

# Withdrawal/Redaction Sheet

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE | DATE | RESTRICTION |
|--------------------------|---------------|------|-------------|
|--------------------------|---------------|------|-------------|

|           |                                                                |         |         |
|-----------|----------------------------------------------------------------|---------|---------|
| 001. list | Ed. Tech Forum RSVP list with DOB and SSN (partial] (12 pages) | 12/6/95 | P6/b(6) |
|-----------|----------------------------------------------------------------|---------|---------|

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Michael Schmidt  
OA/Box Number: 7345

### FOLDER TITLE:

Educational Technology Forum [folder]

2013-0968-S

sb29

### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

#### Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
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- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**ARCHIVE FILES FOR MICHAEL T. SCHMIDT  
BOX 7 OF 13**

**Issue: Educational Technology Initiative**  
**Contents: Memos, Reports, Notes, and Data on this initiative, 1995-1996**

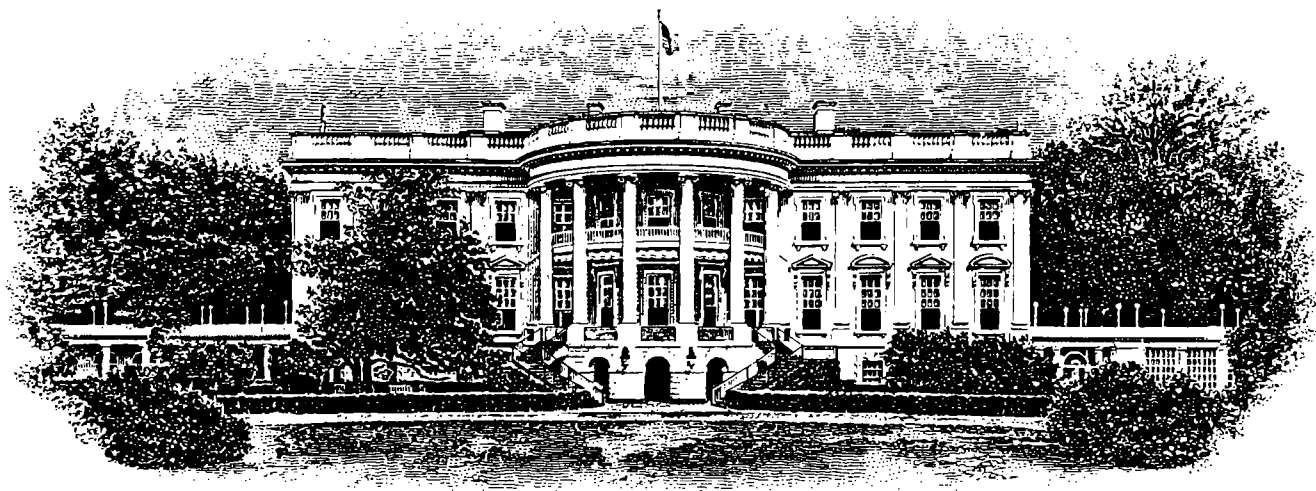
**\*\*NOTE: Some Files on this issue were passed on to Dr. Henry Kelly, OSTP\*\***

ENCLOSURES FILED OVERSIZE ATTACHMENTS **7345**  
PARA 5187

# Schmidt



## The White House



PHOTOCOPY  
PRESERVATION

LIST OF BREAKOUT PARTICIPANTS FOR 12/07 ED-TECH FORUM  
A=Simon/Kelly, B=Sallet/Schmidt, C=Roberts/Kalil, D=Diamond/Kohl.

B = 36

Sallet / Schmidt

| SESSI | LAST NAME    | FIRST NAME | TITLE                                    | COMPANY                                                    | RSVP  |
|-------|--------------|------------|------------------------------------------|------------------------------------------------------------|-------|
| ----- | -----        | -----      | -----                                    | -----                                                      | ----- |
| B     | Beach        | Gary J.    | President<br>and CEO                     | Computerworld,<br>Inc.                                     | Yes   |
| B     | Block        | Robert S.  | Director,<br>Strategic<br>Alliances      | The Educational<br>Publishing<br>Group                     | Yes   |
| B     | Bogden       | James F.   | Project<br>Associate                     | National<br>Association of<br>State Boards of<br>Education | Yes   |
| B     | Bracey       | Bonnie L.  | NII<br>Advisory<br>Committee             | Arlington<br>Career Center                                 | Yes   |
| B     | Bybee, Ph.D. | Dennis     | Associate<br>Executive<br>Officer        | International<br>Society for<br>Technology in<br>Education | Yes   |
| B     | Callahan     | Richard J. | Vice<br>President                        | Tenth Planet<br>Explorations                               | Yes   |
| B     | Casserly     | Michael    | Executive<br>Director                    | Council of<br>Great City<br>Schools                        | Yes   |
| B     | Doyle        | Claire     |                                          | HUD                                                        | Yes   |
| B     | Hanson       | Kathryn    | Chief of<br>Staff, NII<br>Activities     | Silicon<br>Graphics, Inc.                                  | Yes   |
| B     | Hardison     | Ann E.     | Assistant<br>Director<br>for<br>Outreach | The Globe<br>Program                                       | Yes   |
| B     | Haver        | Thomas     |                                          | William K.<br>Bradford<br>Publishing                       | Yes   |

LIST OF BREAKOUT PARTICIPANTS FOR 12/07 ED-TECH FORUM

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| SESSI | LAST NAME     | FIRST NAME  | TITLE                                                             | COMPANY                       | RSVP |
|-------|---------------|-------------|-------------------------------------------------------------------|-------------------------------|------|
| B     | Hendry        | Nancy       | Vice President<br>& Deputy General Counsel                        | PBS                           | Yes  |
| B     | Hoewing       | Link        | Executive Director,<br>External Affairs,<br>Education Initiatives | Bell Atlantic                 | Yes  |
| B     | Hood          | James       | Consultant                                                        | CompuMentor                   | Yes  |
| B     | Horner, Ph.D. | Vivian      | Managing Partner                                                  | Tera Media                    | Yes  |
| B     | Kay           | Ken         |                                                                   | Podesta Group                 | Yes  |
| B     | Kempster      | Brenda      | Chair                                                             | NCC-TET                       | Yes  |
| B     | Krumbholtz    | Jack        | Federal Government Affairs Manager                                | Microsoft Corporation         | Yes  |
| B     | Larkin        | Nancy       | Corporate Vice President of Community Relations                   | Continental Cablevision, Inc. | Yes  |
| B     | Lipper        | Laurie      | Director                                                          | The Children's Partnership    | Yes  |
| B     | Lockhard      | Margaret L. | Staff Manager                                                     | AT&T                          | Yes  |
| B     | Matzke        | Martha      | Director of Special                                               | American Federation of        | Yes  |

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|-------|-----------|------------|-----------------------------------------------------|----------------------------------------------------------------|------|
|       |           |            | Projects/P<br>resident's<br>Office                  | Teachers                                                       |      |
| B     | McIntire  | Jay        | Policy<br>Specialist                                | The Council for<br>Exceptional<br>Children                     | Yes  |
| B     | Mernissi  | Sarah L.   | Director<br>of<br>Government<br>Relations           | National Board<br>for<br>Professional<br>Teaching<br>Standards | Yes  |
| B     | Mitchell  | Bernie L.  | Vice<br>President,<br>Educationa<br>l<br>Publishing | Philips<br>Professional<br>Media                               | Yes  |
| B     | Payne     | Jon        | Director,<br>ITS, Field<br>Services                 | Sprint                                                         | Yes  |
| B     | Rowe      | Gary R.    | Executive<br>Director                               | Turner<br>Educational<br>Services, Inc.                        | Yes  |
| B     | Shake     | Sally      |                                                     | Education<br>Legislative<br>Services, Inc.                     | Yes  |
| B     | Silver    | Lynn       | Manager,<br>Government<br>Affairs                   | Apple Computer,<br>Inc.                                        | Yes  |
| B     | Stein     | Alex       | Director<br>of<br>Strategic<br>Alliances            | Juno Online<br>Services, LP;<br>D.E. Shaw &<br>Company         | Yes  |
| B     | Weinstein | Shelly     | President<br>& CEO                                  | National<br>Education                                          | Yes  |

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| SESSI  | LAST NAME | FIRST NAME | TITLE                                             | COMPANY                                                                          | RSVP  |
|--------|-----------|------------|---------------------------------------------------|----------------------------------------------------------------------------------|-------|
| -----  | -----     | -----      | -----                                             | -----                                                                            | ----- |
|        |           |            |                                                   | Telecommunicati<br>ons<br>Organization<br>(NETO)                                 |       |
| B      | Weiss     | Allan H.   | President<br>& CEO                                | Advanced<br>Network &<br>Services, Inc.                                          | Yes   |
| B      | Weiss     | Johnathan  |                                                   | Community<br>Empowerment<br>Board                                                | Yes   |
| B      | Williams  | Brenda     | Assistant<br>Director,<br>Office of<br>Technology | Office of the<br>Governor, West<br>Virginia                                      | Yes   |
| B      | Wilner    | Carol      | Director,<br>Government<br>Affairs                | AT&T                                                                             | Yes   |
| B      | Yentzer   | Barbara J. | Education<br>Technology                           | Center for<br>Educational<br>Technology,<br>National<br>Education<br>Association | Yes   |
| =====  | =====     | =====      | =====                                             | =====                                                                            | ===== |
| Count: |           | 36         |                                                   |                                                                                  |       |

