

## **Sample Insert to District's Staff via Internal E-communications Tools**

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### **To the Staff:**

I am pleased to welcome you to the 2013-14 academic year. I hope that you and your families had a pleasant summer.

As you all know, the growing technology landscape continues to reshape our profession. I am steadfastly committed to keeping (name of school district) ahead of the curve when it comes to the latest technological innovations to positively engage our faculty and students.

That is why I applaud the Federal Communications Commission's approval of the E-Rate Notice of Proposed Rule Making (NPRM), an initiative to modernize the E-Rate program. What is E-Rate? It's a federal program, funded through telecommunications companies, that helps school districts afford their communications connectivity, including the Internet.

The FCC's approval reflects the comments by the public focusing on the need to modernize the program—which is critical to supporting school connectivity. The move complements the President's ConnectED proposal to provide high-speed broadband Internet access to 99 percent of the nation's students within five years.

E-Rate is responsible for the rapid expansion of connectivity to the nation's schools. However, high-speed access in classrooms remains inadequate in too many districts across the country. When it comes to doing what we can to ensure our students meet the challenges of what we put before them, I ask that you join me in supporting this important initiative.

I am calling on my fellow superintendents in our state to support the FCC with respect to this rule making. The conversation needs to shift from establishing connectivity to expanding connectivity, especially for the benefit of students from low-income families. This expansion will only happen with increased investment in the E-Rate program, whose funding has remained virtually unchanged since the program was created. The FCC can bolster digital learning by investing \$5 billion in E-Rate, an amount that would meet current demand.

For additional information about the E-Rate program, please visit <http://www.aasa.org/E-Rate-Toolkit.aspx>. If you have any questions about this initiative, please do not hesitate to contact me.

Sincerely,

Name of superintendent