

— Mike Schmidt

DISTANCE LEARNING WEEK

March 19-25, 1995

MEDIA & PRESS INFORMATION

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5TH ANNUAL
IDLCONTM
MARCH 22, 23, 24 AND 25, 1995
WASHINGTON, D.C.

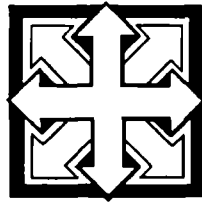
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USDLA

UNITED STATES DISTANCE LEARNING ASSOCIATION

Distance Learning Week: March 19-25, 1995

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Chairman of the Board:
Dr. Inabeth Miller
Lightspan Partnership, Inc.

President:
Don Foshee
VTEL

Executive Director:
Patrick S. Portway
Applied Business teleCommunications
(Executive Management Firm)

President Elect:
Dr. Janet McMahon
Drake University

Chairman of the Board - Emeritus:
Dr. Glenn Kessler
Fairfax County Public Schools

Chairman of the Advisory Board:
Marshall Allen
Oklahoma State University

July 13, 1994

FOR IMMEDIATE RELEASE

**Contact: Patrick S. Portway
Executive Director, USDLA, or
Shelley Portway
Director of Operations, USDLA
510/606-5160**

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Dr. John Yrechuk
National Education Association

USDLA ANNOUNCES DISTANCE LEARNING WEEK MARCH 19-25, 1995

The Board of Directors of the United States Distance Learning Association (USDLA) in its Summer Board Meeting declared the week of March 19 through March 25, 1995, to be Distance Learning Week for 1995. Distance Learning Week was recognized in legislation by the United States Senate in 1993 and is celebrated annually in conjunction with the International Distance Learning Conference (IDLCON) which will be held March 22, 23, 24, and 25, 1995, at the Crystal Gateway Marriott adjacent to the Washington National Airport.

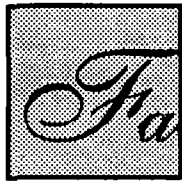
Distance Learning Week is a cooperative effort of all the members of USDLA to call attention to the contribution distance learning has made

DISTANCE LEARNING WEEK — 2

to education and training. USDLA is a non-profit association of K through 12, higher education, corporate and military training organizations who utilize electronically mediated instruction such as audio, audio-graphic, satellite video, two-way videoconferencing, fiber optics, computer telecourse or other electronic means.

USDLA's membership includes all of the leading organizations in distance learning, such as: AT&T, Oklahoma State University, MCET, Penn State, The California State University System, Notre Dame, Stanford, Hewlett Packard, Pacific Bell, NYNEX, Sony, PBS, Sprint, and many other very active organizations in the field of distance learning.

Media kits are available from USDLA which include examples of successful distance learning programs. For more information on Distance Learning Week or IDLCON, please call (510)606-5160.



USDLA EXECUTIVE COMMITTEE

Chairman of the Board — Dr. Inabeth Miller, currently vice president of affiliate programming of The Lightspan Partnership, Inc. She received her B.A. in English from Brown University, her M.A. in Library Science from Simmons College, and her Ed.D. in Educational Administration from Boston University. Dr. Miller has recently moved to California to participate in a new company that is developing and publishing innovative, interactive video and computer-based curricula for elementary grade students. As vice president of affiliate programs, she is working with developers throughout the country to increase the breadth of Lightspan's materials. Formerly, she was the executive director of MCET, an organization that brings satellite, computer, and video room conferencing programs to schools in forty states; the Director of Gutman Library at Harvard University; a librarian, and a teacher. She is the 1994 winner of the Computerworld/Smithsonian Information Technology Award for Education. She was a member of President Clinton's transition team.

Executive Director — Patrick Portway is president of Applied Business teleCommunications (ABC), the Executive Management firm for USDLA and publisher of TeleConference Magazine, TeleCons Newspaper, and ED Newsletter. He obtained his B.A. degree from the University of Cincinnati and his M.A. degree from the University of Maryland. He has previously held positions as program manager for Satellite Business Systems, vice president of marketing for Video Systems Network, western regional manager for American Satellite, manager of strategic marketing planning for Xerox Corporation, and regional coordinator for General Services Administration. ABC produces the annual TeleCon conference and trade show and the International Distance Learning Conference (IDLCON), which is co-sponsored by USDLA & AT&T. Mr. Portway presently teaches in the Graduate Telecommunications Program of Golden Gate University and the undergraduate program of California State University in Hayward. He is the co-author of "Teleconferencing & Distance Learning," the leading book on interactive videocommunications, and is a charter member and one of the founders of both the International Teleconferencing Association (ITCA) and USDLA. Mr. Portway is also listed in the Who's Who in California, Who's Who in the West, Who's Who in Industry and Finance 1993-1994, and most recently Who's Who in the World 1994-1995.

