

112TH CONGRESS  
1ST SESSION

# H. R. 3036

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.

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## IN THE HOUSE OF REPRESENTATIVES

SEPTEMBER 22, 2011

Mr. YARMUTH (for himself, Mr. BLUMENAUER, Mr. CARSON of Indiana, Mr. CHANDLER, Mr. DOYLE, Mr. HINCHEY, Ms. MOORE, and Mr. POLIS) introduced the following bill; which was referred to the Committee on Education and the Workforce

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## 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 **SCHOOL READINESS AND**  
3 **SUCCESS**

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 to read as follows:

8 **“Subpart 3— Ready-to-Learn**

9 **“SEC. 2431. SHORT TITLE.**

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

11 **“SEC. 2432. READY-TO-LEARN INNOVATIVE MULTIPLAT-**  
12 **FORM EDUCATIONAL PROGRAMMING AND**  
13 **SERVICES.**

14 “(a) IN GENERAL.—The Secretary is authorized to  
15 award grants to eligible entities to enable such entities—

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

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

23 “(b) READY-TO-LEARN PROGRAM REQUIREMENTS.—  
24 Each eligible entity receiving a grant under this subpart  
25 shall operate a Ready-to-Learn program that—

1           “(1) develops, produces, and distributes innova-  
2           tive multiplatform educational programming and  
3           services for young children and youth (especially  
4           those young children and youth served under part A  
5           of title I), and the parents, educators, and caregivers  
6           of such children in order to help improve early child-  
7           hood development and student achievement in the  
8           areas of—

9                   “(A) reading;

10                   “(B) mathematics;

11                   “(C) science;

12                   “(D) health and wellness;

13                   “(E) social and emotional development; or

14                   “(F) other academic or developmentally  
15           appropriate areas;

16           “(2) facilitates the development of—

17                   “(A) innovative multiplatform educational  
18           programming and services, directly or through  
19           contracts, with producers of innovative multi-  
20           platform educational programming and services  
21           for young children and youth;

22                   “(B) rigorous professional development for  
23           educators and caregivers that supports effective  
24           use of Ready-to-Learn innovative multiplatform  
25           educational programming and services or im-

1           proves the effectiveness of teachers in class-  
2           rooms serving young children and youth;

3           “(C) support materials and services that  
4           accompany such innovative multiplatform edu-  
5           cational programming and services and profes-  
6           sional development, including outreach services,  
7           in order to promote the effective use of such in-  
8           novative multiplatform educational program-  
9           ming and services; and

10          “(D) related support resources for parents  
11          and caregivers that are designed for nationwide  
12          distribution over public television stations’ dig-  
13          ital broadcasting channels and other high-tech  
14          delivery platforms;

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

19                 “(A) that demonstrates that the station is  
20                 a member of a strong, local, community-based  
21                 partnership, in order to deliver effective services  
22                 which meet the educational needs of the chil-  
23                 dren in the community served by the broadcast  
24                 area; and

1           “(B) so that innovative multiplatform edu-  
2           cational programming and services developed  
3           under this subpart are disseminated and dis-  
4           tributed to the widest possible audience appro-  
5           priately served by the most appropriate dis-  
6           tribution technologies; or

7           “(4) develops and disseminates educational or  
8           training material, directly related to the television  
9           programs assisted under this subpart, that is de-  
10          signed—

11           “(A) to promote school readiness and suc-  
12           cess for all children, especially children served  
13           under part A of title I, including English lan-  
14           guage learners; and

15           “(B) to promote the effective use of related  
16           services and related support resources developed  
17           under paragraphs (2) and (3), respectively,  
18           among parents, caregivers, teachers, Head  
19           Start programs, reading and literacy programs  
20           funded under the Elementary and Secondary  
21           Education Act, family literacy programs, child  
22           care providers, early childhood educators, public  
23           and school libraries, museums, State edu-  
24           cational agencies, businesses, institutions of

1 higher education, and after-school, summer,  
2 and extended day and year programs.

