

**Education Meeting
June 16**

Title IX
Ed Shalby

Legislative Issues

1. Higher ed tax issues
2. Cardin/Sylvan Learning Centers amendment
3. America Reads
4. Voc. Ed
5. Bingaman/AP bill
6. Testing resolutions: Goodling/Etheridge
7. 760 Program letter
8. Tim Roemer meeting

Upcoming Events

1. Conference of Mayors
2. Family Conference
3. Boston Event-- Reading/Testing
4. Education Excellence Partnership-- Camden Yards
5. Math Strategy
6. State testing sign up
7. Urban testing sign up

Issues

1. CBEST
2. Failing Schools
3. Urban education working group

Education Strategy

Education Strategy Meeting June 2, 1997 Agenda

1. National Testing Initiative
2. America Reads legislative update
3. Chaka Fattah Response
4. House Republicans letter re: 760 Programs
5. Family Conference
6. Higher Ed tax package
7. Careers Bill -- introduced this week
8. IDEA bill signing/enrollment

401-3007

**Education Strategy Meeting
May 19**

Agenda

Testing Initiative

1. Strategy for *Next* Goodling Amendment
2. NAGB -- options
3. Civil Rights Groups/Bilingual issue
4. Outreach for Constituency Groups
5. State outreach/NGA Exec. Meeting/NGA Endorsement
6. Urban outreach

Budget Update

1. Review of agreement
2. Rollout activities
3. Appropriations issues

EDUCATION STRATEGY

A Work Plan for President Clinton's Ten Education Initiatives

DRAFT -- Updated March 8, 1997

DRAFT -- March 8, 1997

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NATIONAL STANDARDS OF ACADEMIC EXCELLENCE

I. State of the Union Proposal:

"To help schools meet the standards and measure their progress, we will lead an effort over the next two years to develop national tests of student achievement in reading and math."

"Every state should adopt high national standards, and by 1999, every state should test every 4th grader in reading and every 8th grader in math to make sure these standards are met."

II. Objectives:

- 40+ states signed up to administer 4th and 8th grade tests in 1999
 - 20+ states signed up by end of 1997
- Tests are piloted in 1998, and available for nationwide use in Spring 1999
 - Contract for test development awarded and work proceeding on schedule
 - Licenses awarded to test publishers, states and local districts for use of test
- National Partnerships/Mobilization efforts for improving reading and math achievement in place, by the end of 1997. These efforts, including America Reads, are designed to help students reach standards for 4th grade reading and 8th grade math by promoting use of effective practices, improving curriculum and teaching, and providing additional, after-school help to students who need it.
 - X states have comparable efforts in place by end of 1997
- Parents and public familiar with the tests and understand what they will cover by spring of 1998.

III. Strategies:

- **Enlist critical mass of states and cities behind standards/testing initiative**
Initial target states for standards/testing: Maryland, Michigan, California, Colorado, North Carolina, Delaware, California, Ohio, New York

Initial target cities: Boston, Philadelphia, Chicago, Seattle, Houston, DC

- **Gain endorsements from key constituency groups to promote national efforts and to promote state and local participation:**
Target Constituency Groups: AFT, NEA, PTA, School Principals and School Administrators, National School Boards Association, Chief State School Officers, Urban League, Business Coalition for Education Reform (e.g., BRT, NAB, Chamber of Commerce, NAM)
- **Generate Favorable Editorial Coverage (with a focus on standards/testing initiative)**
Encourage favorable op-eds from bipartisan opinion leaders (e.g., Ravitch, Price)

Encourage Secretary Riley and appropriate senior WH and ED staff to meet with editorial boards while traveling over the next few months.
- **Use Announcements of Grant Awards, Reports and Studies to highlight Priority Issues**
Announce results of existing NAEP and TIMSS tests. Launch test development with teachers advisory committee.

