

DRAFT

EDUCATION STRATEGY

A ~~Six-Month~~ ⁹ Work Plan for the Administration's
Ten Education Initiatives

February 27, 1997

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:

- ^{publicize} establish clearinghouse on school construction
- Enact School Construction legislation
- ~~also~~ Implement legislation } Use Bully Pulpit to spur substantial increase in ~~high quality school~~ school construction.

III. Strategies:

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

IV. Events/Activities:

February

- Decision memo to POTUS
- 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
- Outreach to mayors, governors, others timing ?
- [Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events]

New to discuss
w/ MC -
talk of doing
in ED strategy
mtg -
Hope / Leg
strategy

March

- Submit legislation to Congress
- Launch rollout effort *Don't include cleaninghouse?*
- Release state-by-state data on Administration's school construction and rehab figures
- Potential Connie Lee event for POTUS in the District
- 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-Bray^U and Rep. Nita Lowey

Next Six Months

- Continue holding events to highlight initiative

Highlight benefits of well-executed school construction in context of America Goes Back to School early in the fall.

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 ^{new} 4th and 8th grade tests ^{for individual students} 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

III. Strategies:

- ~~Help~~ Parents; public aware of the tests } understand what they will cover by Spring 1998
with widespread acceptance
- 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, Missouri]

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
- ~~North Carolina event (focus?)~~
- 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]

to March • Possible addresses by POTUS to state legislature in Michigan ^{Michigan} sign-on event.

- Release National Assessment of Education Progress national math scores at event

especially • Presidential Directive to OSTP, Department of Education and NSF and other agencies to ensure that executive branch resources to support math and science education are focused ^{to prepare a plan to ensure effective} ~~nationally~~ on preparing students to meet 8th grade math standards ^{and to mobilize non-federal resources}

- ^{TIMING?} Presidential Directive to Department of Defense Dependent Schools to participate

ORCA Presidential Directive to OSTP, DOD, ED, NSF and other agencies to prepare a plan for improving math/science education & help students meet 8th grade math standards.

the National tests
in NAEP/TIMSS and to begin preparing students to meet those standards

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

March

- ~~March 1st~~ [State endorsement event: visit state or hold meeting at White House with officials] ?
from 4-8 states committed to participating in national testing
- Secretary Riley and others begin meeting with editorial boards
- Encourage favorable op-eds from bipartisan opinion leaders (e.g., Ravitch, Price)
- Education Department begins to work with outside groups to develop tests
- Education Roundtable on standards
- Michigan sign-on event
- POTUS meeting with standards experts to discuss future directions for our effort; enlist as many experts as possible to become advocates for our efforts.
- [Presidential Directive to OSTP, ED and NSF and other agencies, to ensure that executive branch resources to support math and science education are focused nationally on preparing students to meet 8th grade math standards, and to *map out* coordinate national mobilization of scientific, mathematical and technical communities in support of preparing students to meet 8th grade math standards] *largely a repeat*
- [Possible Department of Defense Dependent Schools sign-on to participate in NAEP/TIMSS and to begin preparing students to meet those standards] *repeat*
- 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 Roundtable 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 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
- Launch test development with teachers advisory committee, test developers

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

III. Strategies:

- Increase the number of teacher preparation programs using effective practices & strengthening links with local school districts *committed to*
- 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
 - *visit to exemplary schools/districts*
- Work with key groups, including NEA, AFT, NSBA and NASBE, CCSO, AASA, colleges of education and institutions of higher education, NCATE, NPBTs, etc. to build support for effective state and local practices, and for Administration legislative proposals

indent →

- 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

- ~~the~~ Major speech by POTUS on teacher quality and standards ^{in North Carolina (?)} 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]

should go under strategies or indent here

- 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 the National Board for Professional Teaching Standards by using event to announce the teachers who receive NBPTS certification this spring
- Need to spotlight effective local practices through events, op-eds.
- Education Department develops legislative proposal as part of Higher Education Act Reauthorization

- ~~Report~~ ^{POTUS (?)} Event highlighting teacher prep. provisions of HEA Reauth. proposal when leg introduced