Executive -- Page 2

President — Don R. Foshee is currently manager of education and government markets for VTEL Corporation. His experience prior to joining VTEL spans over a decade of design, implementation and management of some of the largest and most successful distance learning networks in the United States. In addition to being co-designer and eventual vice-president of the TI-IN Network, and more recently director of operations for Oregon's three statewide networks — ED-NET, Don also played key roles in the development of large distance learning networks in North Carolina, Illinois, West Virginia, Mississippi, and Alabama through the STAR Schools program. All of these networks, which utilize a wide range of interactive learning technologies are operating successfully today. Don has also held positions on the boards of the National Education Telecommunications Organization (NETO), the Academy of Achievement Television Network, the EDSAT Institute, the USDLA, and the Leukemia Society of America. Mr. Foshee brings to his leadership role of the United States Distance Learning Association a unique combination of end-user perspective, practitioner's experience, and industry expertise.

President-Elect — Dr. Janet McMahonill, currently the assistant dean for the school of education and the director of extension services for Drake University in Des Moines, Iowa, recently founded and became president of a 200 member USDLA state affiliate chapter, IDLA, which was launched in March of 1994 at a state convention. She started her professional career as an Iowa Educator in 1976. Since then, she has worked in public and private schools and colleges in the area of curriculum development and administrations. Dr. McMahonill's educational preparation includes a Ph.D. in Industrial Education from Iowa State University, a Master of Science in Curriculum and Instruction and a Bachelor of fine Arts Degree from Drake. Her current responsibilities include the administration of the Extension Education Division of Drake University and the fifteen cities outside of Des Moines where graduate degrees are offered to teachers and school administrators. In addition, Jan manages a video course division that serves seven states, over 400 staff development courses and workshops each year and the School of Education's conferences and special events.

Chairman of the Board-Emeritus — Dr. Glenn Kessler, currently director of media for the Fairfax County Public Schools in Virginia, and is chairman of the New York Festivals International Non-Broadcast Awards. He coordinates communications technology for V-QUEST, an NSF Grant to Virginia; and is a member of the National Education Goals Panel Task Force on Education Technology. He serves on the National Coordinating Committee on Technology in Education and

Training and the National Information Infrastructure Campaign. He has extensive experience in the field of educational technology as a consultant and is involved in the production of many national and international teleconferences. He is a frequent keynote speaker and panelist at many national and international conferences. Dr. Kessler is also involved in the research, design, development and production of many cutting edge interactive videodisk and distance learning projects. He is on many boards and councils including the National Education Telecommunications Organization Executive Board, the American Academy of Achievement Advisory Board and chairs the Virginia Council on Information Management, which oversees all technology initiatives in the Commonwealth of Virginia. Dr. Kessler has many honors and awards including being selected Educator of the Year for his outstanding contributions to the United States

Chairman of the Advisory Board — Marshall Allen, currently the director for the Institute of Telecommunications at Oklahoma State University, obtained his bachelor's and master's degrees in speech from Miami University in Oxford, Ohio. His past work experience includes vice president administration and planning for the Public Service Satellite Consortium; associate professor, Oklahoma State University Department of Radio/Television/Film; head of the Educational Television Services at OSU; general manager, KTSC-TV; director of telecommunications at the University of Southern Colorado; and assistant director, University Broadcasting Services, Southern Illinois University, Carbondale. Mr. Allen has received several awards including Industry Fellow, Center for Information and Communication Sciences, Ball State University; Media Award, Higher Education Alumni Council of Oklahoma; WMUS Award for Outstanding Senior in Radio/Television, Miami University, Oxford, Ohio; and the TeleConference Magazine Hall of Fame. He was a founding member of the Board of Directors of the EDSAT Corporation and serves as a telecommunications consultant to other universities.





The United States Distance Learning Association is a nonprofit association formed in 1987 to promote the development and application of distance learning for education and training. Serving Pre-K through 12 education, higher education, continuing education, corporate training, and military and government training, the USDLA offers its members a network of distance learning professionals from across the country.

The association has become the leading source of information and recommendations for government agencies, Congress, industry and those entering upon the development of distance learning programs. USDLA officers have provided expert testimony on legislation and have presented at conferences on distance learning throughout the world.

In July 1991, the USDLA convened a National Policy Forum that published a set of national policy recommendations that have been the basis of legislative and administrative proposals in education and telecommunications policy.

The organization and its members are devoted to a systemic change in American education and policies to promote the use of telecommunications for training in the corporation and in the classroom.

USDLA has over 1600 members from higher education, continuing education, K through 12, corporate training, and military and government training including the leading organizations in distance learning.

(National Policy Recommendations are enclosed)

(Listing Of USDLA Board, Executive Committee and Advisory Board are enclosed)





IDLCON, the highlight of Distance Learning Week, is the annual International Distance Learning Conference on electronically mediated instruction — the delivery of education and corporate training by audio, audio-graphic, satellite video, two-way videoconferencing, computer, telecourse or other electronic means. This field of educational technology is experiencing explosive growth and rapid change.

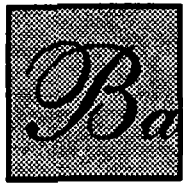
Sponsored by the United States Distance Learning Association, the conference is the major event of Distance Learning Week bringing together hundreds of distance learning professionals to discuss the ways of delivering education and training via telecommunications.

