

PHOTOCOPY
MISC. HANDWRITING



William R. Kincaid
08/06/97 11:46:28 AM

Record Type: Record

To: Elena Kagan/OPD/EOP

cc:

Subject: memo on Campbell's Labels for Education program

You and Mike were copied on a memo from Michelle Crisci about an event Campbell's Soup wants to do in DC in October. I don't see this as a POTUS or VP event. Since they want to do it at a DC school they are assisting, maybe the FLOTUS would be interested. Does somebody need to respond to Crisci?

-- Bill

Possible Evaly/Schedly

Elena -

Here's my take
on this. Let me
know if I need to
follow up =)

Crisci.

- Bill

Bill -

I'm with you. Ash Ten
or Nicole is the First
Lady would be interested;
otherwise, send on to D of E
and let Michelle know.

Elena

Could you
please follow
up w/ Jennifer
Klein/Nicole
Rubmer ~~aka~~ ^{Thinks} Bill
on this?
Take off cover note
from me (Elena).

I faxed
info to Nicole

AB
5/14

69412
fax

(return)

**PHOTOCOPY
MISC. HANDWRITING**

August 5, 1997

MEMORANDUM TO: ELENA KAGAN
MIKE COHEN

FROM: MICHELLE CRISCI

SUBJECT: CAMPBELL'S LABELS FOR EDUCATION PROGRAM

Is this an event/ program with which the White House will want to be involved?

Bill—
What do you think?
Elena

Shandwick

Shandwick Public Affairs

Metropolitan Square
655 15th Street N.W., Suite 475
Washington, D.C. 20005
Telephone: 202-383-9700 Facsimile: 202-383-0079

MEMORANDUM

TO: Serena Torrey

FROM: Steve Feldman

CC: Senator Riegle

DATE: August 5, 1997

RE: Proposed Labels for Education Event

As discussed, here is the information on the Campbell's Labels for Education program and our proposal for a Washington, DC event celebrating the programs 25th anniversary.

WHAT:

This year marks the 25th Anniversary of the Label for Education program, an incredibly successful public/private partnership that has raised more than \$70 million for schools across the country.

Campbell's Labels for Education provides equipment to schools, at no cost, in exchange for labels from Campbell's products. This year, Campbell's will give away more than \$5 million worth of vital educational equipment to schools nationwide.

The program will have a high-tech focus for the next century. At the event, we plan to announce the availability of cutting-edge, educational software through the Label's program and to have elementary school children demonstrate this software.

This program offers a concrete example of how businesses, communities, schools, educators, parents and children can work together to translate the Administration's Call to Action for American Education in the 21st Century.

WHEN:

Campbell's is hosting an event in Washington D.C. around October 1, 1997, to celebrate the success of the past 25 years and look forward to the next 25 years. We will, of course, accommodate your schedule for both date and time.

WHERE:

We have been in contact with three District of Columbia Schools who are participants in the Labels program. We would be happy to locate the event at the White House, Department of Education or any other suitable location you desire.

WHO:

Confirmed to participate in the event are top executives from Campbell's, leaders from the education community and parents, children and teachers from Label's success story schools (plenty of good success stories from Arkansas). We have also extended an invitation to the Secretary of Education who has tentatively expressed his interest in participating.

WHY:

We would like to offer the White House the opportunity to articulate its messages about education. The Campbell's Labels for Education program is the oldest program of its kind and can be highlighted as a model public/private partnership that involves businesses, communities, schools, parents, teachers and children in an effort to educate and prepare the nation's youth for the information-based and increasingly competitive career environment. The program fulfills many of the goals outlined by the President in his Call to Action for American Education in the 21st Century.

Thank you in advance for your time and attention to this matter. Again, we'll do whatever it takes to make this work for you. If you have any questions, please do not hesitate to give me a call at 202-383-9708.

Attachments

Shandwick

Donald W. Riegle, Jr.
Chairman

Shandwick Public Affairs
Metropolitan Square
655 15th Street N.W., Suite 475
Washington, D.C. 20005
202-383-9700
Facsimile: 202-383-0079

June 12, 1997

Mr. Rham Emanuel
Executive Office of the President
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

12935 W. Bayshore Drive, Suite 290
Traverse City, MI 49684
616-933-0200
Facsimile: 616-933-0639

Dear Mr. Emanuel:

This year marks the 25th Anniversary of the Campbell Soup Company's Label for Education program, an incredibly successful public/private partnership that has raised more than \$70 million for schools across the country. This program offers a concrete example of how businesses, communities, schools, educators, parents and children can work together to translate the Administration's *Call to Action for American Education in the 21st Century* and epitomizes the Department of Education's excellent *Partnership for Family Involvement in Education* initiative.

Campbell's is planning to host an event in Washington D.C. around October 1 this year to celebrate the success of the past 25 years and look forward to the next 25 years. I would like to enlist your support in encouraging the President to consider participation in this event.

We would like to host the event in a local D.C. school and plan to invite children and their parents and/or teachers from the LFE success stories from around the country. We also plan to invite Members of Congress, educators and other key individuals who play an important role in the education of America's children.

This is an opportunity to highlight the Campbell's Labels for Education program as an exemplary public/private partnership that involves businesses, communities, schools, parents, teachers and children in an effort to educate and prepare the nation's youth for the information-based and increasingly competitive career environment. In addition, we are planning a large-screen demonstration of educational software with a child from a Labels for Education success story to emphasize a commitment to the importance of technology in a child's learning process.

We have attached a brochure from last year's Labels for Education program for your review. Please note the wide variety of educational equipment schools, licensed child care centers, public libraries, religious educational centers, and Head Start centers can receive in return for labels.

I look forward to discussing this proposal in further detail. If in the meantime, you have any questions, please call Emma Ballard at 202/383-9711.

Sincerely,

Donald W. Riegle

Enclosure

Rham
I greatly
hope we
involve the
School with
its a terrific
program - directed
in line with the
President's call
for focused
volunteers
Best
Wish



NATIONAL EDUCATION ASSOCIATION

Robert F. Chase, President
Reg Weaver, Vice President
Dennis Van Roekel, Secretary-Treasurer

1201 16th Street, N.W.
Washington, D.C. 20036-3290
(202) 822-7000 Fax (202) 822-7974

Don Cameron, Executive Director

Executive Office

December 4, 1997

Facsimile

TO: Bill Kincaid
Domestic Policy Council
Washington, DC
FAX 202-456-5581

FROM: Carol Adams/Dave McGloin
National Education Association
202-822-7118/7373
FAX 202-822-7011/7482

Pages 4 (including this page)

COMMENTS: Attached is a letter that NEA sent to President Clinton, and to Hillary Clinton. We will call you sometime next week to follow-up on this request.

If you did not receive all pages, please call the sender as soon as possible. If this facsimile was sent to the wrong number, we would appreciate a call so we can send the fax to the correct number.



NATIONAL EDUCATION ASSOCIATION

Robert E. Chase, President
Reg Weaver, Vice President
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1201 16th Street, N.W.
Washington, D.C. 20036-3290
(202) 822-7000 Fax (202) 822-7974

Don Cameron, Executive Director

Executive Office

December 2, 1997

The Honorable Bill Clinton
President of the United States
The White House
Washington, D.C. 20500

Dear Mr. President:

On behalf of the National Education Association (NEA), thank you for your continued commitment to highlight the needs of young children. Your focus on quality education and child care and your leadership to help every child read at grade level by the third grade represent a strong foundation for our children's future.

We would be honored if you would lend your support to the *Read Across America*, a national reading celebration that NEA is sponsoring in partnership with the nation's leading education, literacy, and community organizations. On the evening of Monday, March 2, Dr. Seuss' birthday, we are calling for every child in every school and community in the country to be in the company of a book. We know that when children read outside of school, they perform better in school. *Read Across America* is a national effort to generate enthusiasm for reading.

NEA is mounting a broad organizing effort to engage our members and their communities in support of the campaign and to capture the imagination of children nationwide. Among the planned events:

- Cal Ripken will throw the "first book" during Orioles' spring training and go into the stands to read with children. (To be confirmed by December 15)
- Celebrities, organized by the Screen Actors Guild Foundation's Book Pals program, will take part in a choral reading of Seuss works at the Greek Theater outside of Hollywood.
- The North Carolina Association of Educators will donate 10,000 books to needy children, so that they can participate in this national celebration. (Scholastic Inc. is donating one book for every book our members purchase.)

We would be honored if you would use the occasion of your Christmas story-telling session with children to speak about *Read Across America*, a gift of reading that all Americans can give to children this coming year. Random House is willing to supply Dr. Seuss books to the children, so every child attending your Christmas reading will have a book to enjoy during the holidays and on March 2. Dr. Seuss' widow, Audrey Geisel, would also be happy to join in if you would be



December 2, 1997
Read Across America

interested. We can also arrange for the Cat in the Hat to be present. It could be the first of many appearances by the Cat in the Hat to generate interest in *Read Across America*.

We would also request that you devote your February 28 radio address to the importance of reading and the *Read Across America* celebration. If you would be interested, we could arrange for the Cat in the Hat to attend your address. He will have just completed a trek across several states promoting *Read Across America*. We could bill the Cat's journey as a trek from Seuss' house to the White House.

With your support, we believe that March 2 will be a wonderful celebration of reading and a day to recommit the nation to our shared goal of making our children the best readers in the world. Dave McGloin and Mary Elizabeth Teasley of my staff will follow up on these requests. We hope you will join with us.

Sincerely,

Bob Chase
President

cc:

Carol Rasco
Ann O'Leary
Stephanie Streett
Bob Shireman
Michael Cohen
Bill Kincaid
Mickey Ibarra



NATIONAL EDUCATION ASSOCIATION

Robert E. Chase, President
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1201 16th Street, N.W.
Washington, D.C. 20036-3290
(202) 822-7000 Fax (202) 822-7974

Don Cameron, Executive Director

Executive Office

December 2, 1997

Mrs. Hillary Rodham Clinton
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mrs. Clinton:

On behalf of the National Education Association (NEA), thank you for continuing to focus the nation's attention on the needs of young children. In recognition of your enduring commitment to children, we want to invite your participation in *Read Across America*, a national reading celebration that NEA is planning in partnership with the nation's leading education, literacy, and community organizations.

On the evening of Monday, March 2, Dr. Seuss' birthday, we are calling for every child in every school and community in the country to be in the company of a book. When children read outside of school, they perform better in school. *Read Across America* is a national effort to generate enthusiasm and commitment nationwide for reading.

