

EDUCATION STRATEGY MEETING AGENDA

March 31, 1997

I. Upcoming Events

- California testing endorsement/CEO's (4/2)
- DC NetDay (4/4) --✓ P
- FLOTUS education event in Tallahassee (4/7) --
- Al Shanker memorial (4/9)
- Zero-3 conference (4/17)
- Teacher of the Year/National Conference (4/18)

II. Call to Action

A. HOPE/Pell/Student Loans

- Op Eds
- Response Strategies
- Student group activities

*USSA It'll visit - week Rm Tues
USSA, USF, US, Rmk the Vol - campaign for SFA week
- huge Pell
- student loan cut cuts
- low/middle tax cuts*

B. America Reads

- Changes to legislation?
- Transmittal/Reading is Fundamental event 4/22, 23, or 25?
- Bipartisan involvement
- College work study/commitments status
- Service summit

*Rmk included in chgr
ms early on 3 options*

C. School Construction

- Update
- GOP Co-sponsors?

→ D. National Standards/Testing Initiative

E. Choice and Accountability

- Charter Schools Products -- Ready to Go
- Guide for Chartering Agencies
- Charter Schools National Study

F. Safe & Drug Free Schools/Character Education

- Community Schools Guide -- Ready to Go
- Student Participation in Community Service Activity (service summit)

G. Teaching

- Response to directive?

H. Early Learning

- Head Start standards?

I. Skill Grants/Lifelong learning

J. Technology Literacy

III. Other Issues

A. Hispanic Education

B. Voting Rights Act

C. Title 1 Report on Barriers and Solutions to Parent Involvement in Education is ready to go

Agenda
Education Strategy Meeting
March 24

1. EVENTS

Already Scheduled:

- California Testing Endorsement (4/2)
- DC Netday (4/4) — VP — High Tech Computer wire/ez
- Al Shanker Memorial (4/9) House committee hrz on charter schools — Garry to testify.
- Teacher of the Year (4/18) where this shd.
- itec → LA 4/19 Dem Govs Confer —

Event Possibilities

- Net Day (4/19 - OVP)
- Reading is Fundamental event (4/22,23,25)
- Charter Schools Reports (Possible radio address)?
- America Reads?
- PTA Annual Conference
- Presidential Awards for Excellence in Math and Science Teaching (mid-June)
- Title IX anniversary in June
- Commencements
- others???

Summer Reading — may/early June

2. LEGISLATION/BUDGET

- Bipartisan Budget Task Force
- HOPE
- School Construction
- America Reads

*"cor problem —
fair share of
FDEA funds*

(Draft as of 3/26/97)

Realizing President Clinton's "Call-To-Action" ⇒ The Year Ahead			
Date	Tenet	Activity/Forum/Event	Goal/Participation
Ongoing	Technology	Outreach Activities/ on E-rate.	All principles, Riley & other senior staff to promote enactment of E-rate in schools prior to March 12 Senate Committee hearing and until FCC ruling on E-rate.
Ongoing	Technology	Announcements of state Technology Challenge Grants as they are approved by DOEd.	Promote support of POTUS' current technology initiatives to help create support for Call to Action agenda.
Ongoing	All	Education budget-related assistance.	Technical assistance from DOEd & leadership activity now until July 1 to encourage use of increases in FY 97 education funding (e.g.; Title I, Goals 2000, Safe & Drug-Free schools, Work-Study, Eisenhower Professional Development, Special Education) to help achieve whole agenda.
Mar. 4	School Construct.	Riley joins First Lady, Sec. Rubin, <u>et al.</u> , at D.C. event.	FLOTUS will announce that proceeds of sale of Department of Education's Connie Lee stock (about \$18m) will go to D.C. Schools Renovation fund.
Mar. 4	Higher Ed	Riley & Gene Sperling speak to Direct Loans 2000 symposium (D.C.)	Riley, Sperling talk about POTUS' higher education agenda.
Mar. 4	Safe, disciplined, drug-free schools	Riley Press Conference w/Drug-Free America	Riley launches multi-million dollar campaign to encourage parents to talk with their children about drugs. ABC will use news, entertainment, sports, radio, etc. to advertise it's "March Against Drugs." DOEd will publish a new parents guide to drug prevention with help of Reader's Digest. This event generated media attention on the report about drug-use. Little attention was given to the new parents guide "How to Raise Drug-Free kids" though 50,000 requests were made for it int he two days following the event. An event could be fashioned around the new guide at almost anytime.
Mar. 5	All/ Hope/Tax deduction/ Pell	Riley testifies before House Education and Workforce Committee	Chairman Goodling (R-PA); on POTUS' education agenda.

Realizing President Clinton's "Call-To-Action" ⇨ The Year Ahead			
Mar. 5	Hope/Tax Deduction/Pell	Treasury testifies/Asst. Sec. David Longanecker attends House Ways and Means Committee hearing.	Chairman Bill Archer (R-TX) on Administration's education and training tax incentives in FY 98 budget.
Mar. 5	Hope/ Tax Deduction/Pell	House Budget Committee hearing on rising tuition costs/Ikenberry of ACE to testify.	No administration witnesses.
Mar. 5	Higher Ed	Riley attends American Association of States Colleges & Universities reception.	Reception (6-8)
Mar 7	All	Riley speaks at Annual National Conference of Secondary School Principals, Orlando, Fla	Prior to or after Riley speech, we could launch sign-on campaign/pledge by secondary school principals to work to meet President's Call-to-Action. 50-100 principals would sign pledge on a prepared poster with Call-to-Action points on it and take back to community for more signage. A similar event could be held at Elementary School Principals' Annual Conference (San Antonio, April). <u>At later date, POTUS or other principal could have event making major announcement of signage.</u>
Week Mar. 3-10	FY98 Budget/ Parental Involvement	DOEd releases report to Congress showing thirty years of research supporting conclusion that family involvement in children's education is critical to achievement.	Increasing family involvement in the education of their children is an important goal of Title I. <u>POTUS could use release of report to emphasize the importance of parents getting involved early in their children's learning and the role parents can play in helping their children meet high standards.</u>
Mar. 10	Character Schools/ School Choice	Riley press conference at central Park East High School in New York City	Announcement of six urban high schools selected to serve as models for school reform in reform efforts. Schools were chosen for their dedication to strong academic achievement for all students. School selected are in NYC, Miami, Boston, St. Louis, Chicago, San Diego.

Realizing President Clinton's "Call-To-Action" - The Year Ahead

Mar. 11	Reading/ Family Involvement	Riley & Rasco participate in teleconference produced by DOE with National PTA, moderated by CAN "Talk Back Live" host Susan Rook called "Making Connections," in D.C. Outgoing and incoming PTA presidents and Mayor Daley will participate.	National PTA national teleconference with many downlink sites during legislative conference with focus on reading, math, financial aid & HOPE. Questions will be taken by guests, the studio audience, and satellite viewers around the country on what schools, PTAs and other organizations can do to help strengthen parent involvement in children's education. <u>POTUS or FLOTUS could participate by satellite from the White House.</u>
Mar. 11	All	Riley speaks to legislative conference of private elementary and secondary schools (D.C.)	Potential to focus on selected points or all???
Mar. 13	Standards/ Testing	Riley accompanies POTUS in address to North Carolina legislature on standards/testing.	
Mar. 11-15	All	Children's Defense Fund/Annual Conference	Participation????
Mar. 14	All	Riley speaks to legislative conference of State School Boards Association (D.C.)	Potential to focus on selected points or all???
Mar. 15	Safe & Drug-free Schools	Reader's Digest dissemination of 20 million copies of parent guide "How to raise Drug-free kids."	Follows Mar. 4 event (see above).
Mar. 15	Character/ Values	Riley participates in "Do Something" kick-off (D.C.) (Andrew Shue)	<u>Also request to POTUS & FLOTUS; "Do Something" promotes character/values curriculum.</u>

Realizing President Clinton's "Call-To-Action" ⇨ The Year Ahead			
Mar. 15	K-12/ Strong Schools	ED releases report called "Class Size and Students at Risk: What is Known? What Next?"	
Mid-Mar. - April	Safe Schools	ED releases grade book for parents, principals and teachers to keep schools open as safe havens for learning.	POTUS' FY'98 budget requests 50 million to help up to 1,000 schools stay open as community learning centers.
Mid-Mar. to April 1	School Choice	Release Charter School National Study	Key findings include lack of access to start up funding and charter schools serving slightly higher population of minorities. Opportunity for POTUS to emphasize education budget request for charter schools money and overall agenda.
Mar. 11-15	All/FY98 Education budget	House Labor-HHS-Education Appropriations Subcommittee tent. Set Mar. 11 for Sec. Testimony on budget.	On March 12, OVAE Assistant Secretary Trish McNeil, OSERS Assistant Secretary Judy Heumann, and OPE Assistant Secretary David Longanecker will testify on the FY 98 budget as it relates to their programs. Focuses include special ed., higher ed., community colleges, literacy, etc.
Mar. 15	Safe, disciplined, drug-free schools	Dissemination of 20 million copies of guide to parents to help prevent drug use.	Potential event with principal/mock up of guide, mock talk with kids????
Mar. 16	All	Riley speak to legislative conference of Great City Schools (D.C.)	Potential to focus on selected points or all???
Mar. 16-18	Higher Ed./Life- long- Learning	National Association of Manufacturers, Phoenix, Arizona	<u>POTUS or VPOTUS or other administration official might use address/visit to plant to emphasize life-long learning agenda.</u> POTUS often talks about the additional education/technology needed to perform these kind of jobs.
Mar. 16-19	Higher Ed.	American Association for Higher Education's Annual Meeting (D.C.)	Participation???????