3 “(c) COORDINATED READY-TO-LEARN SERVICE.—In  
4 awarding subgrants and entering into contracts and coop-  
5 erative agreements under this subpart, an eligible entity  
6 shall provide a coordinated Ready-to-Learn service that—

7 “(1) shall include—

8 “(A) innovative multiplatform educational  
9 programming, determined by the eligible entity  
10 to be of sound content and artistic excellence,  
11 aligned to—

12 “(i) State academic content and aca-  
13 demic achievement standards described  
14 under section 1111 and State early learn-  
15 ing standards, as appropriate;

16 “(ii) rigorous professional develop-  
17 ment for educators and caregivers that  
18 supports effective use of Ready-to-Learn  
19 innovative multiplatform educational pro-  
20 gramming and services or improves the ef-  
21 fectiveness of teachers in classrooms serv-  
22 ing young children and youth; and

23 “(iii) related services;

24 “(B) effective, ongoing community out-  
25 reach programs and ongoing partnerships with

1 local organizations to help ensure that the pro-  
2 gramming—

3 “(i) addresses specific community and  
4 school needs;

5 “(ii) addresses needs of caregivers and  
6 educators;

7 “(iii) reaches children served under  
8 part A of title I; and

9 “(iv) engages multiple constituencies  
10 of children, parents, caregivers, and edu-  
11 cators;

12 “(C) academic and developmental tele-  
13 vision programming described in subsection (b)  
14 (1) in—

15 “(i) the topics described in subpara-  
16 graphs (A) and (E) of subsection (b)(1);  
17 and

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

21 “(D) a rigorous evaluation of the impact of  
22 the innovative multiplatform educational pro-  
23 gramming and services described in subsection  
24 (b)(1) on—

1                   “(i) school readiness skills of young  
2 children in various socioeconomic areas, in-  
3 cluding rural and urban areas;

4                   “(ii) school success of youth in various  
5 socioeconomic areas, including rural and  
6 urban areas;

7                   “(iii) teacher effectiveness; and

8                   “(iv) community engagement and  
9 awareness; and

10                  “(2) may include a comprehensive preschool  
11 curriculum based upon the Ready-to-Learn pro-  
12 grams.

13                  “(d) TECHNICAL ASSISTANCE, MATERIALS, TRAIN-  
14 ING, AND CURRICULA.—The eligible entity shall provide  
15 eligible subgrantees that receive a subgrant or enter into  
16 a contract or cooperative agreement under this subpart  
17 with technical assistance, supporting materials, training,  
18 and curricula to ensure effective implementation of sub-  
19 section (c).

20                  “(e) RESERVATION OF FUNDING.—The eligible entity  
21 shall use not less than 30 percent of the funds received  
22 under this subpart to award subgrants to or enter into  
23 contracts or cooperative agreements with eligible sub-  
24 grantees that are public broadcast stations, as defined in



1 section 397(6) of the Communications Act of 1934, to  
2 carry out subsection (c)(1)(B) and section 2435(e).

3 “(f) AVAILABILITY OF PROGRAMMING AND RELATED  
4 SERVICES.—In awarding a grant under this subpart, the  
5 Secretary shall ensure that each eligible entity makes in-  
6 novative multiplatform educational programming and  
7 services widely available, with support materials available,  
8 as appropriate, to young children and youth, parents,  
9 caregivers, teachers, reading and literacy programs funded  
10 under the Elementary and Secondary Education Act, fam-  
11 ily literacy programs, child care providers, early childhood  
12 educators, public and school libraries, museums, State  
13 educational agencies, businesses, institutions of higher  
14 education, and afterschool, summer, and extended day and  
15 year programs in order to increase the effective use of in-  
16 novative multiplatform educational programming and  
17 services.

