

111TH CONGRESS
2^D SESSION

H. R. 5477

To amend the Elementary and Secondary Education Act of 1965 and the Workforce Investment Act of 1998 to award grants to prepare individuals for the 21st century workplace and to increase America’s global competitiveness, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

MAY 28, 2010

Mr. YARMUTH (for himself, Mr. CHANDLER, and Ms. SHEA-PORTER) introduced the following bill; which was referred to the Committee on Education and Labor

A BILL

To amend the Elementary and Secondary Education Act of 1965 and the Workforce Investment Act of 1998 to award grants to prepare individuals for the 21st century workplace and to increase America’s global competitiveness, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Ready to Compete
5 Act”.

1 **TITLE I—READY TO LEARN:**
2 **EARLY CHILDHOOD AND**
3 **SCHOOL READINESS**

4 **SEC. 101. READY TO LEARN GRANTS.**

5 Subpart 3 of part D of title II of the Elementary
6 and Secondary Education Act of 1965 (20 U.S.C. 6775)
7 is amended by striking section 2431 and inserting the fol-
8 lowing:

9 **“SEC. 2431. SHORT TITLE.**

10 “This subpart may be cited as ‘Ready-to-Learn Act’.

11 **“SEC. 2432. READY-TO-LEARN EDUCATIONAL TELEVISION**
12 **PROGRAMMING AND RELATED SERVICES.**

13 “(a) IN GENERAL.—The Secretary is authorized to
14 award a grant to the Corporation for Public Broadcasting
15 to enable the corporation—

16 “(1) to provide a coordinated Ready-to-Learn
17 television service described in subsection (c); and

18 “(2) to award subgrants or enter into contracts
19 or cooperative agreements with an eligible entity to
20 enable the eligible entity to operate a high-quality
21 Ready-to-Learn program that is a part of the coordi-
22 nated Ready-to-Learn television service.

23 “(b) READY-TO-LEARN PROGRAM REQUIREMENTS.—
24 Each eligible entity receiving a subgrant or entering into

1 a contract or cooperative agreement under this subpart
2 shall operate a Ready-to-Learn program that—

3 “(1) develops, produces, and distributes edu-
4 cational television programming and related services
5 for preschool and elementary school children (espe-
6 cially preschool and elementary school children
7 served under part A of title I), and the parents, edu-
8 cators, and caregivers of such children in order to
9 help improve early childhood development and stu-
10 dent achievement in the areas of—

11 “(A) reading;

12 “(B) mathematics;

13 “(C) science;

14 “(D) health and wellness;

15 “(E) social and emotional development; or

16 “(F) other academic or developmentally
17 appropriate areas;

18 “(2) facilitates the development of—

19 “(A) educational television programming
20 and related services, directly or through con-
21 tracts, with producers of educational television
22 programming and related services for preschool
23 and elementary school children;

24 “(B) support materials and services that
25 accompany such educational television program-

1 ming and related services, including outreach
2 services, in order to promote the effective use of
3 such educational television programming and
4 related services; and

5 “(C) related support resources for parents
6 and caregivers that are designed for nationwide
7 distribution over public television stations’ dig-
8 ital broadcasting channels and other high-tech
9 delivery platforms;

10 “(3) contracts with an entity that owns and op-
11 erates a television public broadcast station, as de-
12 fined in section 397(6) of the Communications Act
13 of 1934 (47 U.S.C. 397(6))—

14 “(A) that demonstrates that the station is
15 a member of a strong, local, community-based
16 partnership, in order to deliver effective services
17 which meet the educational needs of the chil-
18 dren in the community served by the broadcast
19 area; and

20 “(B) so that educational television pro-
21 gramming and related services developed under
22 this subpart are disseminated and distributed to
23 the widest possible audience appropriately
24 served by the most appropriate distribution
25 technologies; or

1 “(4) develops and disseminates educational or
2 training material, directly related to the television
3 programs assisted under this subpart, that—

4 “(A) is designed—

5 “(i) to promote school readiness for
6 all children, especially children served
7 under part A of title I, including English
8 language learners; and

9 “(ii) to promote the effective use of
10 related services and related support re-
11 sources developed under paragraphs (2)
12 and (3), respectively, among parents, care-
13 givers, teachers, Head Start programs,
14 Even Start programs, Early Reading First
15 programs, Reading First programs, Read-
16 ing Readers programs, Reading is Funda-
17 mental program providers, providers of
18 family literacy services, child care pro-
19 viders, early childhood educators, public
20 and school libraries, museums, State edu-
21 cational agencies, businesses, institutions
22 of higher education, and after school pro-
23 gram personnel; and

1 “(B) may include interactive programs or
2 programs adaptable to distance learning tech-
3 nologies.

