

NATIONAL

EDUCATIONAL STANDARDS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"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."</p> <p>"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."</p>	<ul style="list-style-type: none"> • Supervision: Reed-DPC Process • DoEd considering proposals to require students to pass certain standards before moving from school to school (elementary to middle to high school to diploma) 	<ul style="list-style-type: none"> • DoEd works with outside groups to develop tests • White House review DoEd proposal and provide guidance. • Highlight issue with event at Maryland legislature (2/10) 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt • No legislation required, though consultation with Republican leadership appropriate 	

PRIMARY STRATEGIES

• Make the math/science component about 50% grade tests

• Establish DAC/OSTP EOL/USE w/ky plans

• Seek Commitment from Critical Mass of states to participate in 1999 test administration; highlight issue with Presidential visit to selected states

• Gain endorsements from key local constituencies (e.g. sch. boards, teachers, parents, urban league, business) and opinion leaders

MASTER TEACHERS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"My budget will enable 100,000 more to seek national certification as master teachers."</p> <p><i>with</i></p>	<ul style="list-style-type: none"> Supervision: Reed-DPC Process DoEd submitting proposals on teacher standards for White House for review DoEd ^{submit} looking at ^{to} proposal that contemplates expanding support for the National Board for Professional Teaching Standards. (NAPTS) DoEd complete work a Presidential directive to identify federal resources to support teacher certification. 	<ul style="list-style-type: none"> White House review DoEd proposal. Consider submitting legislation submit Work through details with NEA/AFT Launching of initiative Outreach to mayors, governors, others Submit necessary legislation as part of High Ed Act reauthorization 	<ul style="list-style-type: none"> Discuss legislative strategy with Daschle and Gephardt 	

Principal Strategies

- Legislative proposes to improve teacher training
- ~~Use of body act~~ Spotlights effective local practices
- Spotlighting NAPTS
- Outreach to teachers, state & local ed. officials

Key event

- Major speech on teacher quality/stall issues at NAPTS ceremony - Mil-marl the to. And

AMERICA READS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“That’s why we 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.”</p> <p>“We want at least 100,000 college students to help. And tonight, I am pleased that 60 college presidents have answered my call, pledging that thousands of their work-study students will serve for one year as reading tutors.”</p>	<ul style="list-style-type: none"> • Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. • \$2.5 billion over 5 years in FY 1998 budget • DoEd and the Corporation for National Service are actively recruiting additional universities to participate. • 70 colleges have pledged 13,000 work study one-year commitments and 32,000 other one-year commitments over next five years. 	<ul style="list-style-type: none"> • Develop legislative proposal <i>-Recommend to Pr. H.S.</i> • Update memos from Rasco at DoEd • Conduct event in DC with seven local participating colleges • Outreach to mayors, governors, others • <i>Conduct events in states tied to testing proposal.</i> 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

EARLY LEARNING (HEAD START)

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“[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.”</p>	<ul style="list-style-type: none"> Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. <p><i>NEC?</i></p>	<ul style="list-style-type: none"> Select private sector (medical and scientific community) chairs for conference Begin list of possible participants Outreach to mayors, governors, others for participation 	<ul style="list-style-type: none"> No legislative process necessary Possibly involve appropriate members 	

HEAD START

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"[T]his balanced budget expands Head Start to one million children by 2002."</p>	<ul style="list-style-type: none"> • Supervision: Budget Working Group. • FY 1998 budget increases funding by 55%, from \$2.8 billion in FY 1993 to \$4.3 billion in FY 1998 	<ul style="list-style-type: none"> • Begin outreach to interest groups • Launching of initiative through events at pre-school programs • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

PUBLIC SCHOOL CHOICE AND CHARTER SCHOOLS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"We should also make it possible for more parents and teachers to start charter schools."</p> <p>"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..."</p>	<ul style="list-style-type: none"> • Supervision: Reed-DPC Process. • DoEd proposals on school choice to White House for review • \$51 billion in FY 1997 budget for charter schools 	<ul style="list-style-type: none"> • White House review DoEd proposal on school choice and consider legislation • DoEd and NEC DPC begin tracking charter school creation • Push for larger funding for charter school grants through budget process • Launching of initiative with principal conducting event at a model charter school • Outreach to mayors, governors, others • Release of charter schools studies of Rep. B. to focus attention • Evank at state legislators to promote charter schools legislation 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