Every year, IDLCON brings together the top distance learning professionals from throughout the United States, Canada and the world. In 1991, attendance for IDLCON was 60 people, but in 1992, attendance topped at more than 350. In 1993, attendance soared to over 1000 people, and in 1994 the attendance was over 1500. In 1995, attendance is expected to double to 3,000.

IDLCON in 1995 will, as in previous years, include a recognition dinner for the individual accomplishments of those in distance learning. In 1994, Senator Edward Kennedy was personally awarded the highest recognition award given by USDLA, the "Eagle" award.

While the IDLCON program includes a significant portion on distance learning programs and experiences in other nations, it is primarily a world showcase for the best practices and programs in the U.S. and Canada. Seventy-five percent of the attendees are from North America. Our international attendees are afforded an opportunity to meet and form working relationships with distance learning professionals.





Background

APPLIED BUSINESS TELECOMMUNICATIONS

Applied Business teleCommunications (ABC) is the executive management firm for the United States Distance Learning Association. ABC's president, Patrick Portway, serves as the executive director for USDLA and was one of the organizations founders.

With offices in Livermore, California, Stillwater, Oklahoma, and Huntsville, Alabama, ABC produces seminars and conferences on teleconferencing and distance learning including IDLCON, the International Distance Learning Conference and TeleCon, the world's largest conference and trade show on videoconferencing, business television, videophones and distance learning technology. The company also publishes the Teleconference magazine, TeleCons newspaper — the monthly newspaper of the industry, and ED, Education at a Distance — a monthly magazine and refereed journal for distance learning and distance learning research, which is the official publication of USDLA.

Portway is a leading consultant for teleconferencing and distance learning whose experience includes major contracts with ArcoVision, Social Security Administration, Telecom Italia, M-Net of South Africa and Oklahoma State University.

Patrick Portway obtained his BA from the University of Cincinnati, his MA from the University of Maryland and worked on post-graduate studies at Columbia University in Journalism. Previous work experience includes program manager for Satellite Business Systems, Western regional manager of American Satellite, Manager of strategic marketing planning for the systems products of Xerox Corporation, and regional coordinator at General Services Administration. He has taught in the graduate telecommunications program at Golden Gate University as a professorial lecturer on satellite communications and teleconferencing and at California State University, Hayward in telecommunications. He is a charter member and one of the founders of ITCA. Portway is also listed in the Who's Who in California, Who's Who in the West, Who's Who in Industry and Finance and Who's Who in the World.





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ETN, Ed. TeleComm. Network

University of Maine at Augusta

California State University, Chico

MCET

Stillwater Public Schools

Scientific Atlanta

NCC-TET

NYNEX

Pacific Bell

Ball State University

Mind Extension University

Missouri School Boards Association

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Joe Mastrocola

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Janet McMahon

Ray Steele

Dept. of Ed, Hawaii

U.S. Sports Academy

IL-DLA

VTEL

Northwestern St. Univ.

NYNEX

Shiawassee RESD

Gloucester Public Sch.

Airforce Institute of Tech.

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Pacific Rim

Alabama

Illinois

Texas

Oklahoma

New York

Michigan

Massachusetts

US Government/DOD

Iowa

Indiana

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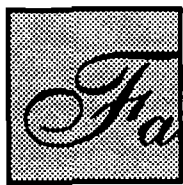
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KIN Network, Inc.
National School Board Assoc.
University of Kentucky
ICI University





Fact Sheet

DISTANCE LEARNING

- Distance learning is the application of technology of electronic means to education in all areas: Pre- K through 12 Education, Higher Education, Continuing Education, Corporate Training, and Military and Government Training.
- Initial applications included providing courses for underserved or advanced students is the principal application of distance learning for K-12 education. However, it is being used for rural and inner city classes, enrichment, staff development and in-service training for teachers, administrators and parents. Distance learning has grown to provide resources to all children that were once unavailable.
- In higher education, distance learning is providing undergraduate and advanced degrees to students in offices, at community colleges and at various receive sites. Students for whom convenience may be a crucial factor in receiving college credit are earning degrees by satellite, audio, or on-line computer.
- Faced with retraining 50 million American workers, corporate America is using distance learning for all aspects of training both internally and externally. Many major corporations such as Hewlett-Packard save millions of dollars each year using distance learning to train employees more effectively and more efficiently than with conventional methods.
- Programming for distance learning provides the receiver many technical and content options. Educational materials are delivered primarily through live and interactive classes where the intent is not necessarily to replicate face-to-face instruction. Interactivity is accomplished via telephone (one-way video and two-way audio), two-way video or graphics interactivity, two-way computer hookups, or response terminals.
- Technology offers many options for delivering and receiving education over a distance. The ability of the teacher and students to see each other may not be a necessary condition for effective distance learning, but audio can be a critical component for interactivity.

