

FOIA MARKER

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Series/Staff Member: Skip Johns
Subseries:

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Folder Title:
Center for Occupational Research and Development

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Mr. Murray Watson, Jr., an attorney, businessman, and past state Representative and Senator, serves as

Secretary/Treasurer of CORD. He is the Executive Director of the Brazos Higher Education Authority.



Dr. Rebecca Douglass Woodhull serves as Director of the National Network for Curriculum Coordination, East

Central Region, based in Springfield, Illinois. Dr. Woodhull is an expert on vocational and technical education.

"During the past several months, I have been invited to serve on a number of national groups and declined most of them. I agreed to join CORD because it is my belief that this is the single most important effort to really change American education—to have young people understand math, science, and language so that they might really make progress in the new world."

— a CORD Director

About the Board

New members are nominated by a committee of the Board which considers each individual's qualifications and interests. Each Director should normally expect to serve a three-year term. Typically, the Board meets three times per year.

Standing Committees of the Board are Executive, Finance/Audit, Program, International, Employee Compensation and Ethics, and Nominating. In addition, the Chairman may appoint ad hoc committees as needed. All Directors serve on either the Finance/Audit Committee or the Program Committee. Board members occasionally represent the Center for Occupational Research and Development at official functions.

The Purpose of the Board is to set policy, approve major acquisitions, select and compensate executive staff, and ensure the financial, legal and ethical integrity of the corporate operations.

The Board is bound by the corporate Articles of Incorporation, Bylaws, and Board Policies. Board Policies specifically address indemnification of Directors as provided by Texas statutes.

Serving as a Director of CORD carries with it a responsibility to guide and represent an organization that has had significant impact on the public education and training sector so vital to our country's future workforce and economic welfare.

CENTER FOR OCCUPATIONAL RESEARCH AND DEVELOPMENT

Board of Directors



Center for Occupational
Research and Development

601 Lake Air Drive
P.O. Box 21689
Waco, Texas 76702-1689
800-972-2766
817-772-8756
FAX 817-772-8972

The Center for Occupational Research and Development (CORD) is a nonprofit public service organization dedicated to preparing individuals to meet the technological challenges of modern society, both in everyday life and in the contemporary workplace. Operating nationally and internationally, CORD provides effective forecasts, strategies, curricula, services, and materials that are used to develop and promote a more productive and competitive workforce.

CORD and its distribution subsidiary, CORD Communications, with a combined staff of over 100, are located in Waco, Texas. Based on experience in engineering, science, education, and business, they offer technical expertise, creativity, and a pragmatic approach to strategies that include:

- ◆ Identifying and transferring new and emerging technologies,
- ◆ Developing educational tools and advanced technical education,
- ◆ Creating academic foundations for learning, and
- ◆ Designing education delivery systems.



The President and CEO of CORD is **Mr. Daniel M. Hull**, a registered professional engineer with over 15 years of experience in lasers, optics, electronics, and

telecommunications, and over two decades of national leadership in technical and vocational education initiatives, curricula, and instructional materials.

CORD's Board of Directors

The Center for Occupational Research and Development is guided by Directors with broad experience and appropriate involvement in areas such as science and engineering; educational institution administration; state-level educational administration; industry; national professional organizations; finance; and legal matters.

Currently the board is composed of twelve members.



Mr. Perry Brittain, Chairman of the Board, brings management expertise in business and industry drawn from his extensive experience as Chairman of

Texas Utilities Company.



Mr. F. Herman Coleman, past Chairman of the Board, is currently Chairman of Texas National Bank in Waco, Texas.



Mr. David Crippens is Senior Vice President of Educational Enterprises at KCET-TV in Los Angeles. He is dedicated to the education mission of public

broadcasting and is deeply involved in efforts to improve education at both the local and national levels.



Dr. Carver Gayton was elected to the CORD Board of Directors as a leader from industry. He is Corporate Director of College and University Relations for the Boeing

Company, with over 27 years of interest and involvement in education.



Dr. Arthur Guenther, past Chairman of the Board, is Science Advisor for Laboratory Development at Sandia National Laboratory in Albuquerque and Science

Advisor to the Governor of New Mexico.



Mr. Fernando Niebla is founder and CEO of INFOTEC Development, Inc. and is past Chairman for the National Council on Vocational Education.