We are mounting an broad organizing effort to engage our members and their communities in support of the campaign and to capture the imagination of children across the country. Among the planned events:

- Cal Ripken will throw the "first book" during Orioles' spring training and go into the stands to read with children. (To be confirmed by December 15.)
- Celebrities, organized by the Screen Actors Guild Foundation's Book Pals program, will take part in a choral reading of Seuss works at the Greek Theater outside of Hollywood.
- The North Carolina Association of Educators will donate 10,000 books to needy children, so that they can participate in this national celebration.

To convey the bipartisan spirit of this celebration, we would be honored if you would join with Barbara Bush on March 2 to host a reading event for children. We have contacted Mrs. Bush this week to request her participation.



December 2, 1997
Read Across America

For your joint consideration, we have identified several possible venues for this reading event:

- The Children's Museum in New York, where staff teach teenage mothers about the importance of reading to their children. You could laud this effort while reading with children at the museum's colorful and photogenic Dr. Seuss exhibit.
- The Library of Congress.
- Mount Vernon Elementary School in Alexandria, Virginia, where a group of high school students will gather to read to first- and second-graders.

With your support and participation, we believe *Read Across America* will be a wonderful celebration of reading and a day to focus national attention on our ultimate goal: making our children the best readers in the world. Dave McGloin and Mary Elizabeth Teasley of my staff will contact your office regarding this request and to solicit your suggestions for this event. We hope you can join us in this celebration of reading.

Sincerely,

Bob Chase
President

cc:

Barbara Bush
Milan Verveer
Carol Rasco
Ann O'Leary
Bob Shireman
Michael Cohen
Bill Kincaid
Mickey Ibarra

DRAFT

EDUCATION STRATEGY

**A Work Plan for President Clinton's
Ten Education Initiatives**

February 27, 1997

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, 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:

February

- Maryland sign-on event
- Highlight issue at ACE speech on 2/24
- Secretary Riley testifies on all education proposals on 2/27
- Continue to seek endorsements from key local constituencies to promote national efforts and to promote state and local participation
- Legislative Affairs to consult with bipartisan leadership
- Release National Assessment of Education Progress national math scores at event
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- 3/6 POTUS speech to Michigan legislature/sign-on
- State endorsement event: visit state or hold meeting at White House with officials

from 4-8 states committed to participating in national testing

- Presidential directive to OSTP, Department of Education, NSF and other agencies to prepare a plan for mobilizing federal and non-federal resources to improve math and science education and prepare students to meet 8th grade math standards
- Possible Presidential directive to Department of Defense Dependent Schools to participate in the national tests and to begin preparing students to meet those standards
- Secretary Riley and others begin meeting with editorial boards
- Education Department continues consultation with outside groups on test development
- POTUS meeting with standards experts to discuss future directions for our effort; enlist as many experts as possible to become advocates for our efforts.
- Meet with Council of Chief State School Officers to discuss testing proposal
- ED appoint and POTUS meet with testing advisory board of teachers and others

April

- Education Round table on standards (use TIMSS video to highlight good teaching to standards)
- 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
- Mobilize math/science community to help prepare for meeting 8th grade math standards
- 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.
 - 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, NPPTS, 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:

February

- Secretary Riley testifies on all education proposals on 2/27

March

- POTUS event in North Carolina 3/13
- Major speech by POTUS on teacher quality and standards before teaching organization or program that supports such a policy (local AFT or NEA)
- Challenge states and local districts to use National Board for Professional Teaching Standards (NBPTS) standards and certified teachers
- Education Department conducts events, outreach highlighting effective practices to improve teaching

April

- WH event for national teacher of the year, also highlighting newly board-certified teachers and ED response to directive on excellence and accountability
- Secretary's conference on teacher recruitment and preparation

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.
- Education Department develops legislative proposal as part of Higher Education Act Reauthorization
- Rollout of teacher preparation provisions in HEA proposal

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
- [Objectives for early childhood and for parents identified in next section on early learning]

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

IV. Events/Activities:

February

- POTUS event in Boston with Jump Start group on 2/19
- POTUS/HRC event at DC public school with 7 area college presidents on tutoring reading and college work study on 2/21
- POTUS speech to ACE conference reissuing challenge on college work study and announcing that over 80 college presidents have already pledged to participate
- Secretary Riley testifies on all education proposals on 2/27
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- NEC to hold joint school construction and America Reads meeting to lay out legislative, intergovernmental, and communications strategy with agency and White House staff participation
- 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 Crews)
- Intergovernmental and Legislative Affairs: *work on bipartisan letter to Congress from four governors stressing importance of passing a proposal to achieve goal of every 3rd grader reading*
- Intergovernmental and Legislative Affairs: *provide information on where bipartisan congressional and gubernatorial support for the America Reads initiative exists; invite staffs to White House to discuss the proposal*
- Complete development of legislative 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
- Announce formation of America Reads Network, a coalition of 60 national organizations ED has been working with to promote reading improvement.
- 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.
- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress

April/May:

- Kick-off event for America Reads Summer Reading Challenge, to get 1.5 million children to read 30 minutes per day over the summer.

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
- Continue to build broad grassroots coalition for early literacy through outreach to mayors, governors, educational institutions

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, G2K Parent Resource Centers, and Education Department's Family Involvement Partnership, etc. to spread word about brain development

IV. Events/Activities:

February

- Secretary Riley testifies on all education proposals on 2/27
- Select private sector (medical and scientific community) chairs for conference

- Begin list of participants for conference
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- Outreach to interest groups, mayors, governors, others for participation in conference
- Plan Head Start events at pre-school programs for principals

Next Six Months

- Convene White House conference
- ED/Conference Board national conference on public and private efforts to increase family involvement in education in Boston in May
- Release sequel to Employers, Family and Education in May
- Highlight strategies for early learning at VP conference on Families and Learning in June

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

February

- Secretary Riley testifies on all education proposals on 2/27
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- Speech to state legislature on charter schools (e.g., Washington, Missouri)
- Release charter schools grants and reports to focus attention
- Push for larger funding for charter school grants through budget process
- Launch initiative with principal visiting a model charter school

March/April

- Possible VP rollout of ED's new website to assist charter school developers

Next Six Months

- Major POTUS speech clarifying position on charter schools (especially regarding accountability), highlighting effective charter school laws and effective charter schools, and challenging additional states to enact charter schools legislation
- Hold event to release parent's booklet on choosing a school and to highlight principles of effective school choice programs.

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
- Develop and propose legislation requiring local initiatives funded through safe and drug free schools program to be firmly based in research on effectiveness

IV. Events/Activities

February

- Secretary Riley testifies on all education proposals on 2/27
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- 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

- Release revised version of parent's guide to prevention
- Satellite teleconference on effective youth and drug violence prevention strategies.

Next Six Months

- Propose and enact legislation on research basis for safe and drug free schools projects
- POTUS visit to a school that adopted uniform policy and environment has improved

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:

February

- Decision memo to POTUS by 2/28
- NEC Working Group and Legislative Affairs to review Education-drafted legislation and sectional analysis; resolve any outstanding issues
- Secretary Riley testifies on all education proposals on 2/27
- Decide how to handle Sen. Graham/4.3¢ initiative
- NEC to hold joint school construction and America Reads meeting to lay out legislative, intergovernmental, and communications strategy with White House staff, Treasury, Education, and other agency participation

- Potential Connie Lee deal-closing on 2/27
- Continue outreach for support of initiative to mayors, governors, others
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- Submit legislation to Congress
- Launch rollout effort
- Release state-by-state data on Administration's school construction and rehab figures
- March 16: Sperling speaks to annual legislative conference of Council of the Great City Schools
- Potential events in Alabama and Florida (Sen. Graham)
- Announce submission of legislation and conduct events with Sen. Moseley-Braun and Rep. Nita Lowey

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

February

- Secretary Riley speech in Atlanta on 2/18
- Speech to ACE conference on 2/24
- Speech to Historically Black College and Universities (HBCU) conference on 2/24
- Follow-up outreach and discussions from Education Department and White House with HBCU leadership on Pell Grants, HOPE Scholarships, and all elements of the higher ed proposal
- Receive endorsements from ACE and community college group
- Secretary Riley meets with community college presidents and trustees on 2/24
- Secretary Riley testifies on all education proposals on 2/27
- Education Department drafts letter to be signed by hundreds of university and community college presidents endorsing higher education initiatives and gathers signatures
- Education Department compiles list of every college association and begins outreach effort to these groups
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events
- Regional op-eds by college presidents on higher education initiatives (Education)
- Release Gov. Zell 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

March

- March 3: Direct Loan 2000 event for VPOTUS or First Lady to attend
- Event to release letter endorsing higher education initiatives signed by hundreds of university and community college presidents
- 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
- Continue outreach to college associations

Next Six Months

- VPOTUS and Secretary Riley conduct telephone press conference with student newspapers across country
- Education Department and White House continue outreach to college associations
- 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

February

- Secretary Riley testifies on all education proposals on 2/27
- Memo drafted by B. White laying out issues to POTUS
- Working group considering how to best propose legislation and relation to HOPE Scholarships
- Group needs to think of fast track link
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

March

- Launching of initiative through principal and cabinet events (reinvention event for VP)

Next Six Months

TECHNOLOGY LITERACY STRATEGY

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

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

IV. Events/Activities

February

- Secretary Riley testifies on all education proposals on 2/27
- 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

March

- 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
- March 5-6: CEO Forum will meet in DC and wants to invite POTUS or VPOTUS; the group is developing metrics for evaluating national progress towards the President's goals
- Hold DC NetDay with First Lady or other high-level White House participation

Next Six Months

- 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
- April 19: NetDay
- May: Final action by FCC on \$2.25 billion on discounts for schools and libraries
- Develop initiatives in teacher training and content, possibly linked to America Reads and "first in the world in math and science"
- Develop event around release of report by PCAST (President's Council of Advisers on Science and Technology) on ed tech; will recommend increasing funding for ed tech research and development

EDUCATION STRATEGY

**A Work Plan for the
Ten Education Initiatives
from the President's Call to Action
for American Education**

February 27, 1997



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE UNDER SECRETARY

FAX TRANSMITTAL

TO: MIKE COHEN

ORGANIZATION: _____

PHONE NUMBER: _____

FAX NUMBER: 456-7028

FROM: SUSAN FROST, Special Advisor on Budget Policy

PHONE NUMBER: 202.401.8450

MESSAGE: _____

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* denotes Executive Committee

February 28, 1997

President William J. Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20502

Dear President Clinton:

The largest gathering of k-12 science educators in the world will occur in early April when more than 14,000 science educators gather at the National Science Teachers Association (NSTA) National Convention in New Orleans, Louisiana. Teachers will engage in a wide variety of professional development opportunities, sample the latest and most innovative science teaching materials and programs, and hear from well-known speakers, including Gerald Tirozzi, assistant secretary, Office of Elementary and Secondary Education, US Department of Education. NSTA and its science teacher members would be honored if you would address the attendees via a short video message that would be aired throughout the convention. The gathering will afford you the opportunity to voice your commitment to improving education, in particular science education, to the teachers who carry out the vital task of preparing our youth for the future.