# Withdrawal/Redaction Marker

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12/07 ED-TECH FORUM RSVP LIST WITH DOB & SSN  
AS OF 12/6/95

| RSVP | LAST NAME  | FIRST NAME | TITLE                                                         | COMPANY                                   | DOB   | SOC#  |
|------|------------|------------|---------------------------------------------------------------|-------------------------------------------|-------|-------|
| ---- | -----      | -----      | -----                                                         | -----                                     | ----- | ----- |
| Yes  | Allbritten | Drew       | Executive Director                                            | AAACE                                     |       |       |
| Yes  | Allen      | Gary       | Director of Government Relations                              | Triangle Coalition                        |       |       |
| Yes  | Arcuri     | Susan      | Group Product Manager, Instructional Technology               | Houghton Mifflin Co.                      |       |       |
| Yes  | Bakia      | Marianne   | Chief of Staff                                                | PCAST (Panel on Educational Technologies) |       |       |
| Yes  | Bard       | Donald A.  | President                                                     | The Lazurus Foundation                    |       |       |
| Yes  | Baron      | Michael    | Senior Vice President, Business & Professional Products Group | Sony Electronics Inc.                     |       |       |
| Yes  | Bartlett   | Virginia   | Manager, Government Relations                                 | Sony Electronics                          |       |       |
| Yes  | Beach      | Gary J.    | President and CEO                                             | Computerworld, Inc.                       |       |       |
| Yes  | Bernstein  | Jon        | Legislative Counsel                                           | The Lightspan Partnership,                |       |       |

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|------|--------------|------------|--------------------------------------|---------------------------------------------------|-------|-------|
| ---- | -----        | -----      | -----                                | -----                                             | ----- | ----- |
|      |              |            |                                      | Inc.                                              |       |       |
| Yes  | Betzler      | Mary Roddy | Executive Director                   | CTIA Foundation For Wireless Telecommunications   |       |       |
| Yes  | Block        | Robert S.  | Director, Strategic Alliances        | The Educational Publishing Group                  |       |       |
| Yes  | Bogden       | James F.   | Project Associate                    | National Association of State Boards of Education |       |       |
| Yes  | Boggs        | Tim        | Senior Vice President, Public Policy | Time Warner, Inc.                                 |       |       |
| Yes  | Bracey       | Bonnie L.  | NII Advisory Committee               | Arlington Career Center                           |       |       |
| Yes  | Braunschvig  | David      | Vice President                       | First Mark Holdings                               |       |       |
| Yes  | Britt        | Doug       |                                      | Dynamac Corporation                               |       |       |
| Yes  | Brittingham  | William R. | Director, Federal Relations          | Pacific Telesis Group                             |       |       |
| Yes  | Bybee, Ph.D. | Dennis     | Associate Executive Officer          | International Society for Technology              |       |       |

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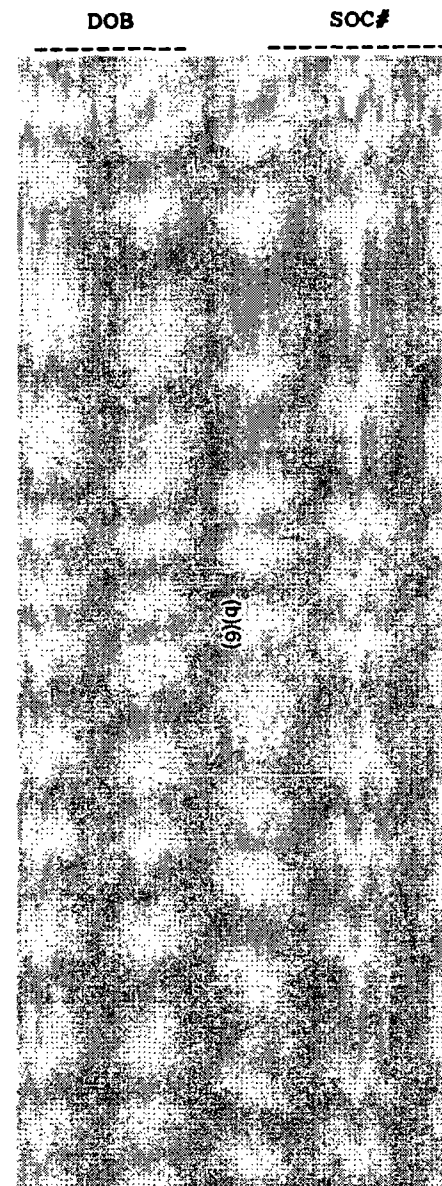
| RSVP | LAST NAME | FIRST NAME | TITLE                                                | COMPANY                               | DOB   | SOC#  |
|------|-----------|------------|------------------------------------------------------|---------------------------------------|-------|-------|
| ---- | -----     | -----      | -----                                                | -----                                 | ----- | ----- |
|      |           |            |                                                      | in Education                          |       |       |
| Yes  | Byer      | David      | Education<br>Policy<br>Manager                       | Software<br>Publishers<br>Association |       |       |
| Yes  | Cade      | Marilyn    | Director,<br>Technology<br>and<br>Infrastruc<br>ture | AT&T                                  |       |       |
| Yes  | Callahan  | Richard J. | Vice<br>President                                    | Tenth Planet<br>Explorations          |       |       |
| Yes  | Cameron   | Jeff       | President                                            | Brainchild                            |       |       |
| Yes  | Cassery   | Michael    | Executive<br>Director                                | Council of<br>Great City<br>Schools   |       |       |
| Yes  | Coppola   | Ralph K.   | Assistant<br>Director<br>for<br>Education            | The Globe<br>Program                  |       |       |
| Yes  | Crum      | Elsie      | Executive<br>Vice<br>President                       | Urban<br>Technology<br>Center         |       |       |
| Yes  | De Chant  | Hillary    | Director                                             | Technology<br>21                      |       |       |
| Yes  | Barhart   | Carolyn    |                                                      | Thatrix<br>Interactive                |       |       |
| Yes  | Emrit     | Karen S.   | Director<br>of<br>Marketing                          | Urban<br>Technology<br>Center         |       |       |
| Yes  | Fenwick   | Joan       | Director                                             | AT&T<br>Learning<br>Network           |       |       |

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|------|-----------|-----------------|--------------------------------------------------------------|--------------------------------------|-----|------|
| Yes  | Ferguson  | Sue             | Chair                                                        | NCPIE                                |     |      |
| Yes  | Fletcher  | Geoffrey        | Deputy<br>Commission<br>er                                   | Texas<br>Education<br>Agency         |     |      |
| Yes  | Forrester | Lynn            | Chairman<br>and CEO                                          | First Mark<br>Holdings               |     |      |
| Yes  | Goslee    | Susan           | Program<br>Staff,<br>Communicat<br>ions<br>Policy<br>Project | Benton<br>Foundation                 |     |      |
| Yes  | Groff     | James R.        | Vice<br>President,<br>Education<br>Markets                   | Apple<br>Computer,<br>Inc.           |     |      |
| Yes  | Hacking   | Elizabeth<br>L. | Senior<br>Vice<br>President,<br>Strategic<br>Developmen<br>t | Houghton<br>Mifflin<br>Company       |     |      |
| Yes  | Hakansson | Joyce           | Creative<br>Director                                         | Theatrics<br>Interactive             |     |      |
| Yes  | Hanson    | Kathryn         | Chief of<br>Staff, NII<br>Activities                         | Silicon<br>Graphics,<br>Inc.         |     |      |
| Yes  | Hardison  | Ann E.          | Assistant<br>Director<br>for<br>Outreach                     | The Globe<br>Program                 |     |      |
| Yes  | Haver     | Thomas          |                                                              | William K.<br>Bradford<br>Publishing | *   | *    |

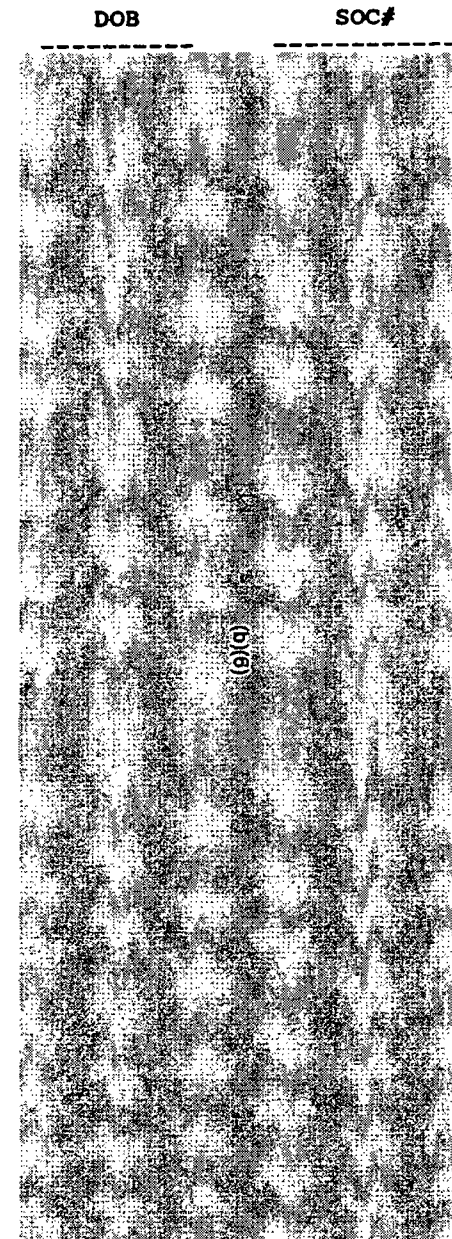
12/07 ED-TECH FORUM RSVP LIST WITH DOB & SSN  
AS OF 12/6/95

| RSVP | LAST NAME     | FIRST NAME | TITLE                                                       | COMPANY                          | DOB | SOC# |
|------|---------------|------------|-------------------------------------------------------------|----------------------------------|-----|------|
| Yes  | Hinton        | Skip       | President                                                   | South Carolina Public Television |     |      |
| Yes  | Hoewing       | Link       | Executive Director, External Affairs, Education Initiatives | Bell Atlantic                    |     |      |
| Yes  | Hood          | James      | Consultant                                                  | CompuMentor                      |     |      |
| Yes  | Hookey        | Megan S.   | Associate Director                                          | Cable in the Classroom           |     |      |
| Yes  | Horner, Ph.D. | Vivian     | Managing Partner                                            | Tera Media                       |     |      |
| Yes  | Howell-Barros | Julia      | Manager, Parent Leadership Programs                         | ASPIRA                           |     |      |
| Yes  | Jaffe         | Karen      | Executive Director                                          | KidsNET                          |     |      |
| Yes  | Kempster      | Brenda     | Chair                                                       | NCC-TET                          |     |      |
| Yes  | Kerkeslager   | Woody      | Executive Vice President                                    | AT&T                             |     |      |
| Yes  | Krumbholtz    | Jack       | Federal Government Affairs Manager                          | Microsoft Corporation            |     |      |
| Yes  | Kuttan        | Appu       | President                                                   | National Education Foundation    |     |      |