Dupe

AMERICA READS

I. State of the Union Proposal:

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

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

II. Objectives:

- Introduce and enact America Reads Legislation
- Secure commitments from higher education and other sectors for xxxxx reading tutors by 199y
- Launch America Reads grassroots community partnerships in xx states [tie to state sign-on to national testing]
- Identify and promote proven, effective approaches to early reading instruction, and ~~encourage their use in Title I~~ *maxim percentage of Title I programs using such approach*
- Disseminate good, clear examples of "reading to national standards" widely to parents, teachers and public.
- [Objectives for early childhood and for parents identified in next section on early learning]

III. Strategies:

- Build on existing Read*Write*Now effort, with special emphasis on increasing number of students in summer reading program
- ~~Use~~ State and local sign-on to America Reads, where possible tied to sign-on to national 4th grade reading test
- 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

*Develop strategy for
implement legislation,
including securing
training*

*order
m:1
seems
off*

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
- 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*
- Legislative Affairs develops legislative proposal ?
- [Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events]
- [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)

March

- 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

order
of use
item 2.



- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress
- Raise for discussion in budget working group meetings on the Hill
- [Kick-off event for transmittal of America Reads Legislation] *dupe*
- 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.

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:

- 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

(June
Walt)

highlight research on early learning highlight strategies to promote early learning
[need to incorporate VP conference on Families and Learning someplace] at

(next 6 months)

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

and education research?

~~conduct research that highlights successful parenting strategies~~

CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

every parent should be able to choose?

I. State of the Union Proposal:

"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]
- Enlist 3-5 large school systems to work together to design and implement model district-wide school choice plans.
- Highlight other forms of public school choice, such as schools within schools; magnet schools

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

IV. Events/Activities *choice of public school choice options strategies } principles for public school choice*

February

- *Produce and release a parent's booklet on how to choose the best public school for their children.*
- Secretary Riley testifies on all education proposals on 2/27
- Education Department and NEC/DPC begin tracking charter school creation
- 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

- March/April*
- Launch initiative with principal visiting a model charter school
 - VP rollout of new ED charter schools website

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

- Ed Department to prepare & release report on range of public school choice strategies.

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 -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

IV. Events/Activities

February

- Secretary Riley testifies on all education proposals on 2/27
- Education Department compiles list of all education events scheduled nationally

Get information to parents that they can use to prevent child from engaging in drugs or violence

• Conduct ^{evaluation} ^{highlight effective programs} ^{integrate into law}

• Develop / propose legislation to more strongly require revenue evidence to support use of Safe / Drug Free Schools

• Release report on community schools [check]

• Stress importance of caring adult presence in schools.

Develop family / community involvement aspect of safe discipline schools.

for next six months; begin scheduling principals or cabinet for these events

March

- Pursue juvenile justice bill in bipartisan leadership meetings
- Rollout of ^{ED} website for Partnership for Family Involvement in Education.

Next Six Months

April

~~Release~~ Release ~~report~~ revised version of Growing Up Drug Free: A Parent's Guide to Prevention. Follow up with public service advertising effort.

- Satellite teleconference on effective youth drug / violence prevention strategies.

- Release community schools guide
- May - ^{National} ~~Boston~~ conference on public / private efforts to increase family involvement in education.
- Release of sequel to Employers, Family & Education.
- President visits a school that adopted uniform policy / environment has improved.

HIGHER EDUCATION STRATEGY

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 the initiative as platform for raising student & 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, reading PSAT's w materials for students / parents

Kelli

LIFELONG LEARNING STRATEGY

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 by events with workers who would benefit from skill grant.

IV. Events/Activities

*ED/DOL Target assistance to remaining states also
STW implementation grants*

February

highlight successful STW program.

- 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 Month

TECHNOLOGY LITERACY STRATEGY

Kahli

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 8-rate for schools & libraries*
- *Connect 100% of classroom & library by 2000*
- *Increase teacher understanding of how to successfully integrate technology into classroom 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

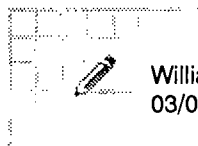
- Outreach to two CEO groups formed to meet President's challenge: Corporate

Commission on Educational Technology and CEO Forum on Education Technology

- Legislative Affairs: develop appropriations strategy for \$500 million in funding *Move up*
- 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



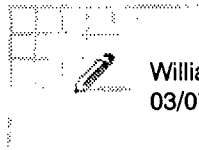
William R. Kincaid
03/06/97 04:53:16 PM

Record Type: Record

To: Kevin S. Moran/WHO/EOP
cc: .Michael Cohen/OPD/EOP, Pauline M. Abernathy/OPD/EOP
Subject: First Lady's Education Events

First Lady's Education Events through 7/1 -- from Patty Solis

3/11	Early Literacy Speech	AR
4/3	Childhood Development Conference	DC
4/17	Early Learning and the Brain Conference	DC
5/19	Children's Conference hosted by Governor Dean of VT	Los Angeles, CA



William R. Kincaid
03/07/97 05:17:01 PM

Record Type: Record

To: Kevin S. Moran/WHO/EOP

cc:

Subject: Mrs. Gore's education events

From Susan Liss...

