



FY 2009-2010 Media Kit

What is Chiefline?

Chiefline, the weekly e-newsletter from the Council of Chief State School Officers (CCSSO), is the only direct and targeted weekly communication to the 57 most influential people in state education—chief state school officers, (the education commissioners and education superintendents in each state). This incredibly targeted communication is the best way to reach all of the individuals who lead and enact education-related decisions.

What is CCSSO?

The Council of Chief State School Officers (CCSSO) is a membership organization of state education leaders, the public officials who head departments of elementary and secondary education in the 50 States, the District of Columbia, Department of Defense, and five US extra-state jurisdictions. CCSSO represents the interest of their members to Congress, the Administration, and the US Department of Education.

Chiefline Readership and Distribution

Chiefline is sent to an incredibly targeted and powerful audience. Reaching only the key decision makers in this industry is unavailable through any other medium.

Frequency: Weekly

Distribution: Over 500

Format: E-newsletter or via CCSSO.org where every issue is stored for up to one year.

Reader breakdown:

- 57 chief state school officials (state education commissioners, state education superintendents)
- 68 deputy directors, 82 federal education liaisons, and 100+ public information officers
- Other qualified recipients including foundations, education researchers, reporters, national education advocacy groups and CCSSO business partners and sponsors.

Editorial Content & Calendar

Chiefline is written for chiefs and key members of state education agencies only. Each issue contains brief, executive updates on events that pertain to these unique individuals in their role as state education leaders. The publication is divided into three major sections:

- Association News
 - Association News covers upcoming meetings or events, reminders of association activities and deadlines, and highlights CCSSO produced publications and reports.
- Advocacy in Action
 - Advocacy in Action provides timely information about federal policy decisions, upcoming hearings, and other legislative news.
- Education Newsbriefs
 - Education Newsbriefs features state-specific news and information related to CCSSO's four strategic initiatives, featuring either chief or state education agency lead action.

In addition to the weekly newsletters, CCSSO produces four special publications each year in conjunction with our major meetings and conferences. These Chiefline special editions are produced in both print and electronic version and distributed at our largest meetings and conferences.

Deadlines and distribution dates for the FY 09-10 special Chiefline Editions are:

Event Name	Event Description	Publication Distribution
Annual Policy Forum	October 15, 2009	November 19-22, 2009
Legislative Conference	February 15, 2010	March 21-23, 2009
National Assessment Conference	May 15, 2010	June 20-23, 2010
Chiefs Summer Institute	June 15, 2010	July 2010

Sponsorship Opportunities

In order to give your company as much exposure as possible at a price you can afford CCSSO will be offering the opportunity for organizations, institutions, and businesses to contribute sponsored news and information to Chiefline in three ways:

- Primary Banner Announcements
 - One announcement per issue will be available, and located just above the "Headlines" section of the Newsletter
- Secondary Banner Announcements

- One announcement per issue will be available, and located just above the Education Newsbriefs section of the Newsletter
- Sponsored News and Information
 - One article, per issue, will be available, and will be located in the Education Newsbriefs section of the Newsletter

Space is limited to one primary banner, one secondary banner, and one sponsored news article per newsletter so it is **highly** recommended that interested parties reserve space in advance.

Note: CCSSO reserves the right to refuse any sponsored news or information that it does not deem relevant to the work of the chiefs or the Council.

Sponsorship Rates:

It is understood that sponsorship objectives and financial resources are different for every company. CCSSO is excited to offer:

	Monlthy Rate (4 items)	Rate for CCSSO Corporate Partners
Primary Banner	\$3200	\$ 2500
Secondary Banner	\$2000	\$ 1500
Sponsored News	\$2400	L1, L2 - no charge L3 - \$1750
Chiefline Special Edition	\$15,000	L1, L2 - \$10,000 L3 - \$12,500

CCSSO Chiefline Partners: \$7,600

- 4 Primary Banner Announcements
- 4 Secondary Banner Announcements
- 4 Sponsored News Articles

This package is for organizations that want to have consistent communication with our targeted audience during the year. These organizations may have one or more events, publications, or announcements over the course of the year that it wishes to draw attention to along with relevant news and information that will assist chief state school officers and state education agencies in their work.

CCSSO Chiefline Sponsor: \$5,200

- 4 Primary Banners
- 4 Secondary Banners

This package is designed for organizations that need to get the word out about upcoming events and/or publications but do not wish to submit any news articles.

CCSSO Chiefline Associates: \$2400

- 4 Sponsored News Articles

This package is for organizations that prefer a more subtle strategy for communicating information about their programs or services via news and information. Articles that are linked to outside reports and/or news articles have shown to be the most effective.

Chiefline Special Edition: (see pricing, above)

This package is designed primarily for CCSSO business partners and sponsors, allowing them the opportunity to create a CCSSO branded document in both print and electronic version that features timely news and information related to one or more of CCSSO's strategic initiatives.