12/07 ED-TECH FORUM RSVP LIST WITH DOB & SSN  
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| RSVP | LAST NAME  | FIRST NAME | TITLE                                                          | COMPANY                                                                  | DOB | SOC# |
|------|------------|------------|----------------------------------------------------------------|--------------------------------------------------------------------------|-----|------|
| Yes  | Larkin     | Nancy      | Corporate<br>Vice<br>President<br>of<br>Community<br>Relations | Continental<br>Cablevision,<br>Inc.                                      |     |      |
| Yes  | Lipper     | Laurie     | Director                                                       | The<br>Children's<br>Partnership                                         |     |      |
| Yes  | Littlepage | Jay        | Systems<br>Architect,<br>Nomadic<br>Computing                  | Sun<br>Microsystems<br>, Inc.                                            |     |      |
| Yes  | Long       | Harvey S.  | Technology<br>Education<br>Consultant                          | American<br>Federation<br>of Teachers                                    |     |      |
| Yes  | Long-Green | Edna       | Director,<br>Government<br>Relations                           | Jostens<br>Learning                                                      |     |      |
| Yes  | MacCarthy  | Mark       | Vice<br>President,<br>Government<br>Affairs                    | ComCast                                                                  |     |      |
| Yes  | Martin     | C. Dianne  | Chair,<br>Legislatio<br>n & Policy<br>Committee                | Internationa<br>l Society<br>for<br>Technology<br>in Education<br>(ISTE) |     |      |
| Yes  | Matzke     | Martha     | Director<br>of Special<br>Projects/P<br>resident's<br>Office   | American<br>Federation<br>of Teachers                                    |     |      |
| Yes  | McAllister | Patricia   | Acting                                                         | ETS                                                                      |     |      |

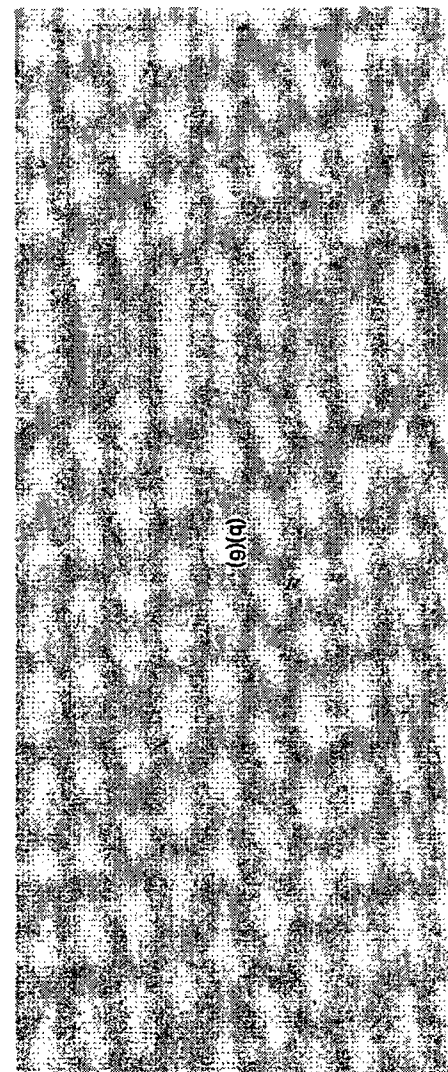


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|------|-----------|------------|----------------------------------------------------------------|-----------------------------------------------------------|-----|------|
|      |           |            | Director                                                       |                                                           |     |      |
| Yes  | McCulloch | Lynda      | Senioe<br>Education<br>Associate                               | Office of<br>the<br>Governor,<br>North<br>Carolina        |     |      |
| Yes  | McIntire  | Jay        | Policy<br>Specialist                                           | The Council<br>for<br>Exceptional<br>Children             |     |      |
| Yes  | Methia    | Richard    | Vice<br>President                                              | Challenger<br>Center for<br>Space<br>Science<br>Education |     |      |
| Yes  | Milbergs  | Egils      | Vice<br>President                                              | National<br>Education<br>Foundation                       |     |      |
| Yes  | Mitchell  | Bernie L.  | Vice<br>President,<br>Educationa<br>l<br>Publishing            | Philips<br>Professional<br>Media                          |     |      |
| Yes  | Monagan   | Tom        | Consultant                                                     | America<br>Online                                         |     |      |
| Yes  | Mueller   | Jacqueline | Program<br>Specialist<br>IV<br>Instructio<br>nal<br>Technology | Florida<br>Department<br>of Education                     |     |      |
| Yes  | Payne     | Jon        | Director,<br>ITS, Field<br>Services                            | Sprint                                                    |     |      |

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|------|-----------|------------|--------------------------------------------------------------|------------------------------------------------------------|-------|-------|
| ---- | -----     | -----      | -----                                                        | -----                                                      | ----- | ----- |
| Yes  | Pierce    | Kevin      | Vice<br>President                                            | Brainchild                                                 |       |       |
| Yes  | Pyke, Jr. | Thomas N.  | Director                                                     | The Globe<br>Program                                       |       |       |
| Yes  | Rhodes    | Lew        | Consultant<br>(Former<br>Associate<br>Executive<br>Director) | American<br>Association<br>of School<br>Administrato<br>rs |       |       |
| Yes  | Richards  | John       | Manager,<br>Educationa<br>l<br>Technologi<br>es              | BBN                                                        |       |       |
| Yes  | Richards  | Michelle   | Federal<br>Networks<br>Advocate                              | National<br>School<br>Boards<br>Association                |       |       |
| Yes  | Rowe      | Gary R.    | Executive<br>Director                                        | Turner<br>Educational<br>Services,<br>Inc.                 |       |       |
| Yes  | Samit     | Jay Alan   | President                                                    | Jasmine<br>Multimedia<br>Publishing                        |       |       |
| Yes  | Sarkisian | Andrea     | Manager,<br>Corporate<br>Communicat<br>ions                  | MCI                                                        |       |       |
| Yes  | Sawyer    | Doug       | General<br>Manager,<br>Discovery<br>Channel<br>Education     | Discovery<br>Channel                                       |       |       |





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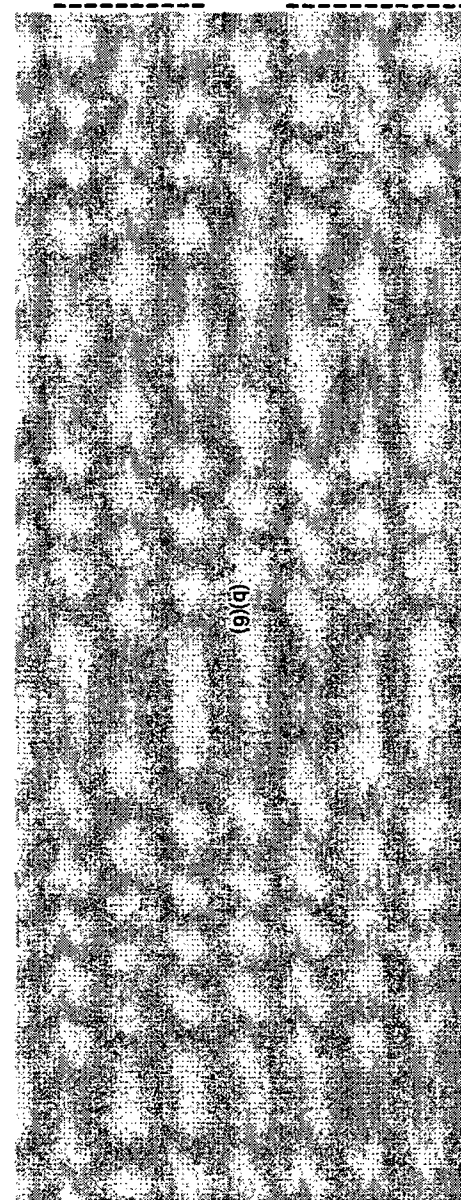
| RSVP | LAST NAME           | FIRST NAME | TITLE                                           | COMPANY                                                           | DOB   | SOC#  |
|------|---------------------|------------|-------------------------------------------------|-------------------------------------------------------------------|-------|-------|
| ---- | -----               | -----      | -----                                           | -----                                                             | ----- | ----- |
| Yes  | Schmitz             | Elizabeth  | Director<br>of<br>Educationa<br>l<br>Technology | CORD (Center<br>for<br>Occupational<br>Research &<br>Development) |       |       |
| Yes  | Schneider,<br>Ph.D. | Barbara    | Senior<br>Social<br>Scientist                   | NORC,<br>University<br>of Chicago                                 |       |       |
| Yes  | Secundy             | Susan      | Director<br>of<br>Developmen<br>t               | Urban<br>Technology<br>Center                                     |       |       |
| Yes  | Shake               | Sally      |                                                 | Education<br>Legislative<br>Services,<br>Inc.                     |       |       |
| Yes  | Shanker             | Albert     | President                                       | American<br>Federation<br>of Teachers                             |       |       |
| Yes  | Shaw                | David      | Chairman                                        | D.E. Shaw<br>and Company                                          |       |       |
| Yes  | Silver              | Lynn       | Manager,<br>Government<br>Affairs               | Apple<br>Computer,<br>Inc.                                        |       |       |
| Yes  | Solomon             | Robert J.  | Senior<br>Advisor to<br>the<br>President        | The College<br>Board                                              |       |       |
| Yes  | Starr               | Stuart     | Director<br>of Plans                            | Mitre<br>Corporation                                              |       |       |
| Yes  | Stein               | Alex       | Director<br>of<br>Strategic<br>Alliances        | Juno Online<br>Services, LP;<br>D.E. Shaw &<br>Company            |       |       |