3/10 National PTA legislative conference

6/22 & 6/23 VP Conference on families and learning



Kimberly H Tilley @ OVP
03/07/97 08:49:01 AM

Record Type: Record

To: William R. Kincaid/OPD/EOP
cc: Kevin S. Moran/Who/Eop
Subject: Re: Education Events

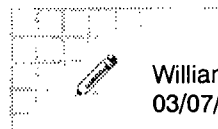
Thanks for the note; I hadn't heard of the request.

While we hope to do more education events, the only ones confirmed at this point are:

Thursday, March 13th/Address to the CA General Assembly – Sacramento, CA
Friday, March 14th/Amplification event – San Bernardino, CA

We have others tentatively planned but nothing confirmed. As soon as there is something more concrete, I'll let you know.

William R. Kincaid @ EOP



William R. Kincaid @ EOP
03/07/97 08:14 AM

To: Kimberly H Tilley/OVP
cc: Kevin S. Moran/WHO/EOP @ EOP
Subject: Education Events

Hi Kim!

I attended a meeting yesterday afternoon with Don Baer, Bruce Reed, and reps from your office, the First Lady's office, and Mrs. Gore's office, on coordinating their schedules/messages with the President's on education (for example, next week when the POTUS will be in NC and the VP will be in CA). At the end of the meeting, it was agreed that folks would e-mail me with a list of their principal's education events through July 1, so Kevin Moran (in Baer's office) and I can put together a combined calendar, which can then be updated over time. So far, I haven't heard anything from either OVP or Mrs. Gore's staff. Could you help me with this or let me know who I should contact?

Thanks a lot.



Kevin S. Moran

03/07/97 09:33:16 AM

Record Type: Record

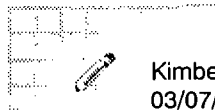
To: William R. Kincaid/OPD/EOP

cc:

Subject: Re: Education Events

Did you get a bcc: of this?

----- Forwarded by Kevin S. Moran/WHO/EOP on 03/07/97 09:29 AM



Kimberly H Tilley @ OVP
03/07/97 09:14:53 AM

Record Type: Record

To: Kevin S. Moran/WHO/EOP

cc:

Subject: Re: Education Events

Not yet. When they have more shape, we'll send them over. The only pending item you can add is an address to the TX State Legislature, date TBD. Thanks.

Kevin S. Moran @ EOP



Kevin S. Moran @ EOP

03/07/97 08:53:18 AM

To: Kimberly H Tilley/OVP

cc:

Subject: Re: Education Events

Kim... Bill and I are also compiling a separate list of potential events for the principals. Are your ideas something that could be jotted down and sent over here?

DRAFT



EDUCATION STRATEGY

**A Six-Month Work Plan for the Administration'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

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

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
- ~~Possible addresses by POTUS to state legislature in Michigan~~
- Release National Assessment of Education Progress national math scores at event
- ~~Presidential Directive to OSTP, Department of Education and NSF and other agencies to ensure that executive branch resources to support math and science education are focused nationally on preparing students to meet 8th grade math standards~~
- ~~Presidential Directive to Department of Defense Dependent Schools to participate~~

in NAEP/TIMSS and to begin preparing students to meet those standards

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

March

- State endorsement event: visit state or hold meeting at White House with officials from 4-8 states committed to participating in national testing
- Secretary Riley and others begin meeting with editorial boards
- ~~Encourage favorable op-eds from bipartisan opinion leaders (e.g., Ravitch, Price)~~
- Education Department begins to work with outside groups to develop tests
- Education Roundtable on standards
- Michigan sign-on event *on 3/—*

- POTUS meeting with standards experts to discuss future directions for our effort; enlist as many experts as possible to become advocates for our efforts.
- Presidential Directive to OSTP, ED and NSF and other agencies, to ensure that executive branch resources to support math and science education are focused nationally on preparing students to meet 8th grade math standards, and to coordinate national mobilization of scientific, mathematical and technical communities in support of preparing students to meet 8th grade math standards
- Possible Department of Defense Dependent Schools sign-on to participate in NAEP/TIMSS and to begin preparing students to meet those standards
- 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 Roundtable 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 new PSA's urging higher standards

highlight (?)