4 “(c) COORDINATED READY-TO-LEARN TELEVISION
5 SERVICE.—In awarding subgrants and entering into con-
6 tracts and cooperative agreements under this subpart, the
7 Corporation for Public Broadcasting shall provide a co-
8 ordinated Ready-to-Learn television service that—

9 “(1) shall include—

10 “(A) educational television programming,
11 determined by the Corporation for Public
12 Broadcasting to be of sound content and artis-
13 tic excellence, delivered on-air and on-line,
14 aligned to—

15 “(i) State kindergarten through grade
16 12 academic standards and State early
17 learning standards, as appropriate; and

18 “(ii) related services;

19 “(B) effective, ongoing community out-
20 reach programs and ongoing partnerships with
21 local organizations to help ensure that the pro-
22 gramming—

23 “(i) addresses specific community and
24 school needs;

1 “(ii) reaches children served under
2 part A of title I; and

3 “(iii) engages multiple constituencies
4 of children, parents, caregivers, and edu-
5 cators;

6 “(C) academic and developmental tele-
7 vision programming described in subsection
8 (b)(1) in—

9 “(i) the topics described in subpara-
10 graphs (A) and (E) of subsection (b)(1);
11 and

12 “(ii) not less than 1 other topic de-
13 scribed in subparagraphs (B), (C), (D),
14 and (F) of subsection (b)(1); and

15 “(D) a rigorous evaluation of the impact of
16 the television programming and related services
17 described in subsection (b)(1) on—

18 “(i) school readiness skills of children
19 in various socioeconomic areas, including
20 rural and urban areas;

21 “(ii) teacher quality and effectiveness;
22 and

23 “(iii) community engagement and
24 awareness; and

25 “(2) may include—

1 “(A) a comprehensive preschool curriculum
2 based upon the Ready-to-Learn programs; and

3 “(B) ongoing professional development
4 based upon the Ready-to-Learn programs de-
5 signed to help parents, teachers, librarians, or
6 caregivers.

7 “(d) TECHNICAL ASSISTANCE, MATERIALS, TRAIN-
8 ING, AND CURRICULA.—The Corporation for Public
9 Broadcasting shall provide eligible entities that receive a
10 subgrant or enter into a contract or cooperative agreement
11 under this subpart with technical assistance, supporting
12 materials, training, and curricula to ensure effective im-
13 plementation of subsection (c).

14 “(e) RESERVATION OF FUNDING.—The Corporation
15 for Public Broadcasting shall use not less than 30 percent
16 of the funds the Corporation for Public Broadcasting re-
17 ceives under this subpart to award subgrants to or enter
18 into contracts or cooperative agreements with eligible enti-
19 ties that are public broadcast stations, as defined in sec-
20 tion 397(6) of the Communications Act of 1934, to carry
21 out subsection (c)(1)(B) and section 2435(c).

22 “(f) AVAILABILITY OF PROGRAMMING AND RELATED
23 SERVICES.—In awarding a grant under this subpart, the
24 Secretary shall ensure that the Corporation for Public
25 Broadcasting makes educational television programming

1 and related services widely available, with support mate-
2 rials available, as appropriate, to young children, parents,
3 caregivers, teachers, Head Start programs, Even Start
4 programs, Early Reading First programs, Reading First
5 programs, Striving Readers programs, Reading is Funda-
6 mental programs, providers of family literacy services,
7 child care providers, early childhood educators, public and
8 school libraries, and after school programs in order to in-
9 crease the effective use of educational television program-
10 ming and related services.

11 **“SEC. 2433. COORDINATION OF ACTIVITIES.**

12 “In carrying out this subpart, the Corporation for
13 Public Broadcasting shall—

14 “(1) consult with the Secretary and the Sec-
15 retary of Health and Human Services—

16 “(A) to maximize the use of high-quality
17 educational television programming and related
18 services by preschool and elementary school
19 children, and to make such programming widely
20 available to federally funded programs serving
21 such children; and

22 “(B) to coordinate activities assisted under
23 this subpart with Federal programs that have a
24 major training component for early childhood
25 development, including programs under the

1 Head Start Act, Even Start, and Early Reading
2 First, and State training activities funded
3 under the Child Care and Development Block
4 Grant Act of 1990, regarding the availability
5 and use of the related services developed under
6 section 2432(b)(2)(A) to enhance parent and
7 childcare provider skills in early childhood de-
8 velopment and education; and

9 “(2) ensure that all materials acquired or pro-
10 duced by any eligible entity are determined to be of
11 sufficient age-appropriate aesthetic appeal and edu-
12 cational effectiveness to warrant national distribu-
13 tion and support in order to maximize the impact of
14 televised materials and the use of digital content.

