



September 24, 2018

The Honorable Ajit Pai
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: In the Matter of Nomination for Universal Service Administrative Company Board of Directors, CC Docket Nos. 97-21 and 96-45

Dear Chairman Pai:

On behalf of the 46 states participating in the State E-rate Coordinators' Alliance (SECA), we are pleased to nominate Julie Tritt Schell to the Board of Directors of the Universal Service Administrative Company (USAC) to serve as a representative of schools.

Ms. Tritt Schell is uniquely positioned to share her hands-on experiences as an E-rate practitioner and representative on behalf of schools. Through her role as Pennsylvania's State E-rate Coordinator for 20+ years, she has assisted the state's 1,250 schools and libraries by providing hands on training and outreach. In addition, she files E-rate funding applications for PAIUnet, the statewide broadband and Internet network that interconnects nearly all of Pennsylvania's schools. Her depth of knowledge spans from the minutia of detailed questions that USAC staff reviewers ask of applicants to the forward-looking policy issues concerning the overall integrity, efficiency and sustainability of E-rate for years to come. She has an encyclopedic knowledge of the E-rate and an expertise that spans all aspects of the program.

She is a nationally recognized expert on E-rate and serves as the Co-Chair of the State E-rate Coordinators' Alliance. Through her daily involvement with SECA members from across the country, she is aware of the E-rate challenges faced by applicants of all shapes and sizes, rural to urban, and regularly proposes solutions on these challenges to USAC staff. On behalf of SECA, she makes policy recommendations to the Commission to improve the structure and framework of the E-rate program and assists in the preparation of comments to the FCC in pending E-rate proceedings. In addition, she routinely participates in *ex parte* meetings with FCC staff.

Ms. Tritt Schell has worked in the information technology field for nearly her entire professional career in one form or another. She began her career in educational technology as a member of the governmental relations staff of the Pennsylvania School Boards Association. In that role, she formed EdLiNC-PA, an education consortium which lobbied the PA Public Utility Commission concerning technology and telecommunications policies affecting public education.

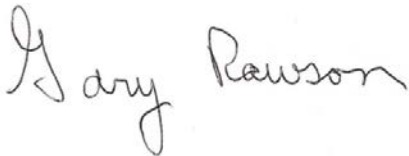
Ms. Tritt Schell then moved to the Pennsylvania Office of Educational Technology where in addition to her role as one of the first State E-rate Coordinators in the country, she served as the Director of Educational Technology for Governor Ridge. In this capacity, she was responsible for managing more than \$45 million in federal and state education technology funding annually, as well as managing the state's \$12 million Microsoft Education Partnership. She also negotiated and implemented several workforce development initiatives with major technology companies, developed

the first technology leadership academies for school administrators, and coordinated the state's telecommunications contract on behalf of school and library users. She also served on the Governor Ridge's Rural Telecommunications Task Force and assisted with policy development on all education-related technology issues, including cyber charter schools. In her work in state government and as State E-rate Coordinator she has been intimately involved with many complex procurements at a statewide level involving millions of dollars.

Ms. Tritt Schell previously served as a USAC Board member with her tenure ending in 2015. Because of this service, she is intimately familiar with the manner in which USAC operates, and the important role the USAC Board provides in oversight and direction of the company. While on the USAC Board, she actively participated in Board related activities and communicated regularly with all interested groups concerned with E-rate, in order to receive useful information and to serve as a liaison between USAC management and program participants. Because she is an E-rate practitioner, serving in the role as State E-rate Coordinator, she is uniquely qualified to share the benefit of her observations, experience and feedback with the USAC Board and its management team.

Ms. Tritt Schell has a top down appreciation of the policies and E-rate challenges at the state level, as well as a bottom up understanding of the E-rate hurdles that all applicants face in order to apply for discounts. For all of these reasons, we believe these skills uniquely position her to serve on the Board with distinction. Thus, it is our privilege to nominate Julie Tritt Schell to the USAC Board as a schools' representative.

Respectfully submitted,



Gary Rawson, Chair
State E-rate Coordinators' Alliance
Mississippi Department of Information Technology Services
3771 Eastwood Drive
Jackson, MS 39211
601-432-8113 voice
Gary.Rawson@its.ms.gov

Enclosure (Julie Tritt Schell Resume)

JULIE TRITT SCHELL

1300 Bent Creek Boulevard · Mechanicsburg, Pennsylvania 17050 · (717) 730-7133 · jtschell@comcast.net

EXPERIENCE

PA E-RATE COORDINATOR

NOVEMBER 1997 - PRESENT

To the Pennsylvania Department of Education

- Provide E-rate coordination services to more than 1500 schools and libraries in Pennsylvania and conduct numerous annual E-rate training workshops and teleconferences at the local, state and national level on ways to maximize E-rate savings and navigate the E-rate process.
- Represent the interests of the Commonwealth and Pennsylvania's schools and libraries before USAC and the FCC in an effort to simplify the program and maximize funding for Pennsylvania's schools and libraries.
- Since E-rate's inception, have assisted Pennsylvania's schools and libraries obtain more than \$1.2 billion in E-rate discounts.
- Serve as co-chair of the national State E-rate Coordinators' Alliance (SECA) and participate in the development of all SECA comments to FCC rulemakings.
- Serve as co-chair of the E-rate Working Group for the national SHLB Coalition.
- Served on the Board of Directors to the Universal Service Administrative Company (USAC) representing schools, including the current Schools and Libraries Committee Chair. Additionally, served on the Board's Executive and Audit Committees.