Safety & Disciplined Schools

CHARACTER EDUCATION

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"We must teach our children to be good citizens. And we must continue to promote order and discipline, supporting communities that introduce school uniforms, impose curfews, enforce truancy laws, remove disruptive students from the classroom, and have zero tolerance for guns and drugs in school."</p>	<ul style="list-style-type: none"> • Supervision: Reed- Speaking DPC-SEC Working Group. Weekly Meetings. • \$ request for Community Schools 	<ul style="list-style-type: none"> • Decision memo to POTUS • Launching of initiative through principal and cabinet events • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

Principal Strategies

- Highlight Community School Budget request

DRAFT

SCHOOL CONSTRUCTION

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"My budget includes a new initiative -- \$5 billion to help communities finance \$20 billion in school construction over the next four years."</p>	<ul style="list-style-type: none">• Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings.• DoEd completing surveys and regional consultation meetings to assess problems and possible solutions in each region and proposals for legislative actions.	<ul style="list-style-type: none">• Decision memo to POTUS• Submit legislation to Hill• Launching of initiative• Outreach to mayors, governors, others	<ul style="list-style-type: none">• Discuss legislative strategy with Daschle and Gephardt	

LIFELONG LEARNING

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“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.”</p>	<ul style="list-style-type: none"> • Supervision: Working Group considering how to best propose legislation and relation to HOPE Scholarships. 	<ul style="list-style-type: none"> • Decision memo to POTUS • Launching of initiative through principal and cabinet events; create reinvention focus for VPOTUS • Outreach to labor, business, mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

INTERNET: CONNECTING CLASSROOMS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“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.”</p>	<ul style="list-style-type: none"> • Supervision: Meetings held on an as-needed basis between White House (NEC, DPC, OSTP, OVP) and DoEd. • First year of funding -- \$200 million appropriations -- won in FY 1997 budget agreement for first year of \$2 billion Technology Literacy Challenge. • Net Days held in more than 40 states. Half of California schools now connected. • Applications are out to states and localities. 	<ul style="list-style-type: none"> • Ensure that funding is on \$2 billion path in budget process. • Develop plan for future Net Days. • Develop tracking system on percentage of classrooms connected nationally • Launching of initiative through POTUS and VPOTUS joint radio address (2/9) • Outreach to CEOs, mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	<ul style="list-style-type: none"> • Monthly reports to Chief of Staff on progress

OPENING THE DOORS OF COLLEGE

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"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; an expanded IRA you can withdraw from tax free for education; and the largest increase in Pell Grant scholarships in 20 years."</p>	<ul style="list-style-type: none"> • Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. • Tax provisions submitted as part of FY97 budget proposal. • FY98 budget increases Pell Grant scholarships by \$1.7 billion in aid over FY97, and expanded eligibility for at least 348,000 more students. 	<ul style="list-style-type: none"> • Event with POTUS in Georgia after SOTU (2/5) • Develop plan to stress that package helps to save tax-free for college • Develop communications plan for tax proposal (op-ed by Gov. Miller) • Outreach to all education groups (teachers, student organizations, universities, parents groups) 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt • Begin Hill campaign of tax cut for students and families vs. tax cut for rich 	

INTERNET: SECOND GENERATION

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"We must build the second generation of the Internet so that our leading universities and national laboratories can communicate in speeds 1,000 times faster than today, to develop new medical treatments, new sources of energy, new ways of working together."</p>	<ul style="list-style-type: none"> • Coordination: NEC and OSTP through the National Science and Technology Council -- Committee on Computing, Information, and Communications. • President's Next Generation Internet is included in budget at \$100 million annually for 3 years. DOE, DARPA, NSF, NASA and NIST are agencies involved. • White House is expected to announce week of 2/10 the formation of an advisory committee of leaders in industry and academia that will provide technical advice to the Administration on NGI and other issues related to high-performance computing and communications. 	<ul style="list-style-type: none"> • POTUS/VPOTUS radio address on Internet issues (2/8). • Broaden industry support (current endorsements from Sun, Silicon Graphics, Cisco, and MCI) • Finalize technical agenda and implementation plan, hold workshop on 5/13-14 (VPOTUS invited). • POTUS memo to R&D agencies stressing that this is a priority • Additional outreach to business, computer industry • Possible demo or event once more universities get connected. 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt • Initiative will not succeed without support from relevant House and Senate Appropriations Subcommittees (Defense; Energy; VA; HUD; Independent Agencies; and Commerce, Justice, State). 	<ul style="list-style-type: none"> • First meeting of White House advisory committee will be held on 2/27-28.

MEMORANDUM FOR BRUCE REED

FROM: Mike Cohen
SUBJECT: Education Strategy
CC: Elena Kagan

I understand from Elena that the need for an education strategy may be more urgent than we had discussed earlier today.

