

NLWJC - Kagan

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Education - Strategy & Memos [1]

July 9, 1998

MEMORANDUM FOR GENE SPERLING AND BRUCE REED

FROM: Bob Shireman and Mike Cohen

SUBJECT: Outlook for Education Priorities

As we recently reviewed education legislation in Congress, it became clear that we *may* see several pieces of education legislation come to the President's desk this year, even while Congress blocks action on our major proposals for Class Size Reduction and School Construction, and our investments in current programs. We wanted to provide you with our overview so that we can discuss strategy for the few weeks that remain in this legislative session. The key question that we need to consider is: Given the outlook for the rest of the year, *how do we get traction to force Congress to act on class size, school modernization, and education appropriations?*

I. Certainties

There are only two education items that Congress is virtually certain to address in its final month:

1. Veto override on Education Savings Accounts (Coverdell), with its riders (such as reading). While the vote is sure to fail, it is the *message* that the Republicans want: they are for something popular for education, we are against it.

2. Funding (appropriations or continuing resolution). In addition to the fight over funding levels, this may include riders on national tests, block grants and other issues. We are struggling with how to gain the upper hand on appropriations, given the media's insistence that our budget request is not realistic due to the demise of tobacco legislation. This is the crucial bill for the education groups; it will occupy the vast majority of their time, and they will support our efforts outside the appropriations bill to the extent that they see us supporting increased education investments in the appropriations bill.

II. Possibilities

There are several bills with bipartisan support that *could* reach the President's desk before Congress adjourns:

1. Higher Education Act reauthorization. Assuming certain details are worked out, we would want to take credit for lower student loan interest rates, the government's first "performance-based organization," High Hopes, distance learning, and teacher training. The House has acted, and Senate action is expected soon.

2. G.I. Bill for America's Workers. This would include the President's proposal for a "Skill Grant," consolidation of programs, and other program improvements. The bill is in conference.

3. America Reads. The House passed a bill last year, and the Senate Committee has reported out its own version. One version or the other could be considered soon on the Senate floor, and either would be acceptable to us. The House version is better positioned to pass the Senate, though the education community is strongly opposed to it because of what they see as a "voucher-like" provision and a governance mechanism and funding stream that bypassed the state education agency.

4. Charter Schools. The House passed a bill last year, and the Senate Committee will mark up its version within the next several weeks, most likely on July 22. Both versions provide incentives for states to expand charter schools programs, and to provide stronger accountability for results. The President supported the House version before it passed, and we should do the same for the Senate at the appropriate time. If this is enacted, we can highlight it as another step to help reach the President's goal of 3,000 charter schools.

5. Ed-Flex. Sens. Frist and Wyden have introduced a bill to expand Ed-Flex to all 50 states. The bill is likely to be marked up next week along with the Charter Schools bill. We are working with them to ensure that it incorporates both greater flexibility as well as accountability for results. At present, there is little enthusiasm for expanding Ed-Flex among Democrats or the education groups, and conservative Republicans (e.g., Coats) who favor block grants may oppose this on the grounds that it will weaken the case for block grants. Nonetheless, if added to the charter schools bill and if there is sufficient time to take this up, it is likely to pass the Senate and be accepted by the House in conference.

6. Head Start Reauthorization. The Senate has marked up a bipartisan Head Start bill, and Riggs will take it up shortly in the House. There may be some controversial elements in the House (e.g., vouchers, English-only), though Riggs is eager to get a bill passed this year and presumably will not let it get hung up over those issues.

7. Vocational Education Reauthorization. Bipartisan approaches have passed the House and Senate and are headed for conference. Work has already begun at the staff level, but the House has not yet named conferees and may want to kill the bill because of right-wing worries that the bill will promote school-to-work.

III. Defensive Battles

In addition to the battles that we face on the appropriations bill, Congress is moving legislation on:

1. Block Grants. The House committee has reported a block grant that combines 29 programs, including Goals 2000, School-to-Work, the Technology Literacy Challenge

Program, the Eisenhower Professional Development Program. The bill *may* go to the floor within the next few weeks. There is a chance that Roemer may strike a deal with Republicans to add an accountability provision, which could add Democratic support to the bill and which would be quite problematic for us. There is no companion bill in the Senate at present, and we suspect it will be difficult to find floor time to take it up.

2. Bilingual Education. The Riggs bilingual education bill has been reported out of committee and has also been attached to the appropriations bill. The prospects for floor action are uncertain, and there is little chance this will be taken up in the Senate. Nonetheless, this issue will continue to occupy a good deal of our time and could potentially be quite divisive for House Democrats.