15 **“SEC. 2434. APPLICATION.**

16 “To be eligible to receive a grant under this subpart,
17 the Corporation for Public Broadcasting shall submit to
18 the Secretary an application at such time, in such manner,
19 and containing such information as the Secretary may rea-
20 sonably require.

21 **“SEC. 2435. REPORTS AND EVALUATIONS.**

22 “(a) ANNUAL REPORT TO THE SECRETARY.—In car-
23 rying out this subpart, the Corporation for Public Broad-
24 casting shall prepare and submit to the Secretary an an-
25 nual report that contains such information as the Sec-

1 retary may require. At a minimum, the report shall de-
2 scribe the activities undertaken with funds received under
3 the grant awarded to the Corporation for Public Broad-
4 casting under this subpart, including each of the following:

5 “(1) PROGRAMMING AND RELATED SERVICES;
6 TARGET POPULATION.—The educational television
7 programming and related services developed, directly
8 or indirectly, by the Corporation for Public Broad-
9 casting, and the target population served by the pro-
10 gramming and services.

11 “(2) SUPPORT OR TRAINING MATERIALS.—The
12 support or training materials developed to accom-
13 pany the educational television programming and re-
14 lated services, and the method by which the mate-
15 rials were distributed to consumers and users of the
16 educational television programming and related serv-
17 ices.

18 “(3) MEANS OF DISTRIBUTION.—The means by
19 which educational television programming and re-
20 lated services developed under this subpart were dis-
21 tributed, including the distance learning technologies
22 that were used to make the educational television
23 programming and related services available, and the
24 geographic distribution achieved through such tech-
25 nologies.

1 “(4) INITIATIVES.—The initiatives undertaken
2 by the Corporation for Public Broadcasting to de-
3 velop public-private partnerships to secure non-Fed-
4 eral support for the development, distribution, and
5 broadcast of educational television programming and
6 related services.

7 “(5) IMPACT.—The impact of the educational
8 television programming and related services on
9 teaching and learning, including the impact on im-
10 proving school readiness skills, early reading skills,
11 early mathematics skills, early science skills, and
12 skills in other developmentally appropriate content
13 areas.

14 “(b) REPORT TO CONGRESS.—The Secretary shall
15 prepare and submit to the relevant committees of Con-
16 gress an annual report that includes the following:

17 “(1) ACTIVITY SUMMARY.—A summary of the
18 activities assisted under section 2432.

19 “(2) EDUCATION AND TRAINING MATERIALS.—
20 A description of the education and training mate-
21 rials described in section 2432(b)(2)(B) that are
22 made available under this subpart, the manner in
23 which outreach was conducted to inform parents and
24 child care providers of the availability of such mate-

1 rials, and the manner in which such materials were
2 distributed in accordance with section 2432.

3 “(c) EVALUATION OF OUTREACH ACTIVITIES.—In
4 carrying out this subpart, the Corporation for Public
5 Broadcasting shall require each eligible entity that re-
6 ceives a subgrant or enters into a contract or cooperative
7 agreement under this subpart to provide evaluation data
8 that include descriptions of the impact of outreach activi-
9 ties carried out under this subpart, including—

10 “(1) the manner in which outreach was con-
11 ducted to inform parents and child care providers of
12 the availability of the educational television pro-
13 gramming and related services produced under this
14 subpart, including specific strategies used to reach a
15 wide audience;

16 “(2) the extent to which the outreach programs
17 included multiple outreach efforts with the same or-
18 ganizations or groups and resulted in lasting rela-
19 tionships with those organizations or groups and the
20 members of those organizations or groups; and

21 “(3) the effectiveness of the outreach programs
22 and services conducted and the number of children,
23 families, and child care providers that had access to
24 and utilized the educational television programming

1 and related services provided under this subpart to
2 improve school readiness skills.

3 “(d) **EVALUATION OF IMPACT ON SCHOOL READI-**
4 **NESS.**—The Secretary shall evaluate the impact of the
5 outreach content and services provided under this subpart
6 on improving school readiness skills nationwide, particu-
7 larly with respect to children in the most disadvantaged
8 communities.

9 **“SEC. 2436. ADMINISTRATIVE COSTS.**

10 “An eligible entity that receives a subgrant or enters
11 into a contract or cooperative agreement under this sub-
12 part may use not more than 5 percent of the amount re-
13 ceived under the subgrant, contract, or cooperative agree-
14 ment, respectively, for the normal and customary expenses
15 of administering the grant, contract, or cooperative agree-
16 ment, respectively.