Realizing President Clinton's "Call-To-Action" » The Year Ahead

Mar. 17	All	Riley speaks to legislative conference of Council of Chief State School Officers (state superintendent's association (CSS), D.C.	Potential to focus on selected points or all???
Mar. 17	All??	Riley speaks to Consortium if School Networking	
Mar. 18	School-to-Work/ College	Riley participates in DOEd monthly Town Meeting	Will offer practical advice to schools, communities, parents, etc. re: school-to-work opportunities. Also opportunity to talk about need to prepare for college and value of HOPE, tax cut, and Pell increases.
Mar. 20	All	Riley to testify at Labor-HHS-ED Subcommittee of Senate Appropriations Committee	Chairman Arlen Specter, on DOEd's FY 98 budget request.

Realizing President Clinton's "Call-To-Action" - The Year Ahead

Mar. 20	Life-long Learning/ Adult Literacy	House Education & Workforce Committee holds hearing on literacy in America.	Oprah has expressed interest in testifying, as have some other celebrities. The hearing will provide Congress with a general overview of 1) America's literacy needs; 2) the structure that is already in place to address them, and 3) how literacy is a key part of the solution to many of our social problems (i.e. literacy leads to long-term self-sufficiency of welfare recipients, reduction in crime, increases in employment, etc.) <u>POTUS could host a breakfast or other AM meeting on literacy at the White House (or at a local literacy program) and invite Oprah, the three adult learners who are the national spokespeople for the public awareness campaign, and the other witnesses to participate. He could also consider including the chair of each state task force for the national literacy campaign. He could announce that the next stage of welfare reform is to make sure that each and every welfare recipient has the literacy skills needed for long-term self-sufficiency. (Only about half of welfare recipients have a high school diploma or GED, a necessity to earn a living wage, and recipients age 17-21 read, on average, at the sixth grade level.) POTUS has already proposed a substantial increase in adult ed and literacy funding in his FY98 budget, and he could consider issuing an Executive Order that provides some sort of incentive for states to take advantage of the OPTION they have in the welfare bill to count literacy training and GED preparation as one of the allowable "work activities." This is a hot topic in every state that both literacy educators and a bipartisan group of governors (through a letter they sent the POTUS in late January) have been clamoring for.</u>
Mar. 20-22	Life-long Learning/ Adult Literacy	National Center for Family Literacy (Atlanta)	
Mar. 21	Reading	Riley speak to American Publishers Convention	

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
Mar. 22-25	K-12	Association for Supervision and Curriculum Development, Annual Conference. Baltimore	
Mar. 24	Technology	Riley does two school visits, lunch w/local educators and reception w/Sen. Rockefeller in Martingsburg. technology event	To emphasize E-rate.
Mar. 25	All	Tent. Sec. Riley speaks to the Rural Education Conference	
Mar. 27	Standards/ Testing	Sec. Riley meets with Governor Tommy Thompson to discuss "Achieve," a new organization which will provide technical assistance to states developing academic standards, and Thompson's position to the POTUS' testing initiative.	
March 31	Standards	Anniversary of Goals 2000	<u>Potential to plan simultaneous nation-wide events focused on standards, POTUS???</u>
End Mar./ April	Hope	ED releases 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 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.

Realizing President Clinton's "Call-To-Action" • The Year Ahead

April 1-4	K-12	National Association for School Psychologists, Annual Convention, Anaheim, CA	Participation????? Opportunity to generate lead into WH conference on the brain.
April 1-4	K-12	National Catholic Education Association, Annual Convention, Minneapolis	Participation????
April 4	Reading. Standards/ K-12	Title I School wide Network Conference; "leave no Family Behind: Parental Inclusion and Involvement," Orlando, FL	
April 3-6	K-12/ TIMSS TEST	National science Teachers Association, Annual Meeting, New Orleans	Participation????
April 4-7	Reading, K-12, Safe Schools. HOPE/ Tax Deduction	American School Counselors Association, Orlando, FL	Participation????
April 8	K-12, D.C., Reading	Riley goes on Magic School Bus Tour with D.C. Kids	The Scholastic's Magic School bus sponsored by the D.C. schools Math science and Technology Initiative (MSTI) and funded by the mid-Atlantic Eisenhower Consortium for Math & science. <u>Riley has invited POTUS, First Lady and other cabinet secretaries to join him.</u>
April 9-13	0-3, K-12, Reading	Council for Exceptional Children Annual Conference, salt Lake City Convention center	<u>FLOTUS participation???</u>

Prob should
v. l. case
1 report.

Realizing President Clinton's "Call-To-Action" • The Year Ahead

April 9-13	Pell/HBCUs	National Association for Equal Opportunity in Higher Education (NAFEO), Annual Meeting, D.C.	POTUS, VPOTUS hosted NAFEO HBCU Presidents at White House meeting 2/24. Very good regional press & NYT picture. Sperling to meet with NAFEO heads re: Pell concerns/facilitate endorsement of POTUS' ed proposals.
April 10	K-12, All	Riley participates in Principal for a Day event, NY.	Event provides opportunity for 1,000 business and civic leaders to appreciate strengths and challenges of public schools.
April 12-15	HOPE/Pell	American Association of Community Colleges (AACC) Annual Meeting, Anaheim, CA	<u>POTUS</u> is invited to receive the Harry S. Truman Award. The 77th annual American Association of Community Colleges (AACC) will discuss issues that have had an impact on community colleges. The Harry S Truman award is so-named because President Truman created a commission to study higher education. The commission report used the words "community college" for the first time, and the idea captured President Truman's interest in supporting community colleges. During his administration, the true community college was born. Anaheim, CA.
April 12-15	HOPE/Tuition Costs	Association of Governing Boards of Universities and Colleges, National Conference, San Diego	<u>VPOTUS Participation????</u>
April 12-16	K-12	National Association of Elementary School Principals, Annual Convention, San Antonio, TX	POTUS participation??????
April 13-15	HOPE/Pell	American Association of Universities, D.C.	Participation?????
April 14	K-12/Standards	3rd Anniversary of the signing of Goals 2000 celebration with Sen. Jeffords, Burling, Vermont	Senators Patrick Leahy (D-VT) and Congressman Bernard Sanders (I-VT) have also been invited.

Realizing President Clinton's "Call-To-Action" @ The Year Ahead			
April 15	Charter/ Magnet Schools	Riley does monthly Satellite Town Meeting	
April 14-15 April 16	Teacher Quality	White House announcement of National Teacher of Year and State Teachers of the Year	Announcement of firm date for this event will help facilitate Riley's announced national forum on recruiting and training of the 2,000,000 teachers needed over the next ten years. Forum would involve the 50 Teachers of the Year and college presidents, deans of education, parents, etc. The next group of nationally certified teachers graduation will coincide with the Teacher Forum. Riley, POTUS, or FLOTUS could also visit a state or community using National Board teachers and upgrade their teaching group.
Mid- April	Teacher Quality	DOEd release of report responding to POTUS directive stressing excellence and accountability in teaching	Riley could present report to POTUS at WH event w/teachers.
April 17		White House Zero-to- Three Conference	
April 18	Higher Ed	Riley speaks at UVA Education School, Charlottesville	MOVED?
April 17-20	K-12/ TIMSS/ TEST	National Council of Teachers of Mathematics, annual Convention, Minneapolis	Principal participation????
April 18 18 19	Technology	Tent. Net Day	POTUS, VPOTUS events?
April 20-24	HOPE	American Association of College Registrars and Administrators, Annual Meeting, Salt Lake City	Principal participation????