Dr. Omar Olson, retired Executive Director of the Ohio Technical and Community College Association, served as a

community college president for a number of years.



Dr. Darrell Parks, past Chairman of the Board, is the Executive Director of the Vocational and Career Education Division of the

Ohio Department of Education.



Dr. David Ponitz is President of Sinclair Community College in Dayton, Ohio. He is Vice Chairman of Miami Valley

Research Park and past Chair of the American Association of Community and Junior Colleges.



Dr. Maurice Roney, past Chairman of the Board, serves in the position of Director Emeritus. In addition to helping found

the Center for Occupational Research and Development, Dr. Roney served as the head of a statewide technical college system.

Maurice W. Roney Teaching Center

Completed in April 1993, the Maurice W. Roney Teaching Center in Waco, Texas is the site of CORD's applied academics teacher training workshops. Named for a visionary leader in vocational and technical education, the Roney Teaching Center is also home to CORD's train-the-trainer seminars, Tech Prep conferences, and a wide variety of educational workshops. The center is equipped with complete mathematics, physics, and biology/chemistry laboratories. The programs held in the Roney Center are dedicated to equipping educators to implement curricula and innovative teaching strategies that reach out to the majority of students who learn better through concrete experiences rather than abstract, theoretical teaching.

Designed as an educational learning facility, the Roney Center includes classroom and laboratory space for mathematics and science training, a 140-seat conference center complete with state-of-the-art audio and video equipment for presentations, and a dining area. The center's learning technology lab is equipped with complete multimedia computer systems which allow visiting teachers to explore computer technologies and applications for the classroom. On-site offices are also provided for CORD's full-time master teachers who have had significant teaching, as well as teacher training, experience and who conduct CORD's teacher training workshops.

For CORD, the Maurice W. Roney Teaching Center is a valuable means of outreach to the educational community and offers a central location for teachers from across the nation and abroad to meet and learn together.



"We are now at the point where we must educate people in what nobody knew yesterday, and prepare in our schools for what no one knows yet but what some people must know tomorrow."
— Margaret Mead

For additional information contact:

The Center for Occupational Research and Development
601 Lake Air Drive • P.O. Box 21689
Waco, Texas 76702-1689 • Tel. 817-772-8756
Toll-Free 800-972-2766 • FAX 817-772-8972

CORD Communications
Maurice W. Roney Teaching Center
324 Kelly Drive • P.O. Box 21206
Waco, Texas 76702-1206 • Tel. 817-776-1822
Toll-Free 800-231-3015 • FAX 817-776-3906

About CORD



*Developing a more productive,
competitive workforce through
the advancement of technical
education and contextual learning*

THE CORD ORGANIZATIONS

Center for Occupational Research and Development Directors

Perry Brittain, <i>Chmn.</i>	Maurice Roney, <i>Emeritus</i>	F. Herman Coleman
David Crippens	Carver Gayton	Arthur Guenther
Fernando Niebla	Omar Olson	Darrell Parks
David Ponitz	Murray Watson, Jr.	Rebecca Woodhull

Officers

Daniel M. Hull	<i>President and Chief Executive Officer</i>
Leno Pedrotti	<i>Senior Vice President</i>
Walter Edling	<i>Vice President for Service Programs</i>
Bill Halbert	<i>Vice President for Curriculum Programs</i>
Bennie Lucroy	<i>Vice President for Education Partnerships</i>
Frank Jennings	<i>Vice President for Finance and Administration</i>

CORD Communications Directors

Daniel M. Hull, <i>Chmn.</i>	A.W. "Bill" Bailey, Jr.	Piers Bateman
Ron F. Brunson	Murray Watson, Jr.	

Officers

Daniel M. Hull	<i>Chief Executive Officer</i>
Piers Bateman	<i>President and Operating Officer</i>
Ron F. Brunson	<i>Vice President</i>

CORD Foundation Trustees

F. Herman Coleman, <i>Chmn.</i>	Arthur Guenther	Daniel M. Hull
Darrell Parks	David Ponitz	

Center for Occupational Research and Development (CORD)

The Center for Occupational Research and Development (CORD) is a nonprofit public service organization. CORD helps educators in schools and industry address the technical education, training, and retraining needs of workers—today and tomorrow. CORD's staff offer their extensive experience in engineering, science, technology, education, and business through a wide range of educational services.

