




UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF COMMUNICATIONS AND OUTREACH

MEMORANDUM

DATE: Monday, August 24, 2009

TO: Bridget Dooling/Sharon Mar
Office of Information and Regulatory Affairs
Office of Management and Budget

FROM: Peter Cunningham 
Assistant Secretary, Office of Communications and Outreach

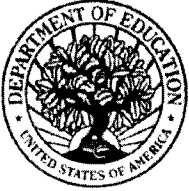
SUBJECT: Emergency Clearance of a New Collection of Information for the
Department of Education Video Contest "I Am What I Learn"

8-24-09

This submission requests approval on an emergency basis for a new collection of information that would require students entering the Department of Education's "I Am What I Learn" Back-to-School Video Contest to electronically register basic information in an online form via www.ed.gov. The information would include full name, date of birth, phone number, email address, currently enrolled school year, name of school and city and state for each student entering the contest.

Approval is requested on an emergency basis by September 4, 2009. Approval is needed by September 4, 2009 in order for the Department to prepare, organize and adequately publicize the contest prior to President Obama's Back-to-School address on September 8, 2009. An emergency approval is needed because the video contest was an unanticipated event that has been requested by the White House and the timing for the start of the video contest has been beyond the control of the Department. Today, Monday, August 24, 2009, the Department has issued a Back-to-School letter from Arne to principals across the country. The letter includes a soft announcement regarding the video contest. In coordination with the White House, the Department will go live with the video contest on September 8, 2009 both online and through promotion of the President's Back-to-School address. The video contest is a critical component in encouraging student involvement in the White House and the Department's collaborative effort to highlight the beginning of the 2009-2010 school year.

400 MARYLAND AVE. S.W., WASHINGTON, DC 20202
www.ed.gov



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Background

The Department's "I Am What I Learn" Back-to-School video contest was an idea endorsed by the White House Communications, Domestic Policy Council and New Media departments in pursuing student involvement. The purpose of the video contest is to engage students by encouraging them to publicly state, through visual media, why education is important and how their education will help them achieve their dreams. The video contest will be mentioned in a letter from Secretary Duncan to principals across the country today, Monday, August 24, 2009. The White House will assist the Department in fully launching the contest on the same day as President Obama's Back-to-School address, September 8, 2009.

Once the contest is live, it will operate via an online webpage hosted by www.ed.gov as well as other sites (including www.whitehouse.gov, www.YouTube.com, etc.). Students will be required to submit an online registration form, requesting each student to provide personal information including full name, date of birth, phone number, email address, currently enrolled school year, name of school and city and state. The Department anticipates that 500 respondents will enter the video contest. The entry registration form is anticipated to take a total of 10 minutes per registrant. Therefore, there will be a total of 83 burden hours.

Thank you for your prompt consideration of our request. If you have any question, please feel free to contact either Liz Utrup, elizabeth.utrup@ed.gov, (202) 260-2299 or Eddie Lee, eddie.lee@ed.gov, (202) 260-1441.

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The Department of Education's mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.