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
April 20-22	K-12 Reading	National Center for Family Literacy, Louisville, KY	Principal participation????
April 24	Character/Community Service	ED to release high-interest report "Student Participation in Community-Service Activity." Report examines data from the 1996 National Household Education Survey Youth Civic Involvement	Report also includes feedback from students reporting on ways schools can encourage community service participation and integrate it with classroom learning.
April 25 - May 3	Technology ?	Grand opening of Columbus Center's Hall of Exploration, Baltimore.	Senators Mikulski and Sarbanes, and Representatives Hoyer, Cardin, Cummings have invited <u>POTUS, FLOTUS and Chelsea to attend the opening of the Hall of Exploration at one of the nation's most comprehensive research and education facilities dedicated to marine science using the latest in relevant technology.</u> Last year, Secretary Riley participated in the opening of the center and was extraordinarily impressed with the technology used. The event received good press and generated excellent pictures. <u>This may be a good opportunity for the POTUS to talk about how technology is helping children learn, etc.</u>
April 25-26	Technology	National School Boards Association, Annual Meeting. Technology Institute, Anaheim, CA	Opportunity to address key local decision makers whom we need to sign onto whole agenda. Mike Smith attending.
April 26-29	K-12	National School Boards Association, Annual Convention. Anaheim, CA	<u>POTUS/VPOTUS/FLOTUS participation??</u>
April 27-29	All/Reading	Riley speaks at White House Citizen Service Summit with George Bush/Colin Powell, Philadelphia	

Realizing President Clinton's "Call-To-Action" - The Year Ahead			
April 29	FCC/ E-Rate	Riley speaks to National Cable Association, D.C.	
April	Math & Science Teachers/ K-12	Presidential Math & Science Teacher Awards	Possible focus to highlight POTUS' call for all children to take national test in 8th grade math and to ensure all teachers teach to high standards.
April 30	Technology	Riley speaks at STARS conference, Albany, NY	
May 1	K-12	Blue Ribbon Schools Recognition Program	<u>White House ceremony with POTUS.</u> Can use event to focus on agenda depending on status of initiative; but should have overall standards theme.
Early May/ June multiple events	Reading Summer	DOEd launches summer reading component of America Reads Challenge	Focus is 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	Charter Schools/ School Choice	VPOTUS addresses state informational meeting informing teachers, parents, and others of opportunity to start charter schools and apply for federal start- up funding.	Possibly in D.C. with participation of Smithsonian, National Academy of Science.
May 1	Standards /K-12	Blue Ribbons Schools Recognition Program	Possible White House ceremony. Could use event to focus on agenda depending on status of initiative but should include overall standards/whole agenda.

Realizing President Clinton's "Call-To-Action" - The Year Ahead

May 2	Testing	Riley releases NAEP Science Report at Education Writers Association, National Seminar, Washington, D.C.	<u>POTUS participation/local school visit??</u>
May 4	School-to-Work	Third Year Anniversary of the passage of School-to-Work Opportunity Act.	An event could be organized at one of the local sites that has shown real promise.
May 4-9	K-12 Reading	International Reading Association, Annual Convention, new Orleans	Key group in reading. Secretary Riley speaks on the 6th.
May 7	K-12 Reading	FCC decision is likely to rule that schools and libraries will have universal access to information superhighway and Internet w/ deep discounts.	Principal(s) participation contingent on announcement.
May 12	Reading	Sec. Riley speaks to Boston Globe Symposium on Literacy, Boston	
May 14-19	School Construct.	National Association of Realtors, Washington, D.C.	
May 15	All	Sec. Riley speaks to Business Coalition Conference, Boston.	
May 17	All	Sec. Riley accepts Dewey Award at UFT Conference, NYC. UFT's theme is high standards	Focus depending on status of several pieces of legislation; POTUS' agenda.

Realizing President Clinton's "Call-To-Action" ➡ The Year Ahead

May 20	Reading	DOEd monthly Satellite Town Meeting	Topic is "Becoming a Reading, Literate, Society." Focus to 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 and strengthening the teaching of reading during the School day if Congress appropriates additional funds for Title I, etc.
May 20	Quality Teachers	Riley accepts Outstanding Service Award at Columbia Teachers College, NYC	Focus to depend on status on POTUS' initiatives/legislation.
May 26		MEMORIAL DAY	
May 28-31	Early Childhood	National Headstart Association, Annual Conference, Boston	<u>FLOTUS speech/HeadStart center visit????</u>
Late May/Early June	Early Childhood/Reading	DOEd to release tips for parents of young children.	Focus 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 I 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.

Realizing President Clinton's "Call-To-Action" - The Year Ahead

June 10	Math/ TIMSS	Grade 4 release of the Third International Math and Science Study will take place simultaneously in Boston and Washington. In early July (July 1 tentatively) the state data lending 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. <u>POTUS 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.</u>
June 12-14	High Standards/ Rewarding Excellence	Academic and artistic Presidential Scholars	Scholars' their parents and teachers will be in Washington, D.C. This is an excellent time to showcase excellence with POTUS involvement and with coordinated media back in all the home states and communities.
June 12-14	All	SREB Board Meeting. (southern legislators), Annapolis, MD	POTUS participation;??? 19-state coalition of very influential legislators, governors, K-12 and in higher education state policy making our whole agenda.
June 17	Early Childhood/ Ready to Learn	Riley participates at DOE's monthly Satellite Town Meeting.	Topic is: "Ready to Learn: Preparing Young Children for School Success." To build 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.
June 18-21	K-12	National PTA, Annual Convention, Kansas City, MO	Principal(s) participation????
June 19-22	Reading/ After School Learning Center	YMCA General Assembly invites President Clinton to address the assembly.	<u>POTUS</u> could use to highlight the importance of communities' support for the America Reads Challenge and endorse and encourage communities to be involved as reading tutors and mentors, as well as providing wholesome, safe learning opportunities after school, weekends and summers.

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
June 20-24	Technology/ Education for People w/ Disabilities,	Theme: Let's Tango: Partnering People and Technologies, D. Lawrence Convention Center, Pittsburgh	Representatives of state assistance technology projects, members of the American Occupational Therapy Association, members of the American Speech-language Hearing Association and other technology-related professional organizations, as well as consumers of assistance technology, i.e., individuals with disabilities in the classroom.
June 20-25	All/ School Construct.	U.S. Conference of Mayors, San Francisco, CA	<u>POTUS speech??</u>
June 21-24	Pre-School	Parents as First Teachers, National Meeting, St. Louis	Rasco attending; POTUS, FLOTUS participation??
Late June	Access to College	25th Anniversary of Title IX Sports	<u>POTUS, FLOTUS event??</u>
June 26- July 2	Reading/ E-Rate	American Library Association Annual meeting, New York	Carol Rasco invited. <u>Opportunity for POTUS or FLOTUS to talk about reading.</u>
June 29- July 7	Family Involvement/ Teachers	National PTA meeting, Anaheim, CA	<u>Opportunity for POTUS or FLOTUS to talk about family involvement, reading.</u>
June 30	Technology	DOEd awards new grants under Star Schools program totally \$15 million in 1997.	<u>Announcements could accompany event with VPOTUS or FLOTUS</u>
June 30 - July 2	Technology	National Education Computing Association, Seattle, WA.	<u>President and FLOTUS invited</u>
June 30 - July 5	All	(NEA) National Education Association Conference in Atlanta, GA.	<u>POTUS participation???</u>
July	Charter Schools/ School Choice	National Charter Schools Conference	To discuss targeted schools receiving federal start up grants to work in standard and benchmarks by which their schools success will be measured.

Realizing President Clinton's "Call-To-Action" - The Year Ahead

July 1	Math & 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.
July	Teachers	DOEd Teacher Shadowing Program	Possible focus: importance of all policy makers understanding the world of the classroom.
July 9-12	All/Standards	Education Commission of the States, Annual Meeting, Providence, R.I.	State teams from many states including legislators, governors, K-12 and higher education leaders. Mike Smith participating.
July 9-12	Character Schools (strong schools)	SREB High Schools that Work, Atlanta, GA.	19-state coalition of very influential legislators, governors, K-12 and in higher education state policy.
July 10-13	Pell, Hope/Tax deduction	National Association of Student Financial Aid Administrators (NASFAA) Annual Conference, Philadelphia, PA.	POTUS opportunity to talk about access to college, HOPE, Tax deductions, dispel myths about IRS intrusion, Pell.
July 12-17	All	NAACP, Pittsburgh	POTUS opportunity to try to engage key group in POTUS agenda; look to event for endorsement of agenda.
July	School Choice/Charter Schools	National Charter Schools Conference,	Targeted schools receiving federal start up grants to work on standards and benchmarks by which their schools success will be measured.
July 19-22	Hope/Pell/Tax Deductions	National Association of College and University Business Officers, Annual Meeting, Boston	POTUS opportunity to talk about access to college, HOPE, Tax deductions, dispel myths about IRS intrusion, Pell.

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
July 20-23	All/Reading	National Council of la Raza in Chicago.	Could attract 15,000 participants -- largest constituency-based Hispanic organization. Would be interested in entire agenda as well as reading.
July 27-30	All	National Governor's Association, Las Vegas	POTUS could talk about <u>any one of the initiatives depending on current status/focus of initiatives.</u>
July 26-29	K-12	American Federation of Teachers, Quest Conference, Washington D.C.	
August 3-6	All	National Urban League Annual Meeting, Washington D.C.	POTUS opportunity to get endorsement of agenda from broad-based urban group. (Also note Philadelphia Urban League July 26-29 if there is a regional interest)
August 6-10	All	National Conference of State Legislatures, Annual Meeting, Philadelphia, PA	POTUS opportunity to talk to legislators about <u>importance of standards (model after successful Maryland legislators event) for higher education.</u>
August 9-13	Reading	AARP, San Diego	Principal participation?????
August 11-15	All	Congressional Black Caucus	POTUS speaks at dinner; opportunity to focus on <u>access to college, Pell, HOPE or other ed initiatives.</u>
Aug. - Sept.	All	Release of DOE'd funding from several major programs which demonstrate implementation of Call-to-Action.	
Aug. - Sept.	Technology	Blue Ribbon Schools Technology Awards announcements.	Awards ceremony scheduled in October.