Distance Learning Fact Sheet - Page 2

- Teaching strategies based on computer applications that are also effective are emerging
- Research in effectiveness is limited in K-12 applications, but existing research, project evaluation, and anecdotal evidence strongly suggest that distance education is an effective means for delivering instruction just as it has been proven effective in adult learning and training settings.
- Paying for distance education systems can be done through issuing bonds to cover construction costs; legislation to install satellite dishes on every school in the state; state, national and Federal grant programs for local projects; and various other taxes and levies.
- Telecommunications systems that serve education can also benefit the community at large. In rural areas especially, telecommunications systems and services are tied increasingly to economic development and community survival. New uses include the application of information and educational resources for K-12 students, adults, senior citizens, local governments and organization, and business.





Fact Sheet

IDLCON - INTERNATIONAL DISTANCE LEARNING CONFERENCE

Co-sponsored by the United States Distance Learning Association and AT&T Tridom. The most important yearly conference for distance learning professionals.

1st IDLCON — April 10 - 13, 1991

- Airlie House in the hunt country of Virginia.
- 60 attendees including representatives from Asia and Europe.
- no exhibits

Some featured speakers included:

- Dr. Stephen Joel Trachtenberg, George Washington University
- Dr. Smith Holt, Oklahoma State University
- Roy Saplin, SUNYSAT Coordinator

2nd IDLCON — April 23 -25, 1992

- Ramada Renaissance at Dulles International Airport, Washington, D.C.
- 350 attendees from Asia, Africa, Central America and Europe.
- 17 10'x10 exhibit booths

Some featured speakers included:

- U.S. Senator Larry Pressler
- Harry Wohlert, Oklahoma State University
- Frank Withrow, U.S. Department of Education

3rd IDLCON — April 1-3, 1993

- Fairview Park Marriott, Falls Church, Virginia (near Washington, D.C.)
- 500 attendees from U.S., Pacific Rim, Europe, etc.
- 33 10'x10' exhibit booths
- USDLA awards program added

Some featured speakers included:

- U.S. Senator Conrad Burns
- Michael Foley, Eurostep
- Dr. Inabeth Miller, Massachusetts Corp. for Educational Telecom.
- Dr. Pamela Pease, Mind Extension University
- Dr. Ray Steele, Ball State University

4th IDLCON - March 24 - 26, 1994

- Crystal Gateway Marriott, Arlington, Virginia (outside of Washington D.C.)
- 1,500 attendees
- 80 10'x10' exhibit booths

Some featured speakers included:

- U.S. Senator Edward Kennedy
- Governor Barbara Roberts of Oregon
- Governor John McKernan of Maine
- Bonnie Bracey, NII Advisory Committee
- Dr. Linda Roberts, U.S. Department of Education

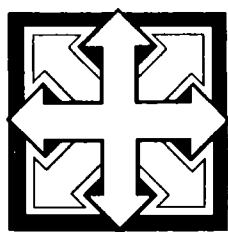
5th IDLCON Projections — March 22 - 25, 1995

- Crystal Gateway Marriott, Arlington, Virginia (outside of Washington ,D.C.)
- 3,000 projected attendees
- 90 10' x10' exhibit Booths

This year's program will feature an electronic governors conference on distance learning, featuring the governors of six key states.



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USDLA

UNITED STATES DISTANCE LEARNING ASSOCIATION

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For more information on Distance Learning Week call 510-606-5160

