



*Using Knowledge for a Change*

**Advocacy  
Leadership  
Collaboration**

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# National Education Knowledge Industry Association

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## Dear Friends and Colleagues:

In this packet, we are pleased to share with you some important information about our trade association and this year's initiatives.

Founded in 1997 as a non-profit, non-partisan trade association (501c6), we are a strong and dynamic community of highly successful education organizations and agencies. Our common cause is to actively promote and advocate for the expanded use of knowledge-based solutions in K-12 education. We are dedicated to advancing rigorous standards of quality and promoting knowledge use as an essential driver of innovation and improvement. As a group, we are constantly looking for new and better ways to support high-quality education research, dissemination, technical assistance and evaluation at the federal, regional, state, tribal, and local levels.

This year we have an ambitious agenda for advancing public policy and providing industry leadership in the school improvement and knowledge arena. In particular, we are focusing priority attention on advocacy for an expanded portfolio of knowledge use programs and issues. This advocacy portfolio includes funding for many critical federal education programs in FY 2007 as well as the implementation of key school improvement provisions in the No Child Left Behind Act, the Education Sciences Reform Act, Higher Education Act, and the Individuals with Disabilities in Education Act.

We are pleased to have in place an efficient, cost effective, and agile organization with a very active and talented Board of Directors and Executive Committee. Our staff and supporting consultants work hard to advance our mission and address members' needs in an increasingly complex environment.

This year has all the makings of a watershed year for the association and the knowledge industry. We are at the forefront of an emerging knowledge era of education reform in which priority policy attention is shifting to knowledge-based solutions for improving achievement and closing the achievement gaps. We look forward to working with all who want to make a significant and sustained contribution to improving teaching and learning for all students.

**Carol Thomas**  
2006 Chairman of the Board  
CEO, Northwest Regional Educational  
Laboratory

**Jim Kohlmoos**  
President and CEO  
National Education Knowledge  
Industry Association

# National Education Knowledge Industry Association

## About NEKIA

In the same way that research and development are crucial to the sciences, manufacturing and agriculture, research and development is vital to the field of education. In recent years, a new field – the education knowledge industry – has emerged to provide structure, quality and coherence to education practices, policies, and products. The members of this industry include researchers, educational developers, service providers, and a rapidly increasing number of entrepreneurs. Together, they work across the education spectrum from research to development to dissemination to practice.

Founded in 1997, the National Education Knowledge Industry Association (NEKIA) is a non-partisan, non-profit national trade association for this emerging knowledge industry. With 23 diverse and highly successful institutional members, NEKIA has achieved significant successes in public policy, advocacy, and business development.

## Our Mission

NEKIA's mission is to advance the development and use of knowledge-based solutions to improve schools and help all students achieve. NEKIA believes that equity and excellence should be the foundation for improving teaching and learning, which must also be fully supported by the effective use of knowledge. The association's members are committed to creating new and better approaches to knowledge use to support education programs and policies at the federal, regional, state, tribal, and local levels.

## Effective Knowledge Use

NEKIA believes that the effective use of education knowledge can significantly enhance and accelerate the nationwide efforts to improve academic performance and close achievement gaps in k-12 education. Education knowledge can and should be an essential factor in shaping policy and practice at all levels.

The current approaches to knowledge use in K-12 education are frequently hampered by a number of impediments and flaws including: a serious disconnect among the research community, practitioners, developers and policy makers; inadequate capacity at the local and state levels to facilitate an effective knowledge use system; and lack of cultural or institutional incentives to promote greater knowledge use. In order to address the increasingly urgent demand for knowledge-based solutions to educational problems at the local, state and federal levels, new approaches to effective knowledge use are needed that can be sustained and expanded in significant ways over time.

NEKIA thus believes that effective knowledge use should be a central organizing theme of school improvement policies and practice across the country. We present four principles upon which approaches to effective knowledge use should be based.

## Our Core Principles

**Useable Knowledge:** Knowledge that is used to shape policy and practice should be derived from the best available empirical evidence, informed by sound professional judgment.

**Key Stakeholders:** The effective use of knowledge requires on-going collaboration among five stakeholder groups: educators, policymakers, researchers, developers and providers, and intermediaries.

- *Educators* should be involved in all phases of the knowledge development and utilization process.
- *Policymakers* need to develop the capacity to integrate knowledge about effective educational practice into the decision making apparatus.
- *Researchers* should focus on rigor, relevance, and replication in addressing practical questions of effectiveness.
- *Developers and Providers* should use the best available knowledge in developing and delivering their products and services.
- *Intermediaries* should facilitate productive collaborations and relationships among stakeholders, help interpret and disseminate findings, conduct applied research, and provide capacity-building assistance.

**Cumulative Processes:** Effective knowledge use depends upon exchanges of data and information among the stakeholders, and a continuous process of research, application and adaptation. As knowledge is used and adapted, new knowledge is created and applied in a cumulative, iterative fashion.

**High Priority Policies:** School improvement policies at the federal, state, and local levels should focus on the effective use of knowledge and create incentives to stimulate the demand for, and supply of, knowledge-based solutions.

# National Education Knowledge Industry Association

## **Our Collective Capacity**

Collectively, NEKIA's members form a dynamic and powerful community of researchers, educational developers, service providers, and entrepreneurs who are addressing the most urgent education problems in the U.S. and abroad.

