



**CONTACT: Steve Drake**  
**TEL: 301 680 0585**  
**Email: sdrake@verizon.net**

**Education Industry Association Applauds  
Introduction of the RAISE Act**

***Bill Sponsored by Senator Mel Martinez of Florida Would Strengthen  
Supplemental Educational Services Under “No Child Left Behind”***

**WASHINGTON, DC** – September 7, 2006 – The Education Industry Association (EIA), which represents many providers of supplemental educational services (SES) under “No Child Left Behind,” voiced its support for S. 3864, the “Raising Achievement through Improving Supplemental Education (RAISE)” Act, introduced today by U.S. Senator Mel Martinez (R-FL), and co-sponsored by U.S. Senator John Cornyn (R-TX).

The bill would improve the effectiveness of supplemental educational services (SES) under “No Child Left Behind” by moving implementation of the federally funded tutoring program from the third to the second year of a school’s “needing improvement” classification, prioritizing SES funds to ensure that eligible students who are both low income and low performing are served first, and ensuring that local school districts effectively promote the program and enroll families into SES in the most timely, efficient and convenient manner possible.

“EIA and our member companies salute Senator Martinez for introducing this much-needed legislation. We believe the RAISE Act would dramatically increase the level of SES participation nationwide,” noted EIA Executive Director Steven Pines. “A recent U.S. Government Accountability Office study showed that while SES is gaining traction and increasing in popularity among our nation’s economically and educationally struggling families, the tutoring program is reaching less than 20% of all eligible students. The RAISE Act would make SES more accessible, convenient and compelling for the more than 80% not currently being served.”

Senator Martinez’s bill was modeled after a recent bipartisan measure passed by the Florida legislature to improve access to SES, and to enhance accountability of services, in that state.

“With this year’s SES programs just underway in Florida, we see the potential for record-setting student enrollments. Credit is certainly due in part to the new state law and oversight by the Florida Department of Education,” added Pines. “We believe today’s introduction of the RAISE Act is an important first step in extending that kind of commitment to schoolchildren nationwide.”

### **About the Education Industry Association**

The Education Industry Association (EIA) works to expand educational opportunities and improve student achievement for learners of all ages by infusing American education with market-based drivers of service, innovation, and results. Founded in 1990, EIA is the leading professional association for private providers of education services, suppliers, and other private organizations in all sectors of education. EIA currently has more than 500 individual and corporate members. [www.educationindustry.org](http://www.educationindustry.org)

A number of EIA members are state-approved providers of supplemental education services (SES) under “No Child Left Behind,” and have delivered tutoring to hundreds of thousands of economically and educationally disadvantaged, SES-eligible students. These EIA members have formed the EIA SES Coalition, which sponsors the “**Campaign to Support Quality Tutoring for America’s Students**,” launched in February, 2006.

In addition to managing the Campaign and the SES Coalition, EIA provides the framework for entrepreneurs and corporate executives to work together to promote public understanding of the education industry and develop public-private partnerships to advance better teaching and learning. The association also works to advance state and federal education policies – such as No Child Left Behind – to the benefit of EIA members, children, educators and parents. EIA members include tutoring companies, education management organization, charter schools, educators, publishers, school suppliers, financial institutions, investors, and colleges and universities. **More information on the Education Industry Association (EIA) may be obtained by calling Steve Pines, EIA executive director at 800-252-3280 or visiting [www.educationindustry.org](http://www.educationindustry.org).**

###