You have made it clear that you and your Administration recognize the importance of science and science education as the United States enters the 21st century. Your strong commitment to such initiatives as the Third International Mathematics and Science Study (TIMSS), professional development opportunities for teachers, and the fundamental belief that by improving education we can build a bridge to the 21st century, has given new hope to science educators. A message from you would inspire our teacher attendees who so often feel isolated in their attempts to improve science education that indeed they are not alone.

The National Science Teachers Association, founded in 1944 and headquartered in Arlington, Virginia, is the largest organization in the world committed to the improvement of science education at all levels--preschool through college. NSTA's current membership of more than 53,000 includes science teachers, science supervisors, administrators, scientists, business and industry representatives, and others involved in science education.

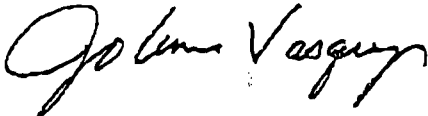
April 3-6th

...promoting Excellence and Innovation In Teaching and Learning for all."

NSSTA has recently undertaken an initiative, of which you are aware, "Building a Presence for Science," that seeks to improve science education and align science teaching to the National Science Education Standards. The Association is involved in numerous other broad initiatives and serves as an advocate for science educators by keeping its members and the general public informed about national issues and trends in science education. We also are involved in cooperative working relationships with numerous education organizations, government agencies, and private industries on a variety of projects.

We hope that you will be able to address the more than 14,000 science educators in New Orleans in April, and appreciate you taking the time to consider this request.

Regards,



JoAnne Vasquez
President



Dr. Gerald F. Wheeler
Executive Director

cc: Secretary of Education Richard Riley

NEW YORK POST SUNDAY FEBRUARY 23, 1997

—Teachers union pioneer Shanker dies—

By ADAM MILLER
and DEVUN BARRETT

Albert Shanker, the legendary labor leader who turned a sluggish New York City teachers union into one of the most powerful lobbying groups in the nation, died yesterday. He was 68.

A spokesman at Memorial Sloan-Kettering Hospital said Shanker was surrounded by his wife and three children when he succumbed to lung cancer at 1 p.m.

Shanker, who got his start as a union firebrand in New York City, was elected president of the American Federation of Teachers in 1974, and advised presidents from Jimmy Carter to Bill Clinton.

"Al spent his life in pursuit of one of the noblest of causes, the improvement of our public schools," Clinton said. "He challenged the nation's teachers and schools to provide our children with the very best education possible and made a crusade out of the need for educational standards."

Earlier this month, Clinton personally thanked Shanker after the president's State of the Union address echoed Shanker's demand for national education standards.

Sandra Feldman, who succeeded Shanker in 1986 as president of the United Federation of Teachers, the AFT's flagship local in New York, mourned the loss of the

father of modern teachers unions.

"He was my teacher, he was my mentor, and he was my friend. I will miss him terribly," she said.

"He was a teacher's teacher — brilliant, logical, caring and deeply committed to both public education and the labor movement."

Born on the Lower East Side during the Depression, Shanker got his first teaching job in 1952 as a substitute at PS 179 in East Harlem.

"It was a lousy job," Shanker said, and in the next 10 years he turned a moribund Teachers Guild into a militant labor group.

He spent two weeks in jail in 1967 for organizing wild-

cat strikes, and was considered such a radical leader that Woody Allen, in his 1973 movie "Sleeper," made reference to an "Al Shanker," a man who destroys the world with a bomb.

Shanker fought passionately for both teachers pay and educational reform, and many of his ideas for improving education have been put in place around the nation.

The former math teacher pioneered collective bargaining in teacher-union negotiations, and turned the AFT into the second largest union in the nation, with more than 900,000 members.

Shanker also served as a vice president of the AFL-CIO since 1973.

He long pushed for "charter" schools, educational experiments that tested different teaching methods with small groups of students, a program used extensively by the city Board of Education.

But he stressed that in the effort to reform, educators often lost track of the purpose of schools.

"Reformers have gotten caught up in faddish and radical schemes," he wrote in 1996. "Unless you have order and civility, not much learning will go on."

He also waged a public battle for national education standards as a means of imposing rigorous academic standards on public schooling.

NEWSWEEK, March 3, 1997 Page 7

COMMITMENT WATCH

A Deaver Extravaganza

The April 27-29 bipartisan Presidents' Summit for America's Future is shaping up as a media extravaganza, with Ronald Reagan's image master Michael Deaver turning Independence Hall into a lovely backdrop for volunteerism. But the real work of the summit is taking place now, as commitments roll in. The summit Web site: www.citizenservice.org.

ORGANIZATION	COMMITMENT	CHALLENGE
Houston Reads	Quadruple recruitment to 20,000 local literacy volunteers	Dallas, L.A., etc.: big slowpokes
B.J.'s Wholesale Club	Sponsor 100 public schools, one for each of its locations; partner with 300 other schools by 2000	Paging Wal-Mart, Price Club, Costco, Sam's, Target
Jewish Social Justice Center	Mobilize 100,000 tutors through Jewish groups in eight cities	Pray for Lutherans, Methodists
YMCA	To meet "safe places" goal, will increase volunteers to 572,000, up 190,500	Make sure they serve at-risk kids, not Yuppies
National Crime Prevention Council	Use local groups to engage 100,000 youths in peer conflict resolution, other projects	Kiwanis, Rotary, Lions — the train's leaving for Philly

PHOTOCOPY
PRESERVATION



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

December 18, 1996

TO: Rahm Emanuel
Bruce Reed
Mike Cohen

FROM: Frank Holleman
Terry Peterson
Jennifer Davis

RE: Proposed Education Announcements/Events
January-June, 1997

Attached is an overview of upcoming events/announcements as well as numerous other proposals for Presidential involvement in education activities.

Once you identify Presidential priorities, we can build upon the information outlined here. We look forward to working with you.

SUMMARY OF EDUCATION EVENTS/ANNOUNCEMENTS JANUARY-JUNE 1997

January

- ▶ In January, a study of model programs that provide educational alternatives to school expulsion will be released by the Department. The study examines more than 50 programs, reviews state laws and policies, and provides detailed information on nine programs. An event with the President could be scheduled at one of the schools featured in the study.
- ▶ The Department has completed a "Community Schools" guide that highlights options for keeping schools open and providing safe and drug free after school learning opportunities for students, including reading tutors. The President could release this study and call for it to be distributed across the country.
- ▶ In January (February or March) the President could announce the formation of the America Reads Network, an emerging coalition of some 60 groups that have come together to help promote reading improvement--in school, after school, in the community, and at home. (This coalition began to work together over the summer, but is being expanded by the Department and the Corporation for National Service to help meet the America Reads Challenge.) The announcement could include a number of specific activities the coalition will undertake to help meet the President's challenge.

February

- ▶ In February, the first America Reads Challenge product will be released. It is an Early Childhood Kit for parents and care givers to encourage language development for children birth through five years old. The release of this kit could be announced by the President at a school or at a day care center with members of the America Reads Network.
- ▶ On February 5, a ceremony will be held in Washington, D.C. to announce the first National Awards Program for Model Professional Development. The winners are educators who are making a difference in improving teacher preparation and student learning in America's schools. Successful efforts in teacher training generally involve a partnership of schools, colleges and other key institutions. *The First Lady has been invited to participate.*
- ▶ On February 7 or 8, a survey of schools' access to advanced telecommunications will be released. This is the third annual survey and we expect that there has been progress towards reaching the President's goal of connecting schools and classrooms to the Information Superhighway by the turn of the century. This release will take place on National NetDay 2000 being organized by volunteers to be held in Washington, D.C. (February is also the anniversary of the passage of the Telecommunications Act of 1996.)

- ▶ From February through September, State Technology Literacy Challenge Fund Grants will be awarded. These announcements will occur after states submit technology plans and they are approved. The President could participate in events planned in the states around the awarding of the grants.
- ▶ In February, the "First in the World Consortium" will be releasing the results of the TIMSS taken in their districts. These northern Chicago school districts are working to meet the national education goal for being first in the world in math and science. This event will highlight the effort to reach for excellence in education. This group will be the first of what we hope will be many school districts that use the TIMSS to benchmark themselves to other nations. The President could help to highlight their efforts and encourage others to strive to be first in the world.
- ▶ On February 15, the Connecticut State Board of Education will award 12 charters to new schools. Administration charter school funds will support some of these schools.

March

- ▶ In March, the Department will release the new edition of the *America Reads Challenge: Read*Write*Now!*, a basic kit with activities that parents and other learning partners can do with children from birth through sixth grade. The President could release this kit with the members of the Family Involvement Partnership for Learning, which is made up of over 2,400 partner organizations.
- ▶ On March 12, the Department of Education is scheduled to release a report responding to a directive from the President stressing excellence and accountability in teaching. This report will highlight promising practices addressing key challenges in the President's directive: recruiting talented people into teaching, improving preparation and training of teachers, setting high standards in teaching, rewarding good teachers, and getting incompetent or burned out teachers out of the classroom.
- ▶ The North Carolina State Board of Education will announce approval of charter schools in March. Some of the charters will use funding from the Department to get up and running.
- ▶ In March (April, May) the Washington State Legislature will likely be considering a charter school bill. A Presidential address could provide the President an opportunity to work with a friendly governor and offer a centrist approach to education reform in a state emerging from a highly publicized battle over a controversial charter/voucher ballot initiatives last month. An address there could also highlight the importance of developing charter schools in context the of tough academic standards.
- ▶ In mid-March the next group of nationally certified teachers will graduate. One of the best ways the Administration can highlight national standards of excellence in teaching is by promoting the value and importance of the National Board for Professional Teaching Standards certification process. Governor Jim Hunt has led this effort that is now ready

to take off. The President's involvement in an event could help highlight this effort. He could also visit a state or community using National Board teachers to upgrade their teaching corps.