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| Yes  | Stein     | Barbara    | Senior Policy Analyst                    | National Education Association        |     |      |
| Yes  | Stella    | Frank      | Associate Director--Organizing           | American Federation of Teachers       |     |      |
| Yes  | Stewart   | Robert     | Director-Public Policy                   | MCI                                   |     |      |
| Yes  | Swirsky   | Stephanie  | Office of Policy                         | Department of Labor                   |     |      |
| Yes  | Vail      | Carol      | Manager, Corporate Education Projects    | EDS                                   |     |      |
| Yes  | Walsh     | Kathy      | Program Director for Education           | IBM                                   |     |      |
| Yes  | Weiss     | Allan H.   | President & CEO                          | Advanced Network & Services, Inc.     |     |      |
| Yes  | White     | William    | Director                                 | Hughes                                |     |      |
| Yes  | Williams  | Brenda     | Assistant Director, Office of Technology | Office of the Governor, West Virginia |     |      |
| Yes  | Williams  | Cheryl S.  | Director, Technology Programs            | National School Boards Association    |     |      |

12/07 ED-TECH FORUM RSVP LIST WITH DOB & SSN  
AS OF 12/6/95

| RSVP | LAST NAME | FIRST NAME | TITLE                                                                                                     | COMPANY                                         | DOB | SOC# |
|------|-----------|------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----|------|
| Yes  | Wilner    | Carol      | Director,<br>Government<br>Affairs                                                                        | AT&T                                            |     |      |
| Yes  | Withrow   | Frank      | Director,<br>Learning<br>Technology<br>Programs                                                           | Council of<br>Chief State<br>School<br>Officers |     |      |
| Yes  | Witstar   | Charles    | COO                                                                                                       | Skills Bank<br>Corporation                      |     |      |
| Yes  | Woods     | Deanne     | Assistant<br>Director,<br>Educationa<br>l Issues<br>Department                                            | American<br>Federation<br>of Teachers           |     |      |
| Yes  | Wright    | David Pat  | COO, TCI<br>Educationa<br>l<br>Technologi<br>es, Inc.                                                     | TCI                                             |     |      |
| Yes  | Wright    | Pegeen M.  | Vice<br>President,<br>Instructio<br>nal<br>Technology<br>for<br>Houghton<br>Mifflin<br>School<br>Division | Houghton<br>Mifflin<br>Company                  |     |      |
| Yes  | Wright    | William    |                                                                                                           | Consortium<br>for School<br>Networking          |     |      |
| Yes  | Wurtzel   | Alan L.    | Chairman                                                                                                  | Circuit City<br>Stores, Inc.                    |     |      |
| Yes  | Yentzer   | Barbara J. | Education                                                                                                 | Center for                                      |     |      |



12/07 ED-TECH FORUM RSVP LIST WITH DOB & SSN  
AS OF 12/6/95

| RSVP   | LAST NAME | FIRST NAME | TITLE               | COMPANY                                                                       | DOB    | SOC# |
|--------|-----------|------------|---------------------|-------------------------------------------------------------------------------|--------|------|
|        |           |            | Technology          | Educational<br>Technology,<br>National<br>Education<br>Association            |        |      |
| Yes    | Yff       | Joost      | Project<br>Director | American<br>Association<br>of Colleges<br>for Teacher<br>Education<br>(AACTE) | (g)(g) |      |
| Count: | 106       |            |                     |                                                                               |        |      |

12/06 ED-TECH DINNER YES LIST  
AS OF 12/6/95

| LAST NAME<br>----- | FIRST NAME<br>----- | TITLE<br>-----                                       | COMPANY<br>-----                                              | Tempo<br>----- |
|--------------------|---------------------|------------------------------------------------------|---------------------------------------------------------------|----------------|
| Beach              | Gary J.             | President<br>and CEO                                 | Computerworld,<br>Inc.                                        | *;yes<br>D     |
| Bybee, Ph.D.       | Dennis              | Associate<br>Executive<br>Officer                    | International<br>Society<br>for<br>Technology<br>in Education | yesD           |
| Byer               | David               | Education<br>Policy<br>Manager                       | Software<br>Publishers<br>Association                         | yesD           |
| Cade               | Marilyn             | Director,<br>Technology<br>and<br>Infrastruc<br>ture | AT&T                                                          | yesD           |
| Kempster           | Brenda              | Chair                                                | NCC-TET                                                       | yesD           |
| Rowe               | Gary R.             | Executive<br>Director                                | Turner<br>Educational<br>Services,<br>Inc.                    | yesD           |
| Samit              | Jay Alan            | President                                            | Jasmine<br>Multimedia<br>Publishing                           | yesD           |
| Shanker            | Albert              | President                                            | American<br>Federation<br>of Teachers                         | *;yes<br>D     |
| Silver             | Lynn                | Manager,<br>Government<br>Affairs                    | Apple<br>Computer,<br>Inc.                                    | yesD           |
| Solomon            | Robert J.           | Senior<br>Advisor to<br>the<br>President             | The College<br>Board                                          | yesD           |

12/08 ED-TECH DINNER YES LIST  
AS OF 12/6/95

| LAST NAME | FIRST NAME | TITLE                                                 | COMPANY                                                                          | Tempo |
|-----------|------------|-------------------------------------------------------|----------------------------------------------------------------------------------|-------|
| Stein     | Barbara    | Senior<br>Policy<br>Analyst                           | National<br>Education<br>Association                                             | yesD  |
| Stein     | Alex       | Director<br>of<br>Strategic<br>Alliances              | Juno Online<br>Services, LP;<br>D.E. Shaw &<br>Company                           | yesD  |
| Walsh     | Kathy      | Program<br>Director<br>for<br>Education               | IBM                                                                              | yesD  |
| Wright    | David Pat  | COO, TCI<br>Educationa<br>l<br>Technologi<br>es, Inc. | TCI                                                                              | yesD  |
| Yentzer   | Barbara J. | Education<br>Technology                               | Center for<br>Educational<br>Technology,<br>National<br>Education<br>Association | yesD  |
| Count:    | 15         |                                                       |                                                                                  |       |

## **STANDARDS PROJECT ACTIVITIES**

Some specific standards development activities include:

- intensive two-week worksessions each summer to develop standards drafts;
- review of drafts by project members and the general public through print and on-line surveys;
- electronic town meetings; and
- teleconferences detailing standards, disseminating and demonstrating support materials, modeling town meeting activities, and providing interaction with standards developers.

Writing teams for each of the four standards will be named. Within the Standard Set II. (Standards for Use of Technology for Teaching and Learning Throughout the Curriculum) there will be teams of writers for each curricular area headed by the Curriculum Liaison from each curriculum organization.

Curriculum writing teams will interact with one another to identify interdisciplinary activities facilitated by technology. Results of worksessions will be disseminated and reviewed online, through teleconferences, and through printed surveys. Refinements will be made based on feedback from dissemination and review activities.



## **TTACOS PROJECT PILOTS**

The TTACOS (Teachers, Technology, And Children On-line Standards) Project is slated this fall to pilot standards discussion groups via telecommunications. The ISTE Accreditation and Professional Standards Committee will conduct the TTACOS project pilots in two states.

Information will be gathered from technology using teachers over the FIRN statewide network of Florida and TENET in Texas. Teachers will provide opinions regarding what students in each grade level should know about technology and be able to do with technology. They will also submit their favorite activity that uses technology to support instruction.

Responses will be compiled and shared at each state's technology conference. Those attending the sessions will participate in refining the standards and indicating a grade level for the standards. These expert opinions will contribute to the body of information used in the larger standards development project.



For additional information about the National Technology Standards Project or the TTACOS Project Pilots contact:

Lajeane Thomas  
Louisiana Tech University  
P.O. Box 3161  
Ruston, LA 71272  
phone: 318 257-3923  
email: LThomas@vm.cc.LaTech.edu  
fax: 318 257-2379

# **National Standards for Technology in Elementary and Secondary Education**



**The International Society for  
Technology in Education**

1787 Agate Street  
Eugene, Oregon 97403-1923, U.S.A.  
phone: (503) 346-4414  
fax: (503) 346-5890  
Internet: ISTE@oregon.uoregon.edu



## **PARTNER ORGANIZATIONS**

ISTE has joined with six other professional education organizations in submitting a proposal for funding of a national technology standards development project. The partners organizations include:

- American Federation of Teachers (AFT)
- Association for Supervision and Curriculum Development (ASCD)
- Council of Chief State School Officers (CCSSO)
- International Society for Technology in Education (ISTE)
- National Association of Secondary School Principals (NASSP)
- National School Boards Association (NSBA)
- National Education Association (NEA)
- Software Publisher's Association (SPA)

## **DEVELOPMENT OF NATIONAL STANDARDS FOR TECHNOLOGY IN ELEMENTARY AND SECONDARY EDUCATION**

Over four years, these groups will develop the following sets of standards:

### **I. Technology Foundations Standards**

. . . describing what students should know about technology and be able to do with technology;

### **II. Standards for Using Technology in Learning and Teaching**

. . . describing how technology should be used throughout the curriculum to achieve the National Education Goals;

### **III. Educational Technology Support Standards**

. . . describing systems, access, staff development, and support services schools should provide; and

### **IV. Standards for Student Assessment and Evaluation of Technology Use**

. . . describing means of assessing student progress and evaluating the use of technology in learning and teaching.