The Education Department draft strategies are due to Leslie Thornton COB Thursday. If necessary, I can spend the day on Friday working with folks to turn those drafts into something we can use. I'll touch base with you on that tomorrow.

In the meantime, the attached reflects our conversation earlier today, as well as a conversation Elena and I had this evening.

The basic strategic approach in the attached document is:

1. Keep the primary focus on the national standards/testing proposal, to get it clear in the public mind, to build momentum behind it, and to make it more difficult for the opposition on the right to get a foundation for effective attack.
2. Pay period public attention to related reform agenda, as a way of speaking to different audiences, keeping those issues alive, and making news that will keep an overall focus on education
3. Do enough to keep the legislative ball moving forward on issues requiring Congressional action. (note: this piece needs to be filled in in conjunction with budget strategy and with the process following up Tuesday's meeting with the Congressional leadership and the Education Working Group Riley will head up.)

I'll call you in the morning. If you want in to conference in to the AFT meeting, I should be able to, and I would like to be part of that discussion if possible.

OVERVIEW OF EDUCATION STRATEGY

1. Keep the primary focus on promoting plan for national standards and national tests, while also promoting related K-12 education reform initiatives (e.g., Charter Schools, Teacher Standards, America Reads, Technology)

▶ **Enlist the participation of a critical mass of states and cities**

Initial target states for standards/testing initiative: Maryland, Michigan, Colorado, North Carolina, Delaware, California, Ohio

Initial target cities for testing initiative: Boston, Philadelphia, Chicago, Seattle, Houston, Washington D.C.

Initial target states for charter schools: Missouri, Washington

Initial target states for reading challenge: Michigan, Texas, California,

▶ **Gain endorsements from key constituency groups to promote national efforts and to promote state and local participation:**

Target Constituency Groups for Standards/Testing Initiative: AFT and 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)

Target Constituency Groups for America Reads: All major K-12, Literacy, and Higher Education groups

▶ **Highlight Promising Practices and Approaches that Reflect President's Call to Action**

Standards/Testing Initiative: Highlight states, school districts, schools or significant projects that reflect high standards in reading and math, or high or improved student performance in 4th grade reading or 8th grade math

Charter Schools: Highlight states with strong charter schools laws and/or visit exemplary charter schools

America Reads: Highlight states or cities with statewide tutoring programs (e.g., Michigan, Delaware, Boston), and colleges that provide work-study and other tutors

Teaching Standards: Highlight teachers who receive National Board for Professional

Teaching Standards certification this Spring, and highlight local (AFT or NEA) programs to reward good teachers and remove incompetent ones

- ▶ **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**

Use announcements of technology literacy challenge grants, charter schools grants and ED reports/guides, ED report based on Teaching Directive for radio addresses and other means of keeping issue in front of the public

Events/Activities

February:

- Release National Assessment of Education Progress national math scores at event in Michigan, and gain endorsement of Gov. Engler for testing proposal. Other principals can simultaneously visit other states with high scores or significant gains (Maine, North Carolina)
- 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
- Presidential Directive to Department of Defense Dependent Schools to participate in NAEP/TIMSS and to begin preparing students to meet those standards

March:

- State endorsement event -- visit to state, or meeting in WH with officials from 4-8 states committed to participating in national testing
- Speech to state legislature on charter schools (Washington, Missouri are possibilities)
- ED appoint and POTUS meet with testing advisory board of teachers and others
- Education Roundtable on standards (use TIMSS video to highlight good teaching to standards)

- Bipartisan meeting with key members of Congress

April

- Event for teachers certified by National Board for Professional Teaching Standards and release of ED report on effective local approaches to improve teaching (from Directive to ED)
- Visits to states re: testing, charter schools, technology

2. Promote Legislative Agenda for HOPE scholarship, School Construction, America Reads, G.I. Bill

- ▶ Follow-up Bipartisan leadership meeting with education working group led by Secretary Riley
- ▶ Work through Budget process
- ▶ Hold Education Days at WH, giving key members and their constituencies a chance to discuss education issues
- ▶ Grass roots mobilization of constituency groups around budget, 10-point Call to Action, and specific legislative proposals
- ▶ Promote other Administration legislative priorities -- including reauthorization of Special Education and Vocational and Adult Education Acts

Mike
Do YOU
want
me to
join you in
this effort?
Dave

Circ: 852,262

Oil Company Wants to Drill in New Utah Preserve

Conoco Request Concerning Canyon Land Angers Environmental Groups; Administration Skeptical