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

19 “In carrying out this subpart, an eligible entity  
20 shall—

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

23 “(A) to maximize the use of high-quality  
24 innovative multiplatform educational program-  
25 ming and services by young children and youth,

1 and to make such programming widely available  
2 to federally funded programs serving such chil-  
3 dren; and

4 “(B) to coordinate activities assisted under  
5 this subpart with Federal programs that have a  
6 major professional development component for  
7 educators of young children and youth, includ-  
8 ing programs under the Head Start Act, 21st  
9 Century Community Learning Centers, title I,  
10 and the Child Care and Development Block  
11 Grant Act of 1990; and

12 “(2) ensure that all materials acquired or pro-  
13 duced by any eligible subgrantee are determined to  
14 be of sufficient age-appropriate aesthetic appeal and  
15 educational effectiveness to warrant national dis-  
16 tribution and support in order to maximize the im-  
17 pact of televised materials and the use of digital con-  
18 tent.

19 **“SEC. 2434. APPLICATION.**

20 “To be eligible to receive a grant under this subpart,  
21 an eligible entity shall submit to the Secretary an applica-  
22 tion at such time, in such manner, and containing such  
23 information as the Secretary may reasonably require.

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

2       “(a) ANNUAL REPORT TO THE SECRETARY.—In car-  
3 rying out this subpart, an eligible entity shall prepare and  
4 submit to the Secretary an annual report that contains  
5 such information as the Secretary may require. At a min-  
6 imum, the report shall describe the activities undertaken  
7 with funds received under the grant awarded to the eligible  
8 entity under this subpart, including each of the following:

9               “(1) PROGRAMMING AND RELATED SERVICES;  
10 TARGET POPULATION.—The innovative multiplat-  
11 form educational programming and services devel-  
12 oped, directly or indirectly, by the eligible entity, and  
13 the target population served by the programming  
14 and services.

15               “(2) SUPPORT OR TRAINING AND PROFES-  
16 SIONAL DEVELOPMENT MATERIALS.—The support or  
17 training and professional development materials de-  
18 veloped to accompany the innovative multiplatform  
19 educational programming and services, and the  
20 method by which the materials were distributed to  
21 consumers and users of the innovative multiplatform  
22 educational programming and services.

23               “(3) MEANS OF DISTRIBUTION.—The means by  
24 which innovative multiplatform educational program-  
25 ming and services developed under this subpart were  
26 distributed, including the technologies that were

1 used to make the innovative multiplatform edu-  
2 cational programming and services available, and the  
3 geographic distribution achieved through such tech-  
4 nologies.

5 “(4) INITIATIVES.—The initiatives undertaken  
6 by the eligible entity to develop public-private part-  
7 nerships to secure non-Federal support for the devel-  
8 opment, distribution, and broadcast of innovative  
9 multiplatform educational programming and serv-  
10 ices.

11 “(5) IMPACT.—The impact of the innovative  
12 multiplatform educational programming and services  
13 on teaching and learning, including the impact on  
14 improving school readiness skills, reading skills,  
15 mathematics skills, science skills, and skills in other  
16 developmentally appropriate content areas.

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

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

22 “(2) EDUCATION, TRAINING, AND PROFES-  
23 SIONAL DEVELOPMENT MATERIALS.—A description  
24 of the education, training, and professional develop-  
25 ment materials described in section 2432(b)(2)(B)

1 that are made available under this subpart, the man-  
2 ner in which outreach was conducted to inform par-  
3 ents and child care providers of the availability of  
4 such materials, and the manner in which such mate-  
5 rials were distributed in accordance with section  
6 2432.

7 “(c) EVALUATION OF OUTREACH ACTIVITIES.—In  
8 carrying out this subpart, an eligible entity shall require  
9 each eligible subgrantee that receives a subgrant or enters  
10 into a contract or cooperative agreement under this sub-  
11 part to provide evaluation data that include descriptions  
12 of the impact of outreach activities carried out under this  
13 subpart, including—

14 “(1) the manner in which outreach was con-  
15 ducted to inform parents, educators, and child care  
16 providers of the availability of the innovative multi-  
17 platform educational programming and services pro-  
18 duced under this subpart, including specific strate-  
19 gies used to reach a wide audience;

20 “(2) the extent to which the outreach programs  
21 included multiple outreach efforts with the same or-  
22 ganizations or groups and resulted in lasting rela-  
23 tionships with those organizations or groups and the  
24 members of those organizations or groups; and

1           “(3) the effectiveness of the outreach programs  
2           and services conducted and the number of children,  
3           families, educators, and child care providers that  
4           had access to and utilized the innovative multiplat-  
5           form educational programming and services provided  
6           under this subpart to improve school readiness skills  
7           and school success.