Or Use USDLA's New Internet Address: USDLA.org

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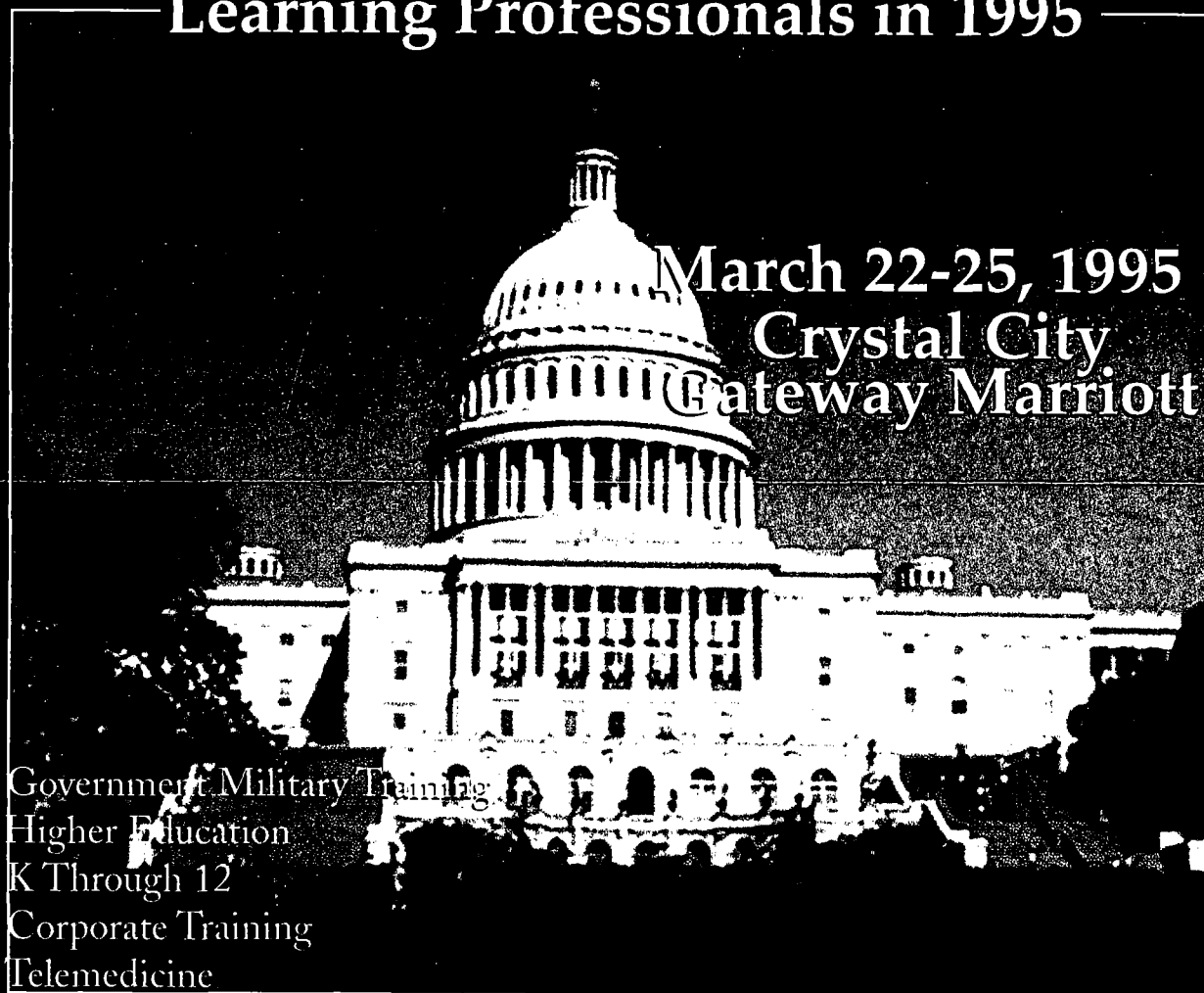
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5 T H A N N U A L
IDLCONTM
MARCH 22, 23, 24 AND 25, 1995
W A S H I N G T O N , D . C .

**The Most Important Meeting of Distance
Learning Professionals in 1995**



- ◆ Government Military Training
- ◆ Higher Education
- ◆ K Through 12
- ◆ Corporate Training
- ◆ Telemedicine
- ◆ 1st Annual Electronic Governors Conference with Vermont, Iowa, and others.

For registration or information call 800-829-3400 or
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EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF SCIENCE AND TECHNOLOGY POLICY
WASHINGTON, D.C. 20506

Bill,

The exec. Dir of
USDLA asked that I
pass this to you.

He is Pat Portway.

This conference draws
over 3500 folks each
year.

You may want to visit.

Ed Fitzsimmons

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US Distance Learning
Assoc. Foldout Brochure
8 Pages



Pre K through 12 Education

Higher Education

Continuing Education

Corporate Training

Military and Government Training

Lifelong Learning

D*istance Learning*

THE DELIVERY OF EDUCATION OR TRAINING THROUGH ELECTRONICALLY MEDIATED INSTRUCTION INCLUDING SATELLITE, VIDEO, AUDIOGRAPHIC, COMPUTER AND MULTIMEDIA TECHNOLOGY AND OTHER FORMS OF LEARNING AT A DISTANCE

JOINT RESOLUTION

To designate the third full week of March as “Distance Learning Week.”

Whereas the delivery of education and training through electronically mediated instruction has opened new opportunities for kindergarten through twelfth grade education, higher education, and the retraining of America’s workforce;

Whereas the United States Distance Learning Association has chosen the third week of March, as a week of special recognition for the achievement of distance learning professionals; and

Whereas March 22, 23, 24, and 25, 1995 will be the dates of the Fifth Annual International Distance Learning Conference, which will convene in the Washington, D.C. area: Now, therefore, be it

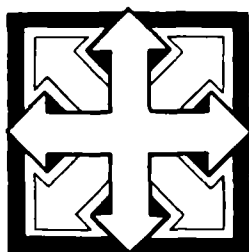
- 1 Resolved by the Senate and the House of Representatives
- 2 of the United States of America in Congress assembled,
- 3 That the third week of March, is designated as “Distance
- 4 Learning Week.” The President is authorized and requested to
- 5 issue a proclamation calling upon the people of the United
- 6 States to observe the week with appropriate ceremonies and
- 7 activities.