By Joby Warrick
Washington Post Staff Writer

AD

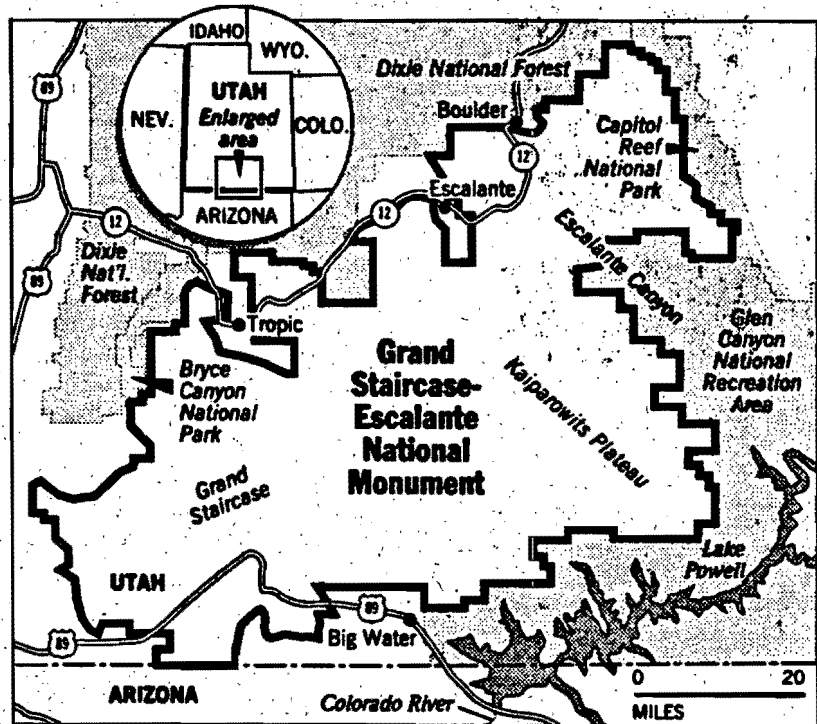
Conoco Inc. yesterday announced it wants to drill for oil near the heart of the Grand Staircase-Escalante National Monument, the rugged 1.7 million-acre wilderness preserve established in Utah last year as one of the environmental hallmarks of the Clinton administration.

The petroleum giant confirmed that it had asked for permission to drill two exploratory wells in the monument's Reese Canyon—a decision that enraged local environmental groups and landed with a dull thud at the Interior Department, which oversees the monument and must decide how to handle claims to its mineral resources.

The proposed drilling would occur on two plots out of the 140,000 acres of monument land that Conoco leases from the state and federal governments. Company officials cited evidence of large petroleum deposits in the region that could justify the construction of major oil fields smack in the middle of the nation's newest wilderness preserve.

"These reserves could be as high as 4 billion barrels," R.E. Irelan, manager of Conoco's mid-continent exploration region, said in a statement. "Successful development of such giant fields could have a positive impact on our country's oil and gas needs and would economically benefit the state of Utah and the federal government."

Conoco cited President Clinton's promise to respect "existing valid leases" within the monument area, a pledge the president made in creating the preserve last September.



The company obtained some of its leases nearly a decade ago and has been evaluating the potential for oil and gas development for more than two years, the company said. Several of the leases are set to expire this year.

But to begin drilling, the company must first undergo a federal environmental review—a process that could take many months and will likely involve intense regulatory scrutiny.

"Because of the president's direction to us, we have to deal with existing rights in light of the monument designation," said Jerry Meredith of the federal Bureau of Land Management's Utah office. Meredith said it was too early to tell if oil drilling would be deemed a

"compatible use" of monument lands. Conoco, which owns the vast majority of the existing leases within the monument, is currently operating a small oil field on the fringe of the preserve.

In Washington, Clinton administration officials were skeptical of the drilling plan and suggested that Conoco's true intention was to obtain some kind of land swap. "We believe they're simply trying to get some deal out of us, and we don't have any intention of bending over quite that far," said one official, asking not to be named. "They haven't done anything with this land in 10 years, and suddenly it's critical? We're not buying that."

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Circ: 852,262

Irelan said the company believes that oil and other resources could be extracted from monument lands without seriously harming the environment. "We are proud of our reputation of environmentally sound stewardship of lands upon which Conoco conducts exploration and development activities," he said.

Environmental groups scoffed at such claims. Scott Groene of the Southern Utah Wilderness Alliance said activists would consider boycotts and other forms of protest if the drilling is allowed to proceed. "We will fight them with every tool we can get our hands on," Groene said. "I can hear the sound of Conoco credit cards being cut in half."