8           “(d) EVALUATION OF IMPACT ON SCHOOL READI-  
9           NESS AND SUCCESS.—The Secretary shall evaluate the  
10          impact of the outreach content and services provided  
11          under this subpart on improving school readiness skills  
12          and school success nationwide, particularly with respect  
13          to young children and youth in the most disadvantaged  
14          communities.

15          **“SEC. 2436. ADMINISTRATIVE COSTS.**

16          “An eligible subgrantee that receives a subgrant or  
17          enters into a contract or cooperative agreement under this  
18          subpart may use not more than 5 percent of the amount  
19          received under the subgrant, contract, or cooperative  
20          agreement, respectively, for the normal and customary ex-  
21          penses of administering the grant, contract, or cooperative  
22          agreement, respectively.

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

24          “Notwithstanding any other provision of law, an eligi-  
25          ble subgrantee that received a subgrant or enters into a

1 contract or cooperative agreement under this subpart (as  
2 this subpart existed on the day before the date of enact-  
3 ment of the Ready-to-Learn Act) shall continue to receive  
4 funds in accordance with the terms of the subgrant, con-  
5 tract, or cooperative agreement, respectively, until the  
6 date on which the subgrant, contract, or cooperative  
7 agreement, respectively, terminates under such terms.

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

9 “(a) IN GENERAL.—There are authorized to be ap-  
10 propriated to carry out this subpart \$50,000,000 for fiscal  
11 year 2012 and such sums as may be necessary for each  
12 of the 5 succeeding fiscal years.

13 “(b) RESERVATION.—In any fiscal year in which the  
14 amount appropriated is greater than \$30,000,000, the  
15 Secretary shall reserve 50 percent of such excess for inno-  
16 vative multiplatform educational programming and serv-  
17 ices for youth.

18 **“SEC. 2439. DEFINITIONS.**

19 “In this subpart—

20 “(a) the term ‘eligible entity’ means a public tele-  
21 communications entity that is able to demonstrate—

22 “(1) a capacity for the development and na-  
23 tional distribution of educational and instructional  
24 television programming of high quality that is acces-

1 sible by a large majority of disadvantaged preschool  
2 and elementary school children;

3 “(2) a capacity to contract with the producers  
4 of children’s television programming for the purpose  
5 of developing educational television programming of  
6 high quality;

7 “(3) a capacity to integrate children’s television  
8 programming with innovative multiplatform edu-  
9 cational programming and services;

10 “(4) a capacity, consistent with the entity’s  
11 mission and nonprofit nature, to negotiate such con-  
12 tracts in a manner that returns to the entity an ap-  
13 propriate share of any ancillary income from sales of  
14 any program-related products; and

15 “(5) a capacity to localize programming and  
16 materials to meet specific State and local needs and  
17 to provide educational outreach at the local level;

18 “(b) the term ‘eligible subgrantee’ means—

19 “(1) a national nonprofit membership organiza-  
20 tion that acquires and distributes programming to  
21 noncommercial educational television broadcasters  
22 through the national public television interconnection  
23 system that the organization manages and operates;

24 “(2) a local or statewide public television sta-  
25 tion or system; or



1           “(3) a nonprofit producer of high-quality chil-  
2           dren’s educational television and other media pro-  
3           gramming;

4           “(c) the term ‘innovative multiplatform educational  
5           programming and services’ means high-quality program-  
6           ming that is—

7           “(1) packaged for distribution over broadband,  
8           digital, and over-the-airwaves television;

9           “(2) packaged with companion content for dis-  
10          tribution over the Internet; mobile devices; classroom  
11          devices; and any other technologies appropriate for  
12          the content;

13          “(3) aligned across all platforms to a central  
14          curriculum and story;

15          “(4) accessible to students in all regions, in-  
16          cluding rural areas via distance learning tech-  
17          nologies;

18          “(5) designed to target the research-identified  
19          needs of young children or youth, or a subset there-  
20          of; and

21          “(6) designed to reach students in the targeted  
22          age range age-appropriately and via the media that  
23          reaches them most effectively;

1 “(d) the term ‘school success’ means improved aca-  
2 demic achievement or engagement in subject areas ref-  
3 erenced in section 2432(b)(1);

4 “(e) the term ‘young children’ means children ages  
5 2–8; and

6 “(f) the term ‘youth’ means children ages 9–13.”.