CORD's many activities across the United States and internationally include:

- ◆ Organizing and managing educational networks and cooperative programs that bring together schools, government agencies, and industry groups.
- ◆ Designing curricula and developing instructional materials for secondary, postsecondary, and adult training in the areas of the technologies and applied academics.
- ◆ Initiating strategies and managing demonstration projects for retraining adult workers.
- ◆ Forecasting and analyzing workforce needs in new and emerging technologies, and creating training programs to address those needs.
- ◆ Consulting with educational institutions to help them identify, develop, and implement new programs.
- ◆ Supporting schools, regions, states, and governments in educational planning and conducting workshops on educational trends, issues, and solutions.

CORD's primary areas of operation include applied academics curriculum development, advanced technologies curriculum development, *Transformations* adult training program implementation assistance, and Tech Prep program implementation assistance. CORD also administers the National Tech Prep Network and the National Coalition for Advanced Technology Centers.

In January 1993, CORD formed the CORD Foundation and CORD Communications to better serve the needs of an ever-changing educational community. The three organizations work together to fulfill their mission of providing quality educational materials and services for students, educators, and employers.

CORD Communications

CORD Communications is an organization of the Center for Occupational Research and Development (CORD) whose primary goal is to assist CORD in meeting the technological challenges of modern society and the contemporary workplace through the publishing, marketing, and distribution of instructional materials and the providing of related support services.

CORD Communications' primary areas of operation include materials publishing, distribution, marketing, public relations, and customer relations. CORD Communications also conducts applied academics teacher training and sponsors educational workshops.

- CORD Communications' publications include:
- CORD Applied Mathematics Curriculum Series*
 - CORD Applications in Biology/Chemistry Curriculum Series*
 - Principles of Technology Curriculum Series*
 - Tech Prep Resources*
 - Unified Technical Concepts in Physics Curriculum*
 - Physics for Technicians—A Systems Approach Curriculum*
 - Engineering Technology Curriculum Series*
 - Laser/Electro-Optic Technology Curriculum Series*
 - Nuclear Technology Curriculum Series*
 - Mechanical Technology Curriculum Series*
 - Power Plant Technical Training Series*
 - Educational Planning Guides and Reports*
 - Tech Prep Video Resources*
 - Contextual Learning Books*

CORD Foundation

The CORD Foundation is a nonprofit foundation which accumulates resources to support research and development activities for which grants are not readily available but are deemed important for CORD to pursue on its own.



yes

February 15, 1995

Mr. Lionel "Skip" Johns
Associate Director
Office of Science and Technology Policy
Attention: Ms. Barbara Bernstein
The White House
17th Street and Pennsylvania Ave., N.W.
Washington, D.C. 20500

Dear Mr. Johns:

On March 14, the National Photonics Skills Standard Project will unveil to the nation the first occupational skill standards in the new and emerging technology of photonics. This technology -- which draws upon the use of light information or energy by using lasers, optics, and advanced electronics -- is at the heart of many new commercial applications vital to our economy. Photonics applications are used in many industries including aerospace, biotechnology, defense, environmental, telecommunications, transportation, and computer technology.

Because of the growth and importance of photonics applications in our vital industries, it is now more important than ever to properly train technicians in this field. The projected need for such workers in the year 2000 is 750,000 -- more than double the 345,00 technicians working in American industries today. The National Photonics Skills Standard Project has developed standards outlining what photonics workers should know and be able to do to succeed on the job. This project, which is funded by the U.S. Department of Education, is one of 22 skill standards projects that have been well coordinated in a joint effort between the Department of Labor and Department of Education.

The National Photonics Skills Standard Project would be honored by your participation in our announcement. We invite you to help us announce and release the new photonics standards by making remarks at our event, which is scheduled at 10:30 a.m., Tuesday, March 14, 1995, at the National Press Club in Washington, D.C.

The announcement is the culmination of 18 months work by the nation's top engineers, scientists and technicians. We believe our event would be a great opportunity for the Administration to further demonstrate its commitment to the National Information Initiative, global competitiveness, and skill standards with their representation of educators and employers for students/workers. It will also point out high technology occupational possibilities for a larger segment of our nation's youth than ever before. Our event will demonstrate the critical role that photonics plays as a new and emerging technology as well as the ways we can leverage the work we have accomplished in this area to make the United States a major player in this global market.