17 **“SEC. 2437. CONTINUATION OF AWARDS.**

18 “Notwithstanding any other provision of law, an eligi-
19 ble entity that received a subgrant or enters into a con-
20 tract or cooperative agreement under this subpart (as this
21 subpart existed on the day before the date of enactment
22 of the Ready-to-Learn Act) shall continue to receive funds
23 in accordance with the terms of the subgrant, contract,
24 or cooperative agreement, respectively, until the date on

1 which the subgrant, contract, or cooperative agreement,
 2 respectively, terminates under such terms.

3 **“SEC. 2438. AUTHORIZATION OF APPROPRIATIONS.**

4 “There are authorized to be appropriated to carry out
 5 this subpart \$40,000,000 for fiscal year 2011 and such
 6 sums as may be necessary for each of the 5 succeeding
 7 fiscal years.

8 **“SEC. 2439. DEFINITION.**

9 “In this subpart the term ‘eligible entity’ means—

10 “(1) a national nonprofit membership organiza-
 11 tion that acquires and distributes programming to
 12 noncommercial educational television broadcasters
 13 through the national public television interconnection
 14 system that the organization manages and operates;

15 “(2) a local or statewide public television sta-
 16 tion or system; or

17 “(3) a nonprofit producer of high-quality chil-
 18 dren’s educational television and other media pro-
 19 gramming.”.

20 **TITLE II—READY TO TEACH:**
 21 **HIGHLY QUALIFIED AND EF-**
 22 **FECTIVE TEACHERS**

23 **SEC. 201. READY TO TEACH GRANTS.**

24 Section 5481 of the Elementary and Secondary Edu-
 25 cation Act of 1965 (20 U.S.C. 7257) is amended—

1 (1) in subsection (a)—

2 (A) by striking “a nonprofit telecommuni-
3 cations entity, or partnership of such entities”
4 and inserting “an eligible entity described in
5 subsection (b)”;

6 (B) by striking “telecommunications-
7 based”; and

8 (C) by striking “achieve” and inserting
9 “meet”; and

10 (2) by striking subsection (b) and inserting the
11 following:

12 “(b) **ELIGIBLE ENTITIES.**—To be eligible to receive
13 a grant under this section, an entity shall be a public
14 broadcasting entity.”.

15 **SEC. 202. APPLICATION REQUIRED.**

16 Section 5482 of the Elementary and Secondary Edu-
17 cation Act of 1965 (20 U.S.C. 7257a) is amended to read
18 as follows:

19 **“SEC. 5482. APPLICATION REQUIRED.**

20 “(a) **IN GENERAL.**—To be eligible to receive a grant
21 under section 5481, an eligible entity shall submit an ap-
22 plication to the Secretary. Each such application shall—

23 “(1) demonstrate that the applicant will use the
24 public broadcasting infrastructure, and other high-
25 tech delivery platforms to deliver educational content

1 and services in an integrated service and to provide
2 professional development on the use of materials and
3 learning technologies for achieving challenging State
4 academic content and student academic achievement
5 standards;

6 “(2) contain an assurance that—

7 “(A) such integrated service will be con-
8 ducted in cooperation with appropriate State
9 educational agencies, local educational agencies,
10 and State or local affiliates of the eligible enti-
11 ties, if any;

12 “(B) in partnership with local television
13 public broadcast stations, a significant portion
14 of the benefits of such integrated service will be
15 available to local educational agencies that have
16 high percentages of children counted under sec-
17 tion 1124(e), particularly those schools that
18 have failed to make adequate yearly progress
19 for 2 or more consecutive years under section
20 1111(c); and

21 “(3) contain such additional information as the
22 Secretary may reasonably require.

23 “(b) SITES.—In approving applications under sub-
24 section (a), the Secretary shall ensure that the program
25 authorized under section 5481 is conducted at elementary

1 schools and secondary schools served by the local edu-
2 cational agencies described in subsection (a)(2)(B) of this
3 section throughout the United States.”.

4 **SEC. 203. REPORTS AND EVALUATION.**

5 Section 5483 of the Elementary and Secondary Edu-
6 cation Act of 1965 (20 U.S.C. 7257b) is amended—

7 (1) in the matter preceding paragraph (1)—

8 (A) by striking “An entity”; and

9 (B) inserting “(a) IN GENERAL—An enti-
10 ty”;

11 (2) in paragraph (1), by striking “and” after
12 the semicolon;

13 (3) by redesignating paragraph (2) as para-
14 graph (3);

15 (4) by inserting after paragraph (1) the fol-
16 lowing:

17 “(2) the impact of the program on the academic
18 achievement of all children served, particularly chil-
19 dren in schools identified for school improvement
20 under 1116;”;

21 (5) in paragraph (3) (as redesignated by para-
22 graph (3)), by striking the period at the end and in-
23 serting “; and”; and

24 (6) by adding at the end the following:

1 “(4) the percentage of elementary school and
2 secondary school teachers who had access to and uti-
3 lized the program funded under this part, including
4 the percentage of teachers in schools that have failed
5 to make adequate yearly progress for 2 or more con-
6 secutive years under section 1111(c).