Clinton described the Grand Staircase-Escalante region as "some of the most remarkable land in the world" when he set it aside as a national monument. High, rugged and remote—the region was the last in the continental United States to be mapped—these vast canyon lands in south-central Utah are rich in natural scenery as well as geological and

archaeological treasures, including well-preserved Indian settlements and petrified trees.

By all accounts, they also are rich in mineral resources. Estimates of the value of fossil fuels in the region run as high as \$200 billion.

National monument areas are distinct from national parks or wildernesses, which are intended mostly as recreation areas and can be created only by Congress. Depending on how it is created, a monument can have a number of nonrecreational uses, including grazing areas for livestock. Clinton's official proclamation specifically recognizes "existing grazing uses" as well as hunting and fishing on monument lands.

The proclamation excludes future mineral leases but says the government will continue to recognize "valid existing rights," including existing leases to federal property.

The establishment of the monument infuriated some Utah politicians who deeply resent federal attempts to limit the economic development of the vast expanse of federally owned land in the state. Freshman Rep. Chris Cannon (R), whose district encompasses the new monument, called on Clinton yesterday to honor his pledge to respect "valid, existing leases."

"Conoco should be granted every opportunity to pursue their legally obtained oil and gas rights within the monument," Cannon said.

SUMMARY OF EDUCATION EVENTS/ANNOUNCEMENTS JANUARY-JUNE 1997

January

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

February

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

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

March

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

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

April

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

May

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

June

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

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

AMERICA'S READING CHALLENGE

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

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

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

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

TOUGHER ACADEMIC STANDARDS

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

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

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

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

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

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

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

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

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

EXPANDING PUBLIC SCHOOL CHOICE AND SUPPORTING CHARTER SCHOOLS

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

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

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

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

IMPROVING TEACHER AND PRINCIPAL QUALITY

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

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

HELPING STUDENTS AND TEACHERS BECOME TECHNOLOGICALLY LITERATE

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

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

SCHOOL TO WORK: PREPARING STUDENTS FOR CAREERS AND FURTHER EDUCATION

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

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

ENSURING THAT SCHOOLS ARE SAFE, DISCIPLINED AND DRUG FREE

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

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

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

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

BUILDING COMMON GROUND AND STRENGTHENING BASIC AMERICAN VALUES

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

PROMOTING FAMILY INVOLVEMENT IN EDUCATION

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

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

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

UPGRADING SCHOOL BUILDINGS THE PRESIDENT'S SCHOOL CONSTRUCTION INITIATIVE

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

Attachments:

State PTA Conferences in 1997

Upcoming Meetings Related to America Reads Challenge

UPCOMING MEETINGS RELATING TO RWN/★AMERICA READS CHALLENGE★

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

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

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

NATIONAL PTA

STATE Conventions

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

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



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: Mike Cohen

ORGANIZATION: _____

FAX NUMBER: _____

FROM: JENNIFER DAVIS, Special Assistant to the Secretary

PHONE NUMBER: (202) 401-3049

FAX #: (202) 401-0596

MESSAGE: This was on agenda
from yesterday's meet.

Thank for lunch! Let's talk
soon.

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

1 pages to follow

AGENDA
FOLLOW UP TO A CALL TO ACTION
 February 10, 1997
 3:00

1. **White House Expectations**

- Department to propose concrete opportunities for Presidential leadership on the 10 areas. This is to include identifying leaders and states/communities/schools that exemplify the 10 points as well as emerging issues/initiatives where Administration involvement could make a real difference.

2. **Being Strategic**

- With limited staff and other resources, how can we have the most impact on each of these areas? (E.g. develop a concrete, focused plan for strategic impact).

3. **Immediate Next Steps**

- Meet with Mike Cohen (other WH staff) to plan Presidential involvement over the next four weeks
- Begin to identify leaders and states/communities/schools that exemplify 10 points
- Name point people for each issue area and set target date for draft strategies

4. **Possible Department Structure for Follow-up**

- Identify Point people for Key Initiatives

Do we need strategy groups on all these issues to identify key follow up/leverage opportunities?
 (In some cases, need for both legislative and state/local outreach and implementation strategy)

Academic standards of excellence (standards, testing, TIMSS, Goals 2000, Title I, etc.)
 Teacher Excellence
 Reading (and early learning)
 Public School Choice/Charter Schools
 Safe Schools
 Construction
 Higher Education
 Technology
 Parent Involvement

OTHER (Urban Education, Adult Education/Training, School-to-Work)

5. **Next Meeting??**

FAX TRANSMISSION

US DEPARTMENT OF EDUCATION
600 INDEPENDENCE AVENUE SW. RM. 6133
WASHINGTON, DC 20202
202-401-3414
FAX: 202-401-0596

To: Bruce Reed / Mike Cohen

Date: 2/12

Fax #:

Pages: 2, including this cover sheet.