April

- ▶ In April, a revised *Growing Up Drug-Free: A Parent's Guide to Prevention* will be released. More than 28 million copies of the original publication have been printed and the Partnership features it in public service announcements aimed at parents. Reader's Digest will carry the publication as a supplement in the April issue. The President could participate in the release or possibly be a part of the public service advertising effort to follow up on the publication.
- ▶ In April (May, June) the President could announce a set of principles around public school choice. These principles would be developed by educators and community leaders in cities and states where public school choice strategies (schools-within-schools, open enrollment, magnet schools, etc.) are in operation and are successful.

May

- ▶ On May 7, the FCC is likely to rule that schools and libraries will have universal access to the information superhighway and Internet at deep discounts which the President, Vice President and Secretary Riley have promoted. This ruling will provide an important opportunity for the President to talk about the importance of access to the internet.
- ▶ In May, the Department of Education will release a sequel to *Employers, Family, and Education*, a publication of best practices and family-friendly policies undertaken by American employers in an effort to help employers, to in turn help their employees best support their children's education.
- ▶ In May, the America Reads Network will kick off the Summer Reading Challenge to get 1.5 million children reading 30 minutes a day, an effort to avoid the "summer drop off" in reading. This event will be held at a library, school, or child care center with a proven track record for improving student learning.

June

- ▶ On June 10, the grade 4 release of the Third International Math and Science Study will take place simultaneously in Boston and Washington, D.C. By the end of March, we will have the results but we do not expect that they will be markedly different from the 8th grade results where U. S. Students were below average in math and slightly above average in science compared to 40 other countries. In early July (July 1 tentatively) the state data linking student progress state-by-state to other countries will be released. For this release, the Department plans events all over the country involving state and business leaders. The President could be the national convener with downlink sites in all states to help release the data and outline proposals to address the challenges in math and science achievement.

DETAILED OVERVIEW OF PROPOSED EDUCATION EVENTS/ANNOUNCEMENTS JANUARY-JUNE 1997

AMERICA'S READING CHALLENGE

White House Objectives: (1) to spearhead events that help to secure the volunteer pool needed and to develop support from key organizations and individuals that will help make the initiative a success; (2) to build public understanding and support for the initiative; and (3) to build momentum leading up to the Congressional introduction and throughout the Congressional debate on the reading initiative.

- ▶ In January (February or March) the President could announce the formation of the America Reads Network, an emerging coalition of some 60 groups that have come together to help promote reading improvement--in school, after school, in the community, and at home. (This coalition began to work together over the summer, but is being expanded by the Department and the Corporation for National Service to help meet the America Reads Challenge. The announcement could include a number of specific activities the coalition will undertake to help meet the President's challenge.
- ▶ In March, the Department will release the new edition of the *America Reads Challenge: Read*Write*Now!*, a basic kit with activities that parents and other learning partners can do with children from birth through sixth grade. The President could release this kit with the members of the Family Involvement Partnership for Learning, which is made up of over 2,400 partner organizations.
- ▶ The President could hold a National Reading Day where schools and libraries across the country are selected to participate in a satellite town meeting with the President. Celebrities who have highlighted the importance of literacy could participate (Barbara Bush, Oprah Winfrey, Bill Cosby, Neil Smith from the Kansas City Chiefs, etc.). Each site could have local officials and celebrities in order to get regional as well as national press. Working with Reading is Fundamental (RIF), the American Booksellers Association, and others, book donation sites could be publicized across the country. Volunteer tutors could also be recruited as a part of National Reading Day.
- ▶ To follow-up on National Reading Day, the President could meet across the country with organizations that "pledge" a certain number of tutors for America Reads. For example:
 - * College Presidents pledge a certain number of work study slots
 - * Union of American Hebrew Congregations pledges 100,000 tutors (already offered)
 - * AARP offers to organize members
 - * Girl Scouts make tutoring a priority for the year
 - * American Booksellers commit a number of local sites to sign-up volunteers
 - * The American Library Association that represents 16,000 libraries across the country also sign up volunteers, etc.
- ▶ In addition to a National Reading Day and pledges from different organizations, mayors and civic

leaders across the country would be interested in holding America Reads events with the President. The U.S. Conference of Mayors has made education a top priority for this year. In Houston, Texas, for example, private and public community organizers and America Reads Challenge supporters from Houston, Texas, have already expressed interest in becoming the first city to accept the America Reads Challenge in partnerships with Houston's City Reads. This event might highlight support from other organizations, including Houston READ Commission, Houston Public Libraries, Girls Scouts, and the County Commission on Children, to recruit a targeted numbers of volunteer tutors. Mayor Lanier is writing a letter to President Clinton inviting him to attend an America Reads Challenge kickoff ceremony in Houston. The event is tentative planned for January 30, 1997.

- ▶ In February, the first America Reads Challenge product will be released. It is an Early Childhood Kit for parents and care givers of children birth through five years old. The release of this kit could be announced by the President at a school or at a day care center.
- ▶ Plans are underway to jointly sponsor three or four literacy forums with Miss America, Tara Dawn Holland. At least one forum will focus on family literacy and America's Reading Challenge. Forums may be co-hosted by Members of Congress. This could be another opportunity for the President's participation.
- ▶ In May, the America Reads Network will kick off the Summer Reading Challenge to get 1.5 million children reading 30 minutes a day, an effort to avoid the "summer drop off" in reading. This event will be held at a library, school, or child care center with a proven track record.
- ▶ The President could go with noted children's authors (R.L. Stein, the author of the Goosebumps series) and do readings in bookstores around the country. Bookstores should be seen as a new "location" to get our message out to suburban citizens.

TOUGHER ACADEMIC STANDARDS

White House Objective: (1) To provide national leadership to help speed the process for establishing challenging academic standards and accountability measures; (2) To help the American public better understand the need for tougher academic standards; (3) to reinforce the President's long standing support for raising standards.

- ▶ TIMSS study released November 20, 1996, finds that American students do not do as well internationally math because American standards in math are too low and teachers aren't prepared or supported to teach the rigorous content needed to be internationally competitive. To follow up on TIMSS study, the U.S. Department of Education, the National Science Foundation and others will sponsor forums across the country to boost math and science to world class levels. A special kick-off event for these forums could be held with the President at the White House or at a location outside Washington.
- ▶ February 7-8 the State of Oregon will sponsor a Math Summit to follow-up on the release of TIMSS. The Superintendent of Public Instruction, Norma Paulus (R) is the convener, and

Governor Kitzhaber (D) will be participating. Two CEOs are being considered for keynote addresses. This event could be an opportunity for the President to talk about education in the context of international competitiveness.

- ▶ February 25, 26, or 27 the National Assessment of Educational Progress math results will be released.
- ▶ On June 10, the grade 4 release of the Third International Math and Science Study will take place simultaneously in Boston and Washington, D.C. By the end of March, we will have the results but we do not expect that they will be markedly different from the 8th grade results where U. S. Students were below average in math and slightly above average in science compared to 40 other countries.
- ▶ In early July, the state data linking student progress state-by-state to the TIMSS data will be released. For this release the Department plans events all over the country involving state and business leaders. The President could be the national convener with downlink sites in all states to help release the data and outline proposals to address the challenges in math and science achievement.
- ▶ In February, the "First in the World Consortium" will be releasing the results of the TIMSS taken in their districts. These northern Chicago school districts are working to meet the national education goal for being first in the world in math and science. This event will highlight the effort to reach for excellence in education by local communities. This group will be the first of what we hope will be many school districts that use the TIMSS to benchmark themselves to other nations. The President could help to highlight their efforts and encourage others to strive to be first in the world.
- ▶ To follow up on the March 1996 CEO/Governors' Education Summit several Governors are planning events. Florida Governor Chiles and AT&T CEO, John Walker, are co-sponsoring a summit January 9-10 in Orlando. Standards and technology will be the theme. The President could use this forum to highlight his support for challenging academic standards.
- ▶ March 31, 1997 is the 3rd anniversary of the signing of The Goals 2000: Educate America Act. The Goals 2000 Act is helping communities in 49 states to set and implement challenging academic standards. Goals 2000, along with the Improving America's Schools Act, are the Administration's primary vehicles for promoting and supporting state and local efforts to set standards and raise student achievement. A bipartisan event could be planned with state officials, business leaders, and educators from across the country.
- ▶ At the conclusion of the National Governors' Association meeting on February 4, the bipartisan National Education Goals Panel will meet. The President helped to establish this entity in order to measure the nation's progress toward the National Education Goals. The Panel's recent focus is on promoting standards and assessments. Governor Roy Romer is the current chairman and we could work with him to craft an agenda helpful to the President.

- ▶ While Governors provide education leadership in many states, in some cases reform efforts are spearheaded by some combination of legislative leaders and a growing number of state-level business-education partnerships. During the next six months, there will be a number of states considering major education reform initiatives in our areas of interest (e.g. reading, teacher quality, tougher standards and assessments, charter schools, etc.) In some cases these initiatives could be in trouble and could be significantly helped by the President's attention.
- ▶ Rudy Crew, Chancellor of the New York City school system, has announced that he will be implementing a tough set of academic standards in all city schools. The President could visit New York and praise this action and also highlight the fact that this kind of action--to really raise standards--is very difficult and will take time. The President could help stress the point that students have to take education more seriously and family members and the community are going to have to help student reach higher standards.
- ▶ (NOTE: on January 22 Education Week will be releasing a state-by-state analysis and critique of standards-based education reform efforts across the country.)

MAKING COLLEGE EDUCATION ACCESSIBLE TO ALL STUDENTS WHO WORK HARD AND MAKE THE GRADE

White House Objectives: (1) to build momentum leading up to the Congressional introduction and throughout the Congressional debate of the Hope Scholarship proposal; (2) to reinforce the President's commitment to making college accessible to all students who work hard and make the grade; (3) to provide support for the Administration's Higher Education reauthorization proposal; and (4) to ensure that the Direct Loan program continues to succeed and that the final 1998 budget reflects the President's proposed investments in higher education.

