

Pauline

4 issues

- Internal Issues Mtg

- Agencies to Participate in Tech Corps
- Streamline Fed Reaction of Computers
- Pres Award for Innovative use of Tech for ED
- Exec order ILTO

- Brief Presentation on ^{each} Issue
- Brief Discussion of any outstanding issues, problems, concerns
- IF fairly straightforward, Paul & I do memo for Gene & other w/ principals
- if complications, we ask agency to do memo outlining issue, pros & cons - send to us

Don Foy
Lawrence

Reaction of Computers

- update Bush order or new order
- Agencies giving to Found that will update & dist

- not sure whether legally we can give Fed Computers to Foundation

- Need Active Encouragement to incentive for volunteering time - award for Best program

- Tell stories of success

④ - Can't look like schools are dumping grounds for old stuff ^{don't donate old stuff}

- Maintenance & upgrade cost to schools

- Petwiler in CA - \$10 million in new money to buy used stuff

- Rush order - only Math & Science
- give to schools, not to Foundation
- cost junkies \$ & time to get rid of computers

Eve
Bitter

~~Handwritten~~ - GSA, less need to be
changed; Admin procedures

- Microsoft Windows
Rick Segal

Non-Profits adopt a
School District

Recognition

- Circulate
Exec order next wk
pull back together

ILTD

- Move to facilitate Federal
R & D spending
- In FY97 -- want some
Funds for Jomax
- Rec Partnerships with Private Sector

ISSUES

- Reluctance to Endorse Governance Structure -- ^{sec} want this role?
- who has staff responsibilities?
- who's gonna kick in FTEs
 - need agency buy-in up front
- Aggressive use of IPAT -- get univ, loaned industry execs.
 - agency send IPAT

Not a Big Government Solution
- political problem

Message -- as a bridge -- focusing existing Fed R&D activity
- need bridge to private sectors

① Do we need an exec order,
or could we just do this ourselves
as-is

Executive order creates notion of
new bureaucracy

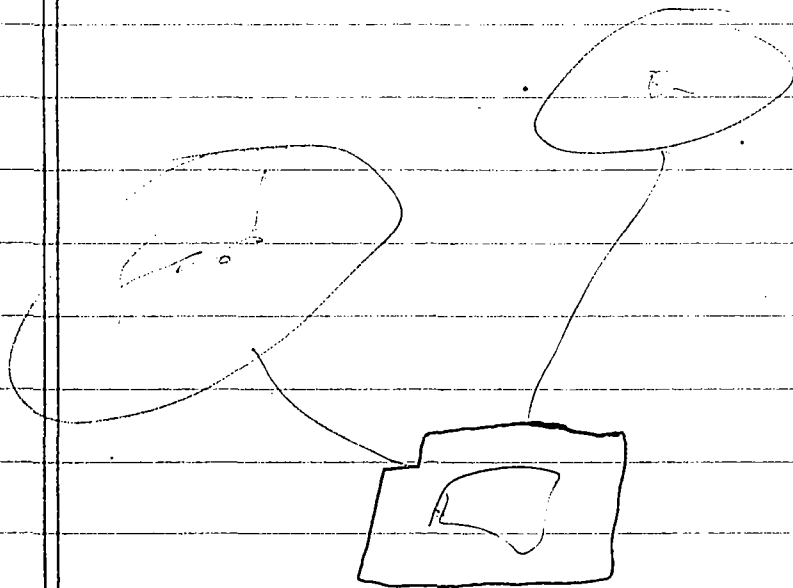
- ① Substantive
- ② PR

Publicize entity, not objective

Pres Sec Support

w

- do not trumpet exec order
trumpet message



— Car

— Brand

Overall Strategy
mems

Ed outreach 10-30-95

I Communication Piece CWM, Moffet

Julia doing 1 pager

↳ series of small announcements
leading up to big rollout

↳ on Saturday in CA, San Wiring, 1st
2 schools -- prototype schools for
Net-Day

- Santa Clara elem school
- San Jose HS

- andip message from Potus?
- Send someone from Admin there?

Kick start Report - Can release after Nov 22

Nov 28 - Gates to D.C. - Proceeds
from ~~Book~~ Ed book (\$2 million)
to NEA Teacher Grants

45 west - 40,000 Teachers Trained in Sys in 14 states

- Iowa, NC - High tech backbone
- Vermont - IBM
- WV, Utah

Ab. Sec ED Advisor
on ed tech special

Kalenberg

- FAA - letter
- US Trust Fund - Lang in Bill / principles - (Kias)
- Disarmal Gates

Donny Shalala
- ~~not meeting~~
- oppose Black grants to
Takes

Jonathan & Wrike up - sandrum
DODRS

① call Lou Finch - Pen -

② ~~know, but~~ Gene or Lara call - we need to do joint child - 8/01

- Set Campus, if learning M4 (X)

(call) Foy Fuenstein

401 -
3389

↓ Day Care and
↓ Fed Facilities

- major corps, kindergarten

Need a central point
- need to coordinate

Caperton - WV
Casper - DE
KY
TX

Ross MT
Rick Institute
Jim Kelly
- it F Museum

- what States are doing this?
- Where are there pols friendly to us that could push?
- Where can we leverage without gas? How?
- Large Districts - - Chicago & school reform, now under mayor's control!