PRESIDENT

AUGUST 2002 - PRESENT

Tritt-Schell Consulting Services

- Represent PAIUnet, Pennsylvania's state network backbone, on all E-rate-related issues including the annual E-rate application submissions.
- Provide E-rate consulting and coordination to small number of individual Pennsylvania school districts -- both large and small, urban and rural -- in order to achieve technology-related education goals.
- Provide Request for Proposal (RFP) development and analysis and bid evaluation consultation.

DIRECTOR OF EDUCATIONAL TECHNOLOGY

MAY 2001 - AUGUST 2002

EXECUTIVE POLICY SPECIALIST

NOVEMBER 1997 - MAY 2001

Pennsylvania Department of Education

Responsible for all K-12 and higher education technology policy and initiatives, including Link-to-Learn, Students Achieving Standards, Technology Leadership Academies for School Administrators, Enhancing Education Through Technology, eTechPlanner, Improving Technology at Colleges and Universities, and all Workforce Development Partnerships and Initiatives. Managed and disseminated more than \$45 million in state and federal education technology funding annually. Additional initiatives included:

Federal Universal Service Program - E-rate

- Coordinated initial and ongoing state efforts for the establishment and implementation of E-rate at the state and national level. Wrote numerous national articles on the program and served on several SLC task forces and advisory committees to develop new application forms and improve the overall program.

Workforce Development Initiatives with Microsoft/Cisco/3Com/Oracle

- Served as project manager for the \$12 million Microsoft Education Donation that resulted from the Commonwealth's Enterprise Agreement in 1998. Designed and implemented training program that provided Windows NT, Visual Basic and FrontPage training to 300 Pennsylvania educators. Developed and led the first-ever statewide Microsoft Office 2000 initiative for business education teachers.
- Negotiated and developed partnerships with the nation's leading technology companies, including the first-ever state Net Prep training partnership with 3-Com, the Commonwealth's Cisco Networking Academy Training Initiative, and the Oracle Internet Academy.

Technology Leadership Academies

- Instrumental in development, implementation, and delivery of the Pennsylvania Technology Leadership Academies for School Administrators (TLA) which provided hundreds of administrators -- including superintendents, business managers, school board members, principals, vocational directors, and nonpublic school administrators -- with technology leadership and basic technology skills to share with their districts in an effort to better utilize the funds provided through local, state and federal sources. Obtained \$5 million Technology Leadership Grant application from the Bill and Melinda Gates Foundation to provide matching funds for the Pennsylvania Technology Leadership Academies.

State Telecommunications Contract

- Served as lead contact for Category 3 users (schools and libraries) for all issues relating to the Commonwealth's Telecommunications Contract with Adelphia Communications, including conducting workshops and information teleconferences. Also served as the liaison with Adelphia for deployment schedule and E-rate compliance issues.

Other Initiatives

- Coordinated Department strategy for Chapter 354's Teacher Preparation Standards to vastly improve technology standards in teacher preparation programs at Pennsylvania's higher education institutions, including the general standards as well as each content-specific certificates. Provided support and management for all outsourced contracts, including the state's PEPPM contract which provides a state master contract from which schools can purchase technology hardware and software, as well as the unique eTechPlanner and Technology Inventory which were web-based technology planning tools and assessment measures for all districts. Served as a member of Governor Ridge's Rural Telecommunications Task Force and assisted with policy development on all education-related technology issues, including cyber charter schools.

NETWORK OPERATIONS DIRECTOR
GOVERNMENTAL RELATIONS ASSOCIATE
Office of Governmental Relations
Pennsylvania School Boards Association

JUNE 1995 - NOVEMBER 1997
FEBRUARY 1994 - JUNE 1995

- Served on the government relations team. Analyzed state and federal legislation, drafted amendments, developed and implemented legislative strategy, and helped prepare testimony on pending legislative issues. Wrote position statements, bill analyses for legislators and staff, and articles for association publications.
- Conducted numerous presentations at state, regional, and county meetings with school board members and school administrators on legislative activity. Coordinated and

prepared all aspects of the Legislative Action Program: training volunteer education lobbyists; coordinating a statewide network of 500 legislative chairpersons from public school districts; and, overseeing the Federal Relations Network dealing with national education policy.

- Created and chaired EdLiNC PA, an education association alliance charged with educating the state Public Utility Commission on technology and telecommunications regulations affecting public education, as well as made numerous presentations to local, state and federal officials on the Telecommunications Act of 1996.

EDUCATION

LOCK HAVEN UNIVERSITY

Bachelor of Arts

Political Science Major, Spanish Minor

Member, University Council of Trustees (1989-1991)

Co-Chair, Commission on Women (1989-1991)

PENNSYLVANIA STATE UNIVERSITY

Graduate Work in Public Administration

AWARDS

Friend of PAECT Award, PA Association of Educational Communications and Technology, 1998

Certificate of Merit Award, PA Library Association, 2000

Award Recipient, PA Association for Educational Communications and Technology, 2002

PRESENTATIONS

Presented more than 250 technology and E-rate workshops to school and library officials, both in Pennsylvania and nationally.