## **CURRICULUM LIAISONS**

Curriculum Liaisons representing the following major curriculum groups will lead in the development of technology standards for their subject areas. The curriculum liaisons will participate in standards development worksessions designed to identify standards relating specifically to each curriculum area and to build interdisciplinary connections among the curricular areas.

- International Reading Association (IRA)
- National Council for Geography Education (NCGE)
- National Council for the Social Studies (NCSS)
- National Council for Teachers of Mathematics (NCTM)
- National Council for the Teachers of English (NCTE)
- National Science Teacher's Association (NSTA)



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## **Clinton Presidential Records Digital Records Marker**

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This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

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# Apple Staff Development

An Invitation to Change



(Prong on server)

- Connect to school  
- EZ  
- Comput  
- to Front room  
- get class  
- to in front

## CONNECTIONS AND COMPUTERS

INTERNAL MEMO

classrooms !!!

### I. THE CHALLENGE:

**Connect all classrooms to the information superhighway by the year 2000.**

Today, only about three percent of all instructional classrooms in public schools are connected to the Internet. And when there is an Internet connection in a school, too often it goes to Administrative offices, a media lab or a library where it can't be used as part of the curriculum. There are three important components of the connections pillar 1) getting a connection to the school, 2) extending that connection to the classroom, and 3) ensuring that there is a service to connect to (ie: Internet, AOL and other full-service networks) once the schools are wired. It's only when the NII comes to the classroom, where the learning takes place, that we will see the kind of learning breakthroughs that educational technology promises.

**Modern computers in every classroom and accessible to every student.**

Work toward the goal that by the 2000-01 school year, schools will have at least one computer for every five students, distributed throughout the school building to give all students access.

#### A. *What are participants doing in this area?*

There are many exciting efforts underway by participants. AT&T, for instance, recently announced its plan for a \$150 million program to provide free Internet access to 110,000 schools throughout the country. Sun Microsystems and many other attendees are participating in the Netday we announced in California to connect 20% of California classrooms to the NII on one day March 9, 1996. PacBell has a program underway to provide free ISDN access to schools in its service area. Time Warner and Bell Atlantic also have major programs to provide free and reduced costs telecommunications services to schools in their service territories. (see attachment)

In piecemeal efforts across the country, many companies have donated their used computer equipment to schools.

#### B. *What are the challenges/obstacles to reaching this goal?*

There are several major obstacles for connecting classrooms. For instance, many schools find the costs of connections are prohibitive. And in many cases, when schools do get connected it is only for administrative offices, doesn't extend to the classroom, and may not have sufficient bandwidth to allow for some of the advanced services that can make the most difference in educational opportunities. The other three pillars must also exist for the connection to make a real difference. Additionally, there are specific obstacles that schools in rural areas and schools with asbestos must face.

One of the major barriers is ensuring that once the computers are in the schools, the school has the technical support and expertise to continue to maintain the equipment.

C. *What are we going to do about it? Federal/Private Sector actions and partnership?*

**Affordable access for schools** -- To help achieve our goal of classroom access, the administration supports efforts in the telecommunications reform bill that will help ensure affordable access to the NII for schools. The provision in the Senate passed version of the telecommunications reform bill known as the Snowe-Rockefeller amendment enables federal and state regulators to work with telecommunications carriers to ensure that schools and classrooms can get connected at affordable rates.

**Public access spectrum** -- And because wiring isn't always the answer, the Administration is suggesting that the FCC set aside spectrum for public access which schools can then use. This allocation would allow the development of non-licensed, high-speed wireless networks with multimedia capabilities. The Administration believes that unlicensed wireless networks can be an important option for schools because they must cope with tight budgets and inadequate wiring. Wireless devices could also allow more students to have network access directly at their desks instead of in computer labs.

**Demonstration Grants** -- One of the best ways to spur school connections is to develop innovative technology projects that demonstrate the benefits of school telecommunications infrastructure. The Telecommunications Information Infrastructure Assistance Program or TIAP program is doing just that. The TIAP program is working to leverage private sector investments in innovative telecommunications applications that demonstrate early, concrete benefits in the areas of health, education and community development. In its first year, TIAP has attracted more than 1,000 applications from all 50 states.

**Support for high funding levels in Title I**, as some of the money from this program goes to investment in technology.

## II. **What Commitments are We Seeking From this Session**

**Goal:** Identify champions who can organize Netday's throughout the country, challenge leaders to provide telecommunications services to schools, and encourage companies to get involved in donating high quality computers to schools.

**Netdays -- volunteer efforts to wire classrooms**

Private Sector companies go to schools and literally pull wires through the rooms to connect classrooms to each other. Companies can contribute to

existing NetDay projects or start a NetDay in a different region of the country or in the empowerment zones. We announced a Netday in California that Sun Microsystems is spearheading.

**Wiring to the Schoolhouse Door.**

Thorough discussion with key industries like Bell Operating Companies, Interexchange Carriers, Wireless Carriers, and Cable Operators as to how we get wires to the schoolhouse door.

**Online Access for schools.**

Thorough discussion of how we can make on-line capabilities accessible for schools and classrooms.

**Cheaper Computers**

The development of computers at more affordable prices.

**III. Issues that Need to Be Raised/Discussed?**

- Our goal is to connect every classroom over the next five years, what do you think is the best way to target connections to achieve this goal?

Netday

*any other net-day models !!!*

- Getting a connection from the school's front door to the classroom is perhaps the biggest challenge. What are the barriers? And how can we overcome them?
- In California we announced NetDay, a very important model for how inside wiring can be achieved. How can we replicate NetDays across the country?
- How do we involve the schools, parents, teachers and the community in the local effort?

**Empowerment Zones**

- We believe that we can get the most bang out of connecting the approximately 600 schools in the 15 Empowerment Zones around the country. First, do you share this goal and how can we achieve this goal?

**Connections to the front door**

- Many of you have already done some great work in your own service area of providing high-speed access to some schools. How do we ensure high-bandwidth connections to all the schools?

### On-line Services

- When schools do get connected, how do we make sure that there are services to connect to?
- How can we help schools to afford Internet access when reduced cost or free access is eliminated?

### Other connections issues

- How do we ensure access in the most remote areas of the country where being connected can make the most difference, but where Internet access, for instance, can be cost prohibitive because it requires a long distance phone call?
- We are concerned about problems connecting old or dilapidated schools or schools with asbestos. Should schools hold off on major infrastructure changes until less expensive wiring options are available? What are examples of successful solutions?

### Computers

- Should the President lend support to donation/refurbishing schemes? If so, how?
- What do you do with your used computers? Do you donate them to schools? Do you use a recycling/reuse center before transferring them to schools?
- How do we ensure that our schools are not the dumping ground for outdated technology?
- Is one computer for every five students the right target?
- Is a \$500 "network computer" feasible or desirable to have in the schools?
- How important is it to push for multi-media capable machines?
- Schools also need other hardware including routers and hubs for networking, network cards, servers and disk space both on campus and nationally/regionally host networked content and applications, and how we get this to schools.

**Who are the Administration "champions" in this area?**

**Netday**

Sun Microsystems

MCI

Sprint

**Connections to the front door**

PacBell

Time Warner

Bell Atlantic

TCI

**On-Line Services**

AT&T

America On-line

# TEACHER TRAINING BREAKOUT SESSION

## I. THE CHALLENGE

**Proposed Statement of Objective:** Ensuring that all teachers can use educational technologies to enable all students to engage in interactive learning.

**What is Included:** This means that all teachers are not only technologically literate and able to use technology, but also that they are able to integrate technology into the curriculum in meaningful ways.

## II. TOPICS FOR DISCUSSION

- 2 sets of clients

1. **Preparation of New Teachers:** Within the next decade, a new cadre of teachers will come into classrooms, replacing those who have retired and filling new positions where student populations have expanded. What are strategies for insuring that new teachers who enter the field are "technology-ready" and prepared for restructured, content rich classrooms?
2. **Training and Support for Teachers in the Field:** Of the current base of teachers, it is estimated that a relatively small percentage are fully comfortable, competent, and creative users of technology within their subject matter areas. Numerous studies point to the need for far more investment in training and professional development, and the need for time and long term support. Several states, local districts, technology companies, some universities and community colleges are working in this area. How can their efforts be expanded? What other strategies might be deployed to accelerate the process? To reach significantly more teachers and sustain their efforts to use technology? To keep all teachers abreast of changes in technology and education in a timely manner?

## III. OPTIONS/DESIRED COMMITMENTS

1. **Teacher Technology Learning Corps** -- Teacher Technology Learning Society for Teachers. This group could be jointly sponsored by NEA-AFT, the National School Boards Association, ISTE, with the Tech Corps as a collaborator. It would be a way for teachers who are skilled in the use of technology and its integration into the curriculum to reach out and train their colleagues.

### Issues to Be Discussed:

- **Merit/Honorary Model versus a Train the Trainer Model.** There are two different models that are being discussed at this time : one would see the Teacher Technology Learning Corps as an honorary organization, recognizing teachers who have demonstrated outstanding skill/ability in using technology in the classroom; the other is a more aggressive approach that would build an

community college — who has been left out of the mix?



organization that recruits technologically literate teachers and charges them with training their colleagues in the use of technology.