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
 - ~~Launch test development with teachers advisory committee, test developers~~
- 

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

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
- Work with key groups, including NEA, AFT, NSBA and NASBE, CCSO, AASA, colleges of education and institutions of higher education, NCATE, NPBT, etc. to build support for effective state and local practices, and for Administration legislative proposals

- Create Partnership for Excellence and Accountability in Teaching
- Focus ED research, development and dissemination resources on practices and policies to promote excellence and accountability in teaching

IV. Events/Activities:

February

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

March

- 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

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 the National Board for Professional Teaching Standards by using event to announce the teachers who receive NBPTS certification this spring
- Need to spotlight effective local practices through events, op-eds.
- Education Department develops legislative proposal as part of Higher Education Act Reauthorization

AMERICA READS

I. State of the Union Proposal:

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

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

II. Objectives:

- Introduce and enact America Reads Legislation
- Secure commitments from higher education and other sectors for xxxxx reading tutors by 199y
- Launch America Reads grassroots community partnerships in xx states [tie to state sign-on to national testing]
- Identify and promote proven, effective approaches to early reading instruction, and encourage their use in Title 1
- Disseminate good, clear examples of "reading to national standards" widely to parents, teachers and public.
- [Objectives for early childhood and for parents identified in next section on early learning]

III. Strategies:

- 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
- 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

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

- 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

- *ORB, Policy Councils and*
Legislative Affairs develops legislative proposal

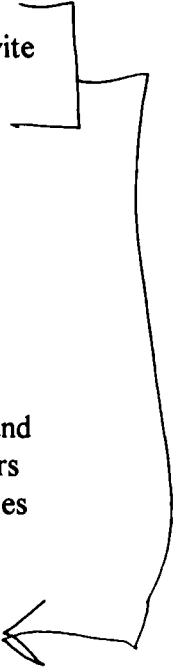
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

- 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)

March

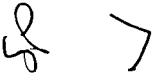
- Invite Weld, Engler, Bush, and several Democratic governors to the White House for conference highlighting successful state and local tutoring programs
- Rollout legislative proposal using success stories to validate seriousness and value of the program
- Continue to build broad grassroots coalition for early literacy through outreach to mayors, governors, educational institutions

- 
- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress
 - Raise for discussion in budget working group meetings on the Hill
 - Kick-off event for transmittal of America Reads Legislation
 - 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.
- 

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:

- *Held successful* WH conference on early brain development, *and tie* ~~tie~~ 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

[need to incorporate VP conference on Families and Learning someplace]

IV. Events/Activities:

February

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

JUNE

- 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

CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

I. State of the Union Proposal:

"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. . ."

LSP

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]
- Enlist 3-5 large school systems to work together to design and implement model district-wide school choice plans.

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

LS

- 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

IV. Events/Activities

February

- Secretary Riley testifies on all education proposals on 2/27
- Education Department and NEC/DPC begin tracking charter school creation
- 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

Next Six Months

- Major POTUS speech clarifying position on charter schools (especially regarding

LS

accountability), highlighting effective charter school laws and effective charter schools, and challenging additional states to enact charter schools legislation

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 ~~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

BILL

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

Next Six Months

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:

- Enact School Construction legislation

clearly force



III. Strategies

- 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 ~~and event w/ FL on 3/4~~ *step*
- Outreach to mayors, governors, others *for support of initiative*
- 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
- ~~Potential Connie Lee event for POTUS in the District~~
- 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-Brawn and Rep. Nita Lowey

Next Six Months

- Continue holding events to highlight initiative

HIGHER EDUCATION STRATEGY

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

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

LIFELONG LEARNING STRATEGY

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

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 Month

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

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

- Outreach to two CEO groups formed to meet President's challenge: Corporate

Commission on Educational Technology and CEO Forum on Education Technology

- Legislative Affairs: develop appropriations strategy for \$500 million in funding
- 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

Thurs - new leg 1st time

- To 8/15/99 & Fri
- To 8/15/99 by mid-day
We create 1 doc
that integrates
two.