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USDLA

UNITED STATES DISTANCE LEARNING ASSOCIATION

National Policy Recommendations



**EDUCATION FIRST
PACIFIC BELL**

In today's world, many opportunities are available to educate people, however, some of the most effective and valuable ways are still financially unobtainable. Pacific Bell has begun a campaign in California to put some of these valuable educational methods within reach of the public schools. It is through the efforts of Pacific Bell and the many corporations that have joined in their effort, that our children will receive the best education possible. Pacific Bell has invested a \$100 million in California public schools and public libraries to start them rolling on the communications superhighway. Pacific Bell will offer linkage for computer communications and videoconferencing -- the first lane of the superhighway -- to each of the nearly 7,400 public K-12 schools, public libraries, and community colleges in Pacific Bell service territory by the end of 1996.

"Most California public schools and libraries are at a technological standstill today," said Pacific Bell President Phil Quigley. "By offering a baseline capability to access information from anywhere in the world and engage in interactive distance learning, we will be providing every public school and library an on-ramp to the communications superhighway."

"The information superhighway is a path to California's future, and by bringing information technology into our classrooms and libraries will that path be open to our kids," said Governor Wilson.

Quigley also indicated that, in addition to launching Pacific Bell's school technology program, he had accepted a challenge from state Assembly Speaker Willie Brown to lead businesses, regulators and legislators in an initiative to ensure that every classroom in California is wired and equipped for full-speed superhighway access by the year 2000.

With the approval from the California Public Utilities Commission, Pacific Bell will wire targeted locations within each institution for the video and data applications, install service for free, and waive the usage charges for one year after installation.

Pacific Bell is also working with the California Public Utilities Commission to develop a special educational access rate that will help ensure universal telecommunications service for educational institutions.

In addition to basic data and video connectivity, Pacific Bell is also giving public schools and libraries access to video-on-demand and other forms of interactive multimedia -- the high-speed lanes of the communications superhighway -- as the company deploys its interactive broadband network across its territory in California.

According to some estimates, fewer than ten percent of California classrooms have even basic telephone service, much less the capability of accessing remote computer databases or engaging in interactive video learning.

"Getting schools up to full speed on the superhighway by the year 2000 will require wiring in every classroom, computers and other equipment, and an accelerated deployment of interactive broadband capability," Quigley said. "Achieving this objective will take cooperation between the public and private sectors, regulatory incentives, and changes in public policy.

Pacific Bell will supply switched digital service, allowing telecomputing and interactive telelearning capability, to all public K-12 schools, public libraries, and community colleges in Pacific Bell's service territory by the end of 1996. Subject to regulatory approval, each institution can get free installation of four ISDN lines for these applications, and Pacific Bell will waive the usage charges for the first year after installation.

Pacific Bell will work with the California Public Utilities Commission to develop an educational access rate that will ensure affordable telecommunications connectivity for all schools and libraries in California.

Subject to regulatory approval, Pacific Bell will connect public schools and libraries to its broadband network as it is deployed, allowing these institutions access to video-on-demand and other forms of interactive multimedia.

Pacific Bell will provide intra-building wiring at up to two sites at each public school and library -- a computer lab for telecomputing and a location for interactive telelearning. The company also will contribute \$5 million in "seed money" to orga-

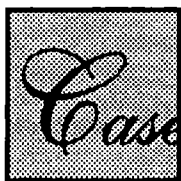
nize and support a drive to raise the funds needed to wire the remainder of classrooms in the state for full broadband capability.

Pacific Bell President Phil Quigley will spearhead a public/private consortium to ensure that every California classroom and library is wired and equipped for full access to the communications superhighway by the year 2000. As part of this effort, Compression Labs, Inc. has agreed to work with Pacific Bell on a program to provide the group videoconferencing systems for the schools.

Pacific Bell will expand its partnership with the Detwiler Foundation and the California Community Colleges for placing donated computers in the schools.

The company will field dedicated resource teams which will work directly with schools and teachers to help them fully utilize the new telecommunications equipment and resources at their disposal. At the same time, the company will collaborate with universities and colleges to help increase the emphasis given to educational technology issues in the teaching curriculum.





Study

PBS GOING THE DISTANCE

When most people think of public television or PBS, they remember Sesame Street and educational programming. However, what most people do not realize is that over the past four decades, public television has helped adults learn to read, students get college credit and preschoolers with the alphabet. Today public television is responding to the challenges that face educators, students and administrators, with the use of new strategies and new technology.

Going the Distance, a new initiative of the PBS Adult Learning Service (ALS), targets the growing population of adults who want to complete a transferable associate degree through distance learning. The project proposes to re-focus the prevailing distance learning programmatic orientation from individual telecourses to degree completion. Initially, the pilot effort will facilitate distance learning degree opportunities for adult learners through a limited number of high-visibility demonstration projects.

The Going the Distance Project a collaborative project that builds on the well-established local partnerships of public television licensees and colleges with support from ALS and the Annenberg/CPS Project.

This project is designed to help colleges develop distance degree programs using telecourses and other media-based courses. It is flexible in approach to allow a diversity of local models to develop.

Targeted to underserved and underrepresented adult learners, including older, working, and minority populations, as well as urban and rural populations, the Going the Distance Project is guided by a distinguished advisory committee of distance educators and public television representatives.