IV. Events/Activities:

March

- 3/13 Speech to NC Legislature; announce commitment from DoD Schools to participate in the national tests and to begin preparing students to meet high national standards
- 3/17 Meeting with Chief State School Officers to discuss testing proposal
- 3/22 - 3/25 Association for Supervision and Curriculum Development annual conference, Baltimore, MD
- 3/24 - 3/25 Possible sign-on event with Delaine Eastin in California with Silicon Valley Execs and others (alternatively, VP could do some or both of these)
- 3/31 3rd Anniversary of Goals 2000 Act.
- ED appoint and POTUS meet with testing advisory board of teachers and others; alternatively, develop agreements with Hill on changes to NAGBE legislation

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April

- 4/3 - 4/6 National Science Teachers Association annual meeting, New Orleans
- 4/9 or 4/10 Al Shanker memorial service
- 4/10 Secretary Riley participates in Principal for a Day in New York, NY
- 4/12-4/16 National Association of Elementary School Principals annual convention, San Antonio, TX
- 4/17 National Council of Teachers of Mathematics annual convention, Minneapolis, MN
- POTUS could hold education round table on standards; could discuss examples of challenging state and voluntary national standards with parents and/or could use TIMSS video to highlight good teaching to standards. Could do event in New York, where all students will soon be required to pass challenging state's Regents exams to get a diploma. Could do in conjunction with Shanker's memorial service in honor of Shanker's commitment to standards.

May

- 5/1 Blue Ribbon Schools recognition program. Possible WH ceremony.
- 5/2 1996 NAEP Science results (national grades 4/8/12 and participating states grade 8) announced by Secretary at Education Writers Association, DC

June

- 6/10 TIMSS 4th grade math and science results released
- Early June: ED and NSF report back recommendations from math/science directive (could combine with event kicking off effort to mobilize math/science community to help students prepare for meeting 8th grade math standards)
- 6/12 - 6/14 Presidential Scholars in DC
- 6/12 - 6/14 Southern Regional Education Board meeting in Annapolis, MD
- 6/18 - 6/21 National PTA annual meeting, Kansas City, MO

- POTUS event in DC honoring Presidential math and science teaching award winners (could combine with event kicking off effort to mobilize math/science community to help students prepare for meeting 8th grade math standards)

July

- 7/1 TIMSS-NAEP link in math (4/8) and science (8) released. For the first time, this study will allow comparisons in achievement between the 41 countries participating in TIMSS and most U.S. states. POTUS could convene with downlink sites in all states and outline proposals to address challenges in math (and science) achievement
- Kick-off event with Education Excellence Partnership (BRT, NAB, AFT, NGA, ED) and Major League Baseball to highlight new PSA's urging higher standards

Next Six Months

- Possible addresses by POTUS to state legislatures in Montana, North Dakota, and Colorado
- Bipartisan meeting with key members of Congress
- Continue process of seeking commitment from critical mass of states to participate in 1999 test administration

TALENTED TEACHERS IN EVERY CLASSROOM

I. State of the Union Proposal:

"My budget will enable 100,000 more to seek national certification as master teachers."

II. Objectives:

- Secure appropriations for National Board for Professional Teaching Standards, and increase number of board-certified teachers from 400 to xxxx by 199x.
- Increase the number of states and/or school districts:
 - requiring teachers to pass performance-based tests, reflecting knowledge and skills required to teach to high standards, in order to be licensed. [states]
 - rewarding excellence in teaching, especially by rewarding teachers for receiving board-certification [states and districts]
 - with programs to facilitate removal of incompetent teachers from the classroom [districts]
- Introduce and enact legislation (as part of reauthorization of the Higher Education Act) to strengthen teacher preparation, recruitment and induction
- Increase the number of teacher preparation programs committed to using effective practices and strengthening links with local school districts

III. Strategies:

- Identify promising practices for promoting excellence and accountability in teaching, and provide directory of federal resources available to support these practices
 - Products to be released in response to Presidential Directive
- Highlight states and districts with effective approaches to recruitment, preparation, licensure, induction, evaluation and rewarding of classroom teachers.
 - Speeches to legislatures in states (like NC) that are taking the lead

on improving teaching

- Secretary's Conference on Teacher Recruitment and Preparation
- Continue National Awards Program for Model Professional Development
- Visits to exemplary schools and programs
- Work with key groups, including NEA, AFT, NSBA and NASBE, CCSO, AASA, colleges of education and institutions of higher education, NCATE, NPBT, etc. to build support for effective state and local practices, and for Administration legislative proposals
- Create Partnership for Excellence and Accountability in Teaching
- Focus ED research, development and dissemination resources on practices and policies to promote excellence and accountability in teaching

IV. Events/Activities:

March

- 3/10 First Lady press roundtable with Secretary Riley.
- POTUS event in North Carolina 3/13; could focus on rewarding good teaching by urging states to adopt plans like Gov. Hunt's proposal to reward National Board-certified teachers with 12% bonuses and also urge states to adopt programs for counseling or removing ineffective teachers from the classroom. Could also highlight next month's conference on teaching.
- Education Department conducts events (including Riley video appearance at 3/12 NC conference), outreach highlighting effective practices to improve teaching

April

- 4/9 or 4/10 Al Shanker memorial service
- 4/14 WH event for national Teacher of the Year, also highlighting newly board-certified teachers and ED response to directive on excellence and accountability
- 4/15 National conference on teacher recruitment and preparation, involving 50

Teachers of the Year, college presidents, deans of education, etc. (possible POTUS education roundtable?)