OVERVIEW OF EDUCATION STRATEGY

1. NATIONAL STANDARDS OF ACADEMIC EXCELLENCE

Short term objectives:

1. 40+ states signed up to administer 4th and 8th grade tests in 1999
 - o 20+ states signed up by end of 1997
2. Tests are piloted in 1998, and available for nationwide use in Spring 1999
 - o Contract for test development awarded and work proceeding on schedule
 - o Licenses awarded to test publishers, states and local districts for use of test
3. 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.
 - o X states have comparable efforts in place by end of 1997

Key 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 (Missouri)*

Initial target cities: Boston, Philadelphia, Chicago, Seattle, Houston, Washington D.C.
- ▶ **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.

Events/Activities for standards and tests

February:

- Maryland sign-on event

March:

- Michigan sign-on event ⊕ North Carolina?
- POTUS meeting with standards experts to discuss future directions for our effort; enlist as many experts as possible to become advocates for our efforts.

- Presidential Directive to OSTP, ED and NSF and other agencies, to ensure that executive branch resources to support math and science education are focused ~~nationally~~ ^{effectively,} on preparing students to meet 8th grade math standards, and to coordinate ^{and} national mobilization of scientific, mathematical and technical communities in support of ~~preparing~~ ^{preparing} students to meet 8th grade math standards

- Possible Department of Defense Dependent Schools sign-on to participate in NAEP/TIMSS and to begin preparing students to meet those standards
- 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 ^{with an emphasis on} Roundtable 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 new PSA's urging higher standards

Timing to be determined:

- Bipartisan meeting with key members of Congress

2. TALENTED TEACHERS IN EVERY CLASSROOM

Short term objectives:

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

Key Strategies:

- o **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
- o **Highlight states and districts with effective approaches to recruitment, preparation, licensure, induction, evaluation and rewarding of classroom teachers.**
 - o Secretary's Conference on Teacher Recruitment and Preparation
 - o Continue National Awards Program for Model Professional Development
 - o *Visit schools or districts that exemplify good professional development*
- o **Work with key groups, including NEA, AFT, NSBA and NASBE, CCSSO, AASA, colleges of education and institutions of higher education, NCATE, NPBTS, etc. to build support for effective state and local practices, and for Administration legislative proposals**
 - o Create Partnership for Excellence and Accountability in Teaching
- o **Focus ED research, development and dissemination resources on practices and policies to promote excellence and accountability in teaching**

Events/Activities:**April:**

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

Times to be determined:

- 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

3. AMERICA READS CHALLENGE

Short term objectives:

1. Introduce and enact America Reads Legislation
2. Secure commitments from higher education and other sectors for xxxxx reading tutors by 199y
3. Launch America Reads grassroots community partnerships in xx states [tie to state sign-on to national testing]
4. *increase % of Title I and school very effective*
(Identify and promote proven, effective approaches to early reading instruction, and encourage their use in Title I)
5. *increase understanding of*
Disseminate good, clear examples of "reading to national standards" widely to parents, teachers and public.
6. [Objectives for early childhood and for parents identified in next section on early learning]

Key Strategies:

- o Build on existing Read*Write*Now effort, with special emphasis on increasing number of students in summer reading program
- o State and local sign-on to America Reads, where possible tied to sign-on to national 4th grade reading test

Events/Activities:

March:

- Kick-off event for transmittal of America Reads Legislation
- Announce formation of America Reads Network, a coalition of 60 national organization 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.

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.

4. EARLY LEARNING

Short term objectives:

1. 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
2. Secure increased appropriations for Head Start and WIC
3. 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

Key Strategies:

- o **WH conference on early brain development, tied in to Reiner campaign**
- o **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**

[need to incorporate VP conference on Families and Learning someplace]

5. CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

Short term objectives:

1. 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.
2. Increase the number of charter schools from 500 to 1,000 by the beginning of the 1998 school year.
 - o Newly chartered schools should focus on clear standards of student achievement, for which they will be accountable.
3. Secure \$100 million appropriation for charter schools program
4. Focus attention of policymakers, advocates and educators on key issues in the development of charter schools, including:
 - o effective approaches to starting and supporting charter schools
 - o the importance of strong accountability provisions for charter schools
 - o effective ways of using charter schools to stimulate and inform improvement of all schools
 - o use of charter schools as one tool in intervening in low performing schools
5. Increase in the number of states and school districts that:
 - o reward high performing or improving schools, and intervene in schools that are persistently low performing [set target]
 - o require students to meet standards before moving from one school level to the next [set target]
6. Enlist 3-5 large school systems to work together to design and implement model district-wide school choice plans.

