



For Immediate Release

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*The Elementary Science Coalition: The Right Time, The Right Leadership
Building Federal Support for Elementary Science Education*

(January 15 2008) Science education is quietly in crisis in this country. The average elementary school student spends only one hour a week on science, taught by teachers who are under-educated in science. Elementary-aged children have few opportunities to engage in the discovery of science, depriving them of the chance to build the cumulative understanding necessary to ensure their interest and success in science.

While science education at the high school and post secondary level is finally gaining some legislative attention, the importance and impact of elementary science is still not recognized by either legislators or the American public.

Changing federal awareness of science education will take vision, communication, and effective, balanced leadership to bring members of the educational industry and the public together to create a powerful voice on behalf of elementary science.

The Elementary Science Coalition will provide that leadership. Its principals are seasoned community organizers and activists, with recognized successes in building coalitions and affecting political dynamics.

The Coalition's goal is to increase the quantity of science instruction at the elementary level by a factor of three – from one hour per week to three, one-hour periods per week. To accomplish this, the Elementary Science Coalition will:

- Lead a national outreach campaign to educate teachers, administrators, and parents about the importance of elementary science.
- Provide professional development and best practices information on science teaching and learning to elementary science educators.
- Advocate for state and national assessments to measure a deeper understanding than pure memorization of rote science facts.
- Campaign for coherent standards alignment for students in grades PK-16.

The Elementary Science Coalition needs your vision and support. You are invited to speak with us about joining a select group of educators, educational publishing companies, and corporations with a vested interest in a strong scientific workforce, working together to bring national focus and increased funding to elementary science education. The time for change is now.

For the earliest information about the Elementary Science Coalition, please visit:

<http://arccd.com/modules/cms/pages.phtml?pageid=30182>

For more information about how you can add your company's voice to this important conversation, please contact Rita Ferrandino at rita@arccd.com or (941) 921-1663.

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About Carmen Group, Inc.

Carmen Group is one of the most dynamic and successful corps of education lobbyists in Washington. In 30 years of proven lobbying success for clients, Carmen Group has created and executed programs designed to merge the priority areas of educational institutions with national initiatives and has been successful in advancing both programmatic and bricks and mortar federal funding. Employing a unique and proven business process has increased the success ratio for clients and sets Carmen Group apart from other firms in terms of innovation, execution and accountability.

<http://www.carmengroup.com>

About Rita Ferrandino

Arc Capital Development Co-Founder and Principal Rita Ferrandino's career highlights include selling over \$100 million of products to the higher education and K-12 markets, leading the acquisition effort for more than 50 titles, and forming revenue-producing alliances with over a dozen of the industry's largest publishers and distributors. Over the last year, in conjunction with Carmen Group, Inc., Rita co-sponsored the first Congressional Briefing on Science education, and has successfully advocated for legislative changes in elementary education, including increased federal funding for K-12 science education in the America COMPETES Act, and the adoption of an amendment to the FY 2008 Senate Labor, Health and Human Services, Education Appropriations bill to ensure that the NAEP 2009 Science Test includes extensive and explicit to scientific inquiry.

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