Realizing President Clinton's "Call-To-Action" • The Year Ahead

Aug. - Oct.	All	America Goes Back-to-School	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 high-lighted 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."
Sept.	Teacher Quality	Sallie Mae Outstanding First-Year Teacher Awards	Possible Focus: Teacher Preparation and support for beginning teachers.
Sept. 3-5	All/Safe Schools	National Association of Towns & Townships, D.C.	VPOTUS participation????
Sept. 3-6	College Prep/Hope/Pell	National Council of Educational Opportunity Associations, Annual Conference, New Orleans.	
Sept. 11-15	Access to College/Pell I	Congressional Black Caucus	POTUS speaks at dinner; opportunity to focus on access to college, Pell, Hope.
Sept. 17-18	Access to College/Hope/Tax Deduction	American Business Conference, D.C.	Opportunity for POTUS or VPOTUS to talk about access to college, life-long learning, etc.
Sept. 28-30	Higher Ed/Work force Issues	National Alliance of Business, Washington D.C.	<u>POTUS or VPOTUS participation. Possible focus could be importance of higher-educated Americans needed in today's workforce. higher ed= higher salary, etc/economic factors of higher education.</u>

Realizing President Clinton's "Call-To-Action" - The Year Ahead

Early Oct. Thru Nov.	All	Four regional conferences of teachers, principals, educators, administrators and parents (e.g. families) focused on how U.S. Department of Education key program can help meet the President's Call-to-Action.	<u>POTUS and/or VPOTUS participation in series that could be made similar to 1995 regional economic conferences.</u>
October 1-4	Early Childhood HeadStart/ Reading	National Black Child Development, Atlanta	<u>POTUS OR FLOTUS participation???? Could visit school or Head Start center or visit after school center where there is a focus on reading, or other interest depending on status of initiatives. Would be nice to find center where grandparents work with school children/young people.</u>
October	Teacher Quality	National Teacher Forum	Possible Focus: Importance of teacher leadership in school reform and involving teachers in education policy making.
Oct. 4-7	Access to College/ Hope/Tax Deduction	American Bankers Association, Boston	<u>Opportunity for POTUS or VPOTUS to talk about higher ed agenda generally.</u>
Oct. 15-18??	K-12	Council of Great City Schools Conference, Detroit, MI	Principal participation????
Oct. 12-15	HOPE/ Pell	Association of Community College Trustees, Annual Conference, Dallas TX	
Oct. 19-21	Access to College/ Hope/Pell	American Association of Universities, New York, New York	
Oct. 25-28	HOPE/ Pell/Tax Deductions	Hispanic Association of Colleges and Universities, Annual Meeting, San Antonio	

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
Oct. 29-31	Higher Ed	College Board National Forum, Chicago	
Oct. 31-Nov. 3	Math/ Standards/ Safe Schools	National Middle Schools Association Conference, Indianapolis	<u>POTUS or VPOTUS participation to talk about math and reading or standards or safe schools.</u>
Late Oct.	Technology	ED releases report called "Helping Your Child Learn With Technology"	Aimed at parents, this book will show parents how to help their children at home get a head start on the educational benefits of technological advances.
Nov. 5-7	Technology	National School Boards Association, Technology and Learning Conference, Denver	
Nov. 9-11	Any? All?	Public Education Fund Network, Annual Conference, Washington D.C.	
Nov.	Teacher Quality	American Education Week.	Possible Focus: Recruiting and preparing teachers to be successful in teaching an increasingly diverse population of students to high standards.
Nov. 16-18	Pell, College Access	National Association of State Universities and Land-Grant Colleges, (NASULGC) Annual Meeting, Washington, D.C.	<u>POTUS OR VPOTUS opportunity to talk about access to college, HOPE, Pell.</u>
Nov. 16-18	Higher Ed.	American Association of State Colleges and Universities (AASCU), Annual Meeting, Atlanta	<u>POTUS opportunity to talk about access to college, HOPE, Pell.</u>
Late Nov.	Safe Schools	ED releases report "Promising Programs in Conflict Resolution"	Aimed at counselors or other personnel, the report will be a compendium of successful dispute resolution programs in elementary schools.

Realizing President Clinton's "Call-To-Action" • The Year Ahead

Dec.	Teacher Quality	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.
Dec.	Teacher Quality	Announcement of Nationally Board Certified Teachers	Possible Focus: Importance of recognizing and rewarding good teachers.
Dec. 4-7	All	National League of Cities, Philadelphia	<u>POTUS participation perhaps w/Secretary Cuomo to talk about urban education issues????</u>
Dec. 11-14	Higher Ed./ Lifelong Learning	American Vocational Association, Annual Meeting, Las Vegas.	Principal participation???
Dec. 13-16	Early Childhood/ Reading	National Head Start Assn., San Francisco, CA	<u>POTUS or FLOTUS speech, visit to Head Start program??</u>

Author: Susan Frost at WDCB01

Date: 3/9/97 04:31 PM

Subject: Schedule for School Construction Rollout

----- Message Contents -----

GOAL: President announces transmittal of his School Construction legislation to Congress and introduction of his proposal in the House and Senate on Friday, March 15th.

Event is in Jupiter, FLA at 9:00 AM at school site.

Senator Moseley Braun and Rep. Nita Lowey introduce legislation in Washington Friday AM. ED OLCA works with sponsors on their press and other efforts. Mike Smith holds press briefing at Department of Education on the President's proposal followed by a briefing for public interest groups by Department staff.

Treasury involvement?????

SCHEDULE:

MONDAY/TUESDAY ---- Prepare all materials by cob TUES including lpp/3pp summaries, Q&As, Case Studies, Summaries of Reports on Baby Boom Echo, GAO reports and Student Learning Outcomes, State-by-State allocation tables, City examples of funding distribution. DRAFTs to OMB and WHITE HOUSE.

WEDNESDAY: BILL LANGUAGE, TRANSMITTAL LETTER AND SECTION-BY-SECTION CLEARED BY OMB by NOON WEDNESDAY.

THURSDAY: CLEARED FOR TRANSMITTAL BY SECRETARY BY NOON THURSDAY AND TRANSMITTED TO HILL BY COB THURSDAY.

Briefing for Council of Great Cities, AASA, NSBA, PTA for purpose of endorsing with press on Friday.

Announce to all ed groups at 4 pm Thursday meeting and invite them to briefing on Friday to go over legislation.

MEMORANDUM

TO: Gene Sperling
Bruce Reed
John Hilley

FROM: Mike Smith
David Longanecker

SUBJECT: Transmittal of Higher Education Tax and Budget Proposals

The purpose of this memo is to suggest a method for getting the President's higher education tax and budget proposals up to the Hill.

Since the State of the Union address, both the Senate majority and minority leadership have introduced education bills in response to the President's proposals - S. 1 (Coverdell) and S. 2 (Daschle). We understand that the introduction of the House minority leadership's education bill, which was put off last week, will occur shortly and will reflect many of the President's higher education initiatives.

As you know, legislative language for ED's proposals is not yet final. This is frustrating to those members of Congress who support the President and his education proposals, and this is hurting our efforts to "sell" these proposals on the Hill. On March 5th, Secretary Riley testified before the House Committee on Education and the Workforce on all of the President's education initiatives, and Chairman Goodling's parting question was, "Where is your legislation?" Last week, he testified before the Senate and was asked the same question.

I would like to expedite the process of finishing this legislation and sending it to the Hill. The Secretary is scheduled to testify before the House appropriations committee on Tuesday, March 11th. We would like him to be able to say that we are in the process of transmitting our proposals to the Hill, and we expect them to be introduced the following week. Specific components of the bill would include: the five tax proposals, the Pell Grant maximum grant level increase and independent student status modification, and all of the student loan changes and need analysis revisions to accompany the tax proposals and the Presidential Honors Scholarships. Because the tax components are such an integral part of our overall package, we recommend that the transmittal letter be signed jointly by Secretary Riley and Secretary Rubin. If this is acceptable, I will have my staff draft a transmittal letter and forward it to Treasury.

The President then could do a roll-out event around the subsequent introduction of the legislation. The week of March 17th has been targeted as the roll-out date for the higher education budget and tax proposals. The major association meetings have already occurred, and the President has spoken at a number of them. The next logical opportunity for the President to discuss this legislation would be in a speech on a college campus.

As you know, we have 70 community college presidents and 280 trustees signed on to letters endorsing the President's higher education proposals. A second letter has been circulated by the president of Dickinson College who chairs the Annapolis Group of 80 private colleges. We expect about 60 individual endorsements on that letter. We could use a Pennsylvania college or community college as a roll-out event site with presidents from area colleges and the letters as the news hook. Another venue might be the President's weekly radio address. We can discuss this in greater detail once we have agreed on how to proceed.