May

- 5/20 Secretary Riley accepts Outstanding Service award at Columbia Teachers College, New York, NY

June

- POTUS event in DC honoring Presidential math and science teaching award winners (could combine with event kicking off effort to mobilize math/science community to help students prepare for meeting 8th grade math standards)

July

- 7/1 - 7/5 NEA conference, Atlanta, GA

Next Six Months

- Visit to local union/school board program (e.g., NYC, Columbus) that removes incompetent teachers, or to other local union event: recognize existing efforts and challenge every union and local school board to do the same. Couple with guide/resource book from ED.
- Speak at summer AFT or NEA conference: focus on Board certification and on firing incompetent teachers
- Need to spotlight effective local practices through events, op-eds.
- Rollout of teacher preparation provisions in Higher Education Act Reauthorization proposal
- Visit high school in Cincinnati for students interested in careers as teachers

AMERICA READS

I. State of the Union Proposal:

"[W]e have just launched the America Reads initiative -- to build a citizen army of one million volunteer tutors to make sure every child can read independently by the end of the 3rd grade."

"We want at least 100,000 college students to help."

II. Objectives:

- Introduce and enact America Reads legislation
- Secure commitments from higher education and other sectors for xxxxx reading tutors by 199y
- Launch America Reads grassroots community partnerships in xx states [tie to state sign-on to national testing]
- Identify and promote proven, effective approaches to early reading instruction, and increase the number of Title 1 sites using them
- Disseminate good, clear examples of "reading to national standards" widely to parents, teachers and public.
- Develop strategy for implementing legislation, including recruiting and training of reading specialists

III. Strategies:

- Develop and sustain bipartisan support for initiative, including Governors and members of Congress
- Demonstrate through events, speeches, and validation that America Reads is a serious educational proposal
- Build on existing Read*Write*Now effort, with special emphasis on increasing number of students in summer reading program

- State and local sign-on to America Reads, where possible tied to sign-on to national 4th grade reading test; target strong recruitment efforts in states POTUS is scheduled to visit

IV. Events/Activities:

March

- 3/11 Department of Education/National PTA Teleconference from DC with focus on reading, math, financial aid and HOPE. Secretary Riley and Rasco participate along with Mayor Daley. Hosted by Susan Rook from CNN.
- 3/21 Secretary Riley speaks to American Publishers convention
- Hale, Rasco, and Education staff to gather information on children's reading programs and funding levels of Republican governors (e.g., Bush, Wilson, Engler) and others (New York City School Superintendent Rudy Crew)
- WH develop bipartisan letter to Congress from four governors stressing importance of passing a proposal to achieve goal of every 3rd grader reading
- WH develop information on where bipartisan congressional and gubernatorial support for the America Reads initiative exists; invite staffs to White House to discuss the proposal
- Invite Weld, Engler, Bush, and several Democratic governors to the White House for conference highlighting successful state and local tutoring programs
- Rollout legislative proposal using success stories to validate seriousness and value of the program
- Continue to build broad grassroots coalition for early literacy through outreach to mayors, governors, educational institutions
- Raise for discussion in budget working group meetings on the Hill

March/April

- 4/1 Release Department of Education report on "How to Establish a Community Homework Center," describing components of successful homework centers run by several public libraries

- 4/8 Secretary Riley goes on Magic School Bus tour with DC kids, sponsored by DC schools math, science and technology initiative. Secretary has invited POTUS, FLOTUS and other cabinet secretaries to join him
- Announce formation of America Reads Network, a coalition of 60 national organizations ED has been working with to promote reading improvement
- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress

April

- 4/27-4/29 Citizens Service Summit, Philadelphia, PA

Early May/June

- Launch and then highlight best local examples of summer component of America Reads Challenge-- Read*Write*Now!-- to get 1.5 million children to read 30 minutes per day over the summer.

