

## **Meet Our Speakers**







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Moderator Sharyn Weiss Director of Strategic Partnerships CEC



All Educators. Every Child. No Limits. exceptionalchildren.org





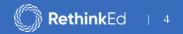
**Rethink**Ed Together We Power Potential

At RethinkEd, we believe learning should bring out the best in everyone.

We bring cutting-edge strategies to administrators, educators, students, parents, and caregivers to support effective, high-quality education of the whole child.

RethinkEd was founded on a simple, yet powerful idea:

- To literally re-think education.
- To make it better and easier.
- To unburden school districts and empower educators.
- To improve outcomes and elevate accountability.
- To promote collaboration and inspire learning.
- And, most importantly, to make a difference in the school day for everyone administrators, educators, and students.





### Let's Make a Difference Together



#### Wellness Solutions

Promote and support the social emotional, mental, and behavioral wellness of your students, families, staff, and educators. (\_\_\_\_)

### **Special Education**

Support every student's journey with individualized, defensible and evidencebased supports for all learners.

Learn More →

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### Professional Development

Improve engagement, increase retention, and empower educators to reach their goals with training and support through on demand, self-paced courses that put their learning first.

Learn More →



MTSS

Optimize and standardize interventions for every tier of learner across academics, social emotional skills, and behavior.

Learn More →

Learn More →



### Megan Hartman





# Data-Driven Individualized Learning – Facilitating Corporate Partnerships

CEC Leadership Institute – July 8-10, 2022

Dr. Kurt E. Hulett Vice President Special Education Services khulett@letsgolearn.com 804-441-5035



Corporate Partnerships

Equals

**Relationship Building** 

Linking Corporate Solutions to Sponsorships

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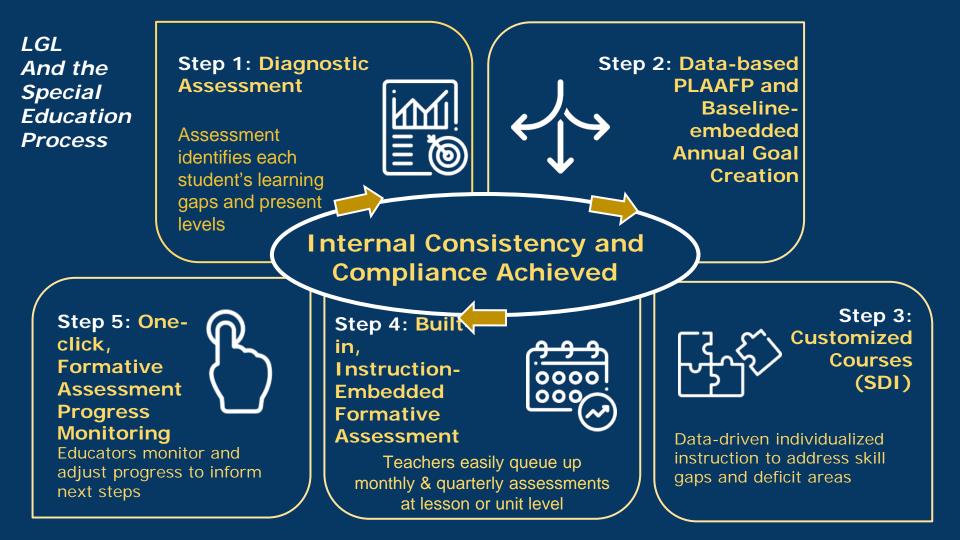
## **Our Mission and Commitment**

To develop a solution that creates the substantive requirements of the IEP in order to:

- 1. Ensure educational quality and internal consistency of all major substantive elements of the IEP
- 2. Require minimal effort and training from special educators to

develop high quality, legally-compliant IEPs

3. Ensure every element of the IEP is data-driven and tied to diagnostic data



# So, who would be a good partner for Let's Go Learn?

Factors to Consider When Evaluating Potential Partners:

- Special education-specific
- Works closely with special education directors and teachers in K-12 public schools
- Addresses all disabilities
- Addresses legal compliance and educational quality of the IEP

## Let's Go Learn – Case Study

## **Our Goals:**

- Product advancement
- Branding
- Relationships

## Who we Partner/Sponsor:

CEC and select divisions (90%) at National and State Levels (Laser vs. Shotgun Approach)

## **Strategies for Sponsorship Building**

- Reach out to companies in your state, province, or territory that address special education needs
- Understand their goals (branding, meeting admins, meeting experts, etc.)
- Build relationships with companies that sponsor at the national level with leading nonprofits in the special education space
- Understand your value and collect the data that will be of interest to potential sponsors; help companies connect the dots

# Strategies (Cont.)

- Offer creative opportunities that facilitate relationship building (board retreats, HH, dinners, fun outings, etc.)
- Seek out and partner with companies with a major focus in special education who employ experts and licensed specialists
- All companies need to partner with experts in the field and build brand recognition
- Look for the win/win let companies help you advance your cause

# Thank You!

Linking Academic Needs to Specialized Instruction

## Dr. Kurt E. Hulett

Vice President Special Education Services <u>khulett@letsgolearn.com</u> 804-441-5035 Curious on future sponsorships? Schedule to meet with us here!



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