In order to advance this plan of action, we need the Treasury Department's agreement that the education tax components of the Administration's package will be included with the rest of the higher education budget proposals. We think it is critical that all higher education budget proposals be submitted as a whole. If Treasury is uncomfortable with the approach we have suggested, we will send them budget items that are under our program jurisdiction as companion pieces with appropriate cross-references. We will need agreed-upon language as soon as possible in order to discuss it with the Hill and arrange for Senate and House introduction and cosponsors before transmission.

Thanks for your attention to this issue. I look forward to hearing from you.

March 10, 1997

MEMORANDUM FOR GENE SPERLING, BRUCE REED AND JOHN HILLEY

FROM: Mike Smith, Carol Rasco and Terry Peterson

SUBJECT: Proposed Legislative Rollout for America Reads

We believe it is important to formally transmit and introduce America Reads Challenge legislation in the near future in order to provide a mechanism around which we to build momentum and support for this initiative. As you know, while there are many who have welcomed this initiative, there are also those who are skeptical and who have been asking why we are creating this new program. If we develop a plan for rolling out America Reads legislation, we will have more control over the message and, therefore, the perception of why this is important.

TIMING

We propose that the America Reads legislation be introduced either just prior to or after Congressional Easter Recess, which is March 21 to April 6. We do not recommend announcement of the legislation by the President before official introduction in Congress.

EVENT

Post or Pre Recess: If Members of Congress are supportive of the legislation, they could introduce it in a press conference or event with the President or Secretary Riley. The President and other Administration officials would also follow up with events such as the options described below. If we decide to do this pre-Recess, Members may want to organize events in their districts.

There are several elements that ought to be a part of any event we organize to illustrate what the legislation does:

- Make AmeriCorps an integral part of the announcement in order to counter charges that it is a contrived part of this initiative.
- Include parents or family members, teachers, kids and other community stakeholders to emphasize that this initiative -- both the tutoring and the early childhood grants -- will build on/reinforce current school and community efforts, rather than mandate what those efforts look like.

Following are some options for roll-out events:

Option 1: Presidential Travel to a Site Outside of D.C.

Since we recently had a reading event in the District, it would be good for the President to travel to a site outside of DC that already uses AmeriCorps members. He could read with a tutor and student, for example, and then deliver remarks to an audience made up of community members:

parents, teachers, kids, religious leaders, local businesses, etc. We will develop a list of potential sites and would work with Congressional Affairs to vet them in terms of Congressional and elected official support.

Option 2: Round table Discussion at the White House or a Nearby School (DC, VA or MD)

We could invite representatives from several programs to a roundtable discussion at the White House or a nearby school in DC, VA or MD. At the roundtable, the program representatives could describe elements of their programs, and parents or teachers from these programs' communities could talk about how America Reads will address the problems they have had locally with childhood literacy.

The roundtable could include representatives from tutoring programs, as well as parent involvement/early childhood programs to underscore the Parents as Teachers First grants. There are many programs from which we could invite tutors, teachers, parents, community leaders, and Americorps members. They include (see attached for descriptions of the programs that follow):

- AmeriCorps SLICE (Simpson County, KY);
- Hilliard Elementary School (Houston, TX);
- Belmont Community School (Worcester, MA);
- Reading One-One (Richardson, TX);
- Reach Out and Read Program (Boston, MA);
- Cabrini-Green Tutoring Program (Chicago, IL);
- Jackson, Tennessee Tutoring Program;
- Pilot Tutoring Programs (Cambridge, MA);
- Early Identification Program (Reading, OH);
- Growing Together (Washington DC);
- Parents as Teachers Program (St. Louis, MO);
- Megaskills Teaching Program (Holyoke, MA);
- HIPPY
- Parents First, Nashville;read;
- Twilight Schools (Elk Grove Unified School District, CA).

Option 3: Secretary Riley Announces Introduction of Legislation

If the President's schedule precludes an event announcing introduction of the legislation, Secretary Riley could participate in an event or press conference, with the President doing an event at a school or program as described above shortly following the actual introduction.

CONGRESS

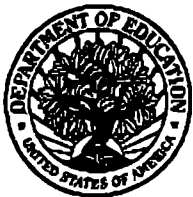
As soon as we have approval, we will share our proposed legislation with with friendly Members and work to secure who will introduce and co-sponsor it. We believe that Kennedy, Daschle and Mikulski will likely be supportive on the Senate side, as well as Representatives Gephardt, Clay and Miller on the House side.

If there is strong support, the Members could organize a press conference timed to best amplify a

Presidential event.

GROUPS/AMPLIFICATION OF MESSAGE

- We will work to develop a list of groups that we believe would issue press releases or express support of the legislation around its introduction.
- Depending on the timing of introduction, the First Lady, Vice President and Mrs. Gore could have amplifying events around the country.



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

FAX TRANSMITTAL

*Look at
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TO: Bill Kincaid

ORGANIZATION: The White House

PHONE NUMBER: _____

FAX NUMBER: 202-456-2078

FROM: **Leslie T. Thornton**
Deputy Chief of Staff and
Counselor to the Secretary
(202) 401-3001 phone
(202) 401-2098 fax

MESSAGE: _____

(27 pages to follow)
CONFIDENTIALITY NOTICE

THIS TRANSMISSION IS INTENDED FOR AND RESTRICTED TO THE NAMED ADDRESSEE ONLY. IT MAY CONTAIN CONFIDENTIAL AND/OR PRIVILEGED INFORMATION. IF YOU RECEIVE THIS TRANSMISSION IN ERROR, YOU ARE NOTIFIED THAT YOU ARE PROHIBITED FROM READING, COPYING, OR DISSEMINATING THE TRANSMISSION. PLEASE CALL 202-401-3000 TO ARRANGE FOR RETURN OF ANY TRANSMISSION SENT IN ERROR THANK YOU.

(Draft as of 1:00 p.m. 5/5/97)

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
Date	Tenet	Activity/Forum/Event	Goal/Participation
Ongoing	Technology	Outreach Activities/ on E-rate.	All principles, Riley & other senior staff to promote enactment of E-rate in schools prior to March 12 Senate Committee hearing and until FCC ruling on E-rate.
Ongoing	Technology	Announcements of state Technology Challenge Grants as they are approved by DOEd.	Promote support of POTUS' current technology initiatives to help create support for Call to Action agenda.
Ongoing	All	Education budget-related assistance.	Technical assistance from DOEd & leadership activity now until July 1 to encourage use of increases in FY 97 education funding (e.g.; Title I, Goals 2000, Safe & Drug-Free schools, Work-Study, Eisenhower Professional Development, Special Education) to help achieve whole agenda.
Mar. 4	School Construct.	Riley joins First Lady, Sec. Rubin, et al., at D.C. event.	FLOTUS will announce that proceeds of sale of Department of Education's Connie Lee stock (about \$18m) will go to D.C. Schools Renovation fund.
Mar. 4	Higher Ed	Riley & Gene Sperling speak to Direct Loans 2000 symposium (D.C.)	Riley, Sperling talk about POTUS' higher education agenda.
Mar. 4	Safe, disciplined, drug-free schools	Riley Press Conference w/Drug-Free America	Riley launches multi-million dollar campaign to encourage parents to talk with their children about drugs. ABC will use news, entertainment, sports, radio, etc. to advertise it's "March Against Drugs." DOEd will publish a new parents guide to drug prevention with help of Reader's Digest.
Mar. 5	All/ Hope/Tax deduction/ Pell	Riley testifies before House Education and Workforce Committee	Chairman Goodling (R-PA); on POTUS' education agenda.
Mar. 5	Hope/Tax Deduction/ Pell	Treasury testifies/Asst. Sec. David Longenecker attends House Ways and Means Committee hearing.	Chairman Bill Archer (R-TX) on Administration's education and training tax incentives n FY 98 budget.

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
Mar. 5	Hope/ Tax Deduction/ Pell	House Budget Committee hearing on rising tuition costs/Ikenberry of ACE to testify.	No administration witnesses.
Mar. 5	Higher Ed	Riley attends American Association of States Colleges & Universities reception.	Reception (6-8)
Mar 7	All	Riley speaks at Annual National Conference of Secondary School Principals, Orlando, Fla	Prior to or after Riley speech, we could launch sign-on campaign/pledge by secondary school principals to work to meet President's Call-to-Action. 50-100 principals would sign pledge on a prepared poster with Call-to-Action points on it and take back to community for more signee. A similar event could be held at Elementary School Principals' Annual Conference (San Antonio, April). <u>At later date, POTUS or other principal could have event making major announcement of signee.</u>
Week Mar. 3-10	FY98 Budget/ Parental Involvement	DOEd releases report to Congress showing thirty years of research supporting conclusion that family involvement in children's education is critical to achievement.	Increasing family involvement in the education of their children is an important goal of Title I. <u>POTUS could use release of report to emphasize the importance of parents getting involved early in their children's learning and the role parents can play in helping their children meet high standards.</u>
Mar. 10	Character Schools/ School Choice	Riley press conference at central Part East High School in New York City	Announcement of six urban high schools selected to serve as models for school reform in reform efforts. Schools were chosen for their dedication to strong academic achievement for all students. School selected are in NYC, Miami, Boston, St. Louis, Chicago, San Diego.