- ▶ As already proposed, the President could appear with Governor Zell Miller before the Georgia legislature to promote the Hope Scholarship. (In addition, evidently Governor Carnahan in Missouri has introduced a Hope Scholarship-type initiative which will be debated in the Missouri legislature this session.)
- ▶ The President could help to launch a nationwide effort to help low-income middle school students and their families understand what they need to do to prepare for college financially and academically. The Department is exploring various options such as PSAs, working with African American and Hispanic media outlets, etc. to help students and families know what they have to do to prepare. For example, research shows that the two most important factors as to whether a low income student attends college is: (1) that they had a mentor; and (2) they had a plan for getting the resources and taking the right courses by the end of 12th grade.
- ▶ The President could visit a middle school PTA and in a round table format and hear first hand the financial challenge involved in sending children to college. He could explain the package of financial assistance available (due to his efforts) and potential new support if his higher education initiatives are enacted by Congress.

- ▶ February 23-25 in Washington, D.C., the American Council on Education is holding its 79th annual meeting. The ACE's members include all types of colleges and universities and generally takes a prominent role in higher education policy. Approximately 1,300 college presidents and other higher education leaders are expected to attend the conference.
- ▶ February 23-25, the Coalition for Direct Lending is planning a conference to highlight the direct loan program and to enhance the optimistic publicity it needs to recover from FY '96 Congressional talk of cuts and caps.
- ▶ February 24, the Community College National Legislative Seminar at the Sheraton Washington Hotel This year's theme will highlight the importance of postsecondary education and the President's efforts for tax deduction for two year college tuition.
- ▶ The President could meet with college student leaders (and their families) to highlight the importance of their leadership to the future of America and what his financial aid package could do to help them and other families like them.

EXPANDING PUBLIC SCHOOL CHOICE AND SUPPORTING CHARTER SCHOOLS

White House Objective: (1) to continue to highlight the President's support for greater accountability and choice in public education; (2) to ensure that the President's proposal for supporting 3,000 new charter schools is endorsed by Congress; (3) to highlight other forms of public school choice (open enrollment, magnet schools, schools-within-schools, etc.); and (4) to highlight the key challenges that need to be addressed in order for charter schools to be successful such as start-up funding, quality management and planning, and a strong focus on accountability.

- ▶ On January 22, Mayor Daley's board of education will announce approval of about ten charter schools. Chicago is also making news for the innovative new management structure that has been put in place to reform the education system. This event would be an opportunity for the President to focus on dual themes of choice and excellence in education, possibly announcing a new package of charter schools under development by the Department of Education.
- ▶ In April (May, June) the President could announce a set of principles around public school choice. These principles would be developed by educators and community leaders in cities and states where public school choice strategies (schools-within-schools, open enrollment, magnet schools, etc.) are in operation and are successful. The President could make this announcement in a New York City school-within-a-school or a school or college in Minnesota where nearly 20% of K-12 students attend a public school (or college) that they choose.
- ▶ The President could release in June a parent's booklet on how to choose the best public school for their children. The booklet will include suggested questions for parents to ask educators about academic focus, extracurricular activities, teacher quality and school mission.
- ▶ The President could address a legislature in a state actively considering charter school legislation early in 1997. States likely to consider legislation early on include Ohio, Pennsylvania,

Washington State, New York, and Indiana. Washington State might be the best bet for a presidential address, providing the President with an opportunity to work with a friendly governor and offer a centrist approach to education reform in state emerging from a highly publicized battle over a controversial charter/voucher ballot initiatives last month. An address there could also highlight the importance of developing charter schools in context of tough academic standards, since Washington State is a leader in developing challenging standards and assessments.

- ▶ The President could participate in state and local announcements expected this spring of approvals of charter schools. For example, the Connecticut State Board of Education will award 12 charters to new schools on February 15th, and the North Carolina State Board of Education will announce approval of charters in March. An independent District of Columbia Charter School Board -- nominated by Secretary Riley and appointed by the Mayor -- will likely announce approval of charters this spring.
- ▶ Several charter school conferences will take place in the next several months. For example, the President could address a statewide conference for charter schools in California in March; this conference is designed for people in the more than 100 charter schools from around the state. The President could also address a conference being planned for summer, 1997 of existing and future charter schools receiving federal start-up grants.
- ▶ The President could participate in releases of several reports on charter schools and public school choice expected in the next several months. The first annual report of the most comprehensive study ever conducted on charter schools (funded by the U.S. Department of Education) will be ready for release in late January or early February. Other upcoming reports with support from the Department include a guidebook for school boards and other public agencies that have authority to charter schools, as well as handbook for policymakers on legislative policy on charter schools.
- ▶ The Department could develop a booklet of principles of effective charter schools, a guidebook for parents on how to choose their child's public school. A guidebook for people trying to develop a charter schools will also be developed and ready by summer or early fall.
- ▶ The Department of Education is about to approve a number of additional steps to support charter schools, probably including convening blue-ribbon advisors on charter schools (teachers, principals, businesses, and parents, who have created promising charter schools), local conferences and workshops for charter school developers, a world-wide web site for charter school developers, and university-based summer education and business institutes for charter schools. The President could either announce a package of these steps, or participate in any of them.
- ▶ The President could visit a New American School and challenge communities to look to the New American Schools for innovative and proven approaches to improving schools. The New American Schools Development Corporation (NASDC), for which the President helped secure the major donation from the Annenberg Foundation three years ago with an event at the White House, now has enough experience to offer seven different models of success. Each model offers a whole different approach to school choice.

IMPROVING TEACHER AND PRINCIPAL QUALITY

White House Objective: (1) to highlight the President's support for teachers--the men and women who are the most important link to improving learning in America--and his focus on teacher and principal quality as central elements in improving schools; (2) to marshal support for the President's package for teacher quality in the 1998 budget, including an increase for the National Board for Professional Teaching Standards.

- ▶ On January 21 an international study on how to encourage new teachers to stay in the teaching field will be the focus of a report to be presented in Australia (the day the APEC nations are meeting). This study compares the United States with Pacific Rim (APEC) countries and reviews the strategies other countries use to retain teachers. More detailed case studies are included on Japan, New Zealand, and Australia.
- ▶ On February 5, a ceremony will be held in Washington, D.C. to announce the first National Awards Program for Model Professional Development. The winners are educators who are making a difference in improving teacher preparation and student learning in America's schools. Successful efforts in teacher training generally involve a partnership of schools, colleges and other key institutions. The National Awards Program for Model Professional Development ceremony is scheduled for early February 1997. *The First Lady has been invited to participate.*
- ▶ In mid-March the next group of nationally certified teachers will graduate. One of the best ways the Administration can highlight national standards of excellence in teaching is by promoting the value and importance of the National Board for Professional Teaching Standards certification process. Governor Jim Hunt has led this effort. President's involvement in an event could help highlight this effort. He could visit a state or community using National Board teachers to upgrade their teaching corps.
- ▶ On March 12, the Department of Education is scheduled to release a report responding to a directive from the President stressing excellence and accountability in teaching. This report will highlight promising practices addressing key challenges in the President's directive: recruiting talented people into teaching, improving preparation and training of teachers, setting high standards in teaching, rewarding good teachers, and getting incompetent or burned out teachers out of the classroom.
- ▶ The National Association of Secondary Schools Principals conference will discuss high school reforms and New American High Schools. This could be a forum for the President to address thousands of principals from across the country. The NASSP conference is on March 7- 9, 1997 in Orlando, Florida.
- ▶ In April, the National teacher of the year event will take place. As in prior years, the state teachers from all 50 states will be invited to participate in the ceremony. This is an opportunity for the President to talk about teacher excellence.

HELPING STUDENTS AND TEACHERS BECOME TECHNOLOGICALLY LITERATE

White House Objective: to continue to provide leadership in the effort to ensure that all students and teachers have opportunities to access technology resources and to build the skills needed to effectively use technology to increase student achievement and adult skills.

- ▶ From February through September, State Technology Literacy Challenge Fund Grants will be awarded. These announcements will occur after states submit technology plans and they are approved. The President could participate in events planned in the states around the awarding of the grants.
- ▶ On February 7 or 8 a survey of schools' access to advanced telecommunications will be released. This is the third annual survey and we expect that there has been progress towards reaching the President's goal of connecting schools and classrooms to the Information Superhighway by the turn of the century. This release will take place on National NetDay 2000 being organized by volunteers to be held in Washington, D.C. (February is also the anniversary of the passage of the Telecommunications Act of 1996.)
- ▶ On May 7, the FCC is likely to rule that schools and libraries will have universal access to the information superhighway and Internet at deep discounts which the President, Vice President and Secretary Riley have promoted.
- ▶ An e-rate related event could involve the President participating in the Florida Educational Technology Conference in Orlando, Florida, at the Orange County Convention Center, March 1, 1997.
- ▶ The first round of local Technology Challenge Grants are beginning to show results. The President could visit one of the sites and highlight the potential of technology and the need for all students to have access to the internet.
- ▶ President Clinton has been invited to attend the TELED Conference, an international event that will focus and discuss education and technology in schools in the US and Mexico. The conference will be held in Tampa, Fl., December 6, 1996.
- ▶ The United States Distance Learning Association's National Policy Forum will be held at the JW Marriott, DC., January 6 - 8, 1997.
- ▶ Representatives from telecommunication companies as well as government officials are invited to discuss education and technology at the Universal Service Conference. January 17, 1997. Place TBA. *Vice President Gore has been invited.*

SCHOOL TO WORK: PREPARING STUDENTS FOR CAREERS AND FURTHER EDUCATION

White House Objectives: (1) to reinforce the President's leadership in providing academic and work-based learning opportunities for all students; (2) to highlight the education and training programs that can help meet the challenges laid out by the new welfare legislation; (3) to support the continued funding for the School-to-Work program and the reauthorization of the Administration's vocational and adult literacy efforts.

- ▶ By March 1, six urban high schools will be identified to serve as cutting-edge examples of New American High Schools that are restructuring to provide urban students with high academic and career skills and preparing them for college and careers. The President could visit one of these high schools and announce the six winners.
- ▶ Two teleconferences are scheduled to highlight successful high schools--January 21, 1997 and March 18, 1997. Secretary Riley will use these events to focus on high schools that are restructuring to ensure that all students have the academic skills to succeed in college.
- ▶ A series of local and state School-to-Work continuation grants will be awarded over the next several months. The President could visit one of the local sites that has done exceptional work in providing students new opportunities and skills.
- ▶ May 4 is the third year anniversary of the passage of the School-to-Work Opportunity Act. An event could be organized at one of the local sites that has shown real promise.
- ▶ The Departments of Education and Health and Human Services are working on guidance on state options for interpreting education activities that meet the requirements of the welfare reform legislation. Releasing this guidance could provide the President an opportunity to highlight the federal programs available to help states and communities address the welfare challenge.