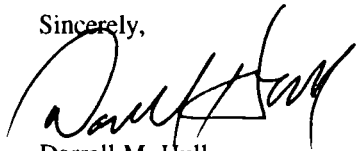
Our plans for the event call for the following:

- A 45-minute event on the morning of March 14, 1995, at the National Press Club in downtown Washington. The first 30 to 35 minutes of this event will be devoted to remarks and a high-tech demonstration of a photonics application. The remaining 15 minutes will be open to Q&A.
- Additional speakers will include representatives from various U. S. industries (e.g., transportation, health, environment) that develop and use various advanced photonics hardware and applications.
- The audience will consist of industry representatives; invited guests from federal agencies; national laboratories; trade and professional associations; trade media; and national news media. The audience will likely number between 125 and 150.

I hope this information provides you with the necessary background you need to consider our request. We will be happy to provide you with any further information you might need. I would also like to discuss with you the possibility of Dr. Jack Gibbons attending the event. I will call you next week to discuss this matter further.

Thank you for your consideration. We are very excited about the prospect of your participation in our event.

Sincerely,



Darrell M. Hull
Director
Photonics Skills Standard Project

DMH:jm



MEDIA ADVISORY

- WHAT:** National Photonics Project Forecasts Critical Need for Skilled Technicians for Information Highway and Vital Technologies; Issues First Standards for Field
- WHO:** Skip Johns, associate director, White House Office of Science & Technology Policy
U.S. Rep. Steve Gunderson, (R-Wis.)
Augusta Kappner, assistant secretary, Office of Vocational and Adult Education, U.S. Department of Education
Dan Hull, president, Center for Occupational Research and Development
- WHEN:** 10:15 a.m., Tuesday March 14, 1995
- WHERE:** National Press Club, 14th & F Streets, Washington, DC
-

National skill standards for the new and emerging field of photonics will be released. The standards outline what American workers should know and be able to do in technologies key to the information highway and other vital U.S. industries. The National Photonics Skills Standards Project is one of 22 skill standards projects coordinated and funded by the federal government following the recommendations of SCANS (Secretary's Commission on the Achievement of Necessary Skills).

The National Photonics Skills Standards Project will also discuss critical industry employment needs in the fields of photonics. Photonics draws on the use of laser technologies, electronics and optics for applications involving the generation, transmission or detection of light or energy. Photonics is at the heart of many new applications in electronics, optics, aerospace, defense, biotechnology, transportation, environment, telecommunications and computer technology. Photonics applications vary from information processing to medical imaging, and from environmental sensing to precision manufacturing.

The National Photonics Skills Standards Project is funded through the U.S. Department of Education. The project is managed and staffed by the Center for Occupational Research and Development, a nonprofit public service organization. CORD helps educators and industries address the technical education, training and retraining needs of workers.

Contact: Phoebe Peterson or Torod Neptune (202) 842-3600

HAGER SHARP
Communications
Public Affairs
Public Relations

10:00-

11:00

March 8, 1995

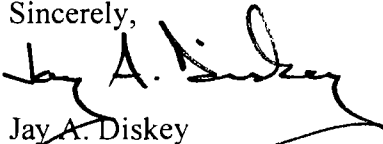
Mr. Lionel (Skip) Johns
White Office of Science and Technology Policy
Old Executive Office Building
17th St. & Pennsylvania Ave., N.W.
Washington, D.C. 20500

Dear Mr. Johns:

Darrell Hull at the Center for Occupational Research and Development asked me to forward the following information to you regarding the National Photonics Skills Standards Project announcement next Tuesday, March 14, at the National Press Club. Enclosed is a draft outline showing your role in the program. I have also enclosed a media advisory and booklet describing the project.

Hager Sharp is handling media relations and logistics for the event. Please let me know how I can be of any further assistance to you. I will call your office later this week to see if you have any questions. Thank you for agreeing to participate in the event. I look forward to meeting you.

Sincerely,



Jay A. Diskey
Senior Account Supervisor

Enclosure