

# 2010 P1 Client Periodic Report

Lobbyist Name: The College Board

Client Name: The College Board

## Lobbyist Information

Principal Officer Name Munoz, Marissa

Principal Officer Title Education Manager

Principal Officer Email BLOCKED\_EMAIL

Principal Officer Phone (212) 520-8552

Lobbyist Business Name The College Board

Lobbyist Business Address 45 Columbus Avenue, New York, NY 10023

Lobbyist Business Phone (212) 520-8552

## Client Information

Client Name The College Board

Business Address 45 Columbus Avenue, New York, NY 10023

Client P.O. Name Munoz, Marissa

Business Phone (212) 520-8552

Business Email BLOCKED\_EMAIL

## Employee(s) Lobbying for Client

### Employee # 1

Employee's Name Fallon, John

Employee's Work Address 45 Columbus Avenue, New York, NY 10023

Employee's Work Phone (646) 831-2574

### Employee # 2

Employee's Name Munoz, Marissa

Employee's Work Address 45 Columbus Ave., New York, NY 10023

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Employee's Work Phone

(212) 520-8552

## Lobbying Activities

### Activity # 1

**Subject Category**

SAT Online Course for all Juniors- Planning and Implementation

**Subject Details**

John Fallon, Marissa Munoz, and Antoinette Crockrell e-mailed, called, and met with Cara Spitelawitz and Joanna Lack to plan for the SAT Online Course implementation for all 11th graders.

Target	Office/Department	Contact Name
NYC Department of Education		Spitelawitz, Cara Lack, Joanna

### Activity # 2

**Subject Category**

SAT Prep Course Pilot- Planning and Implementation

**Subject Details**

Antoinette Crockrell and Marissa Munoz worked with members of the NYC DOE Office of PostSecondary Pathways to plan and implement the SAT Prep Course for the 21 pilot schools. This involved numerous phone calls, emails, and meetings to launch the initiative.

Target	Office/Department	Contact Name
NYC Department of Education		Lack, Joanna Spitelawitz, Cara

### Activity # 3

**Subject Category**

AP Professional Development

**Subject Details**

Marissa Munoz worked with members of NYC DOE's office of Postsecondary Pathways to plan for the implementation of the AP PD for the three buckets of schools. E-mails and phone calls have taken place.

Target	Office/Department	Contact Name
NYC Department of Education		Lack, Joanna Spitelawitz, Cara

### Activity # 4

**Subject Category**

NYC DOE/CB Data Collaboration/Sharing Project

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## Subject Details

Members of the College Board met with members of the NYC DOE's Office of Policy Research to discuss a data sharing MOU and initial research/data projects on which to embark. Members of the CB involved in this process include Thanos Patelis, John Fallon, Marissa Munoz, Maureen Reyes, Krissy Reilly, and Steven Frustino.

Target	Office/Department	Contact Name
NYC Department of Education		Bell-Ellwanger, Jennifer Cannon, Joanna Foster, Sarah

## Activity # 5

### Subject Category

PSAT/NMSQT data

### Subject Details

John Fallon and Marissa Munoz worked with the NYC DOE's Division of Assessment and Accountability Reports (DAAR) to create the format and layout of PSAT/NMSQT student-level data to upload into the school ARIS community. In addition to the reports, workshops took place to share this tool with NYC DOE schools, especially those participating in the Periodic assessment pilot.

Target	Office/Department	Contact Name
NYC Department of Education		Sandor, Chris Mull, Niket Goldschmidt, Lisa Bierney, Bryanna

## Activity # 6

### Subject Category

SpringBoard Middle School Initiative- implementation follow-up

### Subject Details

John Fallon and Marissa Munoz met with school administrators implementing SB as well as members from the NYC DOE's office of Teaching and Learning to learn how the program implementation can further be supported. In addition, John worked with members of the NYC DOE's Office of Contracts and Purchasing to ensure that the books were delivered to the participating schools.

Target	Office/Department	Contact Name
NYC Department of Education		Bernstein, Idalee King, Sabrina Committante, Anna

## Activity # 7

### Subject Category

SpringBoard- Core Curriculum option

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## Subject Details

John Fallon and Marissa Munoz worked with members of the Office of Teaching and Learning as well as the Division of Contracts and Purchasing to get approval of SpringBoard to be offered as a core curriculum option for 9th grade ELA and Algebra 1 and Geometry. Meetings, phone calls, and e-mails took place between all parties involved.

Target	Office/Department	Contact Name
NYC Department of Education		Bernstein, Idalee McNamara, Denise Committante, Anna King, Sabrina

## Activity # 8

### Subject Category

CB/NYC DOE General Programs and Services Meeting

### Subject Details

John Fallon and Marissa Munoz met with the entire groups of NYC DOE representatives to talk about our partnership and all of the CB programs and services that we were implementing with them. This is going to be a regular meeting

Target	Office/Department	Contact Name
NYC Department of Education		Beithel, Gregg mull, niket sandor, chris lack, joanna cannon, joanna foster, sarah spitelawitz, cara

## Activity # 9

### Subject Category

General e-mails, phone calls, planning meetings

### Subject Details

John Fallon, Marissa Munoz, and Antoinette Crockrell spend numerous hours communicating with members of the NYC DOE via e-mail and phone. In addition, many internal planning meetings took place.

Target	Office/Department	Contact Name
NYC Department of Education		lack, spitelawitz lack, joanna

## Summary of Compensation

Total Compensation Paid or Owed for Current Period \$0.00

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Year to Date Total Compensation Paid or Owed	\$0.00
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### Lobbying Expenses

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Aggregate of all expenses for salaries of support staff	\$0.00
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Total of Aggregate Expenses \$75.00 or less	\$0.00
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Are there expenses greater than \$75.00?	No
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Itemized Expense Total	\$0.00
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Total Expenses for Current Period	\$0.00
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Year to Date Total of Expenses	\$0.00
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### CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name	Munoz, Marissa
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	03/12/2010 11:44
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### ELECTRONIC SIGNATURE

Marissa Munoz was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."