Realizing President Clinton's "Call-To-Action" @ The Year Ahead

Mar. 11	Reading/ Family Involvement	Riley & Rasco participate in teleconference produced by DOE with National PTA, moderated by CAN "Talk Back Live" host Susan Rook called "Making Connections," in D.C. Outgoing and incoming PTA presidents and Mayor Daley will participate.	National PTA national teleconference with many downlink sites during legislative conference with focus on reading, math, financial aid & HOPE. Questions will be taken by guests, the studio audience, and satellite viewers around the country on what schools, PTAs and other organizations can do to help strengthen parent involvement in children's education. <u>POTUS or FLOTUS could participate by satellite from the White House.</u>
Mar. 11	All	Riley speaks to legislative conference of private elementary and secondary schools (D.C.)	Potential to focus on selected points or all???
Mar. 11-15	All	Children's Defense Fund/Annual Conference	Participation????
Mar. 14	All	Riley speaks to legislative conference of State School Boards Association (D.C.)	Potential to focus on selected points or all???
Mar. 15	Character/ Values	Riley participates in "Do Something" kick-off (D.C.) (Andrew Shue)	<u>Also request to POTUS & FLOTUS</u> ; "Do Something" promotes character/values curriculum.
Mid-Mar. to April 1	School Choice	Release Charter School National Study	Principal participation depending on results???
Mar. 11-15	All/FY98 Education budget	House Labor-HHS-Education Appropriations Subcommittee tent. Set Mar. 11 for Sec. Testimony on budget.	On March 12, OVAE Assistant Secretary Trish McNeil, OSERS Assistant Secretary Judy Heumann, and OPE Assistant Secretary David Longanecker will testify on the FY 98 budget as it relates to their programs. Focuses include special ed., higher ed., community colleges, literacy, etc.

Likely by

Mar. 21	Reading	Riley speak to American Publishers Convention	
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President Clinton's "Call-to-Action"
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Realizing President Clinton's "Call-To-Action" = The Year Ahead			
Mar. 22-25	K-12	Association for Supervision and Curriculum Development, Annual Conference. Baltimore	X
Mar. 24	Technology	Riley does two school visits, lunch w/local educators and reception w/Sen. Rockefeller in Martinsburg. technology event	Y To emphasize E-rate.
Mar. 25	All	Tent. Sec. Riley speaks to the Rural Education Conference	X
March 31	Standards	Anniversary of Goals 2000	X Potential to plan simultaneous nation-wide events focused on standards. POTUS???
End Mar./April	Hope	ED releases 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."	Y As part of the 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.
April 1	K-12	DOEd to release report called "How to Establish a Community Homework Center."	Describes components of successful homework centers run by several public libraries. <u>POTUS or FLOTUS could use report to emphasize parental and community involvement in children's education, i.e., it does take a village to raise (and educate) a child.</u>
April 1-4	K-12	National Association for School Psychologists, Annual Convention, Anaheim, CA	Participation?????
April 1-4	K-12	National Catholic Education Association, Annual Convention, Minneapolis	Participation?????

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
April 3-6	K-12/ TIMSS TEST	National science Teachers Association, Annual Meeting, New Orleans ✓	Participation????
April 4-7	Reading, K-12, Safe Schools	American School Counselors Association, Orlando, FL	Participation????
April 8	K-12, D.C., Reading	Riley goes on Magic School Bus Tour with D.C. Kids 1	The Scholastic's Magic School bus sponsored by the D.C. schools Math science and Technology Initiative (MSTI) and funded by the mid-Atlantic Eisenhower Consortium for Math & science. <u>Riley has invited POTUS, First Lady and other cabinet secretaries to join him.</u>
April 9-13	0-3, K-12, Reading	Council for Exceptional Children Annual Conference, salt Lake City Convention center	<u>FLOTUS participation???</u>
April 9-13	Pell/ HBCUs	National Association for Equal Opportunity in Higher Education (NAFEO), Annual Meeting, D.C.	POTUS, VPOTUS hosted NAFEO HBCU Presidents at White House meeting 2/24. Very good regional press & NYT picture. Sperling to meet with NAFEO heads re: Pell concerns/facilitate endorsement of POTUS' cd proposals.
April 10	K-12, All	Riley participates in Principal for a Day event, NY.	Event provides opportunity for 1,000 business and civic leaders to appreciate strengths and challenges of public schools.
✓ April 12-15	HOPE/ Pell	American Association of Community Colleges (AACC) Annual Meeting, Anaheim, CA	<u>POTUS participation???</u> POTUS expressed interest in 2/24 community college event.
✓ April 12-15	HOPE/ Tuition Costs	Association of Governing Boards of Universities and Colleges, National Conference, San Diego	<u>VPOTUS Participation????</u>

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
April 12-16	K-12	National Association of Elementary School Principals, Annual Convention, San Antonio, TX	Principal participation?????
April 13-15	HOPE/Pell	American Association of Universities, D.C.	Participation?????
April 14	K-12/Standards	3rd Anniversary of the signing of Goals 2000 celebration with Sen. Jeffords, Burling, Vermont	Participation?????
April 15	Charter/Magnet Schools	Riley does monthly Satellite Town Meeting	
April 14-15	Teacher Quality	White House announcement of National Teacher of Year and State Teachers of the Year	Announcement of firm date for this event will help facilitate Riley's announced national forum on recruiting and training of the 2,000,000 teachers needed over the next ten years. Forum would involve the 50 Teachers of the Year and college presidents, deans of education, parents, etc. The next group of nationally certified teachers graduation will coincide with the Teacher Forum. Riley, POTUS, or FLOTUS could also visit a state or community using National Board teachers and upgrade their teaching group.
Mid-April	Teacher Quality	DOEd release of report responding to POTUS directive stressing excellence and accountability in teaching	Riley could present report to POTUS at WH event w/teachers.
April 17		White House Zero-to-Three Conference	
April 18	Higher Ed	Riley speaks at UVA Education School, Charlottesville	

Realizing President Clinton's "Call-To-Action" @ The Year Ahead			
April 17-20	K-12/ TIMSS/ TEST	National Council of Teachers of Mathematics, annual Convention, Minneapolis	Principal participation????
April 18	Technology	Tent. Net Day	<u>POTUS, VPOTUS events?</u>
April 20-24	HOPE	American Association of College Registrars and Administrators, Annual Meeting, Salt Lake City	Principal participation????
April 20-22	K-12 Reading	National Center for Family Literacy, Louisville, KY	Principal participation????
April 25 - May 3	Technology ?	Grand opening of Columbus Center's Hall of Exploration, Baltimore.	Senators Mikulski and Sarbanes, and Representatives Hoyer, Cardin, Cummings have invited <u>POTUS, FLOTUS and Chelsea to attend the opening of the Hall of Exploration at one of the nation's most comprehensive research and education facilities dedicated to marine science using the latest in relevant technology.</u> Last year, Secretary Riley participated in the opening of the center and was extraordinarily impressed with the technology used. The event received good press and generated excellent pictures. <u>This may be a good opportunity for the POTUS to talk about how technology is helping children learn, etc.</u>
April 25-26	Technology	National School Boards Association, Annual Meeting. Technology Institute, Anaheim, CA	Opportunity to address key local decision makers whom we need to sign onto whole agenda. Mike Smith attending.
April 26-29	K-12	National School Boards Association, Annual Convention. Anaheim, CA	<u>POTUS/VPOTUS/FLOTUS participation??</u>

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
April 27-29	All/ Reading X	Riley speaks at White House Citizen Service Summit with George Bush/Colin Powell, Philadelphia	
April 29	FCC/ E-Rate	Riley speaks to National Cable Association, D.C.	
April	Math & Science Teachers/ K-12	Presidential Math & Science Teacher Awards	Possible focus to highlight POTUS' call for all children to take national test in 8th grade math and to ensure all teachers teach to high standards.
April 30	Technology	Riley speaks at STARS conference, Albany, NY	
May 1	K-12	Blue Ribbon Schools Recognition Program	<u>White House ceremony with POTUS.</u> Can use event to focus on agenda depending on status of initiative; but should have overall standards theme.
Early May	Reading Summer	DOEd launches summer reading component of America Reads Challenge	Focus is 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 2	Testing	Riley releases NAEP Science Report at Education Writers Association, National Seminar, Washington, D.C.	<u>POTUS participation/local school visit??</u>
May 4	School-to-Work	Third Year Anniversary of the passage of School-to-Work Opportunity Act.	An event could be organized at one of the local sites that has shown real promise.