### ***Essential Capabilities for Transforming Education***

NEKIA member organizations are national leaders in education. They have the essential capabilities to transform educational practices and tools. They conduct research, develop quality education tools, and provide vital technical assistance and professional development services. NEKIA members have extensive dissemination activities efforts directed at educators and policy makers. Many of the members also conduct experimental/quasi-experimental research, and provide policy analysis services.

### ***Expertise in Every Critical Education Issue***

NEKIA's members conduct work in nearly 50 topical areas spanning the education spectrum from early childhood to post-secondary education. The area in which most of the members conduct work is school reform and in areas emphasized by No Child Left Behind – teacher quality, accountability, educational standards, data-based decision making, and reading. Among the other topical areas in which members work are after-school, charter schools, curriculum, English language learners, gifted and talented, math/science, leadership, rural education, school safety, and technology.

### ***Huge Capacity for Powerful & Scalable Effect***

Revenue for NEKIA's members totaled nearly \$500 million in 2003. Collectively, NEKIA's members employ more than 3,100 of the nation's best researchers, trainers, and analysts.

### ***Nationwide Reach to Every School in Every State***

The reach of NEKIA's members extends to every school in each of the nation's 15,000 school districts.

### ***Extensive Experience Abroad***

In recent years, NEKIA members have also provided services to 57 foreign nations including Australia, Brazil, China, Egypt, Ghana, Guatemala, Honduras, India, Malaysia, Netherlands, Nigeria, Norway, Pakistan, Portugal, Senegal, Tanzania, Thailand, Yemen, and Zambia.

### ***Dynamic Vision for a Changing World***

NEKIA's members continually refine and build new capacities to help meet the needs of educators and policy makers. Among the capacity areas most frequently cited for development are experimental/quasi-experimental research and evaluation; professional development; consultative services/technical assistance; policy analysis and assessment; and evaluation.

# National Education Knowledge Industry Association

## Our Work Priorities in 2006

**Knowledge Use** – NEKIA is spearheading a national initiative to define and foster knowledge use in education. Over the past three years, the association has worked with leading policy makers, researchers, and practitioners to create a new vision for knowledge use for school improvement. In 2004, NEKIA succeeded in having legislation introduced in Congress to support knowledge utilization. In 2005 NEKIA issued a new set of core principles for effective knowledge use in education. This conceptual framework will serve as a central organizing concept for our work for 2006 in developing rigorous standards and exemplars of quality and in shaping our policy positions for the future.

**Advocacy and Public Policy** – NEKIA has a strong government relations program with a record of success. Our effectiveness is based upon building upon the strong relationships that many of our members have with their constituencies and customers. We believe there is no substitute for top-quality programs and services, but we also recognize that relationship building is essential to sustaining future business expansion. NEKIA has been skilled in mobilizing grassroots support and in structuring support into a membership-wide strategy. Our program covers the spectrum of advocacy functions including policy planning, intelligence gathering, tactical positioning, relationship building, and technical assistance. We focus on our members' priority policy areas in K-12 education, education research and development, and education technology. Most of our attention is directed at the federal level in Congress and in the Executive agencies, particularly the U.S. Department of Education. In 2006 we have developed an expanded advocacy portfolio of federal programs and issues covering a board range of funding and legislative concerns.

**Business Development** – Many of our members view NEKIA membership as a business development opportunity. Recognizing that policy significantly affects supply and demand in the education market place, NEKIA's advocacy work goes hand in hand with business development interests. Our members look at NEKIA as a way to enhance entrepreneurship and competitiveness in an increasingly more dynamic and open education market environment. In 2006 we are aiming to increase and diversify business opportunities through our expanded advocacy work.

**Industry Leadership** – Developing a market niche and creating an industry identity are relatively new but very significant components of our work, in line our core advocacy focus. We provide a national voice and structure for growing the education knowledge market. We get this done by representing key players in the education knowledge industry, promoting collaboration within and outside the industry, initiating visibility projects and programs, and supporting public policy that advances the development of the knowledge industry.

# National Education Knowledge Industry Association

## 2006 NEKIA Membership

Academy for Educational Development  
Washington, DC

American Institutes for Research  
Washington, DC

Center for Equity and Excellence in  
Education\*\*  
George Washington University  
Washington, DC

Center for Research on Evaluation,  
Standards and Student Testing  
UCLA, Los Angeles, CA

Center for Social  
Organization of Schools  
The Johns Hopkins University  
Baltimore, MD

Collaborative for Teaching and Learning\*\*  
Louisville, KY

College of Continuing Education\*\*  
University of Oklahoma  
Norman, OK

Consortium for Policy Research  
in Education (CPRE)  
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Philadelphia, PA

The Education Alliance\*\*  
Brown University  
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Education Development Center  
Newton, MA

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Charleston, WV

Laboratory for Student Success (LSS)  
Temple University  
Philadelphia, PA

Learning Point Associates  
Naperville, IL

Metro Center for Urban Education\*\*  
New York University  
New York, NY

Mid-Continent Research for  
Education and Learning (McREL)  
Denver, CO

National Clearinghouse for Education  
Facilities\*\*  
Washington, DC

Northwest Regional  
Educational Laboratory  
Portland, OR

Pacific Resources  
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Honolulu, HI

PLATO Learning, Inc.  
Bloomington, MN

Reading Recovery Council of North  
America\*\*  
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RMC Research Corporation  
Portsmouth, NH

SERVE  
University of North Carolina  
Greensboro, NC

Southwest Educational  
Development Laboratory (SEDL)  
Austin, TX

WestEd  
San Francisco, CA

WGBH Public Television  
Boston, M

\*\*Affiliate Members

# National Education Knowledge Industry Association

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