From: Terry K. Peterson
Lidice Rivas

Subject:

Please see attached . . .

Thanks .

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February 8, 1997

MEMO TO: Bruce Reed and Mike Cohen
FROM: Terry K. Peterson
SUBJECT: NATIONWIDE MAJOR EVENT IN EDUCATION, FEBRUARY 27, 1997.

BACKGROUND

On February 27, Secretary Riley will be releasing the first education achievement data, that roughly covers President Clinton's first term in office [Spring '92-Spring '96 -- as well as Spring '90 to '96]

The achievement data is in **math** from the National Assessment Education Program (NAEP), and it involves three different grades, 4th, 8th and 12th. The results will be positive news in all three grade from 1992 to 1996 and from 1990 to 1996.

In addition this test data will be reported by participating states, 43 and D.C., in grade 4 and 40 states and DC at grade 8.

POSSIBLE EVENT/S

An interesting media event could be for the President and Vice President to go to the 2 or 3 states that made the most progress and/or the two states that had the highest scores in math. It would demonstrate in concrete terms the President's and Vice President's commitments to better education -- community by community, and state by state across America. It would show that they are serious about Americas kids mastering the basics. It reinforces the President's State of the Union message about the need for meaningful national tests in the basics that individual students can take. The NAEP test uses sampling to give estimates of students' performance for a state and the nation, just as a public poll does, but does not provide individual student scores. The Administration's proposal for a National Math Test at grade 8 based on TIMSS (Third International Math Science Study) and NAEP would not only yield an individual student score, but also show how their scores compare to other states and, national and at times international averages.

The most improving states and highest scoring states in the NAEP math test offer an interesting set of bipartisan events. An ambitious agenda could possibly be for the Clinton's, Gore's and Secretary Riley to each visit a different state.

THE FOLLOWING ARE EMBARGOED UNTIL FEBRUARY 27;

LEADING STATES IN IMPROVEMENT:

First in average gain in math is North Carolina, [the highest average gain in grade 4 and grade 8 from 1992-96.] Second in average gain is Texas, [from '92 to '96 in grades 4 and 8] (Michigan is close behind.) Two states, Maine and Minnesota, are tied for highest scores at **both** grade 4 and grade 8. Connecticut is tied for first in 4th grade but not 8th and North Dakota and Iowa are tied for first in grade 8 but not in grade 4.

THE MESSAGE:

While we have made significant improvements in math achievement as a nation during the past 4 and 6 years, we also know that as a nation we trail behind our international competitors in math. The President challenged the nation to reach even higher standards and that is why he wants individual students to have the opportunity to take the new national math test in the 8th grade in 1999. It will be based on and international (TIMSS) standards of excellence. The President could challenge parents, teachers, principals and school boards to start right now to get rid off the watered-down math curriculum in many middle schools and junior high schools and put in more algebra and geometry. He could urge them to participate in the national math test in 8th grade in 1999 to see how they do in mastering the basics and algebra and geometry by the end of grade 8. Finally, he could challenge school districts and colleges to give middle school teachers the time and training to teach well the rigorous math needed by 8th grade to succeed in the 21st Century and on this test

EDUCATIONAL STANDARDS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“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.”</p> <p>“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.”</p>	<ul style="list-style-type: none"> • Supervision: Reed-DPC Process • DoEd considering proposals to require students to pass certain standards before moving from school to school (elementary to middle to high school to diploma) 	<ul style="list-style-type: none"> • DoEd works with outside groups to develop tests • White House review DoEd proposal and provide guidance. • Highlight issue with event at Maryland legislature (2/10) 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

MASTER TEACHERS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“My budget will enable 100,000 more to seek national certification as master teachers.”</p>	<ul style="list-style-type: none"> • Supervision: Reed-DPC Process • DoEd submitting proposals on teacher standards for White House for review • DoEd looking at proposal that contemplates expanding support form the National Board for Professional Teaching Standards. 	<ul style="list-style-type: none"> • White House review DoEd proposal. • Consider submitting legislation • Work through details with NEA • Launching of initiative • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