May

- 5/6 Secretary Riley speaks to International Reading Association annual convention, New Orleans (conference runs 5/4 - 4/9).
- 5/20 Department of Education monthly satellite town meeting on "Becoming a Reading, Literate Society."

Late May/early June

- Announce new America Reads products: (1) Early Childhood Kit for parents and care givers to encourage early language development from birth through 5 years old; (2) America Reads Challenge: Read*Write*Now!, a kit of learning activities for parents to use with kids from birth through sixth grade.

June/July

- 6/26 - 7/2 American Library Association annual meeting, San Fransisco, CA

Next Six Months

- Department of Education and Corporation for National Service continue to recruit college presidents that are pledging work study slots for reading tutors. Recruitment should be tied to Presidential travel to states.
- Continue to build broad grassroots coalition for early literacy through outreach to mayors, governors, educational institutions
- In September, as part of America Goes Back to School, Cabinet members go to DC schools where there agencies have tutoring arrangements. POTUS, Riley and another cabinet head could go to a school that has partnered with a third agency, such as DOD

EARLY LEARNING

I. State of the Union Proposal:

"[The First Lady] and I are going to convene a White House Conference on Early Learning and the Brain this spring, to explore how parents and educators can best use these startling new findings."

"[T]his balanced budget expands Head Start to one million children by 2002."

II. Objectives:

- Promote awareness -- among parents, child care providers and the public at large -
- of the importance of early brain development and of parenting behaviors to promote healthy brain development
- Secure increased appropriations for Head Start and WIC
- Introduce and enact Parents as First Teachers component of America Reads Challenge, and coordinate its implementation with related efforts, including Head Start, Goals 2000 Parent Resource Centers, Even Start, and ED Family Involvement Partnership

III. Strategies:

- Hold successful WH conference on early brain development, tied in to Reiner campaign
- Make sure that all federal programs reaching parents and young children incorporate lessons from neuroscience into design and operation. Programs include Head Start, PAFT, Goals 2000 Parent Resource Centers, and Education Department's Family Involvement Partnership, etc. to spread word about brain development

IV. Events/Activities:

March

- 3/10 First Lady press roundtable on education with Secretary Riley.
- 3/10 Mrs. Gore speaks at National PTA legislative conference
- 3/11 First Lady's speech on early literacy in AR
- Outreach to interest groups, mayors, governors, others for participation in conference
- Plan Head Start events at pre-school programs for principals

April

- 4/3 First Lady attends childhood development conference in DC
- 4/9-4/13 Council for Exceptional Children annual conference, Salt Lake City, UT
- 4/17 WH Early Learning and the Brain Conference

May

- 5/19 First Lady attends children's conference hosted by Governor Dean of VT in Los Angeles, CA
- 5/28 - 5/31 National Head Start Association annual conference, Boston, MA
- Department of Education/Conference Board national conference on public and private efforts to increase family involvement in education in Boston
- Department of Education releases sequel to Employers, Family and Education

Late May/early June

- Announce new America Reads products: (1) Early Childhood Kit for parents and care givers to encourage early language development from birth through 5 years old; (2) America Reads Challenge: Read*Write*Now!, a kit of learning activities for parents to use with kids from birth through sixth grade.

June

- 6/17 Secretary Riley hosts Department of Education monthly satellite town meeting on “Ready to Learn: Preparing Young Children for School Success”
- 6/21-6/24 Parents as First Teachers national meeting, St. Louis, MO
- 6/22-6/23 VP’s Conference on Families and Learning, TN

CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

I. State of the Union Proposal:

"I challenge every state to give all parents the right to choose which public school their children will attend; and to let teachers form new schools with a charter they can keep only if they do a good job."

"We should also make it possible for more parents and teachers to start charter schools."

"Our plan will help America to create 3,000 of these charter schools by the next century -- nearly seven times as there are in the country today. . ."

II. Objectives:

- Increase the number of states with charter schools legislation from 25 in 1996 to 30 by the end of 1997, and 35 by the end of 1998.
- Increase the number of charter schools from 500 to 1,000 by the beginning of the 1998 school year.
 - Newly chartered schools should focus on clear standards of student achievement, for which they will be accountable.
- Secure \$100 million appropriation for charter schools program
- Focus attention of policymakers, advocates and educators on key issues in the development of charter schools, including:
 - effective approaches to starting and supporting charter schools
 - the importance of strong accountability provisions for charter schools
 - effective ways of using charter schools to stimulate and inform improvement of all schools
 - use of charter schools as one tool in intervening in low performing schools
- Increase in the number of states and school districts that:
 - reward high performing or improving schools, and intervene in schools that are persistently low performing [set target]
 - require students to meet standards before moving from one school level to the next [set target]

- Increase public awareness of additional strategies for increasing choice within public education and for fixing failing schools.
- Enlist 3-5 large school systems to work together to design and implement model school choice plans, using district-wide choice, magnet schools, charter schools, schools-within schools, or other innovative public school choice strategies..

