

Champions & Actions Workplan

PHOTOCOPY
PRESERVATION

MEMORANDUM FOR EDUCATIONAL TECHNOLOGY WORKING GROUP

FROM: Jonathan Sallet
Mike Schmidt

SUBJECT: Outreach Follow-Up and Follow-Through

Enclosed please find (i) a chart listing the proposed private-sector initiatives with possible champions, and (ii) a list of other follow-up calls that should be made this week. We understand that, with the furlough, it may be difficult for everyone to make their calls but, with the ambitious schedule that we are suggesting, it is very important that we follow-up by phone with as many people as possible before the end of the week. If the attached list does not designate at least five calls for you this week, then please, in coordination with your session co-leader, make up the difference with members of your December 7 session.

The way that we have proposed to divide up tasks creates some overlap (because two or more deliverables may include the same company). Please coordinate among people who have reason to deal with the same potential champion. It might be best if one person handles the contact or if the lead person explains at the outset to the company that more than one contact on more than one possible deliverable will be made. For example, Henry Kelly is listed in the Workplan as the lead staff contact for the "Content Challenge" action, which lists Disney as a "Potential Champion," but we have listed OVP as responsible for Disney since they have been Disney's point of contact over the past few months. OVP should therefore coordinate their call to Disney with Henry. If there's a better way to handle this, please let us know.

Please get back to us with any comments, changes, etc. We will schedule a meeting as soon as Commerce, Education and OSTP are again open for business.

Thanks.

LIST OF CHAMPIONS AND STAFF CONTACTS

Champions Listed in Workplan

(These companies need to be called about the action items that they are connected with in the attached workplan)

Disney (OVP -- connect with Kelly for content challenge action)
AT&T (Sallet)
Microsoft (Sallet)
Silicon Graphics (Kalil -- connect with Kelly for content challenge action)
Chief State School Officers (Dimond)
NEA (Dimond)
AFT (Dimond)
NCATE (Dimond)
NBPTS (Dimond)
NASBE (Dimond)
ISTE (Swisshelm, Roberts -- Connect with Dimond for Teacher Corps action)
Turner (OVP)
Apple (Kalil)
College Board (Kelly)
Gary Beach (Swisshelm)
Smithsonian (Kelly)
Bell Atlantic (Sallet) *on track*
PTA (Roberts)
NIIAC (Sallet)
Lucas Foundation (Sallet)
NCPIE (Roberts)
Jay Samit (Simon)

Champions Not Listed in Workplan

(These companies are not associated with any actions in the workplan, but they need to be contacted to keep them in the loop, and maybe even to persuade them to join in one of the actions listed in the workplan)

IBM
America On-Line (OVP)
MCI (OVP)
Time Warner (OVP)
SPA (Kelly)
PBS (Kelly)
3COM (Kalil)
Oracle (Kalil)
Discovery Channel/Communications Inc. (Roberts?)
Sun (Kalil)
D.E. Shaw (Swisshelm)

State-by-state
Feb - Teacher Corps
Teacher - Act
ATT - Sallet
State call
Colleen
version

WORKPLAN FOR POSSIBLE ED TECH ACTIONS, CHAMPIONS, AND STAFF CONTACTS

<u>ACTION</u>	<u>POTENTIAL CHAMPIONS</u>	<u>STAFF CONTACT</u>	<u>STAFF SUPPORT</u>	<u>DATE DUE</u>
<u>Content</u>				
Content Challenge	Disney, SGI, HPCC	Kelly/Swisshelm	HPCC	Announce on 1/30; Occur during summer 96
Encourage collaboration in procurement/scholastic standards	Gordon Ambach (CSSO)	Kelly		1/30 announce
Establish catalogue of existing content resources	Gary Rowe/Gary Beach	Sallet		1/30 announce
Encourage voluntary industry collaboration to ensure interoperability and reusability of content resources	Mark Bunzel (Apple)	Kelly/Swisshelm		1/30 announce
Improved testing to ensure effective evaluation of technology in learning	Bob Solomon (College Board)	Kelly		1/30 announce
Smithsonian -- digitization of existing resources	Secretary Heyman	Kelly		1/30 announce