Key Strategies

- o **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

- o **Use announcements of federal charter schools grants to highlight states with strong charter schools laws and promising examples of charter schools**

- o 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**

- o Promote accountability for performance by vigorous implementation of Title 1 requirement that states and school districts intervene in failing schools**
 - o Hold national conference for educators, parents, business and others, focusing on effective ways of dealing with failing schools

 - o Provide guidance to Title 1 schools on parental involvement

6. SAFE, DISCIPLINED AND DRUG-FREE SCHOOLS

Short term objectives:

1. Increase the number of school districts which require expulsion and police notification if weapons are brought to campus
2. More effectively focus Safe and Drug-Free Schools Program funds on proven, effective practices for increasing safety and reducing drug use.
3. Secure funding for After School Learning Centers in the 21st Century Community Learning Center program, so that 800 -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.
4. Promote schools-within-schools, mentoring programs, and other means of creating more personalized, nurturing environments for middle and high school students
5. 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

7. SCHOOL CONSTRUCTION

Short term objectives:

1. Enact School Construction legislation
2. Establish clearinghouse on school construction issues

8. OPENING WIDE THE DOORS TO COLLEGE

Short term objectives:

1. Enact HOPE Scholarship and tax proposals, including tax credits, tax and tax free savings
2. Enact Pell Grant increase and expanded eligibility
3. Enact Presidential Honors Scholarship
4. Enact increased appropriations for Work-Study and TRIO programs
5. 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

Key Strategies:

1. Legislative Strategy

2. Post-enactment Strategy

- o 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

9. LIFELONG LEARNING

Short term objectives:

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

10. TECHNOLOGY

DRAFT

EDUCATION STRATEGY

A Six-Month Work Plan for the Administration's Ten Education Initiatives

February 24, 1997

HIGHER EDUCATION STRATEGY

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."

Strategic Goals:

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

This Week:

- 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

This Month:

- 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

Next Month:

- 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

AMERICA READS STRATEGY

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."

Strategic Goals:

- 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

This Week:

- 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

This Month:

- Legislative Affairs develops legislative proposal
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events
- 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
- Intergovernmental: 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)
- Legislative: Hilley and staff provide information on where bipartisan congressional support for the America Reads initiative exists

Next Month:

- 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
- Use event to highlight states or cities with statewide tutoring programs (e.g., Michigan, Delaware, Boston)
- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress
- Raise for discussion in budget working group meetings on the Hill

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

SCHOOL CONSTRUCTION STRATEGY

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."

Strategic Goals:

- Develop and sustain bipartisan support for initiative

This Week:

- Decision memo to POTUS
- 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

This Month:

- 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
- Outreach 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

Next Month:

- Submit legislation to Congress
- Launch rollout effort
- Release state-by-state data on Administration's school construction and rehab figures
- Potential Connie Lee event for POTUS in the District
- 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-Brawn

and Rep. Nita Lowey

Next Six Months:

- Continue holding events to highlight initiative

TECHNOLOGY LITERACY STRATEGY

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."

Strategic Goals:

- 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)

This Week:

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

This Month:

- 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

Next Month:

- Outreach to two CEO groups formed to meet President's challenge: Corporate Commission on Educational Technology and CEO Forum on Education Technology
- Legislative Affairs: develop appropriations strategy for \$500 million in funding
- 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

EDUCATIONAL STANDARDS STRATEGY

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."

This Week:

- Highlight issue at ACE speech on 2/24
- Secretary Riley testifies on all education proposals on 2/27

This Month:

- 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
- Possible addresses by POTUS to state legislature in Michigan
- Release National Assessment of Education Progress national math scores at event
- Presidential Directive to OSTP, Department of Education and NSF and other agencies to ensure that executive branch resources to support math and science education are focused nationally on preparing students to meet 8th grade math standards
- Presidential Directive to Department of Defense Dependent Schools to participate in NAEP/TIMSS and to begin preparing students to meet those standards
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

Next Month:

- State endorsement event: visit state or hold meeting at White House with officials from 4-8 states committed to participating in national testing
- Secretary Riley and others begin meeting with editorial boards
- Encourage favorable op-eds from bipartisan opinion leaders (e.g., Ravitch, Price)
- Education Department begins to work with outside groups to develop tests