AMERICA READS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“That’s why we 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.”</p> <p>“We want at least 100,000 college students to help. And tonight, I am pleased that 60 college presidents have answered my call, pledging that thousands of their work-study students will serve for one year as reading tutors.”</p>	<ul style="list-style-type: none"> • Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. • \$2.5 billion over 5 years in FY 1998 budget • DoEd and the Corporation for National Service are actively recruiting additional universities to participate. • 70 colleges have pledged 13,000 work study one-year commitments and 32,000 other one-year commitments over next five years. 	<ul style="list-style-type: none"> • Develop legislative proposal • Update memos from Rasco at DoEd • Conduct event in DC with seven local participating colleges • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

EARLY LEARNING

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“[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.”</p>	<ul style="list-style-type: none"> • Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. 	<ul style="list-style-type: none"> • Select private sector (medical and scientific community) chairs for conference • Begin list of possible participants • Outreach to mayors, governors, others for participation 	<ul style="list-style-type: none"> • No legislative process necessary • Possibly involve appropriate members 	

HEAD START

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"[T]his balanced budget expands Head Start to one million children by 2002."</p>	<ul style="list-style-type: none"> • Supervision: Budget Working Group. • FY 1998 budget increases funding by 55%, from \$2.8 billion in FY 1993 to \$4.3 billion in FY 1998 	<ul style="list-style-type: none"> • Begin outreach to interest groups • Launching of initiative through events at pre-school programs • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

PUBLIC SCHOOL CHOICE AND CHARTER SCHOOLS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“We should also make it possible for more parents and teachers to start charter schools.”</p> <p>“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. . .”</p>	<ul style="list-style-type: none"> • Supervision: Reed-DPC Process. • DoEd proposals on school choice to White House for review • \$51 billion in FY 1997 budget for charter schools 	<ul style="list-style-type: none"> • White House review DoEd proposal on school choice and consider legislation • DoEd and NEC/DPC begin tracking charter school creation • Push for larger funding for charter school grants through budget process • Launching of initiative with principal conducting event at a model charter school • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

CHARACTER EDUCATION

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“We must teach our children to be good citizens. And we must continue to promote order and discipline, supporting communities that introduce school uniforms, impose curfews, enforce truancy laws, remove disruptive students from the classroom, and have zero tolerance for guns and drugs in school.”</p>	<ul style="list-style-type: none"> • Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. 	<ul style="list-style-type: none"> • Decision memo to POTUS • Launching of initiative through principal and cabinet events • Outreach to mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

DRAFT

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State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“My budget includes a new initiative -- \$5 billion to help communities finance \$20 billion in school construction over the next four years.”</p>	<ul style="list-style-type: none">• Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings.• DoEd completing surveys and regional consultation meetings to assess problems and possible solutions in each region and proposals for legislative actions.	<ul style="list-style-type: none">• Decision memo to POTUS• Submit legislation to Hill• Launching of initiative• Outreach to mayors, governors, others	<ul style="list-style-type: none">• Discuss legislative strategy with Daschle and Gephardt	

LIFELONG LEARNING

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>“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.”</p>	<ul style="list-style-type: none"> • Supervision: Working Group considering how to best propose legislation and relation to HOPE Scholarships. 	<ul style="list-style-type: none"> • Decision memo to POTUS • Launching of initiative through principal and cabinet events; create reinvention focus for VPOTUS • Outreach to labor, business, mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	

INTERNET: CONNECTING CLASSROOMS

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"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."</p>	<ul style="list-style-type: none"> • Supervision: Meetings held on an as-needed basis between White House (NEC, DPC, OSTP, OVP) and DoEd. • First year of funding -- \$200 million appropriations -- won in FY 1997 budget agreement for first year of \$2 billion Technology Literacy Challenge. • Net Days held in more than 40 states. Half of California schools now connected. • Applications are out to states and localities. 	<ul style="list-style-type: none"> • Ensure that funding is on \$2 billion path in budget process. • Develop plan for future Net Days. • Develop tracking system on percentage of classrooms connected nationally • Launching of initiative through POTUS and VPOTUS joint radio address (2/9) • Outreach to CEOs, mayors, governors, others 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt 	<ul style="list-style-type: none"> • Monthly reports to Chief of Staff on progress