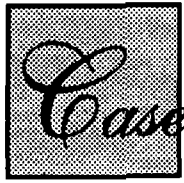
Local partnerships of licensees and college commit to be pilot sites for Going the Distance. That commitment can take one of two forms:

The first form of commitment is to begin offering an associate distance degree program in Fall 1994.

The second form of commitment is to develop a distance learning degree program with the goal of offering it starting in Spring or Fall 1995. This option recognizes that some colleges may need time to obtain approvals for the distance degree program from within and/or outside of their institutions.

Essentially, the pilot sites, with support from ALS, will develop a host of strategies including curricular, delivery, promotion, and dissemination to advance the concept, implementation, and demonstration of distance learning degree programs. Ultimately, the goal of the project is to have participating licensees and colleges in all fifty states.





Study

ETN

The Los Angeles County Office of Education (LACOE) is an educational agency successfully adapting today's technologies of voice, image and data to serve the entire spectrum of the educational community — administrators, teachers, youth and adult students, parents and support staff. The Center has a Board of Directors composed of the Dean of USC School of Cinema-Television, the Director of the California Commission on Teacher Credentialing, the Superintendent of the Los Angeles County Office of Education, the Executive Director of ETN and the Dean of the USC School of Education. From a small beginning ETN has rapidly evolved into a telecommunications system that currently transmits more than 400 hours of live and interactive programming each year on four channels of information television — The Teaching and Learning Channel, The Parent Channel, The School to Work Channel and the Tele-Townhall Channel.

ETN is received by the 94 public school districts in the county. ETN is also used by numerous project partners and clients — county offices of education and school districts throughout California, as well as education agencies, schools, cable companies, PBS stations and homes across the continental United States, Hawaii and Alaska. The mission of LACOE requires ETN to exploit the evolving technologies which continue to meet the demands of our increasingly diverse and growing citizenry as well as to prepare them for leadership in the 21st century. This translates into three paramount needs: 1) keeping apprised of current research and development in technology, 2) using such state-of-the-art technology that is affordable and comports with the appropriate educational goals, and 3) educating the clients served on the "how and why" of the technology they are using to meet their needs, so they may secure the highest level of involvement.

Today, ETN is in partnership with ICAN, the Integrated Classroom Administrative Network Unit of the Los Angeles County Office of Education, to develop a comprehensive plan for establishing a teleport or informational gateway for education and other social services. Such capability will facilitate interconnection, interoperation and interaction among multiple service providers and users. ETN/ICAN in concert

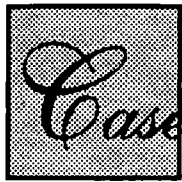
will build a technological infrastructure capacity among networks and other similar regional telecommunications providers giving form and substance to the concept of creating an educational and social services information empowerment zone.

Another joint venture for ETN is the development of the USC/ETN Center for Education Telecommunications Media.

The center is an educational partnership among ETN, USC School of Education, School of Cinema-Television and Annenberg School of Communications. It is dedicated to the promotion of policy development, multimedia applications, and research and evaluation for teaching and learning through telecommunications media. The Center has three primary objectives: 1) To create forums for the conceptualization and deliberation of educational telecommunications policies and issues; 2) To promote multimedia applications via telecommunications technologies for teaching and learning; and 3) To conduct research and evaluation of the impact of telecommunications media on teaching and learning.

Because of their mission and the resultant strategies for implementation, The Los Angeles County Board of Education supports ETN financially. The network does not rely upon external soft moneys to operate. Additional cost recovery revenue is generated for innovative projects and programming through grants from the federal and state government, private foundations, institutions and companies. To help offset rising costs, the staff relies heavily upon internal curriculum consultants, writers, and talent to help produce the programming. With the severe financial constraints under which educational agencies are now operating; the resultant stringent cost-cutting measures school districts have been forced to adopt; the increasing numbers of schools operating at a level just above bankruptcy; and the growing complex of social problems that plague schools, educators no longer have the luxury of deciding whether using technology furthers their educational mission. Our schools, and the enormous educational and human factors with which they struggle, have made that decision for them.





Study

NATIONAL TECHNOLOGICAL UNIVERSITY

The National Technological University (NTU) is a private, non-profit, accredited institution founded in 1984 to serve the advanced educational needs of today's busy, highly mobile engineers, scientists and technical managers. NTU is governed by a Board of Trustees consisting primarily of industrial executives. NTU offers a wide range of instructional television courses via satellite taught by the top faculty of 46 leading engineering universities.

NTU began regular satellite delivery of advanced technical education in August of 1985. During the 1992-1993 year of satellite networking, NTU offered more than 22,000 hours of academic credit instruction and 3,000 hours of state-of-the-art advanced technology & management programs. NTU has admitted 1,750 students to the masters degree programs. During the 1993-1994 school year NTU had 4,894 credit enrollments and 110,000 non-credit enrollments. NTU has had 625 graduates between 1986-1994.

