

Technology & Learning - Memos

PHOTOCOPY
PRESERVATION

DATE: August 1, 1995
TO: Jeremy Ben-Ami
Gene Sperling
FROM: Mike Schmidt
Paul Dimond
RE: Technology and Education Message as a Part of "Back to School Week"
Events

As the Education Budget Strategy Group works with other WH offices to map out the Administration's participation in Back to School Week events, we would like to strongly recommend that the group consider a number of possible announcements related to educational technology that the President or Vice President could make.

We have attached a list of five events that are a part of our various educational technology initiatives and are ready to go. Two of these -- U.S. Tech Corps and the Announcement of the Technology Learning Challenge Grants -- have the potential to be news "hooks" and should be given close attention. Both announcements will be ready to go in early September.

It may be a good idea at this Friday's 1:00 meeting to raise this issue and have someone from Education work with us to see how these announcements may fit into either: (a) already scheduled events, or; (b) potential Presidential or Vice Presidential events. If you approve of this course, we would be happy to take responsibility for making sure this stays on track over the next month.

**Presidential Event
The Technology Learning Challenge**

Message:

The President (joined by the Vice President, Secretary Riley, Secretary Reich, and other members of the Cabinet) will issue a series of "Challenges to the Nation" at a Back to School event on or around September 13. He will call for the business community, students, educators, Federal agencies, and other stakeholders to bring 21st century learning technology to schools, homes, and workplaces. This will allow all Americans affordable access to quality education and training, anytime and anyplace.

Challenges to the Nation:

The Challenge to the Business Community: U.S. Tech Corps

The President will join with CEOs of high technology companies to challenge technology volunteers from the Nation's computing and communications industries to join the U.S. Tech Corps. The USTC is a national initiative to organize volunteers at the grass roots level to advise and assist schools in the introduction of new technologies for learning in the 21st century.

The Challenge to Local Communities: Challenge Grants

In March, the Vice President challenged communities of schools, colleges, libraries, museums, and businesses across the country to join together to transform factory era schools into information age learning centers. Over 500 community consortia responded to this challenge, at least one from every state in the nation. The President [or the Vice President] will present the teams of educators, industry partners, and community leaders who have been selected to receive Challenge Grants.

The Challenge to Students: National Technology Honor Society

The National Association of Secondary School Principals (NASSP), with the endorsement of the President's Science and Technology Advisor, is establishing a National Technology Honor Society (to complement the National Honor Society, founded in 1926). The NTHS will recognize students who use their expertise to help teachers and school administrators apply technology to create new learning environments. These students will work closely with U.S. Tech Corps volunteers in their schools.

The Vision for the Future:

The National Vision for education and training in the 21st century is that technology will transform teaching and learning so that all Americans will have access to quality education and training tailored to their individual learning and workplace needs. Critical steps to meeting this goal include developing the next generation of interactive learning tools, preparing teachers to make full use of technology, highlighting the efforts of cutting-edge states and communities, and building a new kind of partnership with business. *This vision is outlined in the National Technology Plan to be released in mid-September.*

Federal Interagency Cooperation:

The President will announce a National strategy for leveraging Federal programs to demonstrate the value of emerging advanced technologies for learning and sign an executive order establishing the Interagency Learning Technology Office which will coordinate the initiative. This reinventing government initiative will focus projects which are now scattered across many agencies.

Participants in the Presidential Event:

- CEOs of high technology companies who have pledged support to the USTC, and volunteers, teachers, and students from the state Tech Corps pilot programs.
- Representatives from local school districts, their business partners, universities, and computer hardware and software vendors who form the winning Challenge Grant teams.
- NASSP Leadership with students, teachers, and principals who are organizing the NTHS.
- Secretary Riley, Secretary Reich, and others who will unveil the National Vision with education associations, school administrators, teachers, and students.

State and Local Outreach:

- USTC events will be held in Massachusetts, Illinois, Colorado, Iowa, New Mexico, and Tennessee, the six pilot states.
- Winning Challenge Grant teams will hold events in their communities to generate local press coverage.
- The NASSP will hold local events to encourage students to become members of the NTHS.
- Secretary Riley and other Administration officials will be presenting the National Vision to communities across the country throughout the month of September.

DRAFT: 31 July 1995

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