IV. Getting Traction on Our Agenda

While Congress may move forward on some of the items described above, Congress has not held *any* hearings on legislation that the President has proposed for Reducing Class Size, School Modernization, and Education Opportunity Zones.

In addition, the House Appropriations subcommittee has rejected \$2 billion in increases proposed in our FY 99 Budget (while providing increases for some programs we proposed to freeze, such as special education). Further, we will again face a major battle over national testing on the appropriations bill.

Just as the President did on Monday, we should take every opportunity to run down the list of items on which Congress has failed to act, including:

- On July 15, when the House Appropriations Committee marks-up the Labor-HHS-Education bill.
- When the Coverdell bill is vetoed.
- In the July 18 radio address on Charter Schools.
- At the AFT speech on July 20 and the International Teachers' Organization speech on July 29.
- In the August 29 education radio address.
- In the August 31 interview.
- As opportunities arise.

In addition, we recommend working with the Democratic leaders in Congress on a Class Size-School Modernization strategy that would include:

July: Discharge Petition in the House of Representatives. Democrats, and perhaps the education groups, would announce an effort to bring the School Modernization bill and the Class Size Reduction bill to the floor in September by gathering signatures on a discharge petition. Progress could be noted periodically, so that supporters can use the information and apply pressure locally. (While the Senate does not have discharge

petitions, perhaps signatures could be gathered on a letter.)

August: School Visits and Surveys. For the August recess, we would provide Members of Congress with "kits" for holding media events on school modernization and class size reduction. The approaches would include local surveys of needs, town meetings, and forums. Cabinet members would be available to participate in some of the activities..

September 8: POTUS School Visit. POTUS would visit a school in Maryland or Virginia, and FLOTUS and VPOTUS would visit schools elsewhere in the country. Ideally, there would be examples of a school in need of repairs, a school experiencing burgeoning enrollment, a school with class sizes that are too large (or perhaps just right), and a modernized school. The visit(s) could be beamed by satellite for local events across the country, featuring local Members of Congress and/or supportive organizations.

Press hook: We would release the Education Department's "Baby Boom Echo" report -- new data, state-by-state, on the record number of children in school. In the past two years, this report has gotten extensive tv and print coverage.

September-October: To be determined.

p. 3 to Tom
p. 1 to Mike -

THE WHITE HOUSE
WASHINGTON
March 15, 1998

Could you put in
a set of scheduling
requests corresponding
3-16-98
to the suggestions in
copied this memo?
Reed
Spurling ASPPY course.
Cohen
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COS

MEMORANDUM FOR THE PRESIDENT

FROM: BRUCE REED
GENE SPERLING
MIKE COHEN
BOB SHIREMAN

SUBJECT: Education Strategy

You have proposed a popular, comprehensive education agenda to expand opportunity, strengthen quality, and help prepare students, especially the most disadvantaged, to reach tough academic standards and to enter college. These proposals build on your efforts since 1993 to raise standards, strengthen accountability and expand flexibility, expand public school choice, and improve the quality of schools by providing them with better prepared teachers and up-to-date technology.

Some of your proposals, such as America Reads and the expansion of the 21st Century Schools program, stand a good chance of enactment. But many, including class size reduction, school modernization, and national tests, face a steep challenge in Congress, where the Republicans want to expand education IRAs, create school vouchers, fold existing programs into block grants, and do relatively little else. In addition, we will face a tough battle to fund your education priorities in the appropriations bill, because the Republicans will advance different spending priorities within education, and because likely Congressional increases in highway spending will squeeze the total funds available for education.

To overcome Republican opposition and enact significant portions of your education agenda, we propose a four-part strategy:

- ✓ (1) Build momentum by pressing for the proposals that are most likely to pass.
- ✓ (2) Make it costly for Republicans to oppose your new education initiatives -- school modernization, education opportunity zones, class size -- by getting Democrats to bring them up every time Republicans try to move a key piece of their education agenda (vouchers, Coverdell, etc.)
- ✓ (3) Pursue a multi-pronged approach to national standards and tests.

(4) Conduct a national education campaign to keep your entire education agenda visible and use the bully pulpit to promote education reform.

I. Building momentum by pressing for the proposals that are most likely to pass with bipartisan support.

✓
good

Several pieces of education legislation reflecting your priorities stand good to excellent chances of enactment with bipartisan support. Three of these (America Reads, G.I. Bill, and the Higher Education Act) have July 1 deadlines for enacting necessary authorizations or changes.

