

2010 P2 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

General Outreach

Subject Details

John Fallon and Marissa Munoz: E-mail, phone calls, and other planning and preparation related to the College Readiness Initiative, PSAT/NMSQT administration and data, SpringBoard training and contracts (SLC and MS Initiative, core curriculum project)

Target	Office/Department	Contact Name
NYC Department of Education		lack, joanna spitelawitz, cara sandor, chris foster, sarah betheil, gregg cannon, joanna bell-ellwanger, jennifer bernstein, idalee king, sabrina committante, anna

Activity # 2

Subject Category

General Program Meetings

Subject Details

Coordination of Communication and Services meetint with the NYC DOE to ensure that we are efficiently communicating to schools of all of the CB programs and services that we share with them.

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

Activity # 3

Subject Category

Data Sharing collaboration meetings

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Subject Details

John Fallon and Marissa Munoz, along with other College Board employees from Research, Thanos Patelis, Krissy Reilly, and Jennifer Bausmith, met with the NYC DOE to talk about the data sharing project_ research was presented to the NYC DOE, along with a request for a data sharing MOU

Target	Office/Department	Contact Name
NYC Department of Education		bell-ellwanger, jennifer cannon, joanna foster, sarah

Activity # 4

Subject Category

SpringBoard Core Curriculum

Subject Details

John Fallon and Marissa Munoz met with NYC DOE to present SpringBoard as a possible core curriculum option_ after approval, we completed the necessary paperwork to be a listed vendor and performed necessary outreach, such as participating in the NYC DOE Core Curriculum Showcase

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

Activity # 5

Subject Category

SAT Online Readiness Program Outreach, Communications, Support

Subject Details

John Fallon, Marissa Munoz, and Antoinette Crockrell had a phone conversation with the NYC DOE about the communications plan for the SAT Online Course in order to increase usage of the tool by 11th grade students. We also talked about additional outreach for this initiative and the SAT Pilot course.

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

Activity # 6

Subject Category

SAT PD

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Subject Details

Marissa Munoz and Antoinette Crockrell attended the SAT PD workhops for the pilot initiative. We addressed the group, answered any questions they had, and provided guidance on how they could successfully administer the program.

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

Activity # 7

Subject Category

SAT Online Course for all Juniors

Subject Details

Marissa Munoz and Chris Parente e-mailed SAT Online Course access codes and addressed questions directly from school administrators, regarding this course. Most of the communication was done via e-mail.

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

Activity # 8

Subject Category

AP PD Pilot implementation.

Subject Details

Marissa Munoz worked with the NYC DOE to implement the AP PD Pilot. Marissa was present at all AP PD workshops (there were three) and addressed any AP related questions, and provided guidance to the audience.

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

Activity # 9

Subject Category

PSAT/NMSQT data

Subject Details

Marissa Munoz worked with Chris Sandor to develop an activity template to serve as an example for all of the programs and services that the College Board is partnering with the NYC DOE on.

Target	Office/Department	Contact Name
NYC Department of Education		sandor, chris

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$0.00

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Lobbyist Name: The College Board

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

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	05/17/2010 10:51
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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."