7 “(b) AUTHORIZATION OF APPROPRIATIONS.—There
8 are authorized to be appropriated to carry out this section
9 \$15,000,000 for fiscal year 2011 and such sums as may
10 be necessary for each of the 5 succeeding fiscal years.”.

11 **TITLE III—READY TO ACHIEVE:**
12 **MATH, SCIENCE, TECH-**
13 **NOLOGY, AND INNOVATION**

14 **SEC. 301. DIGITAL EDUCATIONAL PROGRAMMING GRANTS.**

15 Section 5484 of the Elementary and Secondary Edu-
16 cation Act of 1965 (20 U.S.C. 7257c) is amended to read
17 as follows:

18 **“SEC. 5484. DIGITAL EDUCATIONAL PROGRAMMING**
19 **GRANTS.**

20 “(a) IN GENERAL.—The Secretary is authorized to
21 award grants, on a competitive basis, to eligible entities
22 (described in subsection (b)) for the purpose of developing,
23 disseminating, and providing training through high-qual-
24 ity, innovative educational digital content and services to

1 improve math, science, and technology education in ele-
2 mentary schools and secondary schools.

3 “(b) ELIGIBLE ENTITIES.—To be eligible to receive
4 a grant under this section, an entity shall—

5 “(1) be—

6 “(A) a television public broadcast station
7 as defined in section 397(6) of the Communica-
8 tions Act of 1934 (47 U.S.C. 397(6));

9 “(B) a partnership of entities described in
10 subparagraph (A); or

11 “(C) a partnership among entities de-
12 scribed in subparagraph (A) and a national
13 nonprofit membership organization that ac-
14 quires and distributes programming to non-
15 commercial educational television broadcasters
16 through the national public television inter-
17 connection system that it manages and operates
18 that demonstrates a capacity for the develop-
19 ment and distribution of high-quality, innova-
20 tive educational digital content and services in
21 core curriculum content areas;

22 “(2) partner with—

23 “(A) a State educational agency or a local
24 educational agency (or a consortium of such

1 agencies) that receives funds under part A of
2 title I; and

3 “(B) a high-quality academic research and
4 evaluation entity to ensure that the content de-
5 veloped pursuant to this section effectively ad-
6 dresses the needs of teachers and students and
7 delivers a positive impact on student academic
8 achievement in core curriculum areas.

9 “(c) APPLICATION.—An eligible entity that desires to
10 receive a grant under this section shall submit an applica-
11 tion to the Secretary at such time, in such manner, and
12 accompanied by such information as the Secretary may
13 reasonably require.

14 “(d) REQUIRED USE OF FUNDS.—An eligible entity
15 that receives a grant under this section shall—

16 “(1) develop and use innovative, high-quality
17 tools, products, and educational digital content and
18 services for classroom learning in core curriculum
19 content areas, particularly math, science, and tech-
20 nology, that—

21 “(A) include built-in teacher utilization
22 and support components to ensure that teachers
23 can easily understand and use the content of
24 the programming either for group instruction or
25 individual student use; and

1 “(B) are created for, or adaptable to, chal-
2 lenging State academic content standards and
3 student academic achievement standards;

4 “(2) provide professional development for teach-
5 ers in the use of the content developed in paragraph
6 (1);

7 “(3) conduct an evaluation as described in sub-
8 section (g); and

9 “(4) provide age-appropriate programs, train-
10 ing, materials, and access to technology that—

11 “(A) build the critical and higher-order
12 thinking skills of students in elementary schools
13 and secondary schools; and

14 “(B) are capable of distribution through
15 digital broadcasting and school digital networks.

16 “(e) MATCHING REQUIREMENT.—An eligible entity
17 that receives a grant under this section shall contribute
18 to the activities assisted under such grant non-Federal
19 matching funds in an amount equal to not less than 100
20 percent of the amount of the grant. Such matching funds
21 may include in-kind contributions.

22 “(f) DURATION.—A grant under this section shall be
23 awarded for a period of 5 years.

24 “(g) REPORTS AND EVALUATION.—An eligible entity
25 that receives a grant under this section shall prepare and

1 submit to the Secretary an annual report that contains
 2 such information as the Secretary may require. At a min-
 3 imum, such report shall describe the program activities
 4 undertaken with funds received under the grant, includ-
 5 ing—

6 “(1) the effectiveness of the comprehensive,
 7 high-quality program to improve the core curriculum
 8 areas, including mathematics, science, and tech-
 9 nology teaching and learning in elementary schools
 10 and secondary schools; and

11 “(2) the success of professional development in
 12 the use of materials described in subsection (d)(l).