ENSURING THAT SCHOOLS ARE SAFE, DISCIPLINED AND DRUG FREE

White House Objective: (1) reinforce the President's commitment to reducing violence and drugs in schools; and (2) To highlight efforts funded by the Administration to address violence, discipline and drugs in schools.

- ▶ In January, a study of model programs that provide educational alternatives to expulsion will be released by the Department. The study examines more than 50 programs, reviews state laws and policies, and provides detailed information on nine programs. An event with the President could be scheduled at one of the schools featured in the study.
- ▶ In April, a revised *Growing Up Drug-Free: A Parent's Guide to Prevention* will be released. More than 28 million copies of the original publication have been printed and the partnership features it in public service announcements aimed at parents. Reader's Digest will carry the publication as a supplement in the April issue. The President could participate in the release or

possibly be a part of the public service advertising effort to follow up on the publication.

- ▶ In April, a satellite teleconference focusing on effective programs that have demonstrated success in reducing youth drug use and violent behavior is being planned in conjunction with a drug and violence prevention conference.. The President could participate in the satellite teleconference.

BUILDING COMMON GROUND AND STRENGTHENING BASIC AMERICAN VALUES

- ▶ Secretary Riley has held two unique regional summits between religious leaders and public educators. We are tentatively planning three additional religion and education summits in Charlotte, NC, Chicago, IL and possibly a city in Texas. The President could participate in one or all of these meetings and use them as a platform to talk about values, drug prevention or engaging the religious community to support his reading challenge .
- ▶ March 20-22 a conference entitled *Developing Religious, Racial, and Ethnic Tolerance* will be held in Orlando, Florida. Senator Bill Bradley serves as the Honorary Co-Chair. This event will focus on reducing religious, racial, and ethnic intolerance among school-age youth. The President could serve as a keynote speaker (along with Kareem Abdul-Jagbar).
- ▶ The President/Vice President could participate in a roundtable discussion in a community that has come together to find common ground over religious differences and how those differences impact schools. The Freedom Forum has helped to bring people together in such situations and they could help facilitate such a forum. The Freedom Forum will be holding a “common ground” conference in April.

PROMOTING FAMILY INVOLVEMENT IN EDUCATION

- ▶ The Department has completed a “Community Schools” guide that highlights options for keeping schools open and providing safe and drug free after school learning opportunities for students, including reading tutors. The President could release this study and call for it to be distributed across the country.
- ▶ On January 16, at the National Press Club, the National PTA will release their National Standards for Parent/Family Involvement Programs in Education. This would be an excellent opportunity to highlight the critical role that schools play in helping families be involved in education at home and in the schools, especially in reading to their children.
- ▶ In early March, the Department will launch a website for the Partnership for Family Involvement in Education. All 2,400 partners will be listed and can network with one another. The general public will be able to access family involvement materials off the website.
- ▶ May 15-16 in Boston major business leaders and educators will meet at a national conference sponsored by the Conference Board, the U.S. Department of Education, and the Employers for Learning Steering Group of the Partnership for Family Involvement in Education. The focus of the meeting will be to discuss public and private efforts to increase family involvement in

education. An employer survey of family-friendly policies will be unveiled at the conference and "Best in the Class" awards will be given to employers who support their employees involvement in education. The President could serve as the keynote speaker for this event and participate in a round table discussion on increasing family involvement in education.

- ▶ In May, the Department of education will release a sequel to *Employers, Family, and Education*, a publication of best practices and family-friendly policies undertaken by American employers in an effort to help employers, in turn, help their employees best support their children's education.
- ▶ The President could visit a school where, due to his encouragement, they implemented a uniform policy and the school's environment has improved because of it.

UPGRADING SCHOOL BUILDINGS THE PRESIDENT'S SCHOOL CONSTRUCTION INITIATIVE

- ▶ The President could tour a dilapidated school building to point out the need for his schools construction initiative.
- ▶ The President could visit a community college in Los Vegas, Nevada with Governor Miller to see how that state and community has addressed the overcrowding problems in K-12 schools. With the Governor's encouragement, the community college leadership and the K-12 superintendents have collaborated to build schools they share. The K-12 students use the facilities during the day and the college students use the facilities at night.

Attachments:

State PTA Conferences in 1997

Upcoming Meetings Related to America Reads Challenge

UPCOMING MEETINGS RELATING TO RWN/★AMERICA READS CHALLENGE★

The following meetings are excellent opportunities for White House/Department visibility for the *America Reads* initiative:

DATE	ASSOCIATION	SITE OF MEETING
Jan. 17-19, 1997	US Conference of Mayors	Washington, DC
Feb. 5 - 7, 1997	National Association of Independent Colleges and Universities	Washington, DC
Feb. 4 - 8, 1997	National Association for Bilingual Education	Albuquerque
Feb. 8 - 10, 1997	Childrens' Defense Fund	Washington, DC
Feb. 14- 17, 1997	American Association of School Administrators	Orlando
Feb. 15 - 19, 1997	Association of Teacher Educators	Washington, DC
Feb. 14 - 19, 1997	American Library Association	Washington, DC
Feb. 23 - 25, 1997	American Council on Education	Washington, DC
Feb. 26 - March 2, 1997	American Association of Colleges for Teacher Education	Phoenix
March 7 - 11, 1997	National Association of Secondary School Principals	Orlando

March 23 - 25, 1997	Association for Supervision & Curriculum Development	Baltimore
March 25 - 29, 1997	American Education Research Association	Chicago
April 1 - 4, 1997	National Catholic Education Association	Chicago
April 4 - 7, 1997	American School Counselors Association	Orlando
April 13 - 15, 1997	American Association of Community Colleges	Anaheim
April 13 - 16, 1997	National Association of Elementary School Principals	San Antonio
April 13 - 15, 1997	American Association of Universities	Washington, DC
April 20-22, 1997	National Center for Family Literacy	Louisville, KY
May 4 - 9, 1997	International Reading Association	Atlanta
June 21-24, 1997	Parents as Teachers National Meeting	St. Louis

NATIONAL PTA		
STATE Conventions		
December 3-5, 1996	New Jersey PTA	Atlantic City
April 4-5, 1997	Rhode Island PTA	Warwick
April 5-6, 1997	Vermont PTA	Brownsville
April 10-13, 1997	Nevada PTA	Las Vegas
April 10-13, 1997	Oregon PTA	Portland
April 17-19, 1997	Alaska PTA	Anchorage
April 17-19, 1997	West Virginia PTA	Morgantown
April 18-19, 1997	Alabama PTA	Montgomery
April 18-19, 1997	Arkansas PTA	Fort Smith
April 18-20, 1997	New Mexico PTA	Albuquerque
April 18-20, 1997	Washington PTA	Seatac
April 23-26, 1997 (Tentative)	Mississippi PTA	Jackson
April 24-26, 1997	Colorado PTA	Denver
April 24-26, 1997	Idaho PTA	McCall
April 24-26, 1997	Kentucky PTA	Frankfort
April 24-26, 1997	Minnesota PTA	Minneapolis

April 24-26, 1997	Tennessee PTA	Memphis
April 25-26, 1997	Delaware PTA	
April 25-26, 1997	Montana PTA	Missoula
April 25-27, 1997	South Carolina PTA	Columbia
April 26-29, 1997	Louisiana PTA	Alexandria
April 30-May 3, 1997	Illinois PTA	Itasca
May 1-3, 1997	Michigan PTA	Detroit
May 1-3, 1997	Wisconsin PTA	Lake Geneva
May 1-4, 1997	California PTSA	San Jose
May 2-4, 1997	Georgia PTA	Jekyll Island
May 2-4, 1997	Hawaii PTSA	Oahu
May 15-17, 1997	District of Columbia PTA	District of Columbia
May 15-18, 1997	Arizona PTA	Phoenix
May 16-17, 1997	Utah PTA	Provo
May 16-18, 1997	Indiana PTA	Indianapolis
May 16-18, 1997	North Carolina PTA	Raleigh
May 17, 1997	Connecticut PTA	Waterbury

Thursday event -- elements

Definite:

1. Legislature speech

2. Sign-on

Available:

1. Existing tutoring kit

Potential:

1. DoD Schools announcement on national test

2. Interagency group directive on math and science education

3a. Congressionally-requested study on barriers to parental involvement

3b. Early childhood kit

3d. America Reads Challenge: Read Write Now (new summer kit)

3e. Community Schools Guide

3f. Secondary schools principals sign-on (Friday)



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: Bill Kincaid

ORGANIZATION: _____

FAX NUMBER: _____

FROM: JENNIFER DAVIS, Special Assistant to the Secretary

PHONE NUMBER: (202) 401-3049 FAX #: (202) 401-0596

MESSAGE: Hope this information is helpful.

If you have trouble receiving this transmission, please call Sherri Lattisaw at 202-401-3003. Thank You.

