



Mr. Bassin -

As President-Elect Obama's administration looks to America's education system to rebuild a globally competitive economy, the vast majority of education reform efforts are focused on the supply side (schools and educators) of the equation. Until the needs of parents (the demand side) are addressed, most reform efforts will have limited success for lack of an educated and organized constituency of customers - parents and families.

Put another way, the parents themselves must understand what is needed and how to organize to get those needs met. Parent involvement is an afterthought in the school reform debate in this nation. We should be crying out for an educated parent base, that demands improved outcomes and family responsibility at the local level.

Project Appleseed seeks to increase the nation's family involvement capacity - a multi-billion dollar resource for schools. The attached Powerpoint presentation gives an overview of our program. <http://www.projectappleseed.org/ProjectAppleseed.ppt>

Thanks,

Kevin Walker



**projectappleseed.org** is the #1 ranked resource for 'parental involvement in public schools' in Google & Yahoo! Named top 10 education and parent leader in the United States by the editors of both Teacher & Parenting magazines.