<u>ACTION</u>	<u>POTENTIAL CHAMPIONS</u>	<u>STAFF CONTACT</u>	<u>STAFF SUPPORT</u>	<u>DATE DUE</u>
<u>Teacher Development</u>				
Teacher Corps	Keith Geiger (NEA), Karen Smith (Tech Corps) David Brittain (ISTE) Al Shanker (AFT) Cheryl Williams (NASBE)	Dimond/Schmidt		1/30 announce
TearherNet -- Voluntary coordination of various private sector efforts	AT&T offered to pull together	Roberts/Sallet	AskEric at DoEd	1/30 announce
Linking NetDay with Teacher Development Activities	Part of ongoing NetDay activities	Kalil in CA, Schmidt and State team in other states		ongoing
Establish technology-related Licensure standards for teachers	NCATE, Jim Kelly (Nat Board of Prof Teaching Standards)	Dimond		1/30 announce
<u>Connections</u>				
Make Sure CA NetDay Works!	John Gage	Kalil	DoEd Sec Rep in CA(?)	3/9/96
Additional Net Days	Schmidt and State Outreach Team to Identify	Schmidt, Sallet, Roberts, Dimond, Kelly		ongoing

<u>ACTION</u>	<u>POTENTIAL CHAMPIONS</u>	<u>STAFF CONTACT</u>	<u>STAFF SUPPORT</u>	<u>DATE DUE</u>
Facilitate Donation of Used Computers (i.e. Coupons)	Gary Beach's Idea	Kohlenberger		1/30 announce
Empowerment Zones		Simon/ Kohlenberger		Feb 1996
<u>Communications/Outreach</u> ¹				
National Outreach Campaign	NC-TET, Bell Atlantic, Microsoft	Sallet		
National Distribution of Source Materials for Communities	NIIAC	Sallet, Roberts	DoEd Regional Technology Consortia	
Distribution of Video Materials Through Multiple Media	AT&T, Disney, Lucas Foundation	Sallet		
Television Programming	Cable Operators (Turner and Hendricks?)	Sallet		
Creation of a CD-ROM	Jay Samit	Kohlenberger		

¹ Sallet to form Communications Group with NEC, OVP, White House Communications and DoEd to draft formal communications plan and to do much of the outreach listed in this section.

<u>ACTION</u>	<u>POTENTIAL CHAMPIONS</u>	<u>STAFF CONTACT</u>	<u>STAFF SUPPORT</u>	<u>DATE DUE</u>
Distribution of Message and Materials Through Grassroots Organizations	NEA/AFT, PTA, DoEd's Family Partnership for Learning , National Coalition of Parents in Education (Sue Ferguson)	Sallet, Roberts		
Creation of Pro Bono Advertising and PSAs	(Apple Idea of Generic Ads That End With Each Company's Logo on the Same "Page"	Sallet		
Endorsement of Statement of Principles by National Leaders		Sallet, Curry		1/30 rollout

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Microsoft (Sallet)
Silicon Graphics (Kalil -- connect with Kelly for content challenge action)
Chief State School Officers (Dimond) *Schmidt*
NEA (Dimond) - *Schmidt*
AFT (Dimond) - *Schmidt*
NCATE (Dimond) - *23 Schmidt*
NBPTS (Dimond) - *23 Schmidt*
NASBE (Dimond) - *23 Schmidt*
ISTE (Swisshelm, Roberts -- Connect with Dimond for Teacher Corps action)
Turner (OVP)
Apple (Kalil)
College Board (Kelly)
Gary Beach (Swisshelm)
Smithsonian (Kelly)
Bell Atlantic (Sallet)
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Jay Samit (Simon)

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IBM - *Dimond/Sperling*
America On-Line (OVP)
MCI (OVP)
Time Warner (OVP)
SPA (Kelly)
PBS (Kelly)
3COM (Kalil)
Oracle (Kalil)
Discovery Channel/Communications Inc. (Roberts?)
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<u>Teacher Development</u>				
Teacher Corps <i>com colleges</i> <i>Friedman</i> <i>Linda Kras</i> <i>consult</i>	Keith Geiger (NEA), Karen Smith (Tech Corps) David Brittain (ISTE) Al Shanker (AFT) Cheryl Williams (NASBE)	Dimond/Schmidt <i>mtg week of 8th</i>	<i>Tues Jan 9</i>	1/30 announce
TearherNet -- Voluntary coordination of various private sector efforts	AT&T offered to pull together	Roberts/Sallet	AskEric at DoEd	1/30 announce
Linking NetDay with Teacher Development Activities	Part of ongoing NetDay activities <i>Art Weiss</i>	Kalil in CA, Schmidt and State team in other states		ongoing
Establish technology-related Licensure standards for teachers	NCATE, Jim Kelly (Nat Board of Prof Teaching Standards)	Dimond <i>chief state school</i>	<i>Am JSSN Teach call</i> <i>12th</i>	1/30 announce
<u>Connections</u>				
Make Sure CA NetDay Works!	John Gage	Kalil	DoEd Sec Rep in CA(?)	3/9/96
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Ambach - 30 state licensure ~~board~~ agree to standards

Many BUS - CO

- NCATE - Has standards for