To date, NTU offers award master's degrees in 12 engineering, scientific, or technical areas, and offers these academic programs in the United States, Canada and Mexico. NTU provides research seminars in each discipline, offering over 1,100 live and interactive courses at more than 50 Universities, with over 640 NTU sites and interconnected network sites. NTU also offers these courses on videotape to overseas sites and non-NTU sites in North America.

The National Technological University is accredited by the Commission on Institutions of Higher Education of the North Central Association of Colleges and Schools. In addition to its masters program, NTU also offers a certificate program, which is designed to recognize the achievements of students who design their own courses of study to meet the specific needs of their individual careers. Students who satisfy the requirements receive a certificate of completion and a permanent record on their NTU transcript.

NTU's vision is to enable technical professionals and managers to share premier educational resources globally via telecommunications. NTU makes a substantial

contribution by addressing the pressing problems of the quality, size and up-to-date training of the engineering and scientific workforce. In this connection, NTU is striving to become one of the top producers of M.S. engineering and computer science degrees within the decade.





In the last year AT&T Tridom has emerged as a leader in enabling organizations in the defense, commercial and government sectors to "bridge the distance" between instructors and students through the use of broadcast video technology.

The company's entry into the distance learning arena really began in 1992 when AT&T moved its business television offer under the AT&T Tridom umbrella and began converting the technology from analog to digital.

AT&T Tridom introduced the all-digital service, known commercially as AT&T Skynet Global Video Service, to the industry at TeleCon XII in 1992. The end-to-end private broadcast digital video service is being used for distance learning applications by a variety of organizations in the commercial, government/defense and education sectors.

Following is a close look at how two of those organizations, the Air Force Institute of Technology (AFIT) and Guidance Associates, use the service. AFIT exemplifies the traditional distance learning applications, while Guidance Associates demonstrates how the technology can be used to enhance and facilitate education.

THE AIR FORCE INSTITUTE OF TECHNOLOGY

School bells ring regularly at AFIT in Ohio, but only a few students show up there for class. Air Force personnel from seven Air Force bases across the country "attend" class via video broadcast over the Defense Commercial Telecommunications Network (DCTN).

In its distance learning application, AFIT brings students to its instructors through AT&T Tridom's satellite-based compressed digital video service. This service has the potential of reaching Air Force and Department of Defense (DOD) personnel to whom AFIT offers graduate and continuing education courses in engineering, logistics, and program management.

“With the reduction in personnel and funding and with added educational requirements, development of a distance learning program became an absolute imperative for AFIT,” said Dr. Phil Westfall (Maj. USAF, Ret.), the director of AFIT’s Center for Distance Education who spearheaded the organization’s move to satellite-based distance learning.

AFIT’s installation includes a multi-channel uplink facility at Wright Patterson Air Force Base and downlink facilities at 70 Air Force bases across the country, including Langley AFB in Virginia, Robins AFB in Georgia, Maxwell AFB in Alabama, Randolph AFB in Texas and McClellan AFB in California.

DCTN also enables the DOD to provide seamless integration across services. For example, 66 U.S. Army sites receive training from AFIT via the broadcast video network.

“Using satellite delivery proved very successful for AFIT,” said Westfall. “Yearly throughput increased from 300 in-residence to the ability to reach 3,000 through satellite -- with no difference in academic performance for distance learning classes.”

THE MEDIA CENTER SATELLITE NETWORK

AT&T Tridom has teamed with Guidance Associates to create the Media Center Satellite Network (MCSN), a new satellite-based service that increases the speed, reduces costs, and streamlines the process for distributing educational videos to media centers throughout the United States.

MCSN enables service subscribers (media centers governed by state departments of education) to preview, evaluate, duplicate, and distribute educational videos without the expense of ordering, shipping, handling and returning preview tapes to video distributors around the country.

Each school year MCSN will transmit more than 1,000 videos on a 10-hour-a-day schedule so that media centers across the country can preview and license the programs. Established, well-known educational publishers produce all of MCSN’s videos, including Encyclopedia Britannica, Live Wire Video (Power of Choice),

Milner Fenwick Inc., Weston Woods Studios, Centre Communications and Carolina Biological Supply Company. To ensure a variety of quality programming, no one publisher is permitted more than 10 percent of the network's full-programming schedule.

Service subscribers, like those in the states of Georgia and Hawaii, dial an 800 number to select and add a new title to their collection; then, MCSN authorizes the licensing and automatically debits the subscriber's account. All licensing fees are split evenly between MCSN and the video publisher.

A BRIDGE TO THE FUTURE

According to Harrington, broadcast video is "a bridge to the future" and will continue to be the transmission technology of choice in distance learning applications. "Currently, broadcast video generally becomes more economical than alternative solutions when you need to transmit to 20 or more remote classrooms. That cost benefit probably isn't going to change for at least a decade," he said.

Harrington also believes more media services like MCSN, which enhance or facilitate education, will be created. "Broadcast video opens classroom instruction to a world of possibilities." We've just begun, with services like Skynet Global Video Service, to explore the possibilities -- to build a bridge to the classroom of the future.



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