- **Education Roundtable on standards**

Next Six Months:

- **Possible addresses by POTUS to state legislatures in Montana, North Dakota, and Colorado**
- **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**
- **Launch test development with teachers advisory committee, test developers**

MASTER TEACHERS STRATEGY

State of the Union Proposal:

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

This Week:

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

This Month:

Next Month:

- 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

Next Six Months:

- Need to spotlight the National Board for Professional Teaching Standards by using event to announce the teachers who receive NBPTS certification this spring
- Need to spotlight effective local practices through events, op-eds.
- Education Department develops legislative proposal as part of Higher Education Act Reauthorization

EARLY LEARNING STRATEGY

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."

This Week:

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

This Month:

- 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

Next Month:

- 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

LIFELONG LEARNING STRATEGY

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."

This Week:

- Secretary Riley testifies on all education proposals on 2/27
- Memo drafted by B. White laying out issues to POTUS

This Month:

- 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

Next Month:

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

Next Six Months:

PUBLIC SCHOOL CHOICE AND CHARTER SCHOOLS STRATEGY

State of the Union Proposal:

"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. . ."

This Week:

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

This Month:

- Education Department and NEC/DPC begin tracking charter school creation
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events

Next Month:

- 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

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

SAFE AND DISCIPLINED SCHOOLS STRATEGY

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."

This Week:

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

This Month:

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

Next Month:

- Pursue juvenile justice bill in bipartisan leadership meetings

Next Six Months:

Priority Possibilities for POTUS Education Events -- Next Few Months
(Underline signifies already scheduled)

Revised DRAFT March 21, 1997

March

- Possible radio address/release of charter schools report

April

- To be determined -- additional state and local sign-ons to national test
- 4/2 California Sign-on event with Delaine Eastin, LA Unified, CEOs at the White House.
- 4/9 Al Shanker memorial service
- 4/12 - 4/15 American Association of Community Colleges, Anaheim, CA
- 4/12-4/16 National Association of Elementary School Principals annual convention, San Antonio, TX
- 4/17 Early Learning and the Brain conference, in DC
- 4/18 State and National Teachers of the Year at the White House, also highlighting newly board-certified teachers and ED response to directive on excellence and accountability
- 4/19 NetDay
- Week of 4/21 WH event request from Reading is Fundamental (possible FLOTUS event)
- 4/25 - 6/3 Grand Opening of Columbus Center's Hall of Exploration in Baltimore -- comprehensive research and education facility dedicated to marine science and using latest technology. (Could do prior to 5/7 final action by FCC and stress need for E-rate discount for schools and libraries--show how students can draw on resources from their schools or libraries).
- 4/26-4/29 National School Boards Association annual convention, satellite feed to Anaheim, CA.
- 4/27 - 4/29 Citizens Service Summit, Philadelphia, could emphasize volunteer involvement in efforts to improve reading and math achievement
- To be determined -- possible testing advisory group announcement

May

- 5/1 Blue Ribbon Schools announced in DC
- 5/2 Education Writers of America national seminar in DC (Secretary Riley to release NAEP science results).
- 5/4 Third Anniversary of School-to-Work Act -- could commemorate by visiting a model program at a school.
- 5/4 - 5/9 International Reading Association annual convention, New Orleans (5/6 Secretary Riley speaks). Could announce formation of America Reads Network, coalition of national organizations ED has been working with to promote reading improvement
- 5/28 - 5/31 National Head Start annual conference, Boston, MA

June

- 6/18 - 6/21 National PTA annual meeting, Kansas City, MO
- Early June or July: ED, NSF and other agencies report back recommendations from President's math/science directive (could combine with event kicking off effort to mobilize math/science community to help students prepare for meeting 8th grade math standards). Could do in conjunction with:
 - 6/10 TIMSS 4th grade math and science results released
 - 6/10 - 6/14 National Math and Science Teachers of the Year (elementary) in DC
 - 6/24 - 6/28 National Math and Science Teachers of the Year (secondary, including middle school) in DC, or
 - 7/1 release of TIMSS-NAEP link in math (grades 4/8) and science (grade 8) released. (For the first time, this study will allow comparisons in achievement between the 41 countries participating in TIMSS and most U.S. states. POTUS could convene with downlink sites in all states and outline proposals to address challenges in math (and science) achievement).
- 6/12 - 6/14 Communitarian Network annual meeting
- 6/22-6/23 VP's Conference on Families and Learning, TN
- Late June 25th Anniversary of Title IX Sports