13 “(h) AUTHORIZATION OF APPROPRIATIONS.—There
 14 are authorized to be appropriated to carry out this section
 15 \$15,000,000 for fiscal year 2011 and such sums as may
 16 be necessary for each of the 5 succeeding fiscal years.”.

17 **SEC. 302. NATIONAL ON-DEMAND DIGITAL EDUCATION**
 18 **MEDIA SERVICE.**

19 The Elementary and Secondary Education Act of
 20 1965 (20 U.S.C. 6301 et seq.) is amended by inserting
 21 after section 5485 the following:

22 **“SEC. 5486. NATIONAL ON-DEMAND DIGITAL EDUCATION**
 23 **MEDIA SERVICE.**

24 “(a) PURPOSE.—It is the purpose of this section to
 25 develop and operate a national on-demand digital edu-

1 cation media service that provides high-quality educational
2 digital content, programming, professional development
3 lessons, and other support available to all educators, par-
4 ents, institutions of higher education, research institu-
5 tions, State educational agencies, local educational agen-
6 cies, and the public at low or no cost.

7 “(b) GRANTS AUTHORIZED.—The Secretary shall
8 award grants under this section to eligible entities to de-
9 velop and to operate a national on-demand digital edu-
10 cation media service.

11 “(c) ELIGIBLE ENTITIES.—To be eligible to receive
12 a grant under this section, an entity shall—

13 “(1) be a television public broadcasting entity,
14 as defined in section 397(11) of the Communications
15 Act of 1934, or a consortium of such entities, that
16 is able to demonstrate a capacity for the develop-
17 ment, operation, management, and marketing of a
18 new national on-line, on-demand digital education
19 media service; and

20 “(2) have the capacity to establish and to co-
21 ordinate an advisory committee to advise on the de-
22 velopment and implementation of the national media
23 service to ensure that such service meets the needs
24 of communities, schools, educators, and providers,

1 which members shall include not less than 1 of each
2 of the following:

3 “(A) A representative of television public
4 broadcast stations that are not grantees under
5 this subpart.

6 “(B) A representative of a State edu-
7 cational agency.

8 “(C) A representative of a local edu-
9 cational agency.

10 “(D) A representative of the Corporation
11 for Public Broadcasting.

12 “(E) A representative of the national orga-
13 nization representing the licensees and permit-
14 tees of noncommercial broadcast television sta-
15 tions.

16 “(F) A representative of a national non-
17 profit membership organization that acquires
18 and distributes programming to noncommercial
19 educational television broadcasters through the
20 national public television interconnection system
21 that it manages and operates.

22 “(G) A teacher, principal, and adminis-
23 trator.

24 “(H) A parent.

1 “(I) An early education provider, such as
2 a Head Start program.

3 “(J) A community based organization ad-
4 dressing family literacy.

5 “(K) An expert in evaluation and research
6 in best practices in education, early education,
7 and family literacy.

8 “(L) An expert in the use of media and
9 technology.

10 “(M) A for-profit content provider.

11 “(d) APPLICATIONS.—An eligible entity that desires
12 to receive a grant under this section shall submit an appli-
13 cation to the Secretary at such time, in such manner, and
14 containing such assurances and information as the Sec-
15 retary may reasonably require. Each application shall de-
16 scribe—

17 “(1) the plan for how such entity will develop
18 and operate the digital media service in accordance
19 with this section;

20 “(2) the advisory committee that the entity will
21 use and the plan for ensuring active participation by
22 the committee to ensure that the media service will
23 be high-quality and serve the needs of schools, par-
24 ents, and communities;

1 “(3) how the entity will ensure that the pro-
2 grams and materials available on the service will be
3 high-quality, easily accessible to educators and par-
4 ents, and available at low or no cost;

5 “(4) how the service funded under this section
6 will provide products, materials, and services that
7 will help all children, including children with disabil-
8 ities and English-language learners—

9 “(A) meet challenging State academic con-
10 tent standards and student academic achieve-
11 ment standards,

12 “(B) come to school ready to learn, and

13 “(C) achieve in mathematics, science, and
14 technology;

15 “(5) how the service funded under this section
16 will provide products, materials, and services that
17 will help engage parents and communities in improv-
18 ing education for all children;

19 “(6) how the entity will continuously evaluate
20 and improve the service to continuously meet the
21 needs of the public and educators;

22 “(7) how the entity will develop and deliver the
23 service so that the service will integrate into, or be
24 interoperable with, existing local and State edu-
25 cational Internet-based portals already in use by