- Entire Chiefline issue (printed version up to three 8-1/2 x 11 pages, front and back)
- Editorial Content to be determined by Sponsor and CCSSO staff liaison
- CCSSO Editorial announcement article from endorsing Council staff member
- 60% content provided by CCSSO, 40% content from sponsoring organization
- 500 printed copies and online distribution
- Your logo on issue will be on the issue
- Special acknowledgement from CCSSO.

If you do not see something here that meets your particular goals and/or financial resources please contact scott@scottoserassociates.com as we are happy to develop a custom package just for you.

Deadlines and Submission Requirements

Need to have separate dates for insertion orders and for materials. Do you really need materials three weeks prior to publication? That is a long lead time when compared to most other e-newsletters. I would think you could do insertion orders 3 weeks prior and then artwork 1 week prior. If articles make it harder maybe you need insertion orders 3 weeks, articles 2 weeks and banners 1 week prior to issue.

Primary and Secondary Banners:

Please provide JPEG or GIF formatted material up to 100kbs one week prior to the CCSSO newsletter publication date.



Sponsored Articles:

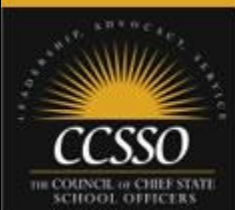
Please submit to CCSSO at least one week in advance of publication date. Articles must be 300 words or less, with timely information related to one of CCSSO's strategic initiatives, preferably with a link to an existing press release, report or news article.

Chiefline Special Edition:

All materials and information need to be submitted at least 6 weeks in advance of the CCSSO conference or event.

Conference Name	Publication Deadline	Publication Distribution
Annual Policy Forum	October 15, 2009	November 19-22, 2009
Legislative Conference	February 15, 2010	March 21-23, 2009
National Assessment Conference	May 15, 2010	June 20-23, 2010
Chiefs Summer Institute	June 15, 2010	July 2010

Sample Newsletter – for illustration purposes only



CHIEFLINE

The Council of Chief State School Officers

Weekly Update

| [CCSSO Homepage](#) | [CCSSO Communities](#) | [Events](#) | [Staff Contacts](#) | [CCSSO Newsletters](#) |

Your message here

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JPEG or GIF format
static or animated

Headlines

Association & Related News

News and information specifically related to the work of the Council.

Advocacy in Action

Important information for the states related to national education policy and funding.

Education Newsbriefs

A collection of articles gathered from around the country, highlighting state activities in the 4 strategic initiative areas.

Association & Related News

CCSSO Releases Report on Implementing and Improving Comprehensive and Balanced Learning and Assessment Systems in High School

By Rolf Blank

CCSSO is releasing a new report, titled *Lessons Learned: Implementing and Improving Comprehensive and Balanced Learning and Assessment Systems in High School*, from results of the Delaware Enhanced Assessment Consortium project. The report provides key findings and recommendations for use by state education leaders from the results of a 10-state consortium project conducted 2006 to 2008.

The consortium was funded by the U.S. Department of Education as an initiative to assist state departments of education, and local school district and high school teams, in implementing a comprehensive and balanced learning and assessment system with a strong emphasis on a formative classroom assessment component. Results of the project provide an empirically-tested "road map" for states, districts, and schools, (particularly high schools) in the implementation of formative classroom assessment that aligns with other components of the state's learning and assessment system.

To access the report, please click [here](#). For more information about the report or the Delaware Enhanced Assessment Consortium project, please contact Rolf Blank at rolfb@ccsso.org.

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Date here

The Council would like to thank our level I corporate partners for their support of *Chiefline* and CCSSO:



Additionally, we would like to recognize the following Level II partner *



*Logos of Level II partners will rotate periodically.

The Council of Chief State School Officers (CCSSO) is a nonpartisan, nationwide, nonprofit organization of

Registration Opens for Chiefs to Attend CCSSO's 2009 Summer Institute

By Bevin Kennedy

CCSSO's 2009 Summer Institute will be held July 18-21, at the Omni Interlocken Resort in Broomfield, Colorado. The meeting begins at 6:00 p.m., Saturday, July 18, with a reception and dinner, and concludes with a dinner and celebration, Tuesday, July 21.

The Summer Institute will be an opportunity for chiefs to:

- Discuss the imperative to transform state educational systems
- Be exposed to sensible approaches to transforming education systems in relation to the Council's four strategic initiatives
- Experience both networking and collaboration opportunities The deadline for registration is Monday, July 6. If you have questions about registration or the program, please contact Bevin Kennedy at bevink@ccsso.org or 202-336-7014.

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Advocacy in Action

House Updates and Upcoming Hearings

Last week, the U.S. House of Representatives passed H.R. 2187, the 21st Century Green High-Performing Public School Facilities Act by a vote of 31 to 14. The act will provide funding for energy efficient investments and is expected to provide thousands of jobs around the country. For more information on this act, click [here](#).