- **What is the strategy** for building a cadre of 10% of existing and new teachers to become champions/guides/implementers of education technology that helps students engage in active learning at school and at home?
- **Who should sponsor this initiative?** Jointly sponsored by National School Boards Association-NEA-AFT-Community Colleges-ISTE,[maybe association of colleges and universities and College Board]-Tech Corps.?
- **How would this be related** to Tech Corps and to the American Technology Honor Society (for students)?

2.

**TeacherNet Models.** Providing on-line resource centers where teachers can share curriculum ideas, ask questions, and access resources to be used in the classroom.

#### **Issues to Be Discussed:**

- **What is currently going on in this area** -- who is doing anything in this area (Microsoft "Global Schoolhouse initiative that will provide free curriculum material repository and a teacher resource center is very similar to our TeacherNet model. Also Gary Beach/Disney/Silicon Graphics "Tech Corps Open" proposal that would challenge teachers and students to enter the most meaningful lesson plan they have developed that incorporates a base line level of technology. And There are a number of State Networks online, including TENET (Texas), SENDIT (North Dakota), and FIRN (Florida)).
- **Is there any interest in combining efforts among participants?** There are many different efforts going on right now -- any way to provide a central location where teachers can find out where to go for resources? Does AskERIC already do this? Does this conflict with the various on-line services' (Microsoft, AOL) desire to compete for customers -- perhaps our role should be a catalytic one of letting a thousand flowers bloom and cheerleading them all?
- **What about companies interested in working with PBS,** who is trying to set up TeacherNet and already has a very successful Mathline project already underway?

3.

**Explore opportunities for training during the summer,** including academic institutes, industry internships, grass roots seminars by teachers, and on-line courses.

4.

**Change the incentives for teacher preparation.** Working through the professional associations, update the standards for certification of teachers and accreditation of colleges and universities to include the ability to use technology and integrate it into the curriculum.

5.

**Explore use of technology to advance both preservice and inservice teachers skills** -- from videotaped series, to cable programs, to on-line networks and help desks, to interactive tutorials that are built into every computer for teachers.

6. Engage students (e.g. American Technology Honor Society) and adult volunteers (e.g. Tech Corps) to provide on-site training and support for teachers.
7. **Private sector involvement.** Encourage the free flow of information to and from teachers about various private sector initiatives.

#### **IV. BOTTOM-LINE QUESTIONS**

1. Will it be possible to reach our goal of technology-using teachers by the year 2000?
2. What are you doing or planning on doing in this area?
3. What are the obstacles to reaching our goal in this area?
4. What are we going to do about it? How can we work together to realize our shared vision in this area?

#### **V. ADDITIONAL ISSUES THAT COULD BE RAISED (If Time Permits)**

1. **The Secretary of Education's Summit and Teleconference on Teaching and Technology.** Be sure to mention to participants that the Secretary of Education will be hosting a National Summit on Teaching and Technology this spring. This Summit, held in partnership with governors, state and local educators, teachers' associations, and leaders from the private sector, will provide greater visibility to the effort to train every teacher in the use of technology in the next five years, and will work towards "scaling up" existing efforts to reach current teachers. In conjunction with the Summit, the Department will hold a "National Technology Day," a national teleconference for teachers
2. **For Teacher Technology Learning Corps:**
  - Process Questions: What standards for showing competence? What service requirement? What other criteria? How nominated?
  - How would this relate to chapters on college campuses to enlist support of technologically literate college students and to encourage college students to go into teaching in order to pursue challenges and rewards of technology learning?
  - How would this relate to National Board for Professional Teaching Standards? (NBPTS will make technology learning an integral component of its assessment and certification of experienced teachers)
3. **Technology Learning Standards for New Teachers**
  - Association of Chief State School Officers, State Teacher Standards/Licensing Boards, ETS -- adopt and implement technology learning standards for new teachers as a

condition of teacher licensing; develop and implement technology learning standards in examinations for teacher licensing

- Should associations of teacher colleges and associations of colleges and universities -- implement technology learning standards for teachers

## **VI. CHAMPIONS FOR TEACHER TRAINING**

National Education Association

American Federation of Teachers

U.S. Tech Corps

ISTE (International Society for Technology in Education)

National School Boards Association

ATT

America On-Line

## **VII. FEDERAL ACTIONS**

- **National Summit on Teaching and Technology** (see above)
- **Department of Education Regional Technology Consortia** are regional centers designed to support schools and districts as they expand the use of technology. They provide some teacher training, using a "train the trainers" model to reach the maximum number of teachers. They also disseminate information about effective methods of professional development and work to connect teachers with resources and partners, such as Tech Corps volunteers.
- **Eisenhower Grant Program**
- **National Science Foundation**

*Online Internet Institute*  
*a place for Collaborative Professional Development*

<http://prism.prs.k12.nj.us/WWW/OII/OIIhome.html>



We've heard about the National Information Infrastructure (NII). We've seen some promising ideas for using the Internet in education, but how do we apply its vast resources to our specific classrooms? The challenge is daunting for any individual. In OII, you won't be alone!

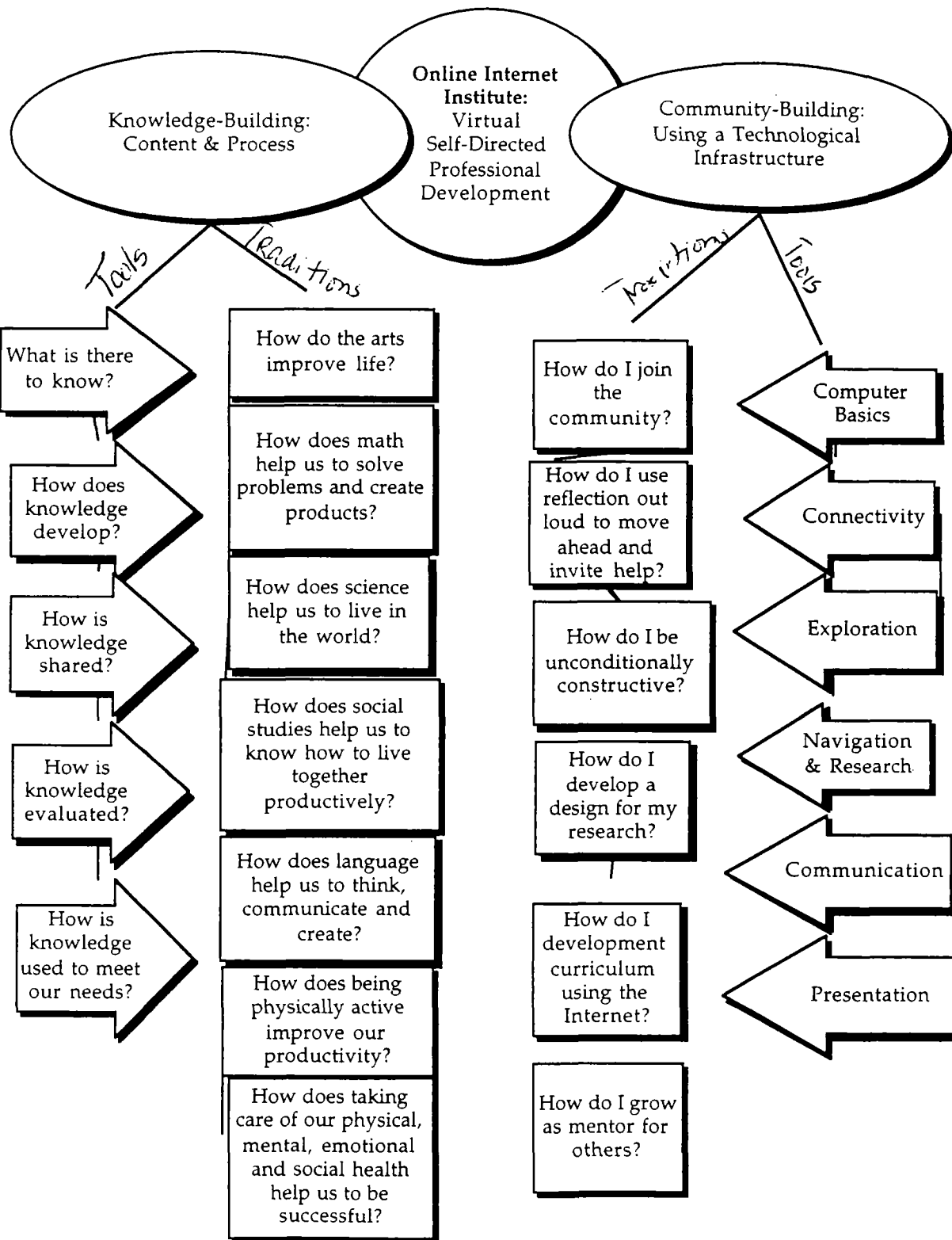
Now, two of the leading online educators, Ferdi Serim, Princeton Computer Coordinator, and Bonnie Bracey, the teacher on the NII committee, have developed an Online Internet Institute for professional development. As teachers themselves, Ferdi and Bonnie have looked out on the 'Net and identified the need for a culture in which educators can learn what we need to learn, now, together.

In the summer of '95, over 200 teachers from around the country talked, laughed and learned together online in sites ranging from New Mexico to Oregon and Texas to New Jersey. The resulting model, combining face-to-face sessions with online follow-up support, has proven far more effective than traditional workshops or inservice sessions.

Conceived as an experiment in online professional living, the Online Internet Institute combines powerful cultural traditions and a thoughtful technological infrastructure. Public and private spaces serve as construction sites for work in progress, and celebration halls to share the best of what we have learned. The thread of community and the certainty of being able to learn from each other if we think out loud runs through the scaffolding provided by reflector lists, web sites and participant lists.