List of Education Reports and Documents for Potential Release

DRAFT March 21, 1997

- * Report on Barriers and Solutions to Parental Involvement in Education (including Title I)
- * Keeping Schools Open: Extending Learning in a Safe-Drug Free Environment (Community Schools Guide)
- * Guide for Chartering Agencies
- * Charter Schools National Study

Getting Ready for College Early, new publication for parents of students in middle school (ready 4/1)

ED Response to Directive on Teaching (ready mid-to-late April)

Student Participation in Community Service Activity (ready for release in conjunction with Service Summit)

Tips for parents of young children on early childhood/reading (ready late May, early June)

* = ready to release

(Draft as of 3/17/97)

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 n 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 signee. A similar event could be help 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 DOEd 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</u> ; "Do Something" promotes character/values curriculum.

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 emphasis 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 of 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</u> <u>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.</u> <u>(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."</u> <u>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 Martinsburg. 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	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, ie., 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????? 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>

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

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

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.
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	
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>

Realizing President Clinton's "Call-To-Action" • The Year Ahead			
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 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</u> to attend the opening of the <u>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	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/ 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 n D.C. with participation of Smithsonian, National Academy of Science.

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

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

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

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	<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 speaks at dinner; opportunity to focus on access to college, Pell, HOPE or other ed initiatives.</u>
Aug. - Sept.	All	Release of DOE 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. 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/S afe 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>

EDUCATION STRATEGY

A Work Plan for President Clinton's Ten Education Initiatives

DRAFT -- Updated March 8, 1997

DRAFT -- March 8, 1997

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NATIONAL STANDARDS OF ACADEMIC EXCELLENCE

I. State of the Union Proposal:

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

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

II. Objectives:

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

III. Strategies:

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

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

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

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

IV. Events/Activities:

March

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

April

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

May

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

June

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

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

July

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

Next Six Months

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

TALENTED TEACHERS IN EVERY CLASSROOM

I. State of the Union Proposal:

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

II. Objectives:

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

III. Strategies:

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

on improving teaching

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

IV. Events/Activities:

March

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

April

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

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

May

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

June

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

July

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

Next Six Months

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

AMERICA READS

I. State of the Union Proposal:

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

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

II. Objectives:

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

III. Strategies:

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

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

IV. Events/Activities:

March

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

March/April

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

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

April

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

Early May/June

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

May

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

Late May/early June

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

June/July

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

Next Six Months

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

EARLY LEARNING

I. State of the Union Proposal:

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

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

II. Objectives:

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

III. Strategies:

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

IV. Events/Activities:

March

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

April

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

May

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

Late May/early June

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

June

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

CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

I. State of the Union Proposal:

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

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

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

II. Objectives:

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

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

III. Strategies

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

IV. Events/Activities

March

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

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

March/April

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

April

- Secretary Riley does monthly satellite town meeting on charter schools

April/May

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

June/July

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

July

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

Next six months

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

Fall

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

SAFE, DISCIPLINED, AND DRUG-FREE SCHOOLS

I. State of the Union Proposals:

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

II. Objectives:

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

III. Strategies

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

IV. Events/Activities

March

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

April

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

June

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

Next Six Months

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

Next fall

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

SCHOOL CONSTRUCTION

I. State of the Union Proposal:

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

II. Objectives:

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

III. Strategies:

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

IV. Events/Activities:

March

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

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

May

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

June

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

Next Six Months

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

HIGHER EDUCATION

I. State of the Union Proposals:

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

II. Objectives:

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

III. Strategies:

Legislative Strategy

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

Post-enactment Strategy

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

IV. Events/Activities

March

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

March/April

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

April

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

June

- Late June 25th anniversary of Title IX sports

Next Six Months

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

LIFELONG LEARNING

I. State of the Union Proposal:

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

II. Objectives

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

III. Strategy

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

IV. Events/Activities

March

- Launch legislative initiative (possible reinvention event for VP)

May

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

Next Six Months

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

TECHNOLOGY LITERACY

I. State of the Union Proposal:

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

II. Objectives

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

III. Strategies

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

IV. Events/Activities

March

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

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

April

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

April/May

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

May

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

June/July

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

Next six months

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