1 pages to follow

Planned Report Releases for NAEP* and TIMSS**

Date	Time	Location	Event
February 27, 1997	1:00 pm	National Press Club Washington, DC	1996 NAEP Mathematics Results for the Nation (grades 4/8/12) and the participating States (grades 4/8)
May 2, 1997	11:00 am	EWA Annual Conference Washington, DC	1996 NAEP Science Results for the Nation (grades 4/8/12) and the participating States (grade 8)
June 10, 1997	10:00 am	Boston College Boston, MA	TIMSS 4th grade results for 29 countries
	11:00 am	National Press Club Washington, DC	TIMSS 4th grade results for the U.S.
July 1, 1997	10:00 am	National Press Club Washington, DC	TIMSS-NAEP Linking Study in mathematics (grades 4/8) and science (grade 8) linking 40 states and 41 countries at the 8th grade and 43 states and 29 countries at the 4th grade

* National Assessment of Educational Progress

** Third International Mathematics and Science Study

For Court Only

**Promising Options for White House or Secretary Riley's Involvement to Build Ownership
for the President's Call to Action**

- | | |
|---|--|
| Immediate - technology | outreach activities/events to build awareness ^{build awareness} of E-rate in schools prior to March 12 Senate Committee hearing and until FCC ruling on E-rate. |
| Immediate - whole agenda | guidance and leadership activities starting now and until July 1 to encourage the use of increases in FY97 education funding (e.g., Title I, Goals 2000, Safe and Drug Free Schools, Work Study, Eisenhower Professional Development, Special Education) to achieve the Call to Action). |
| Immediate - technology | announcements of state Technology Challenge Grants as they are approved by the Department of Education |
| March 4 - safe and drug free/parents | Press conference with Drug-Free America and Sec. Riley announcing efforts to engage parents in helping with drug prevention including a joint publication with Readers Digest of millions of copies and a toll-free number to help parents talk frankly with their kids about the dangers of drugs, alcohol and tobacco. |
| March 7 - answering the Call to Action | At the Annual National Conference of Secondary School Principals in Orlando, we have the possibility of launching a sign-on campaign/pledge by secondary principals to work toward meeting the President's Call to Action. If the details can be worked out, this launch would be right before or right after Sec. Riley's speech to the principals on March 7. Potentially 50-100 principals would sign a pledge on a prepared poster with the Call to Action on it and then take it back to their community and sign-up their leadership of their school and community to help. A similar event would be held at the Elementary Principals' Annual Conference in San Antonio in April. At some later date when a large enough number of principals and their partners have signed-up, a major national announcement could be made. |

March 11 - whole agenda	The National PTA is sponsoring a national teleconference with many downlink sites across America during the PTA Legislative Conference in Washington, D.C. on ways parents can get more involved in improving their schools with a particular focus on several of the President's Call to Action (e.g., reading by grade 3, algebra by grade 8, financial aid and Hope Scholarship for college). The Department of Education is co-sponsoring and Sec. Riley is going to participate.
March 11 - private schools and Call	Sec. Riley speaks to legislative conference of private elementary and secondary schools in Washington, D.C.
March 14 - whole agenda	Sec. Riley speaks to legislative conference of State School School Boards Association in Washington, D.C.
March 16 - whole agenda	Sec. Riley speaks to legislative conference of the nation's largest school districts in Washington, D.C.
March 17 - whole agenda	Sec. Riley speaks to the legislative conference of the state superintendent's association (CSSO) in Washington, D.C.
March 18 - school to work (a pathway to college)	The Department of Education's monthly Satellite Town Meeting will offer practical advice to schools, communities, parents and students regarding school to work opportunities. Since school to work involves some postsecondary education or college, it is a good opportunity to also talk about the need to prepare for college and the value of the Hope and \$10,000 deduction, and increases in the Pell.
March 21 -reading	Sec. Riley speaks to the American Publishers convention.
March 24 - technology	(Tentative) Sen. Rockefeller, Sec. Riley and ? WH could be involved in a technology event in West Virginia highlighting importance of E-rate and of technology funding request.
March 25 - whole agenda Conference.	(Tentative) Sec. Riley speaks to the Rural Education

**of March / first
part of April -
Hope for College**

Release a new publication for parents of students in middle school to help "Getting Ready for College Early: A Handbook for Parents of Students in the Middle School Years". As part of the announcement of this publication to get secondary school students to think of the importance to being prepared for at least two years of college work, the Hope Scholarship and \$10,000 tax deduction and budget request for Pell could be discussed.

**Week of April 14 -
Teacher Quality**

Announce National Teacher of Year and State Teachers of the Year at White House. Firm date is needed to enable press and possibility of downlinks back to all the states and very importantly sponsor a unique national forum on recruiting and training, 2,000,000 teachers needed over the next ten years involving the 50 teachers of the year and college presidents, deans of education, parents and others.

**First part of May-
Reading over Summer**

Launch the summer reading component of the America Reads Challenge to combat the summer fall off in reading. This part of the America Read Challenge is called Read*Write*NOW! and hopes to reach 1.5 million children over the summer with the help of 60 or so reading and literacy groups and the American public and parents pitching in to help. The purpose of the launch a month before summer is to encourage libraries, schools, churches, youth groups, parents, and civic and community groups to get organized so they can sponsor summer reading programs. Read*Write*Now! materials can help get organized and can be reproduced locally.

May 20 - Reading

A Satellite Town Meeting with downlinks across the country will discuss ways to meet the America Reads Challenge so that children read well by the end of the third grade including reading over the summer and the availability of the Read*Write*Now! materials, the potential new resources for after-school tutoring if the America Reads Challenge legislation passes and strengthening the teaching of reading during the school day if Congress appropriates additional funds for Title I, etc.

**Late May/Early
June - Early Childhood
and reading**

Announce the release of tips for parents of young children to help with early language development and pre-reading skills. This publication can be readily reproduced locally for mass distribution by local early childhood groups, Headstart, parents and religious, civic and community groups.

Early June - Reading

Highlight the first/largest/best summer America Reads programs using the Read*Write*Now! partners in various locations across America (e.g., in libraries, Title 1 schools, Boys and Girls Clubs, Girl Scouts, Religious centers, etc..) These can be great media events and powerful reminders to parents to read with their children and get a library card and use it and encourage the whole community to help. The next Department's Satellite Town Meeting will be promoted as well.

June 12-14 -High Standards/ Rewarding Excellence

The academic and artistic Presidential Scholars, their parents and teachers will be in Washington, D.C. This is an excellent time to showcase excellence with Presidential involvement and with coordinated media back in all the home states and communities.

June 17 - Early Childhood

The Department of Education's June Satellite Town Meeting will focus on early childhood development building off the President's and First Lady's "First Years of Life: Brain Development Conference" and importance of early reading. The importance of summer reading and parent involvement will also be stressed as well as the new early childhood publication.

July 1 - Math and Science

For the first time ever most states will find out how their students compared internationally in math and science at several key grades. In addition this will be a very important time to show why the new 8th grade national math test is needed. Only samples of students in participating states were tested. No student or school will know how they did individually. But, if their state and school district participates in the new national math test at grade 8, parents teachers, and communities will know how they do compared to the rest of the world.

August to October - whole agenda

This back to school time is the best time of the year to engage parents, educators, students, colleges and the broader citizenry in improving education and answering the President's Call to Action. Each of the points in the Call to Action can be highlighted through school visits, local forums, community special events, college activities, etc. The entire Cabinet and caring Americans should be mobilized to go back to school and get involved. The past two years gave us experience to have a massive effort around: " Answering the Call - America Goes Back to School."

Teacher

SCHEDULED EVENTS THAT PROVIDE PUBLIC EDUCATION OPPORTUNITIES

- | | | |
|------------------|---|---|
| April | ▶ | National Teacher of the Year Ceremony and Secretary Riley's national forum on teacher recruitment, preparation, and support for beginning teachers.
Possible Focus: Title V reauthorization issues (recruitment, preparation and support for new teachers) |
| | ▶ | Presidential Math & Science Teacher Awards
Possible Focus: Highlight the President's call for all children to take a national test in 8th grade math and to ensure that all teachers are prepared to teach to higher standards. |
| June | ▶ | Presidential Scholars - Luncheon for the scholars' distinguished teachers
Possible Focus: Quality teachers are the critical link to high achieving students |
| July | ▶ | ED Teacher Shadowing Program
Possible Focus: Importance of all policy makers understanding the world of the classroom |
| August/September | ▶ | America Goes Back to School events
Possible Focus: Visit exemplary professional development schools -- public schools that have entered into a partnership with a university to prepare future teachers and to bring cutting-edge research to experienced teachers in a "teaching hospital" model |
| September | ▶ | Sallie Mae Outstanding First-Year Teacher Awards
Possible Focus: Teacher preparation and support for beginning teachers |
| October | ▶ | National Teacher Forum
Possible Focus: Importance of teacher leadership in school reform and involving teachers in education policy making |
| November | ▶ | American Education Week
Possible Focus: Recruiting and preparing teachers to be successful in teaching an increasingly diverse population of students to high standards |
| December | ▶ | National Awards Program for Model Professional Development
Possible Focus: Importance of linking professional development to increased student achievement; need for ongoing support for teacher training |
| | ▶ | Announcement of Nationally Board Certified Teachers
Possible Focus: Importance of recognizing and rewarding good teachers |

Sleath

C...

Access to graduate education is important as well. As we examine the graduate programs, we are considering the consolidation of Title IX's Javits, Harris, and Graduate Assistance in Areas of National Need programs into one flexible, comprehensive fellowship program focused on national need. We are working on a proposal that would provide flexibility by allowing us, in consultation with the higher education community, to define national need in terms of both discipline and population representation. Thus, the new program would retain the important elements of the three programs that it would consolidate.

Our second reauthorization principle is the support of effective education, high standards, and high achievement. Federal programs should continue to promote and enhance outstanding educational opportunities and encourage students to take advantage of those opportunities to the best of their abilities. We should also encourage the effective use of new technologies to meet the changing needs of students by providing access to high quality postsecondary education.

As the President emphasized in his "Call to Action," the professional development of teachers is of critical importance. Teaching is a key variable in students' learning; without effective teaching, the highest standards in the world will not ensure that our children are well educated. We must give teachers the education and support that they need to teach to higher standards. We face major challenges in this undertaking, given that over the next decade we will need an additional two million teachers to keep up with student population growth and the increasing diversity of our nation's students.

With these challenges in mind, that we approach the reauthorization of Title V. Whereas Title V currently authorizes a myriad of disconnected programs, we plan to propose targeted programs that can make a difference in a few priority areas. I am planning to hold a national forum in mid-April to discuss our nation's best ideas for a strong

* { Title V. The forum will convene some of our nation's best teachers, public education leaders, and members of the higher education community to explore ways to strengthen all phases of professional development, with a particular focus on recruiting the next generation of teachers, preparing them well, and supporting them in their first few critical years. As a nation we simply are not doing enough in these three areas. We cannot afford to wait another moment to go to work to ensure that we have a talented and dedicated teacher in every classroom in the nation. }

The Fund for the Improvement of Postsecondary Education program (FIPSE) is very successful in supporting the most effective and innovative projects in higher education. For example, FIPSE supports the efforts of PACT-USA, an intergenerational literacy program, to develop a teacher training program that helps future teachers learn how to help low-literacy parents gain literacy skills so that they can perform their role as their children's first teachers. The program raises both parents' and children's reading levels, and successfully integrates the parents into the school lives of their children and the school community. In our proposal to reauthorize FIPSE, we hope to enhance the dissemination of information about exciting projects such as this one, so that good ideas can be replicated.