✓

A. America Reads. The House has already passed its version, known as the Reading Excellence Act, which provides funds to States to improve reading efforts in needy local schools through teacher training, tutoring, and family literacy. Sen. Jeffords has pledged to move a similar piece of legislation in the Senate, though no action is yet scheduled. We are working to meet a July 1 deadline imposed by the FY 1998 Appropriations bill for triggering \$210 million advance-appropriated for these purposes (for FY 99), and believe the deadline can be met if we push. The House bill has some problems but ultimately would be acceptable, and we expect that the Senate bill will be an improvement.

✓
must
press
I'll
help

B. Charter Schools. Last session the House passed H.R. 2616 by a strong bipartisan vote (367-57). This bill, introduced by Reps. Riggs and Roemer and endorsed by you would modify the existing federal Charter Schools Program by (1) steering more federal charter school funding to states that provide charter schools with the maximum flexibility and strongest accountability for results, and to states that have not reached a cap on the number of charter schools permitted by that state's charter schools law, and (2) encouraging states to direct an appropriate level of other federal education resources to charter schools. Sen. Lieberman and Sen. Coats have proposed similar legislation in the Senate, and the Senate Labor Committee has scheduled a hearing for March 31. The prospects are good for enacting a charter schools bill this year, though Sen. Kennedy is not eager to move a charter schools bill, and controversial issues (e.g., whether to steer federal funds to states that allow entities other than state or local school boards to authorize and oversee charter schools) still need to be resolved.

✓

C. Reauthorization of the Higher Education Act (including your High Hopes proposal and teacher recruitment proposals and the student loan interest rate fix). Both the House and Senate Education Committees are scheduled to take up the Higher Education Act in the next few weeks, aiming for floor action by May and a conference in June. In addition to reauthorizing the main student aid programs, this bill would include your High Hopes proposal and teacher recruitment proposals. It also needs to include a change in the new student loan interest rate scheduled to go into effect on July 1. (There is a chance that the Congress will separate out this most pressing component of the bill. If that happens, the pressure to move the overall bill will subside considerably, and the chances of having a comprehensive higher education bill to sign before Congress adjourns will be significantly reduced.)

✓
must try
to help
together
AG

Education Opportunity Zones initiative squarely addresses the real problems of urban education, in a way that strengthens public schools and endeavors to help all students, not just a few. It is based on the premise that we can and must fix failing school systems and schools rather than abandoning them. It proposes to accomplish this by ending social promotions, intervening in failing schools, rewarding outstanding teachers, and removing incompetent ones. If Congressional Republicans attempt to move a voucher proposal this year, this proposal is our best defense. In the meantime, you can reiterate your call for sweeping, Chicago-style reforms. One opportunity will be to announce the first grant awards from the new Comprehensive School Reform program (included in last year's appropriations bill by Reps. Obey and Porter), which provides funds for implementing proven schoolwide reforms such as those developed by the New American Schools Development Corporation.

Yes!!!
C. Class Size Reduction: The most popular element of your education agenda -- class size -- is worth a separate, concerted rollout. We believe that next month you should speak to the legislature in Delaware, where Governor Carper has proposed major class size reductions and an end to social promotions. The Education Department is developing a series of reports and other tools for you to announce (e.g., a summary of class size research, a white paper documenting how smaller classes can lead to better classroom practices, and state-by-state figures on how many new teachers can be hired under your proposal). The elementary and secondary education groups are eager to mobilize grass roots support. We may also have a chance to press this issue during the budget resolution debate, much of which will concern whether tobacco revenues can be used for child care and class size.

Yes!!!
 The fate of these three initiatives is likely to be determined at the end of the session, as work on tobacco legislation and tax and appropriations bills are completed. It is very unlikely that Republicans will give you victories on class size, school construction or opportunity zones unless they get comparable victories on Coverdell or vouchers. You will have the greatest leverage to make deals at the end of the session, and may then decide whether to strike a deal that gives both you and the Republicans significant parts of your education agendas.

III. National standards and tests

We face a tough challenge again in Congress this year. We fully expect Goodling to use the reauthorization of the National Assessment of Education Progress later this year to prohibit national testing. Almost all Republicans are likely to support Goodling, and Black and Hispanic Caucus members will do so too unless their substantive concerns about the tests are addressed. Further, while we will have our greatest leverage once again in the appropriations process, we expect that it will be at least as difficult as it was last year to secure funding. To increase our odds of winning this battle, we are pursuing a number of steps to broaden our support. These include:

Use NAGB and Achieve to change the political dynamics around the tests. Last year's appropriations agreement placed NAGB in charge of the tests. Since then, we have appointed Diane Ravitch and Gov. Engler to the panel, in an effort to bolster Republican support. NAGB has now taken complete hold of test development, and has made a series of policy decisions that should make the testing program less vulnerable to criticism from the right. While Goodling remains almost as hostile to NAGB's efforts as he was to the Education Department's, early indications are that NAGB may be making positive inroads among other Republicans. We have encouraged NAGB to keep members of Congress of both parties informed of its work, and Ravitch in particular to make the case to opinion leaders that test development is on the right track.

good

Lou Gerstner and Achieve are prepared to play a more active role in supporting national standards and tests, in the context of Achieve's recently launched effort to help states compare individual student performance across states to each other and to national standards. Achieve's work parallels a provision in last year's appropriation's agreement, which called on the National Academy of Sciences to study how existing state tests could be used to compare students to national standards. We are working to set up an opportunity, such as a conference call with Achieve's Board of Directors or a one-on-one meeting with Gerstner, in which you can enlist Achieve's support. We expect that Achieve would be willing to call on Congress to support development of a national test and the technical work necessary to help states align state tests to the NAEP standards.

Encourage Democrats to propose specific authorization for national tests. As noted previously, we expect Goodling propose a prohibition on national tests in the context of NAEP reauthorization.

To counter this effort, we are working with George Miller in the House, and Kennedy and Bingaman in the Senate, on Democratic legislation to authorize national testing. We would work with them on the details of the bill, but make sure the legislation was seen as theirs rather than ours. This approach would leave them free to cut whatever deals were needed in each body to build support for the legislation, without requiring us to own what they came up with. It would also leave us free to argue, as we always have, that congressional authorization to proceed with test development is unnecessary.

In the House, our first priority must be to hold Democrats together. This will be difficult, because the Black and Hispanic caucuses are very suspicious of national testing. To have a chance of holding the caucuses, Miller probably would have to craft a proposal that includes a Spanish-language version of the reading test, a prohibition on use of the tests for high stakes purposes, protections against test bias, and detailed requirements for reporting test results. The provisions that will unite Democrats are likely to spur Republican opposition, so the result is partisan polarization. Nonetheless, that may leave us better positioned than before to conduct a high profile fight with Republican opponents of the testing.

How to hold Democrats together over this opposition to social standards

The situation in the Senate remains more favorable. There the task for Kennedy and Bingaman will be to craft a proposal that can hold as much Republican support as possible. While it is too early to determine the shape of such a proposal, last year's experience suggests that steps to strengthen NAGB and further guarantee its independence will be necessary. The Achieve recommendations are likely to play a role in shaping a Senate bill as well.

The chances that this approach will lead to authorization bills that pass both houses is remote at best. But these steps are necessary to hold and expand our support in both houses, to defend against efforts by Goodling and Ashcroft to ban further work on the test, and to deprive Goodling of the procedural argument that testing should not proceed without Congressional involvement.

Pursue an appropriations strategy to enable work to continue on test development.

The most important Congressional action regarding national tests will come in the appropriations bill, where we will have to fight to ward off proposals to prohibit further work. The steps outlined above will better position us for a replay of last year's battle, by enabling us to hold Democrats in the House and by taking away Goodling's charge that the authorizing committees have been cut out of the process. Nonetheless, it is likely that you will also have to threaten to veto any appropriations bill that ends funding for the test.

IV. Conducting a National Education Campaign.

A. Campaign for Education Initiatives. Because this could prove to be a worse-than-do-nothing Congress on education, it is worth a separate discussion on how to transform America's schools without help from Washington. The TIMSS roundtable on Monday is an opportunity to begin that discussion. We believe the bully pulpit can be effective, and a high-profile effort targeted at urban school districts might make a real difference, but the last two decades suggest it will be very difficult. Nevertheless, our legislative agenda and the standards movement generally can only benefit from a vigorous national campaign for education reform. The campaign should consist of events and actions in support of your legislative agenda, as well as of state, local and business efforts to promote standards-based education reform.

Specific events we are planning include:

- The upcoming meeting with leaders from business, education, and state and local government to focus public attention on the TIMSS results.

 An address to a state legislature to promote your overall education package with an emphasis on class size reduction. The Education Department is working on a White Paper on the benefits of class size reduction that could be released at this speech.

A visit to an urban school district that illustrates key aspects of your Education Opportunity Zones proposal, such as ending social promotions, intervening in failing schools, removing incompetent teachers and rewarding teachers who achieve certification from the National Board of Professional Teaching Standards. This event could be timed to accompany the transmittal or introduction of legislation, or the release of an Education Department report on turning around failing schools.

Yes ✓
also to District
where colleges
are used.
Report fully by
District

An event with CEO's and governors on the ACHIEVE Board of Directors in support of national standards and tests.