1 local educational agencies and State educational
2 agencies;

3 “(8) how other leading nonprofit or for-profit
4 content providers will be engaged in the effort and
5 how such providers’ content resources may be
6 accessed through or referenced within the service;

7 “(9) how the entity will leverage public
8 broadcasting’s distribution infrastructure, including
9 on-air digital broadcast channels and local commu-
10 nity outreach mechanisms, to raise awareness about
11 the availability of the service and support the suc-
12 cessful adoption and implementation of the service;
13 and

14 “(10) the fair and balanced process that the en-
15 tity will use to establish the advisory committee de-
16 scribed in subsection (c)(2), how it will coordinate
17 such committee, and how the entity will ensure that
18 it takes into account the advice of such committee
19 in planning and implementing all effective service.

20 “(e) REQUIRED USES OF FUNDS.—An eligible entity
21 that receives a grant under this section shall use the grant
22 funds for—

23 “(1) the development and operation of a na-
24 tional on-line, on-demand digital education media
25 service;

1 “(2) professional development and training of
2 teachers and staff to use the service;

3 “(3) the evaluation, as described in subsection
4 (g);

5 “(4) outreach and marketing activities, particu-
6 larly to schools in need of improvement pursuant to
7 section 1116, and disadvantaged schools and com-
8 munities;

9 “(5) quality control of the service and its con-
10 tents;

11 “(6) coordination and engagement with the ad-
12 visory committee;

13 “(7) digitization of appropriate analog content;
14 and

15 “(8) other activities as needed to meet the pur-
16 pose of this section.

17 “(f) DURATION.—A grant under this section shall be
18 awarded for a period of 5 years.

19 “(g) REPORTS AND EVALUATION.—An eligible entity
20 that receives a grant under this section shall prepare and
21 submit to the Secretary an annual report that contains
22 such information as the Secretary may require. At a min-
23 imum, such report shall describe the program activities
24 undertaken with funds received under the grant, includ-
25 ing—

1 “(1) the quality, breadth, and depth of the con-
2 tent provided by the service;

3 “(2) the use of the program by educators, par-
4 ents, and communities, particularly in the most dis-
5 advantaged communities and by schools that have
6 failed to make adequate yearly progress for 2 or
7 more consecutive years under section 1111(c);

8 “(3) the effectiveness of the service and the
9 availability of effective, low or no-cost resources;

10 “(4) the effectiveness of the outreach and mar-
11 keting activities in reaching a wide audience, par-
12 ticularly in the most disadvantaged communities and
13 in schools in need of improvement pursuant to sec-
14 tion 1116; and

15 “(5) the impact and effectiveness of the advi-
16 sory committee on the service.

17 “(h) AUTHORIZATION OF APPROPRIATIONS.—There
18 are authorized to be appropriated to carry out this section
19 \$15,000,000 for fiscal year 2011 and such sums as may
20 be necessary for each of the 5 succeeding fiscal years.”.

1 **TITLE IV—READY TO EARN**
2 **GRANTS**

3 **SEC. 401. READY TO EARN GRANTS.**

4 Chapter 4 of subtitle A of title II of the Workforce
5 Investment Act of 1998 (29 U.S.C. 9251 et seq.) is
6 amended by adding at the end the following:

7 **“SEC. 244. TELEVISION BROADCAST WORKFORCE TRAINING**
8 **GRANT PROGRAM.**

9 “(a) IN GENERAL.—The Secretary is authorized to
10 award grants, on a competitive basis, to an entity that
11 owns and operates a television public broadcast station,
12 as defined in section 397(6) of the Communications Act
13 of 1934, or a partnership of such entities, for the purpose
14 of developing, disseminating, and providing on-line and
15 on-air education and training services for adults, including
16 adult education, adult literacy, GED preparation, work-
17 force training, and related outreach services that are pri-
18 orities for the community.

19 “(b) ELIGIBLE ENTITIES.—To be eligible to receive
20 a grant under this section, an entity shall—

21 “(1) own or operate a local television public
22 broadcast station, as defined in section 397(6) of the
23 Communications Act of 1934, that is able to dem-
24 onstrate a capacity for the development and dis-
25 tribution of high-quality educational digital content

1 and services in the areas of adult education, adult
2 literacy, GED preparation, workforce training, and
3 related outreach services; and

4 “(2) partner with an eligible agency as defined
5 in section 203(4) or a State Board as described in
6 section 111 or institutions of higher education in
7 order to implement a high-quality program in ac-
8 cordance with this section.