Over the next few weeks, the House Education and Labor Committee will be holding several hearings relevant to education. On Wednesday, May 20, U.S. Department of Education Secretary Arne Duncan is to appear for the first time on Capital Hill and will testify on the Obama Administration's education agenda. More information about Secretary Duncan's testimony can be found [here](#). Additional hearing topics include Increasing Student Aid through Loan Reform as well as New Innovations and Best Practices under the Workforce Investment Act. For more information on the Committee's schedule, click [here](#).

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July 1, 2009 Deadline for State Fiscal Stabilization Fund, Phase 1 Applications

A deadline for applying to the State Fiscal Stabilization Fund (SFSF) program was recently reported in the Federal Register. According to the notice, Governors must submit applications for Phase I of the SFSF (67% of available funding; or more, if the state can demonstrate need) must be returned to the U.S. Department of Education by July 1, 2009 at 4:30 PM EST. States who miss this deadline will not be eligible for Phase I or Phase II of SFSF funding.

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departments of elementary and secondary education in the states, the District of Columbia, the Department of Defense Education Activity, and five U.S. extra-state jurisdictions. CCSSO provides leadership, advocacy, and technical assistance on major educational issues. The Council seeks member consensus on major educational issues and expresses their views to civic and professional organizations, federal agencies, Congress, and the public.

State Adopts Streamlined Evaluation Process

Tuscaloosa News (Ala.) (05/15/09) Hunter, Desiree

The Alabama State Board of Education voted on May 14 to replace the Alabama Professional Education Personnel Evaluation program with the more efficient teacher evaluation system EDUCATE-Alabama. By eliminating the need for administrators to record verbatim what teachers say and do during classroom observations, along with other time-consuming paperwork, the length of time needed to complete evaluations is reduced by six hours. Additionally, the new evaluation program gives time for administrators to talk with teachers. "It keeps the rigor up, it keeps the value up, but it also cuts the time it takes to complete it," says State Superintendent of Education Joe Morton, who adds that superintendents, principals, and teachers across the state who tested the new system are in favor of it.

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Curriculum Matters: A New Math Standard for Massachusetts Teachers

Education Week (05/14/09) Cavanagh, Sean

Massachusetts Commissioner of Education Mitchell Chester plans to propose a new requirement for elementary school teachers on the state licensure exam. The proposal, if approved by the State Board of Education, would require elementary school teachers to pass a math-specific test in order to receive elementary certification for grades one through six. Chester says, "[The proposals aims to provide elementary teachers with] competence in math. It's a pretty substantial standard, not a trivial standard." A three-year grace period could be embedded in the new standard, providing teachers with another opportunity to achieve the passing score. Chester also has plans to develop and pass a standard for pre-K through grade 8 special education teachers.

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Graduation Rate Keeps Rising

Baltimore Sun (05/15/09) Bowie, Liz

In March, the number of Maryland high school students not expected to graduate because they failed to meet the new High School Assessment requirement reached about 4,600, but those numbers are falling with just two weeks to go before the Class of 2009 graduates. Maryland Superintendent of Schools Nancy Grasmick told schools not to publish updated data until after the May 27 state school board meeting, but she says, "The numbers look really good. We feel optimistic." The Class of 2009 is the first class that must pass four subject tests in biology, algebra I, American government, and 10th grade English.

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Over 60 W.Va. Teachers Get Certification

Mineral Daily News-Tribune (WV) (05/15/09)

In West Virginia, 60 teachers were honored for achieving National Board Certification, joining 420 teachers in the state and more than 60,000 nationwide. The voluntary certification program requires a performance-based assessment that can take up to three years to finish and involves a portfolio of student work, assignments, videotapes, and analysis of classroom teaching, along with subject knowledge assessments. State Superintendent of Schools Steve Paine, who was at the May 13 ceremony at the Clay Center for the Arts and Sciences, said, "National Board Certified teachers not only have to prove they know their subject matter, but they also must provide evidence they know how to effectively teach their subjects to students. National Board Certified Teachers know how to bridge the gap between what students

Teachers who receive the national certification are clearly among America's best."

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In Standards Push, Lawmakers Cheer States' Initiative

Education Week (05/13/09) Vol. 28, No. 31, P. 18; Klein, Alyson

Lawmakers on both sides of the aisle in Congress seem content to support the efforts of the Council of Chief State School Officers (CCSSO) and the National Governors Association to create a voluntary set of uniform education standards for states to adopt. The effort is gaining support among other groups as well, including the College Board, ACT Inc., and Achieve. Former West Virginia Gov. Bob Wise says the current state-led effort is more likely to succeed in setting national standards than any effort led by the federal government because there will be less political opposition. President Barack Obama and U.S. Secretary of Education Arne Duncan both say uniform standards are necessary. Common standards were one of the topics of recent hearings held by the U.S. House Education and Labor Committee, which is considering the renewal of the No Child Left Behind Act. However, CCSSO President and Arkansas Education Commissioner T. Kenneth James warns that state officials are less likely to support common standards if they are driven by the federal government, and he hopes the government will take a limited role in the effort. "I think it can be done without the perception that the federal government is driving the train," James says.

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Please email communications@ccsso.org with [Chiefline](#)-related questions or comments. We welcome your feedback.

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