Multiple entry points, complete with goals, skills and resources have been developed and posted for participants to check in and begin developing their skills at the same time they are identifying and pursuing an area of interest. These entry points create the "road map" to various destinations, from which you can choose. They are not stepwise or hierarchical, so you can begin where they are most interested or most needy, and track their progress along the path.

Come and help us grow the traditions of a place where we are unconditionally constructive. The people who help coordinate and facilitate OII are patient, open-minded, curious, and creative, and have a personal interest in helping strangers. To find out more, visit our home page, arrange for connectivity, form an on-site group of at least 15 people, recruit two or more mentors and apply!



D. Bybee  
12-7-95

## Ideas on Content

A. <sup>Suggest development of</sup> Effective Content Guidelines

B. <sup>Suggest development of</sup> Content Access Tools  
= Provider Directories  
= Resource Directories  
Peer Review & Eval (of Software) Process

C. Govt Sponsored & Business ~~Lead~~ Curriculum Development Project Partnerships  
< See Inquiry Dr. Schools Act authority >

D. Using Internet Compatibility to  
Deliver Content for increased utility  
& Create an Expanded market

< Govt/Industry compatibility standards &  
access issues <sup>address</sup> like Copyright >

## Content (annotated)

### I. The Challenge:

- What are you doing*
- A. **Proposed statement of objective:** Providing teachers, students, and parents with a rich variety of instructional materials for all grade levels in all major subject areas.
- B. **What is included:** Educational content is the software students, teachers, and parents will use to explore and manipulate information, communicate, create and develop new software applications, and digital archives of text, sound, video, virtual worlds and devices, and other material.
1. **Functional capabilities:** We don't know exactly how these new information systems will best be used in schools -- enormously exciting experiments are actively underway, but we can make some educated guesses:
- New instructional systems will allow teachers to reproduce many of the most time-honored approaches to instruction -- individual tutorials and apprenticeships. The instruction will be focused more precisely on individuals, and tailored to each learner's needs and interests and provide tailored assistance.
  - The systems can give teachers far greater freedom to focus on individuals and small groups and develop creative new approaches to instruction.
  - Powerful simulations can let learners see electric fields, witness molecular dynamics or operate simulated equipment such as telescopes or cyclotrons, and take tours of ancient cities.
  - The new systems can help test complex skills by giving students practical problems to solve which require sophisticated skills.
  - They should be able to tie schoolrooms into a much larger community. Links between schools and homes can help parents keep better track of their children's progress. Links to local and national businesses can help school-to-work transition. Links to the enormous resources of information and advice available through the internet and world-wide-web can help both students and teachers stay in touch with the rich reservoir of information now available in digital form. The net can help teachers maintain contact with colleagues with similar interests and problems around the nation and provide efficient new tools for them to obtain professional development.
2. **Categories of Products**
- digital materials on the net
    - digital libraries
    - collections of images, sound recording, video
    - functional software objects (JAVA etc) which might be a frog that behaves like a frog when dumped into a virtual pond
  - development tools for teachers to develop specialized instructional packages and assignments

- c) complete mentoring programs/tutorials,
- d) web searching tools (intelligent agents)
- e) collaborative software
  - distance learning
  - connecting schools, parents, local businesses

## II. Participant Activities

### A. Topics likely to be raised by participants

1. Many of the participants are software companies that are developing either individual products or entire suites of educational software products for distribution to homes and to schools. We have to find a way to celebrate the diversity of activity and the commitment to product development without appearing to be advocating any particular product or approach
2. Representatives of the College Board are working to improve testing methods and to work with schools to ensure that tests support standards
3. Representatives of school boards and other educational organizations are working to improve procurement, establish standards for products, and improve measurement

### B. Background on Government Activities

1. Challenge Grants

This program challenged schools, businesses, universities and other groups in communities to form partnerships and propose innovative uses of educational technology. 19 awards were announced by the President in October (summaries are included in the handout). We are struggling to preserve the program in the FY96 budget and considering expanding the program to cover pre-school. It has proven to be extremely popular and it might be useful to discuss it as a model for public/private investment in content
2. Digital federal collections

One of the projects sponsored by the Vice President's National Information Infrastructure task force has been to get federal information on line. Large amounts of NASA, NOAA, USGS and other scientific and technical information are on-line and more is coming (maps, space photography, biological data bases). This has been comparatively easy since most of the data is already in digital form.

We face enormous difficulties in getting cultural information available in the US park Service, the Smithsonian, the Archives, and the Library of Congress on-line. New material is being acquired faster than archives are being digitized.



3. Mission-oriented R&D and other RD&D

The US government spends a considerable amount training its own employees and has developed some enormously sophisticated training tools: Department of Defense (remedial education, aircraft trainers, equipment repair), NASA, DoE, DoT (air traffic controllers), CIA (don't ask). In the process they have conducted some very sophisticated research in what works and what doesn't for a wide range of technologies -- including simulators that are now becoming cheap enough to consider putting in classrooms. NSF sponsors a small program to encourage education technology research. The federal agencies have done some work over the years trying to find ways to make what they have learned available to schools but the results have been limited. We recently formed an interagency team under DoD and DoED with volunteer the agencies interested in working with the Department of education.

4. DoD schools

The Department of Defense runs one of the nation's largest K-12 school systems for dependents of US service personnel. Most schools are overseas. We are trying to ensure that these schools are models of use of education technology and are exemplars in the way they procure hardware and software.

### **III. Topics for Discussion**

- A. *Demand-Side problems:* School markets for software products frustrate many potential providers because (a) markets are highly fragmented and require highly specialized sales teams, (b) schools may not be clear about what they want in software or how they will be integrated into a curriculum, or how they will evaluate software products, and (c) schools may not have a clear understanding of what should be expected in modern software (expecting too much or too little)
- B. *Supply-Side problems:* The difficult market for school software products may lead to an underinvestment in RD&D in educational products. Technology developed for entertainment or highly focused government and industry training markets is not moved efficiently to school products.
- C. *Issues that could be raised in the discussion:*
  - 1. How can the Administration work with the industry and schools to help the nation understand what can be expected from advanced instructional software?
  - 2. How can schools organize to create an efficient market for high-quality products
  - 3. How can schools avoid being captured by a single product line and maintain the ability to use software tools to craft curricula sensitive to local interests and requirements

what are outcomes needed, so software can be developed

4. What metric can and will be used to evaluate the performance of new teaching materials before purchase and what tools will be used to assess its value after it is deployed
5. How can research and development efforts in educational content be encouraged? How can materials developed for specialized training purposes in DoD and industry or materials developed to assist visualization in engineering (visualizing molecules, electric fields) be repurposed for educational purposes
6. How can public television stations expand their educational missions to provide high-quality educational materials into new, digital technologies

#### IV. Options

1. Improving procurement methods for school purchases of information technology.
2. Helping schools define clear objectives for software and use tests that reinforce these objectives
3. Demonstrating state-of-the-art capabilities in corporate training and day-care facilities
4. Showcasing the future of educational technology (sponsoring challenge grants, collaborations on specific subject areas)
5. Making Federal Government's information resources (Smithsonian, Park Service, National Archives) available for educational purposes
6. Collaborations in content development involving public television stations working with associated universities and school systems
7. Sponsored contests for students

College Bd - ETA College Bd Standards  
FAN Testing

Amberch - get procurement team together  
standards

What do kids need to know?  
- Benchmarks

# Software

## Introduction

This section of the Report contains an overview of the software market for U.S. schools and higher education institutions. Included is a brief overview of software applications owned and used, plus software purchase plans. Only the Northwest Territories and the province of British Columbia are represented in the Canadian school section. This section concludes with a brief summary of the home school connection as related to computers and software.

The vast majority of respondents to the Center for Telecommunications Management's *Building the National Information Infrastructure in K-12 Education* survey had some type of word processing program in their school or office, averaging 94% among the eight groups studied. The next most popular software type was educational software (78%).

### Software Applications Owned, 1995

| <u>Application or Function</u>                                          | <u>Avg. %</u> |
|-------------------------------------------------------------------------|---------------|
| Word Processing                                                         | 94%           |
| Educational Software                                                    | 78%           |
| Spreadsheets                                                            | 73%           |
| Multimedia (e.g., audio, video, graphics and text, CD-ROM encyclopedia) | 73%           |
| Graphics/Art Applications                                               | 65%           |
| Desktop Publishing                                                      | 65%           |
| Electronic Games                                                        | 40%           |
| On-line Services                                                        | 29%           |

Source: Center for Telecommunications Management, 1995

## U.S. Software Purchase Plans

According to a study conducted by *T.H.E. Journal*, purchases of a variety of software products by K-12 schools, 2- and 4-year colleges and universities, and industry and government training centers would generate \$843.3 million in 1995. About 10% of sales would be to government and other training centers, with the remainder split between K-12 schools and higher education institutions, or roughly \$379.5 million for both K-12 schools and higher education institutions.

Using an estimated 84,000 schools, this represents about \$4,518 in software expenditures per school. And, using an estimated 4,200 higher education institutions, this represents about \$90,354 in software expenditures per college and university. The estimated cost per unit figures in the chart below are based on low-end mean cost estimates.

