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Dear AASA Member,

No one knows more about the impact the digital revolution has on reshaping the education industry than a superintendent. As we work to ensure richer learning experiences are delivered to our students, the Federal Communications Commission took steps this summer on a proposal targeted to bring a faster Internet to our schools and libraries.

By approving the E-Rate Notice of Proposed Rule Making (NPRM), the FCC seeks public comment to modernize the successful E-Rate program, a critical component in our nation's effort to expand innovative technologies. AASA applauds the FCC's action, which compliments the President's ConnectED initiative—providing high-speed broadband access to 99 percent of the nation's students.

Given the important role technology plays in our global society, we are pleased to present AASA's *2013 Back to School Toolkit: E-Rate*. This toolkit serves the following purposes:

- Educating our members about E-Rate;
- Empowering our members to educate their respective communities about E-Rate;
- Raising awareness about the importance of the Notice of Proposed Rule Making and the need to comment.

Materials contained in this package include an introductory video, talking points, a PowerPoint presentation, a press release, an op-ed, suggested posts for various social media platforms and a slide show presentation. You will also find a set of potential questions (and suggested responses) about E-Rate as well as a flow chart explaining how the program works.

AASA designed this toolkit as a member benefit, and we encourage you to include these resources in your outreach to staff, school board members, parents, business and community leaders, local news media and other audiences important to you and your school system.

*AASA's 2013 Back to School Toolkit: E-Rate* is available on the AASA website. AASA grants permission to its members to use and reproduce the material and tailor it to fit their individual needs. Should you have any questions about the toolkit, please contact Noelle Ellerson at [nellerson@aasa.org](mailto:nellerson@aasa.org).

Sincerely,

Dan Domenech  
AASA Executive Director