7 **TITLE II—READY-TO-EARN**  
8 **GRANTS**

9 **SEC. 201. READY-TO-EARN GRANTS.**

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

13 **“SEC. 244. TELEVISION BROADCAST WORKFORCE TRAINING**  
14 **GRANT PROGRAM.**

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

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

3           “(1) own or operate a local television public  
4 broadcast station, as defined in section 397(6) of the  
5 Communications Act of 1934, that is able to dem-  
6 onstrate a capacity for the development and dis-  
7 tribution of high-quality educational digital content  
8 and services in the areas of adult education, adult  
9 literacy, GED preparation, workforce training, and  
10 related outreach services;

11           “(2) partner with an eligible agency as defined  
12 in section 203(4) or a State Board as described in  
13 section 111 or institutions of higher education in  
14 order to implement a high-quality program in ac-  
15 cordance with this section; and

16           “(3) conduct a needs assessment of the pro-  
17 posed community to be served through online and  
18 on-air education and training services.

19       “(c) APPLICATION.—To be eligible to receive a grant  
20 under this section, an eligible entity, or partnership of eli-  
21 gible entities, shall submit an application to the Secretary.  
22 Each application shall—

23           “(1) describe the innovative, high-quality train-  
24 ing, tools, products, and educational digital content  
25 and services that will be developed and used to im-

1 prove the quality and delivery of adult education,  
2 adult literacy, GED preparation, workforce training,  
3 and related outreach services;

4 “(2) describe the partnership and the roles of  
5 the partners in implementing a high-quality program  
6 in accordance with this section;

7 “(3) describe how the eligible entity or entities  
8 will address the needs of adults who are non-English  
9 speakers;

10 “(4) describe how the comprehensive program  
11 described in this section will meet the needs of that  
12 community and include partnerships with commu-  
13 nity-based organizations that serve adults in need of  
14 such services;

15 “(5) describe the research-based practices and  
16 advanced technologies that the program funded  
17 under this section will use to carry out the purposes  
18 of this section;

19 “(6) describe the rigorous evaluation the eligible  
20 entity or entities will use to support continuous im-  
21 provement of the program and services, including  
22 the report described under subsection (g); and

23 “(7) contain such additional assurances as the  
24 Secretary may reasonably require.

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

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

6                       “(A) adult education, adult literacy, GED  
7 preparation, workforce training, and related  
8 outreach services;

9                       “(B) professional development; and

10                      “(C) community and family outreach;

11               “(2) professional development and training of  
12 staff;

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

14               “(4) outreach activities to engage adult learners  
15 and community organizations;

16               “(5) English language education and services  
17 for non-English speakers; and

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

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

22       “(f) ADMINISTRATIVE COSTS.—An entity that re-  
23 ceives a grant under this section may not use more than  
24 5 percent of the amount received under the grant for ad-  
25 ministrative costs.

1       “(g) REPORTS AND EVALUATION.—An entity receiv-  
2 ing a grant under this section shall prepare and submit  
3 to the Secretary an annual report that contains such infor-  
4 mation as the Secretary may require. At a minimum, such  
5 report shall describe the program activities undertaken  
6 with funds received under the grant, including—

7               “(1) the success in engaging families and the  
8 number of such families;

9               “(2) the impact of professional development  
10 and training for staff on the acquisition of training  
11 and job skills;

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

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

21       “(h) AUTHORIZATION OF APPROPRIATIONS.—There  
22 are authorized to be appropriated to carry out this section  
23 \$10,000,000 for fiscal year 2012 and such sums as may  
24 be necessary for each of the 5 succeeding fiscal years.

25       “(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. 202. 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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