III. Strategies

- Target states considering charter school legislation this session with visits by President, Vice President or Secretary, where such visits can help gain enactment of legislation
 - Target states: Missouri, Washington
 - President's speech in at least one legislature should clearly address accountability issues pertaining to charter schools
- Use announcements of federal charter schools grants to highlight states with strong charter schools laws and promising examples of charter schools
- Produce a series of charter schools evaluations, reports and guides to focus attention of advocates and policymakers on key issues needing attention in the design and implementation of charter schools laws
- Promote accountability for performance by vigorous implementation of Title 1 requirement that states and school districts intervene in failing schools
- Hold national conference for educators, parents, business and others, focusing on effective ways of dealing with failing schools
- Provide guidance to Title 1 schools on parental involvement
- Produce and disseminate parents' booklet on how to choose the best public school for their children.

IV. Events/Activities

March

- In 3/13 NC speech, POTUS can acknowledge NC's efforts on charter schools

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- 3/13 VP Speaks to CA legislature; message may include focus on reinventing education, getting more dollars into the classroom.
- Release Department of Education study on parental involvement in education (Title I study with broader principles)
- Speech to state legislature on charter schools (e.g., Washington, Missouri), challenging states to adopt legislation providing for start-up of charter schools and focusing on charter school accountability; could also challenge all charter schools and charter school developers to review performance standards and raise them if they aren't high enough
- Release charter schools national study in visit to a charter school or radio address. A key finding is that the lack of access to start-up funding is the most commonly cited obstacle to starting charter schools
- Announce competition for new charter school start-up funding and challenge teachers, parents, museums, universities and others to start high-quality charter schools (scheduled to be announced first half of march)

March/April

- Release guidebook for school boards and other chartering agencies on responsibilities for reviewing and approving high-quality charter school proposals; could combine with rollout of Department of Education's new website to assist charter school developers

April

- Secretary Riley does monthly satellite town meeting on charter schools

April/May

- Speak to a public school choice parent fair that the Department of Education and local district could organize in a system with charter schools and general public school choice (e.g. Boston, San Fransisco). Could combine with release of Department-prepared guidebook on choosing a public school for your child
- Possible event for VP to address state informational meeting for teachers, parents, others on opportunity to start charter schools and apply for federal start-up funding (perhaps in DC with participation of Smithsonian, National Academy of Sciences)

June/July

- 6/30-7/15 Announce awards of federal start-up funding for charter schools

July

- Address federally-sponsored national charter school conference targeted at schools receiving federal start-up grants

Next six months

- Convene national meeting on fixing failing schools, with participants committing to identifying and fixing failing schools and reacting to draft report on models and principles

Fall

- Release report prepared by Department of Education on models and principles for broad public school choice efforts and announce at least 5 school districts agreeing to undertake development of model efforts (NOTE: not currently underway, so would probably need to take place in the fall)
- Ribbon-cutting of newly opened charter school, such as Henry Ford museum charter school in Dearborn, Michigan, or in Chicago, North Carolina, Florida, California, New Jersey, or one of small number of schools being opened by the NEA
- VP speech to Texas legislature, date TBD

SAFE, DISCIPLINED, AND DRUG-FREE SCHOOLS

I. State of the Union Proposals:

"We must teach our children to be good citizens. And we must continue to promote order and discipline, supporting communities that introduce schools uniforms, impose curfews, enforce truancy laws, remove disruptive students from the classroom, and have zero tolerance for guns and drugs in schools."