Illinois Goals - World class Ed for 21st cent
Goal 5: "All Illinois public school students will attend schools which are effective"

Ed Memo

Unified Schedule

- regular mtgs Mon - 3:00
- regular Cent call

Julie outstanding Events schedule

- Mike as secretariat
 - setting mtg
 - info collect
 - Paper Plan

- Friday 2:28

- Azar

- Lunch offer - 10 min
- Prelim comments - slides
- Content Mtg next wk
- Marsh + Conf call - Brief Gov

- Caperton Hunt
- Levitt (Utah)
- Voinovich
- ~~B~~erache Indiana

- New Outreach - Monday
where we are at this

Saturday's e with

→ Lavondo Fisher - chance
white water
waters

- High School on Res \$15 million
- Construction \$ from impact aid fund
- ~~Met~~ Met w/ President in Montana

enrollment
not 500
- one person

81 815 money = construction - ended by 60%
undisbursed construction \$

Cathy Shaw - good

→ Mike Smith
→ Madeline Kunin
→ Julie Saurice Jackson

(400)

477 8338

call today

Ed
WS

Amendment

Spector
Ed Turoff

PBS

- Nov 29 Presentation to PBS Broadcasters ^{SM's}
- Re-Charting issue -- moving to digital is key
- Ready-to-learn & Math Line
- Community-based aspect is key -- each local PBS station does what ^{local} community wants
→ gets around "big brother" argument
- 14-1. of PBS Funding comes from fed govt

Teacher-Net is part of Math Line

- o - library of 25 video cassettes
- o - on line with master teacher & facilitator
- o - Internet Resource Center

PBS Online

HAS, NASA, DOE etc all have Teacher Training materials

Funding options

3 pieces {

- ① content
- ② Hardware to switch to digital
- ③ Access to communication link (spectrum)

2 sources {

- ① Appropriated funds
- ②

alternatives

① Digital TV ^{auction} options

a) Auction digital licenses for everyone but
non-commercial licenses

→ use portion of auction for Trust Fund

→ Allow PPS to sell off ^{station for} Trust Fund

→ Allow ability to lease use of spectrum
in short term for \$ for Trust Fund

② IF spectrum Given away, impose obligation
for children's content -- allow producers
to ~~set this~~ "hire" PPS stations to
do

→ every station must air 3 hrs of children's programming
- station can do 1 hr, pay PPS to do 2 hours

\$9 billion in Trust Fund needed for \$400 million

Mathline, ready to learn supported by
No Ed Funds

Need non-budget option

→ week from today

(3) Continuing appropriation - re-oriented
toward Non-prime-time content
(Mathline, Technology, etc.)

Vermont ?

Casper
Casper

Hunt

Levitt (Utah)

Vannich ?

Backe (Indiana)

(Hale conf call)

- relying on states may run into state politics

7900 -

Tom Shannon - N^{at} S^{ch} B^{at} A^{ssn}
(703) 548-5613
- Fox species

Call Linda on Vermont

TCI ?

Jim - did we
include ?

Lifelong Learning 11-#-95

\$ 7 million in Grants?

(3) Electronic Markets

Grants - Labor Market
Training Market (POD link)
How to learn so
Electronic Information Market
self assessment

57w
Grants to
education agencies

already have:

- One Stop Career Centers

- Labor Market info system

Job Bank
Talent Bank Network

USCWA
Marketing
in black market

January Conference with Third Party
Providers

ATT

Jodie - E-mail workplan

Henry E-mail Sal/et

Tuesday 2:00

gaiash Kibos
President
UCA

Correll

Smith Sonya

- Virtual Exhibit
- Home page of Future - Intel
- NSF Collaborations - Linking to pages
- Canoe Pilot 8-12 age group
- TV Program - characters with on line capabilities

Unset - ed TV company
Broadcast, multimedia approach

- collections
- Interpretations

Database problem - Optimization

- Problem is on Private Sector
side -- market is too
uncertain for

advertising model

review opening advertising
policy

- Technical - Lab, photography, etc.

\$9 per item to digitize

10 million objects
\$50 million ~~total~~

Corbis (Gates) wrote check for ~~Bettman~~
Bettman Collection
archives

easy

- vision
- willing to be flexible
- pilots

Hard

Talk about specific "Big" Commitments
- 10 million images in 5 yrs.

150th Anniversary?

Discovery, Intel already signed up

Feb 8 - Event in LA - UP will be there

CBS special in Jan

Aug 10 Bush on Mall

25 CBS "minutes" on Smithsonian

Jan - 21st Century Classroom

US6 - 2002