Realizing President Clinton's "Call-To-Action" ⇒ The Year Ahead			
May 4-9	K-12 Reading	International Reading Association, Annual Convention, new Orleans	Key group in reading. Secretary Riley speaks on the 6th.
May 7	K-12 Reading	FCC decision is likely to rule that schools and libraries will have universal access to information superhighway and Internet w/ deep discounts.	Principal(s) participation contingent on announcement.
May 12	Reading	Riley speaks to Boston Globe Symposium on Literacy, Boston	
May 14-19	School Construct.	National Association of Realtors, Washington, D.C.	
May 15	All	Riley speaks to Business Coalition Conference, Boston.	
May 17	All	Riley accepts Dewey Award at NFT Conference, NYC	Focus depending on status of several pieces of legislation; POTUS' agenda.
May 20	Reading ✓	DOEd monthly Satellite Town Meeting	Topic is "Becoming a Reading, Literate, Society." Focus to 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 and strengthening the teaching of reading during the School day if Congress appropriates additional funds for Title I, etc.
May 20	Quality Teachers X	Riley accepts Outstanding Service Award at Columbia Teachers College (NYC)	Focus to depend on status on POTUS' initiatives/legislation.
May 26		MEMORIAL DAY	

Realizing President Clinton's "Call-To-Action" @ The Year Ahead			
May 28-31	Early Childhood	National Headstart Association, Annual Conference, Boston	<u>FLOTUS speech/HeadStart center visit???</u>
Late May/Early June	Early Childhood/Reading	DOEd to release tips for parents of young children.	Focus 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 I 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.
June 10	Math/TIMSS	Grade 4 release of the Third International Math and Science Study will take place simultaneously in Boston and Washington. In early July (July 1 tentatively) the state data lending 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. <u>POTUS 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.</u>
June 12-14	High Standards/Rewarding Excellence	Academic and artistic Presidential Scholars	Scholars' their parents and teachers will be in Washington, D.C. This is an excellent time to showcase excellence with POTUS involvement and with coordinated media back in all the home states and communities.
June 12-14	All	SREB Board Meeting (southern legislators), Annapolis, MD	POTUS participation;??? 19-state coalition of very influential legislators, governors, K-12 and in higher education state policy making our whole agenda.

Realizing President Clinton's "Call-To-Action" - The Year Ahead			
June 17	Early Childhood/ Ready to Learn	Riley participates at ☒ DOEd monthly Satellite Town Meeting.	Topic is: "Ready to Learn: Preparing Young Children for School Success." To build 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.
June 18-21	K-12	National PTA, Annual Convention, Kansas City, MO	Principal(s) participation????
June 20-24	Technology/ Education for People w/ Disabilities,	Theme: Let's Tango: Partnering People and Technologies, D. Lawrence Convention Center, Pittsburgh	Representatives of state assistance technology projects, members of the American Occupational Therapy Association, members of the American Speech-language Hearing Association and other technology-related professional organizations, as well as consumers of assistance technology, i.e., individuals with disabilities in the classroom.
June 20-25	All/ School Construct.	U.S. Conference of ☒ Mayors, San Francisco, CA	<u>POTUS speech??</u>
June 21-24	Pre-School	Parents as First ☒ Teachers, National Meeting, St. Louis	<u>PLOTUS, FLOTUS participation??</u>
Late June	Access to College	25th Anniversary of ☒ Title IX Sports	<u>POTUS, FLOTUS event??</u>
June 26- July 2	Reading/ E-Rate	American Library ☒ Association Annual meeting, New York	Carol Rasco invited. <u>Opportunity for POTUS or FLOTUS to talk about reading.</u>
June 29- July 7	Family Involvement /Teachers	National PTA ☒ meeting, Anaheim, CA	<u>Opportunity for POTUS or FLOTUS to talk about family involvement, reading.</u>
June 30	Technology	DOEd awards new ☒ grants under Star Schools program totally \$15 million in 1997.	<u>Announcements could accompany event with VPOTUS or FLOTUS</u>
June 30 - July 2	Technology	National Education Computing Association, Seattle, WA.	<u>President and FLOTUS invited</u>

Realizing President Clinton's "Call-To-Action" = The Year Ahead

June 30 - July 5	All	(NEA) National Education Association Conference in Atlanta, GA.	<u>POTUS participation???</u>
July 1	Math & 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.
July	Teachers	DOEd Teacher Shadowing Program	Possible focus: importance of all policy makers understanding the world of the classroom.
July 9-12	All/Standards	Education Commission of the States, Annual Meeting, Providence, R.I.	State teams from many states including legislators, governors, K-12 and higher education leaders. Mike Smith participating.
July 9-12	Character Schools (strong schools)	SREB High Schools that Work, Atlanta, GA.	19-state coalition of very influential legislators, governors, K-12 and in higher education state policy.
July 10-13	Pell, Hope/Tax deduction	National Association of Student Financial Aid Administrators (NASFAA) Annual Conference, Philadelphia, PA.	<u>POTUS opportunity to talk about access to college, HOPE, Tax deductions, dispel myths about IRS intrusion, Pell.</u>
July 12-17	All	NAACP, Pittsburgh	<u>POTUS opportunity to try to engage key group in POTUS agenda; look to event for endorsement of agenda.</u>
July	School Choice/Charter Schools	National Charter Schools Conference,	Targeted schools receiving federal start up grants to work on standards and benchmarks by which their schools success will be measured.

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
July 19-22	Hope/Pell/ Tax Deductions	National Association of College and University Business Officers, Annual Meeting, Boston	<u>POTUS opportunity to talk about access to college, HOPE, Tax deductions, dispel myths about IRS intrusion, Pell.</u>
July 20-23	All/ Reading	National Council of la Raza in Chicago.	Could attract 15,000 participants -- largest constituency-based Hispanic organization. Would be interested in entire agenda as well as reading.
July 27-30	All	National Governor's Association, Las Vegas	<u>POTUS could talk about any one of the initiatives depending on current status/focus of initiatives.</u>
July 26-29	K-12	American Federation of Teachers, Quest Conference, Washington D.C.	
August 3-6	All	National Urban League Annual Meeting, Washington D.C.	<u>POTUS opportunity to get endorsement of agenda from broad-based urban group. (Also note Philadelphia Urban League July 26-29 if there is a regional interest)</u>
August 6-10	All	National Conference of State Legislatures, Annual Meeting, Philadelphia, PA	<u>POTUS opportunity to talk to legislators about importance of standards (model after successful Maryland legislators event) for higher education.</u>
August 9-13	Reading	AARP, San Diego	Principal participation?????
August 11-15	All	Congressional Black Caucus	<u>POTUS sneaks at dinner; opportunity to focus on access to college, Pell, HOPE or other ed initiatives.</u>
Aug. - Sept.	All	Release of DOE'd funding from several major programs which demonstrate implementation of Call-to-Action.	
Aug. - Sept.	Technology	Blue Ribbon Schools Technology Awards announcements.	Awards ceremony scheduled in October.

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
Aug. - Oct.	All	America Goes Back-to-School	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 high-lighted 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."
Sept.	Teacher Quality	Sallie Mae Outstanding First-Year Teacher Awards	Possible Focus: Teacher Preparation and support for beginning teachers.
Sept. 3-5	All/Safe Schools	National Association of Towns & Townships, D.C.	VPOTUS participation????
Sept. 3-6	College Prep/Hope/Pell	National Council of Educational Opportunity Associations, Annual Conference, New Orleans.	
Sept. 11-15	Access to College/Pell	Congressional Black Caucus	POTUS speaks at dinner; opportunity to focus on access to college, Pell, Hope.
Sept. 17-18	Access to College/Hope/Tax Deduction	American Business Conference, D.C.	Opportunity for POTUS or VPOTUS to talk about access to college, life-long learning, etc.
Sept. 28-30	Higher Ed/Work force Issues	National Alliance of Business, Washington D.C.	<u>POTUS or VPOTUS participation. Possible focus could be importance of higher-educated Americans needed in today's workforce, higher ed = higher salary, etc/economic factors of higher education.</u>

Realizing President Clinton's "Call-To-Action" = The Year Ahead

Early Oct. Thru Nov.	All	Four regional conferences of teachers, principals, educators, administrators and parents (e.g. families) focused on how U.S. Department of Education key program can help meet the President's Call-to-Action.	<u>POTUS and/or VPOTUS participation in series that could be made similar to 1995 regional economic conferences.</u>
October 1-4	Early Childhood HeadStart/ Reading	National Black Child Development, Atlanta	<u>POTUS OR FLOTUS participation???? Could visit school or Head Start center or visit after school center where there is a focus on reading, or other interest depending on status of initiatives. Would be nice to find center where grandparents work with school children/young people.</u>
October	Teacher Quality	National Teacher Forum	Possible Focus: Importance of teacher leadership in school reform and involving teachers in education policy making.
Oct. 4-7	Access to College/ Hope/Tax Deduction	American Bankers Association, Boston	<u>Opportunity for POTUS or VPOTUS to talk about higher ed agenda generally.</u>
Oct. 15-18??	K-12	Council of Great City Schools Conference, Detroit, MI	Principal participation????
Oct. 12-15	HOPE/ Pell	Association of Community College Trustees, Annual Conference, Dallas TX	
Oct. 19-21	Access to College/ Hope/Pell	American Association of Universities, New York, New York	
Oct. 26-28	HOPE/ Pell/Tax Deductions	Hispanic Association of Colleges and Universities, Annual Meeting, San Antonio	