### Plans to Purchase Software by Units and Dollars, 1995

| <u>Item</u>                    | <u># of Units<br/>to be Sold</u> | <u>Est. Mean Cost<br/>Per Unit</u> | <u>(in \$ millions)<br/>Sales Projection</u> |
|--------------------------------|----------------------------------|------------------------------------|----------------------------------------------|
| Administrative Modules         | 38,840                           | \$3,000                            | \$116.5                                      |
| Authoring Systems              | 22,714                           | \$1,000                            | \$22.7                                       |
| A/V & Media Management         | 7,611                            | \$3,000                            | \$22.8                                       |
| Basic Skills                   | 14,740                           | \$700                              | \$10.3                                       |
| CD-ROM Packages                | 232,420                          | \$200                              | \$46.5                                       |
| Computer Aided Design (CAD)    | 124,610                          | \$500                              | \$62.3                                       |
| Curriculum                     | 341,865                          | \$100                              | \$34.2                                       |
| Desktop Publishing             | 157,324                          | \$300                              | \$47.2                                       |
| Graphics                       | 139,810                          | \$150                              | \$21.0                                       |
| Instructional Videodiscs       | 202,640                          | \$150                              | \$30.4                                       |
| Integrated Packages            | 187,230                          | \$400                              | \$74.9                                       |
| Comprehensive Courseware (ILS) | 3,371                            | \$40,000                           | \$134.8                                      |
| Library Automation             | 9,420                            | \$5,000                            | \$47.1                                       |
| Network Operating Systems      | 41,662                           | \$400                              | \$16.7                                       |
| Special Education              | 62,854                           | \$200                              | \$12.6                                       |
| Statistics                     | 76,915                           | \$300                              | \$23.0                                       |
| Windows Applications           | 151,811                          | \$300                              | \$45.5                                       |
| Word Processing                | 305,744                          | \$200                              | \$61.1                                       |

Source: *T.H.E. Journal*, 1995

### K-12 Software Purchase Plans

The Peter Li Education Group noted that Wujcik & Associates estimated that educational software sales in 1995-96 would range from \$945 million with high growth (110%), \$800 million with moderate growth (78%), to \$675 million with low growth (50%). In 1994, 74% of the building-level respondents to a *Technology & Learning* reader survey indicated they were likely to purchase science software during the 1994-95 school year.

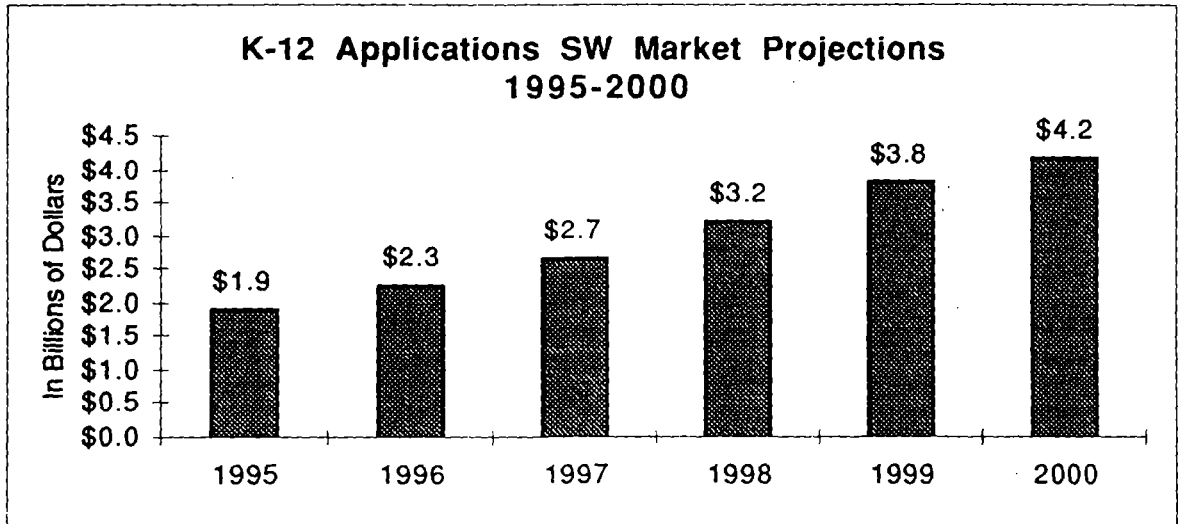
### Software Purchase Plans by Subject Area, 1994-95

| <u>Subject Area</u>       | <u>% Response</u> |
|---------------------------|-------------------|
| Math                      | 71%               |
| Reading/Language Arts     | 66%               |
| Science                   | 74%               |
| Word Processing           | 52%               |
| Geography                 | 48%               |
| Authoring Tools           | 35%               |
| English as a 2nd Language | 21%               |

Source: *Technology & Learning*, 1994

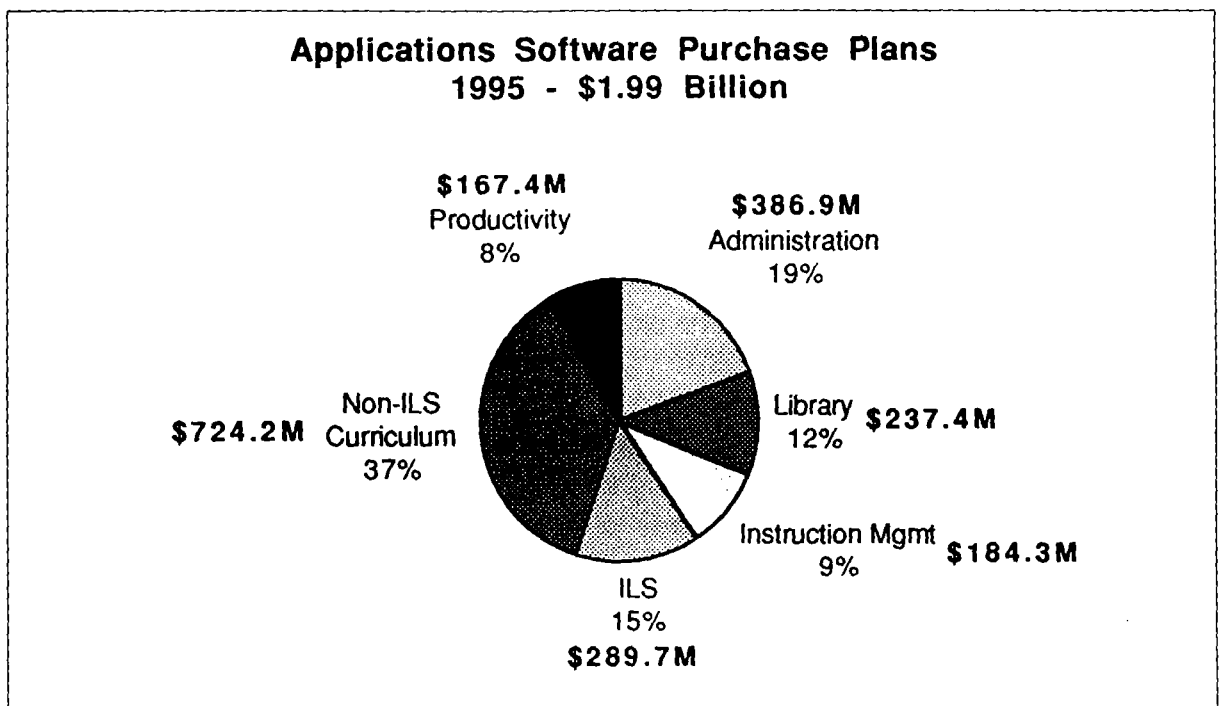
Market Dimensions, Inc. projected that K-12 educational software sales would increase from \$295 million in 1993, to \$500 million in 1995, and to \$620 million in 1998.

CCA Consulting Inc. (CCA) projected that K-12 software spending would be \$1.9 billion in 1995, increasing to \$4.2 billion by the year 2000.



Source: CCA Consulting Inc., 1995

CCA found that K-12 districts and schools would spend approximately \$1.99 billion on software applications in 1995, with the largest percentage for non-ILS software (37%).



Source: CCA Consulting Inc., 1995

SIMBA estimated that K-12 schools spent \$341 million on educational software and CD-ROMs during the 1992-93 school year. Administrative software accounted for about 7% of that total, or about \$23.9 million.

## CLOSE HOLD INTERNAL AGENDA

### IV. Wrap-Up Session

The Challenge: To involve the nation, including parents, teachers and students in every community, in the work of achieving technological literacy for all students by the dawn of the Twenty-First Century.

The Scope of Work: To consider what structures, both formal and informal, can provide the greatest impetus to these efforts and how the importance of this work can be most effectively communicated.

#### Issues for Discussion:

- How to build on-going efforts that support diverse local, state and national efforts,
- Issuance of a broad-based statement of principles,
- Consideration of support for and role of grassroots efforts and organizations, like U.S. Tech Corps, that will encourage voluntary action in support of local plans.
- How to communicate the importance of educational technology to every parent and community in the nation.

### FOR DISCUSSION LEADERS -- DESIRED COMMITMENTS

1. Signing of the statements of principles
2. Support for activities that can utilize every person's talent's through the use of the Tech Corp and the American Technology Honor Society
3. Reach leaders in every community with information that spur local action using 'Kickstart' and the Lucas Foundation

so what happens next?

- Pres will do rollout early 1996
- 60th Gov Conf

① Home Page

② E-Mail

③ ~~and~~ line summary

4. Communicate the importance of our efforts to every parent in every community in the nation.
  - Corporate/Organizational channels
  - Specially-produced material
    - Cable
    - Film
    - Broadcast
    - Radio
    - Publishing
    - Video Stores
5. Build on-going efforts that support diverse local, state and national efforts
  - State-by-state Netdays
  - National Council/Commission
  - Continuation/amendment of NIIAC
  - Corporate leaders with special appointment
  - DOE Summit

#### ADDITIONAL ISSUES THAT COULD BE RAISED (IF TIME PERMITS)

1. Creation of a "Communication Outreach Group." From a few "core" communicators, the creation of a dedicated group that would explore channels of communications to be use to further our educational technology initiative goals.
2. Appointing names of communications contact persons in communicates and give advance notice to us of significant communications activities
3. How can the administration best communicate the importance of this effort?
4. How do we best ensure that all constituencies are reached?
5. In terms of outreach specifically, how should we go forward next?
6. Possible timing of next steps by the Administration