II. Objectives:

- Increase the number of school districts which require expulsion and police notification if weapons are brought to campus
- More effectively focus Safe and Drug-Free Schools Program funds on proven, effective practices for increasing safety and reducing drug use.
- Secure funding for After School Learning Centers in the 21st Century Community Learning Center program, so that 800 to 1,000 inner-city and rural schools can remain open in evenings and weekends to provide safe havens and increased learning opportunities, and to reduce juvenile violence and substance abuse.
- Promote schools-within-schools, mentoring programs, and other means of creating more personalized, nurturing environments for middle and high school students
- Increase the number of: (1) high school students involved in service; (2) states and school districts that require service for high school graduation; and, (3) states and school districts that encourage and provide opportunities for service by high school students

III. Strategies

- Conduct events that highlight successful programs
- Pass appropriations language requiring local initiatives funded through safe and drug free schools program to be firmly based in research on effectiveness, and issue Federal Register notice outlining principles

IV. Events/Activities

March

- DPC staff to meet with Department of Education to discuss future strategy on Safe and Drug Free Schools program
- Pursue juvenile justice bill in bipartisan leadership meetings
- Release community schools guide prepared by ED
- Rollout of ED website for Partnership for Family Involvement in Education

April

- 4/4-4/7 American School Counselors Association, Orlando, FL
- Release revised version of parent's guide to prevention
- Satellite teleconference on effective youth and drug violence prevention strategies.

June

- 6/12-6/14 POTUS invited to address annual meeting of The Communitarian Network

Next Six Months

- Pass appropriations language, proposed in budget request, that would require local Safe and Drug Free Schools grant recipients to operate programs that meet principles of effectiveness published in the Federal Register
- POTUS visit to a school that adopted uniform policy and environment has improved

Next fall

- Visit Long Beach, California school that has adopted uniform policy as well as higher standards modeled on Boston Latin high school

SCHOOL CONSTRUCTION

I. State of the Union Proposal:

"My budget includes a new initiative -- \$5 billion to help communities finance \$20 billion in school construction over the next four years."

II. Objectives:

- Establish and publicize clearinghouse on school construction
- Enact school construction legislation
- Begin implementing legislation and use bully pulpit to leverage substantial increase in construction

III. Strategies:

- Continue to highlight urgent need for construction to address high growth and need to modernize schools
- Develop and sustain bipartisan support for initiative

IV. Events/Activities:

March

- Decision from POTUS on formula issue raised by Treasury?
- 3/14 POTUS rollout of legislation in Florida?
- 3/14 VP amplification event/school visit in San Bernardino, CA?
- Release state-by-state data on Administration's school construction and rehab figures

- 3/16 Sperling speaks to annual legislative conference of Council of the Great City Schools
- Conduct events with Sen. Moseley-Braun and Rep. Nita Lowey

May

- 5/14 - 5/19 National Association of Realtors, DC

June

- 6/20 - 6/25 U.S. Conference of Mayors conference, San Fransisco, CA

Next Six Months

- Continue holding events to highlight initiative
- Rollout school construction clearinghouse in September

HIGHER EDUCATION

I. State of the Union Proposals:

"I propose America's HOPE Scholarship . . . two years of a \$1,500 tax credit for college tuition, enough to pay for the typical community college. I also propose a tax deduction of up to \$10,000 a year for all tuition after high school; and expanded IRA you can withdraw from tax free for education; and the largest increase in Pell Grant scholarships in 20 years."

II. Objectives:

- Enact HOPE Scholarship and tax proposals, including tax credits, tax and tax free savings
- Enact Pell Grant increase and expanded eligibility
- Enact Presidential Honors Scholarship
- Enact increased appropriations for Work-Study and TRIO programs
- Increase the number of states establishing HOPE scholarships, pre-paid tuition plans, or other measures to make college more affordable for lower- and middle-class families
- Use passage of initiatives as platform for raising student and family expectations for college-going

III. Strategies:

Legislative Strategy

- Continue to build support for higher education proposals in order to maintain strong hand in budget negotiations

Post-enactment Strategy

- Launch campaign in Fall 1997 to help families and students recognize that college is affordable and attainable for those who plan and work for it

IV. Events/Activities

March

- Education Department circulates letter to be signed by hundreds of university and community college presidents endorsing higher education initiatives and gathers signatures; follow with event to release
- Education Department continues outreach to college associations
- Regional op-eds by college presidents on higher education initiatives and release by Gov. Miller op-ed on how well HOPE works in Georgia
- Following up on POTUS events, press calls by Riley, Sperling, others to targeted media addressing evidence that HOPE does not cause grade or tuition inflation
- Release state-by-state analysis of Pell Grant and education tax proposals (Treasury and Education)
- Release Summers op-ed on long-term economic benefits of higher ed package

March/April

- Release new Department of Education publication "Getting Ready for College Early: A Handbook for Parents of Students in the Middle School Years

April

- 4/9-4/13 National Association for Equal Opportunity in Higher Education annual meeting, DC
- 4/12-4/15 American Association of Community Colleges annual meeting, Anaheim, CA
- 4/12-4/15 Association of Governing Boards of Universities and Colleges national conference, San Diego, CA
- Secretary Riley speaks at UVA Education School, Charlottesville, VA

June

- Late June 25th anniversary of Title IX sports

Next Six Months

- VPOTUS and Secretary Riley conduct telephone press conference with student newspapers across country
- Prepare to launch fall campaign on availability of college, readying PSA's and materials for students and parents.