The Title III programs also play an important role in the Federal effort to ensure effective education by supporting improvements in academic quality, institutional management, and endowments at institutions serving disadvantaged and minority students. We seek to ensure that the Title III programs respond effectively to areas of future growth in higher education and that they encourage capacity-building for and effective use of technology. It is also important that Title III funds continue to add value to institutions and that they do not simply replace other funding.

The reauthorized HEA should simplify program delivery and improve management, and that is our third guiding principle for reauthorization. Students and postsecondary

February 28, 1997

Note to Elena Kagan

Attached is a list of possible events under each of the President's ten priorities for education. As you will see, there are more options for some of these areas than for others. Mike and I plan to speak with Dennis Burke on Monday about additional possibilities under school safety, and we can do this in other areas, as well, if you think it's worthwhile.

I am also attaching a disk in case you need to work with it further/merge it with other documents, etc.

If you want to discuss this over the weekend, I will probably be in some on Saturday, and my home number is 202-364-4421.

Thanks.

-- Bill Kincaid

cc: Mike Cohen

(Double asterisks signify that the event has been placed on the President's schedule)

NATIONAL STANDARDS OF ACADEMIC EXCELLENCE

March

- **** 3/5 POTUS meeting with standards experts to discuss future directions for our effort**
- **** 3/6 POTUS speech to Michigan legislature and sign-on to national test with Governor Engler**
- **Meet with Council of Chief State School Officers to discuss testing proposal**
- **Announce that Department of Defense Dependent Schools will participate in the national tests and to begin preparing students to meet those standards**
- **POTUS meet with newly selected testing advisory board of teachers and others (following appointment by Secretary Riley)**
- **Additional state endorsement events: visit states (CA, NY, or others) or hold meeting at White House with officials from 4-8 states committed to participating in national testing**
- **Issue Presidential directive to DPC, OSTP, Department of Education, NSF and other agencies to prepare a plan for mobilizing federal and non-federal resources to improve math and science education and prepare students to meet 8th grade math standards**

April

- **Possible addresses by POTUS to state legislatures in Montana, North Dakota, and Colorado**
- **Hold education round table on standards; could discuss examples of challenging state and voluntary national standards and 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.**
- **Kick-off event with Education Excellence Partnership (BRT, NAB, AFT, NGA, ED) and Major League Baseball to highlight new PSA's urging higher standards**

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**

Next Six Months

- Bipartisan meeting with key members of Congress

NOTE: NAEP and TIMSS release dates:

- 5/2 1996 NAEP Science results (national grades 4/8/12 and participating states grade 8)
- 6/10 TIMSS 4th grade math and science results)
- 7/1 TIMSS-NAEP link in math (4/8) and science (8), allowing comparisons between TIMSS countries and U.S. states

TALENTED TEACHERS IN EVERY CLASSROOM

March

- ** 3/13 POTUS event in North Carolina with Governor Hunt highlighting strategies for improving teaching
- Major speech by POTUS on teacher quality and standards before teaching organization or program that supports such a policy (local AFT or NEA), perhaps at Shanker memorial service, challenging states and local districts to use National Board for Professional Teaching Standards (NBPTS) standards and certified teachers

April

- 4/15 Secretary's conference on teacher recruitment and preparation
- 4/16-17-18 WH event for national teacher of the year, also highlighting newly board-certified teachers and ED response to directive on excellence and accountability

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
- Rollout of teacher preparation provisions in Higher Education Act Reauthorization proposal, focusing on role of teacher preparation
- Visit high school in Cincinnati for students interested in careers as teachers

AMERICA READS

March

- Invite Weld, Engler, Bush, and several Democratic governors to the White House for conference highlighting successful state and local tutoring programs
- School visit or WH event to rollout legislative proposal
- Announce formation of America Reads Network, a coalition of 60 national organizations ED has been working with to promote reading improvement.
- 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.
- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress

April/May:

- Kick-off event for America Reads Summer Reading Challenge, to get 1.5 million children to read 30 minutes per day over the summer.

Next Six Months

- 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

April

- Convene White House conference on early learning and the brain

May

- Conference Board and Department of Education host 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

June

- VP conference on Families and Learning in June

CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

March

- 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 (will be available for release beginning approximately 3/10). 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

- 4/10-11/12 Deliver address to annual charter schools conference in Sacramento (California has the most charter schools of any state in the nation)

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 Francisco). Could combine with release of Department-prepared guidebook on choosing a public school for your child

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

SAFE, DISCIPLINED, AND DRUG-FREE SCHOOLS

March

- Release community schools guide prepared by Department of Education (timing flexible)
- Rollout of Department website for Partnership for Family Involvement in Education

April

- Release revised version of parent's guide to prevention
- Participate in satellite teleconference on effective youth and drug violence prevention strategies

June

- 6/12-6/14 Address annual meeting of The Communitarian Network

Next Six Months

- POTUS visit to a school that adopted a school uniform policy as a result of the President's encouragement 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

March

- Potential events in Alabama and Florida (Sen. Graham)
- Announce submission of legislation and conduct events with Sen. Moseley-Braun and Rep. Nita Lowey

Next Six Months

- Rollout school construction clearinghouse in September

HIGHER EDUCATION

March

- March 3: Direct Loan 2000 event for VPOTUS or First Lady to attend
- Event to release letter endorsing higher education initiatives signed by hundreds of university and community college presidents

Fall

- Launch campaign on availability of college, readying PSA's and materials for students and parents.

LIFELONG LEARNING

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 STRATEGY

March

- March 5-6: CEO Forum will meet in DC and wants to invite POTUS or VPOTUS; the group is developing metrics for evaluating national progress towards the President's goals
- 3/24 event with Sen. Rockefeller and Secretary Riley in West Virginia highlighting importance of E-rate and technology funding request

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
- NetDay

May

- May: Final action by FCC on \$2.25 billion on discounts for schools and libraries

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



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO:

Bill Kinsaid

PHONE:

ORGANIZATION:

FAX:

FROM:

JONATHAN SCHNUR, Special Assistant to the Secretary

PHONE:

(202) 401-3598FAX: (202) 401-0596

MESSAGE:

Please call upon receipt

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2 pages to follow

CHARTER SCHOOL AND PUBLIC SCHOOL CHOICE EVENTS

MARCH: Release Charter School National Study --location completely at our discretion. Could be done either on visit to charter school or in Saturday radio address. The first annual report of the (Department-funded) national charter school study will be ready to be released on the day of our choice, but probably somewhere between March 10th and the end of March. Key findings include: lack of access to start-up funding is the most commonly cited obstacle to starting charter schools; charter schools are serving slightly higher percentages of poor and minority children than other public schools in their states; charter schools are small schools with an average of 275 students; the two most common reasons cited for starting a charter school are realizing an education vision and gaining autonomy.

This could be released in a visit to the Options Charter school in the District of Columbia, which opened this fall for at-risk middle school students in the Capital Children's museum.

MARCH: Announce competition for new charter school start-up funding and challenge teachers, parents, museums, businesses, etc, to start high-quality charter schools: grants competition scheduled to be announced in the first half of March. Possible events include the President visiting a school already using our start-up funding (e.g., Colorado, Minnesota, California); or a speech in a state where a sizable number of charter schools will soon open (e.g., North Carolina, Chicago, New Jersey, Florida) and need start-up funds. At this event, the President could issue a challenge for museums, universities, etc. to help the nation reach 3,000 charter schools and make use of federal start-up funding to do it.

MARCH OR APRIL: Release Guidebook for school boards and other chartering agencies on their responsibilities in thoroughly reviewing and approving charter school proposals -- date and location completely at our discretion. This guidebook will help school boards and other public agencies that can charter schools make sure they approve only the highest quality charter schools.

APRIL 10, 11, or 12: Deliver address to the annual California charter school conference in Sacramento. This conference is scheduled to take place April 10, 11, and 12.

APRIL OR MAY: Deliver address to a charter school and public school choice parent fair that we could organize in a school system with charter schools and general public school choice (e.g., Boston, San Francisco). We could work with a school system to organize a fair where parents would be invited to attend and hear from all of the charter and other public schools they could choose to send their children. We might be ready to release a short guidebook on choosing a public school for your child.

MAY AND JUNE: Deliver address to a charter school graduation.

JUNE 30-JULY 15: Announce awards of federal start-up funding.

JULY 7-10: Address Berkeley summer institute for teams of charter school developers.

JULY: Address (federally-sponsored) national charter school conference targeted at schools receiving federal start-up grants. One full day of this conference will be devoted to charter school teams working on standards, assessments, and performance benchmarks by which their school's success will be measured. The date for this conference will be set within three weeks.

At the conference, the President could also release a report outlining 10-12 models of charter schools with clear and challenging performance benchmarks, including links to state standards and assessments.

AUGUST OR SEPTEMBER: Participate in ribbon-cutting event for newly opened charter school. Prime candidates include the Henry Ford museum charter school in Dearborn Michigan, being established by the museum, Ford Motor Company, Michigan State University, and an intermediate school district. The school will be housed in the museum and will also be a center of professional development for current and future teachers. Other possible sites include schools in Chicago, North Carolina, Florida, California, New Jersey, or one of a handful of schools being established with help from the NEA.

ANY TIME, perhaps in Colorado. : Deliver major policy address laying out critical principles for the President's support for charter schools, including ties to high standards. At this address, the President could challenge each charter school in the country -- along with their chartering agency -- to review the performance measures in its charter over the next 6 months, and to expand, raise, or refine them if they are not clear or challenging enough. He could also challenge all new charter schools to develop clear, challenging performance benchmarks and being held accountable for those. The President could announce the national charter school conference to take place in July that will focus heavily on helping charter schools work on their accountability mechanisms. Colorado would be an attractive location for this address, partly because of the state's work on standards and assessments and the state's clear requirements that charter schools be held to these standards and assessments.

ANY TIME NEXT FALL: The President could release a report on models and principles for broad public school choice efforts and announces at least 5 school districts agreeing to undertake development of model public school choice efforts. None of this work has begun yet, so the event would be difficult to arrange before the fall.

ANY TIME: Convene national meeting with school districts, parents, teachers, unions, and others on fixing failing schools.

A national meeting would spotlight the problem of failing schools, signal the importance of fixing those schools, and get a number of communities and school districts to commit to identifying and fixing failing schools. A draft report could be developed in advance of the meeting on models and principles for intervening in failing schools, and meeting participants could discuss and react to this report. A principal goal of the meeting would be to get teams of school district leaders, teachers, and parents to agree to go back to their communities to move forward with fixing bad schools.