9 “(c) APPLICATION.—

10 “(1) IN GENERAL.—To be eligible to receive a
11 grant under this section, an eligible entity, or part-
12 nership of eligible entities, shall submit an applica-
13 tion to the Secretary. Each application shall—

14 “(A) describe the innovative, high-quality
15 training, tools, products, and educational digital
16 content and services that will be developed and
17 used to improve the quality and delivery of
18 adult education, adult literacy, GED prepara-
19 tion, work force training, and related outreach
20 services;

21 “(B) describe the partnership and the roles
22 of the partners in implementing a high-quality
23 program in accordance with this section;

1 “(C) describe how the eligible entity or en-
2 tities will address the needs of adults who are
3 non-English speakers;

4 “(D) describe the results of the needs as-
5 sessment of the community and how the com-
6 prehensive program described in this section
7 will meet the needs of that community and in-
8 clude partnerships with community-based orga-
9 nizations that serve adults in need of such serv-
10 ices;

11 “(E) describe the research-based practices
12 and advanced technologies that the program
13 funded under this section will use to carry out
14 the purposes of this section;

15 “(F) describe the rigorous evaluation the
16 eligible entity or entities will use to support
17 continuous improvement of the program and
18 services; and

19 “(G) contain such additional assurances as
20 the Secretary may reasonably require.

21 “(d) REQUIRED USES OF FUNDS.—Grant funds pro-
22 vided under this section shall be used for—

23 “(1) the development, training and use of inno-
24 vative, high-quality tools, products, and educational
25 digital content and services for—

1 “(A) adult education, adult literacy, GED
2 preparation, work force training, and related
3 outreach services;

4 “(B) professional development; and

5 “(C) community and family outreach;

6 “(2) professional development and training of
7 staff;

8 “(3) evaluation as described in subsection (g);

9 “(4) outreach activities to engage adult learners
10 and community organizations;

11 “(5) English language education and services
12 for non-English speakers; and

13 “(6) other activities as needed to meet the pur-
14 poses of this section.

15 “(e) DURATION.—A grant under this section shall be
16 awarded for a period of 5 years.

17 “(f) ADMINISTRATIVE COSTS.—An entity that re-
18 ceives a grant under this section may not use more than
19 5 percent of the amount received under the grant for ad-
20 ministrative costs.

21 “(g) REPORTS AND EVALUATION.—An entity receiv-
22 ing a grant under this section shall prepare and submit
23 to the Secretary an annual report that contains such infor-
24 mation as the Secretary may require. At a minimum, such

1 report shall describe the program activities undertaken
2 with funds received under the grant, including—

3 “(1) the success in engaging families and com-
4 munities;

5 “(2) the success of professional development
6 and training for staff;

7 “(3) the effectiveness of the comprehensive,
8 high-quality program to provide adult education,
9 adult literacy, GED preparation, workforce training,
10 and related outreach services;

11 “(4) the effectiveness of the specific, innovative,
12 high-quality training, tools, products, and edu-
13 cational digital content and services developed and
14 used to improve the quality and delivery of adult
15 education, adult literacy, GED preparation, work
16 force training, and related outreach services; and

17 “(5) the impact of the program on adult lit-
18 eracy and English language skills, workforce skills,
19 job placements, and GED passage rates.

20 “(h) AUTHORIZATION OF APPROPRIATIONS.—There
21 are authorized to be appropriated to carry out this section
22 \$10,000,000 for fiscal year 2011 and such sums as may
23 be necessary for each of the 5 succeeding fiscal years.

24 “(i) DEFINITIONS.—In this section—

1 “(1) the term ‘GED’ means General Edu-
2 cational Development as recognized by the American
3 Council on Education; and

4 “(2) the term ‘institution of higher education’
5 has the meaning given such term in section 101 of
6 the Higher Education Act of 1965 (20 U.S.C.
7 1001).”.

8 **SEC. 402. CONFORMING AMENDMENTS.**

9 The Workforce Investment Act of 1998 (29 U.S.C.
10 9241 et seq.) is amended—

11 (1) in section 111(b)(1)(C)(vii), by inserting “,
12 and public broadcasting entities” after “juvenile jus-
13 tice programs”;

14 (2) in section 117(b)(2)(B), by inserting “in-
15 cluding public broadcasting entities” after “enti-
16 ties”;

17 (3) in section 122(a)(2)(C), by inserting “, in-
18 cluding a public broadcasting entity” after “training
19 services”;

20 (4) in section 129(c)(2)(A), by inserting “, in-
21 cluding educational digital content and services”
22 after “instruction”;

23 (5) in section 203(5)(H), by inserting “includ-
24 ing a public broadcasting entity” after “institution”;
25 and

1 (6) in section 231(e)(6), by inserting “and edu-
2 cational digital content and services” after “com-
3 puters”.

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