Realizing President Clinton's "Call-To-Action" @ The Year Ahead			
Oct. 29-31	Higher Ed	College Board National Forum, Chicago	
Oct. 31-Nov. 3	Math/ Standards/ Safe Schools	National Middle Schools Association Conference, Indianapolis	<u>POTUS or VPOTUS participation to talk about math and reading or standards or safe schools.</u>
Nov. 5-7	Technology	National School Boards Association, Technology and Learning Conference, Denver	
Nov. 9-11	Any? All?	Public Education Fund Network, Annual Conference, Washington D.C.	
Nov.	Teacher Quality	American Education Week.	Possible Focus: Recruiting and preparing teachers to be successful in teaching an increasingly diverse population of students to high standards.
Nov. 16-18	Pell, College Access	National Association of State Universities and Land-Grant Colleges, (NASULGC) Annual Meeting, Washington, D.C.	<u>POTUS OR VPOTUS opportunity to talk about access to college, HOPE, Pell.</u>
Nov. 16-18	Higher Ed.	American Association of State Colleges and Universities (AASCU), Annual Meeting, Atlanta	<u>POTUS opportunity to talk about access to college, HOPE, Pell.</u>
Dec.	Teacher Quality	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.
Dec.	Teacher Quality	Announcement of Nationally Board Certified Teachers	Possible Focus: Importance of recognizing and rewarding good teachers.
Dec. 4-7	All	National League of Cities, Philadelphia	<u>POTUS participation perhaps w/Secretary Cuomo to talk about urban education issues????</u>

Realizing President Clinton's "Call-To-Action" = The Year Ahead			
Dec. 11-14	Higher Ed/ Lifelong Learning	American Vocational Association, Annual Meeting, Las Vegas.	Principal participation???
Dec. 13-16	Early Childhood/ Reading	National Head Start Assn., San Francisco, CA	<u>POTUS or FLOTUS speech, visit to Head Start program??</u>

(Draft as of 1:00 p.m. 3/5/97)

Realizing President Clinton's "Call-To-Action" on Higher Education			
Date	Tenet	Activity/Forum/Event	Goal/Participation
Mar. 4	Access to College	Riley & Sperling speak to Direct Loans 2000 symposium (D.C.)	
Mar. 5	HOPE/Tax Deduction/Pell	Riley testifies before House Education and Workforce Committee	Chairman Goodling (R-PA); on POTUS' education agenda.
Mar. 5	HOPE/Tax Deduction/Pell	Treasury testifies/Asst. Sec. David Longanecker attends House Ways and Means Committee hearing.	Chairman Bill Archer (R-TX) on Administration's education and training tax incentives in FY 98 budget.
Mar. 5	HOPE/Tax Deduction/Pell	House Budget Committee hearing on rising tuition costs/Ikenberry of ACE to testify.	Congressman John Kaisch (R-Ohio); No Administration witnesses.
Mar. 5	Higher Ed. General	Riley attends American Association of States Colleges & Universities reception.	Reception (6-8)
Mar. 11-13	All/FY98 Education budget	House Labor-HHS-Education Appropriations Subcommittee tent. Set Mar. 11 for Sec. Testimony on budget.	On March 12, OVAE Assistant Secretary Trish McNeil, OSERS Assistant Secretary Judy Heumann, and OPE Assistant Secretary David Longanecker will testify on the FY 98 budget as it relates to their programs. Focuses include special ed., higher ed., community colleges, literacy, etc.
Mar. 16-19	Higher Ed. General	American Association for Higher Education's Annual Meeting (D.C.)	
Mar. 18	School-to-Work/Preparing for College	Riley participates in DOE'd monthly Town Meeting	Will offer practical advice to schools, communities, parents, etc. re: school-to-work opportunities. Also opportunity to talk about need to prepare for college and value of Hope, tax cut, and Pell increases.

Realizing President Clinton's "Call-To-Action" on Higher Education			
Mar. 20	FY98 Budget	Riley to testify at Labor-HHS-ED Subcommittee of Senate Appropriations Committee	Chairman Arlen Specter, on DOE's FY 98 budget request.
End Mar/ April	HOPE/Pell	ED releases 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 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.
April 9-13	Pell/HBCUs	National Association for Equal Opportunity in Higher Education (NAFEO), Annual Meeting, D.C.	POTUS, VPOTUS hosted NAFEO HBCU Presidents at White House meeting 2/24. Very good regional press & NYT picture. Sperling to meet with NAFEO heads re: Pell concerns/facilitate endorsement of POTUS' ed proposals.
April 12-15	HOPE/Pell	American Association of Community Colleges (AACC) Annual Meeting, Anaheim, CA	POTUS participation??? POTUS expressed interest in 2/24 community college event.
April 12-15	HOPE/Tuition Costs	Association of Governing Boards of Universities and Colleges, National Conference, San Diego	POTUS opportunity to address issue of tuition costs.
April 13-15	HOPE/Pell	American Association of Universities, D.C.	VPOTUS participation??
April 20-24	HOPE	American Association of College Registrars and Administrators, Annual Meeting, Salt Lake City	POTUS opportunity to address issue of tuition costs, access to college.
April 27-29	Americorps/Work-Study	Riley speaks at White House Citizen Service Summit, Philadelphia, PA	POTUS opportunity to talk about Americorps/work-study/reading initiative.

Realizing President Clinton's "Call-To-Action" on Higher Education			
May-June	Higher Ed./General	College Commencements	POTUS, VPOTUS, FLOTUS could use commencement opportunities emphasize various aspects of ed agenda. <u>Because of focus on importance of going to college, HOPE and tax deduction, POTUS, VPOTUS or FLOTUS might consider doing a high school commencement.</u>
June 12-14	Higher Ed./General	SREB (southern legislators) Board Meeting, Annapolis MD	POTUS opportunity to talk to legislators about importance of standards (model after successful Maryland legislators event) for higher education.
June 20-25	Access to College	U.S. Conference of Mayors, San Francisco	POTUS opportunity to talk about access to college, life-long learning.
July 10-13	HOPE/Tax Deduction/Pell	National Association of Student Financial Aid Administrators (NASFAA) Annual Conference, Philadelphia, PA.	POTUS opportunity to talk about access to college, HOPE, Tax deductions, dispel myths about IRS intrusion, Pell.
July 19-22	HOPE/Tax Deduction/Pell	National Association of College and University Business Officers, Annual Meeting, Boston	POTUS opportunity to talk about access to college, HOPE, Tax deductions, dispel myths about IRS intrusion, Pell.
July 20-23	Higher Ed./General	National Council of La Raza, Chicago	POTUS or FLOTUS opportunity to talk about importance of access to college, HOPE, tax deduction, Pell.
Aug. 3-6	Higher Ed./General	National Urban League Annual Meeting, D.C.	POTUS opportunity to talk about access to college, etc.
Aug. 6-10	Higher Ed./General	National Conference of State Legislatures, Annual Meeting, Philadelphia, PA	POTUS opportunity to talk to legislators about importance of standards (model after successful Maryland legislators event) for higher education.
Aug. 11-15	Higher Ed./General	Congressional Black Caucus	POTUS opportunity to talk about importance of access to college, HOPE, tax deduction, Pell.

Realizing President Clinton's "Call-To-Action" on Higher Education			
Sept. 3-6	College Prep/ HOPE/Pell	National Council of Educational Opportunity Associations, Annual Conference, New Orleans.	
Sept. 29- Oct. 1	Higher Ed. General Economic/ Workforce	National Alliance of Business, Washington D.C.	POTUS or VPOTUS participation. Possible focus could be importance of higher-educated Americans needed in today's workforce, higher ed= higher salary, etc/economic factors of higher education.
Oct. 12-15	HOPE/ Pell	Association of Community College Trustees, Annual Conference, Dallas TX	Another opportunity for POTUS to talk to community colleges group. See also event on April 12-15.
Oct. 25-28	HOPE/ Pell/Tax Deductions	Hispanic Association of Colleges and Universities, Annual Meeting, San Antonio	POTUS or VPOTUS participation??
Oct. 29-31	Higher Ed. General	College Board National Forum, Chicago	
Nov.	Higher Ed./ General	American Education Week	POTUS, VPOTUS, FLOTUS participation in series of events.
Nov. 16-18	College Access/Pell	National Association of State Universities and Land-Grant Colleges, (NASULGC) Annual Meeting, Washington, D.C.	POTUS opportunity to talk about access to college, HOPE, Pell.
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Dec. 4-7	Higher Ed./ General	National League of Cities, Philadelphia, PA	POTUS opportunity
Dec. 11-14	Higher Ed. Gen./ Life Long Learning	American Vocational Association, Annual Meeting, Las Vegas.	POTUS or VPOTUS opportunity to talk about life-long learning.

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