.

1:15 Grants for Technology

- Minimize Your Technology Gap
- Proven Strategies for Locating Technology Funding
- Partner with the Private Sector to Gain Updated Systems for Your School

Jennifer House, Classroom Connect

2:15 Grants for Professional Development: Case Study of Mountain Valley, CO's REMOTE Project

- Identify Innovative Funding Sources for Teacher Development
- Effective Strategies for Partnering with Universities and Non-Profits
- Integrate Technology into Staff Development

Janice Wellborn-Downing, Rural Mountain Organization for Technical Enhancement

3:15 Break

3:30 Grants for Specialized Education Programs

- Develop a Conceptual Framework for Your Program
- Build a Grant Seeking Strategy Around Your Strengths and Needs
- Implement Strategies for Long-Term Program Sustainability

*Marie Trayer, IN-VISION, Iowa-Nebraska Technology Challenge Project**

4:30 Adjournment

New Trends in Grantmaking

Foundation grants to K-12 education underwent explosive growth last year, increasing by 73 percent over the previous year, to \$1.4 billion.

Does your school have the resources to compete for these grants?

Attend *Education Grants Summit 2002* and learn what your school can do to win grants!

**invited*

Termination: WIN GRANTS!

Who should attend?

- Superintendents
 - Assistant Superintendents
 - Grants Writers & Grant Seekers
 - Grants Administrators
 - Contracts Administrators
 - Sponsored Programs Administrators
 - Proposal Development Personnel
 - Contract Accountants
 - Prospect Researchers
 - Curriculum Specialists
- ...and all others concerned with maximizing the performance of grants and contracts administration!

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

"Conference was worth the district's investment."

Delia Busby, Colorado Spring School District

"The handouts and written material were invaluable. They made it possible for me to take notes and focus on speakers."

Jeri Robertson, Cane Creek Unified School District

Exhibiting and Sponsorship Information:

To learn more about PI's educational seminars and conferences as event marketing opportunities, please contact Alison Raymond at 703-519-6270.

Hotel Information:

Education Grants Summit 2002 will be held July 18-19, 2002 at the Historic U.S. Grant Hotel in San Diego, CA.

A limited number of rooms have been reserved at the hotel at a discounted rate \$ 129 a night. Please contact the hotel by June 17, 2002. To make reservations directly, call 619-232-3121 and ask for the Performance Institute conference rate. The U.S. Grant Hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect. For additional information on accommodations and a variety of area attractions, please visit the hotel's website at www.wyndham.com.

The Historic U.S. Grant Hotel
326 Broadway
San Diego, CA 92101
619-232-3121

Tuition Rates:

Tuition fees for attendance at *Education Grants 2002* are as follows:

\$795 registration before June 18, 2002
\$895 registration after June 19, 2002

Group discounts are available. Contact the Performance Institute regarding group rates to the *Education Grants Summit 2002*.

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 6 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.