LIFELONG LEARNING

I. State of the Union Proposal:

"My G.I. Bill for America's Workers will transform the confusing tangle of federal training programs into a simple skill grant to go directly into eligible workers' hands. For too long, this bill has been sitting on that desk there without action -- I ask you to pass it now."

II. Objectives

- Expand School-to-Work implementation to all 50 states by 199x.
- Develop and enact legislation to consolidate federal job training programs and provide individual skill grants

III. Strategy

- Highlight need through events with workers who would benefit from skill grant
- National School-to-Work Office, ED, and DOL target assistance to remaining states without school-to-work implementation grants
- Highlight successful school-to-work programs

IV. Events/Activities

March

- Launch legislative initiative (possible reinvention event for VP)

May

- 5/4 Commemorate anniversary of School-to-Work Opportunities Act by visiting a model program at a high school

Next Six Months

- Event with workers who would benefit from skill grants
- Visit model adult education program

TECHNOLOGY LITERACY

I. State of the Union Proposal:

"Last year, I challenged America to connect every classroom and library to the Internet by the year 2000, so that, for the first time in our history, children in the most isolated rural towns, the most comfortable suburbs, the poorest inner city schools, will have the same access to the same universe of knowledge."

II. Objectives

- Secure E-rate for schools and libraries.
- Increase percentage of classrooms and libraries connected to the Internet
- Increase teacher understanding of how to successfully integrate technology into student learning

III. Strategies

- Conduct additional outreach efforts and events designed to achieve broad goals, with especially strong focus on building support between now and expected 5/7 FCC ruling
- Develop universal technology literacy goals (e.g., every 6th grade teacher trained on Internet; content/educational software linked to math, science, and literacy goals)
- Achieve full funding in budget for Technology Literacy Challenge Fund (\$425 million) and Innovation Fund (\$75 million)

IV. Events/Activities

March

- 3/12 Senate Committee hearing on E-rate
- 3/24 Secretary Riley school visits with Sen. Rockefeller in Martinsburg, West Virginia highlighting importance of E-rate and technology funding request

- 3/25 Secretary Riley tentatively set to speak to Rural Education conference
- Reinstate Ed Tech working group meetings to focus on achieving broad goals
- Public Liaison, Intergovernmental, policy councils, and others continue outreach to business, labor, educators, state Departments of Education, elected officials, celebrities, and volunteers to broaden and deepen support for NetDay
- Task Education Department to develop rollout strategy for educational technology grants
- Develop appropriations strategy for \$500 million in funding
- Outreach to two CEO groups formed to meet President's challenge: Corporate Commission on Educational Technology and CEO Forum on Education Technology
- Hold DC NetDay with First Lady or other high-level White House participation

April

- April 7-11 -- World Wide Web Conference in California: possible industry consortium to increase access to the web for people with disabilities; Dole invited; possible event for POTUS, VPOTUS, or First Lady
- 4/18 NetDay (tentative)
- 4/29 Secretary Riley speaks to National Cable Association

April/May

- 4/25-6/3 MD Congressional delegation has invited POTUS, FLOTUS and Chelsea to attend grand opening of Columbus Center's Hall of Exploration in Baltimore -- comprehensive research and education facility dedicated to marine science and using latest technology.

May

- 5/7 Final action by FCC on \$2.25 billion on discounts for schools and libraries

June/July

- 6/26-7/2 American Library Association, San Francisco
- 6/30-7/2 National Education Computing Association, Seattle, WA (POTUS and FLOTUS invited)
- 6/30 Announce new Star Schools program awards

Next six months

- Release report by PCAST (President's Council of Advisers on Science and Technology) on educational technology; will recommend increasing funding for ed tech research and development
- Develop initiatives in teacher training and content, possibly linked to America Reads and "first in the world in math and science"