OPENING THE DOORS OF COLLEGE

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"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; an expanded IRA you can withdraw from tax free for education; and the largest increase in Pell Grant scholarships in 20 years."</p>	<ul style="list-style-type: none"> • Supervision: Reed-Sperling DPC-NEC Working Group. Weekly Meetings. • Tax provisions submitted as part of FY97 budget proposal. • FY98 budget increases Pell Grant scholarships by \$1.7 billion in aid over FY97, and expanded eligibility for at least 348,000 more students. 	<ul style="list-style-type: none"> • Event with POTUS in Georgia after SOTU (2/5) • Develop plan to stress that package helps to save tax-free for college • Develop communications plan for tax proposal (op-ed by Gov. Miller) • Outreach to all education groups (teachers, student organizations, universities, parents groups) 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt • Begin Hill campaign of tax cut for students and families vs. tax cut for rich 	

INTERNET: SECOND GENERATION

State of the Union Proposal	Current Status	Internal Action Needed	Legislative Process	Deadlines
<p>"We must build the second generation of the Internet so that our leading universities and national laboratories can communicate in speeds 1,000 times faster than today, to develop new medical treatments, new sources of energy, new ways of working together."</p>	<ul style="list-style-type: none"> • Coordination: NEC and OSTP through the National Science and Technology Council -- Committee on Computing, Information, and Communications. • President's Next Generation Internet is included in budget at \$100 million annually for 3 years. DOE, DARPA, NSF, NASA and NIST are agencies involved. • White House is expected to announce week of 2/10 the formation of an advisory committee of leaders in industry and academia that will provide technical advice to the Administration on NGI and other issues related to high-performance computing and communications. 	<ul style="list-style-type: none"> • POTUS/VPOTUS radio address on Internet issues (2/8). • Broaden industry support (current endorsements from Sun, Silicon Graphics, Cisco, and MCI) • Finalize technical agenda and implementation plan, hold workshop on 5/13-14 (VPOTUS invited). • POTUS memo to R&D agencies stressing that this is a priority • Additional outreach to business, computer industry • Possible demo or event once more universities get connected. 	<ul style="list-style-type: none"> • Discuss legislative strategy with Daschle and Gephardt • Initiative will not succeed without support from relevant House and Senate Appropriations Subcommittees (Defense; Energy, VA; HUD; Independent Agencies; and Commerce, Justice, State). 	<ul style="list-style-type: none"> • First meeting of White House advisory committee will be held on 2/27-28.

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Education Strategy: Crosscutting Approaches

1. Legislative Strategy for: America Reads, School Construction, and HOPE

- ▶ Through Budget Reconciliation Process
- ▶ Education Days at WH
- ▶ Mobilization of constituency groups on 10-point plan and on specific proposals

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2. State Strategy for: National Standards/Testing, Charter Schools, (Master Teachers, America Reads)

- ▶ Sign up bipartisan, critical mass of states for testing proposal (e.g. Maryland, Michigan, N. Carolina, Colorado)
- ▶ State Legislature events for charter schools
- ▶ Highlight states with tutoring initiatives, teacher standards

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3. Constituency Group Strategy

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Key events

1. Standards/testing

Feb 25-27 release of NAEP math -- state event for POTUS (Michigan)

Math/Science directive

Rountable event to explain standards - Timss video

April Ade. Comt
- tech
- Group endowt

2. Teacher standards

Mid march -- NBPTS ceremony for newly certified teachers; also coincides with deadline for teaching directive from October -- major speech on teaching standards/quality by POTUS

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tba -- President visits reading tutoring program (Delaware, Michigan, Boston...) and announces ED report on teaching kids to read, as well as reading partnership

4. Early Learning

April Conference + Rob Reiner stuff

5. Choice/ Charter Schools

April speech to state legislature (Washington)

6. Safe Schools, Values, Character Ed

7. School Construction

Visit school construction site anytime we want to

8. HOPE

9. G.I. Bill

10. Technology

Announce state technology grants as needed

May -- FCC rule on e-rate

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- * EOs on OSTR, DoD ~~DOE~~
- ▶ State Legislature events for charter schools
- ▶ Highlight states with tutoring initiatives, teacher standards
- * Meet w/T

3. Constituency Group Strategy

① Sign up states action group / Educ Reform Strategy
Key ~~states~~ target states (testing/charter)
Target cities:
Target groups: H, L, P, R

Events/Actions:

- 1) Apppt advisory group / meet w/ test plan ✓
- 2) DoD E.O. (OSTR) ✓
- 3) NAEP grm. push - ✓
- 4) Educ. vid table / TIMSS video ✓
- 5) POUVS write to state legis. to push tests, charter, ed tech ✓
- 6) Bipartisan mtg w/ congress ✓
- 7) Meet Ed. w/leg ✓
- 8) Charter visit ✓
- 9) Discipline / After school - school uniforms

Education Strategy: Crosscutting Approaches

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Target cities:

Target groups: High price

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