An event with teachers and CEOs that would demonstrate your commitment to technology training for teachers, in the same way that NetDay dramatized the importance of connecting schools to the Internet. The event could highlight (a) companies that are forming partnerships with teachers colleges to train all new teachers; and (b) states that have made a commitment to include "technological literacy" as part of the teacher certification process.

An event that showcases the benefits of educational technology in key areas such as (a) increasing communication between parent and teachers; (b) improving performance in key subjects such as math, science, and reading; and (c) providing parents with an easy to understand "report card" of how their local school is doing relative to other schools.

An event that is timed to the availability of funding for the Technology Literacy Challenge Fund, the "e-rate," or significant donations from the private sector.

A meeting with mayors during a U.S. Conference of Mayors Conference on Public Schools, to be held in May.

Following up on your Hispanic investments, a speech at a conference on School Dropouts, sponsored by Brookings or another think-tank or foundation.

• A roundtable discussion with business and education leaders about "making performance count" for students, by supporting a growing nationwide effort by employers to examine high school transcripts and other indicators of academic performance in the hiring process.

• A commencement address at a public high school, or charter school, to underscore your efforts to strengthen public education.

• A White House Conference on Strengthening Public Schools, to kick off back-to-school events in the Fall.

• The release of reports on school violence from the Education and Justice Departments

- Vice Presidential involvement in a series of forums and a Fall symposium on modernizing schools.

Yes ✓

The release of a report on Saving for College (to highlight our Higher Education Act proposal to stop punishing savings through the student aid formula).

An announcement that 1,000 colleges are participating in the America Reads Work-Study challenge. We will reach that number in a month or so. This announcement could be combined with a visit to a college that has made a dramatic commitment to the America Reads effort (such as NYU, with more than 600 tutors).

*Yes - at a college
great!*

Possible signing ceremonies before July 1 on: G.I. Bill for American Workers, reducing student loan interest rate, America Reads, and Charter Schools legislation.

- A statement highlighting bipartisan support for High Hopes, perhaps as soon as next week when the proposal may get Committee support.

- A visit to a model High Hopes-type early intervention program, or an announcement of new partnerships created in response to your challenge.

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198 - (Sign. for Union at Berk)*

Over the longer term, we could begin planning an event to mark the 10-year anniversary of the Charlottesville National Education Summit (September 1999) or the establishment of the National Education Goals (February 2000). Governors, business leaders and many in the education community are beginning to think about how best to use these anniversaries to provide additional impetus for education reform. In light of your personal leadership at the Charlottesville Summit and in establishing the Goals, it would be natural for you to look back on what has been accomplished since then and to define the work ahead.

Yes

*Good
could
be used
in future*

B. Campaign on Higher Education. In addition to campaigning for our education initiatives, we will be ready to kick-off our "Campaign on Higher Education" sometime in the next 4-6 weeks. This year-long campaign -- which will include events, roundtables, and dissemination of easy-to-read information packets -- will inform every American that college is now affordable.

The focus will be on three key groups: (1) high school/college students who benefit *today* from the historic expansion in college aid; (2) middle and junior high school students and their parents who should be thinking now about college; and (3) those working adults who need additional skills, but do not know about the availability of aid to go back to school.

For our kick-off of the campaign, the Department of Education is finalizing a pamphlet promoting the affordability of college. This pamphlet will be sent to every high-school and middle-school in the country, and we will ask every school to photocopy it so that every student

receives the information directly. We also are working with the Department of Education on a series of PSAs on college affordability, an interactive Web site, and other ways of disseminating what we have done to make college more affordable.

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR THE PRESIDENT

THROUGH: ERSKINE BOWLES
 JOHN PODESTA
 SYLVIA MATHEWS

FROM: BRUCE REED
 MIKE COHEN
 RAHM EMANUEL
 GENE SPERLING
 ANN LEWIS
 PAUL BEGALA

RE: MESSAGE PLAN FOR EDUCATION WEEK

DATE: OCTOBER 15, 1997

Strategic Context

The Republicans intend to make the week of October 20 - 24 "Education Week." They have not announced many specific events yet, and, depending upon the House and Senate schedules that week, it is possible that their events may spill over into the following week. The purpose of this memo is to lay out a strategy to ensure that we win the battle of "Education Week."

The programmatic heart of the Republican's approach is embodied in their support for vouchers for DC students and/or the Coverdell bill to provide for a \$2,500 IRA-type deduction for private school tuition. Their fundamental message centers around choice and individual empowerment.

Our goal is to (1) define Republicans as seeking to abandon public schools in favor of private academies, just when public schools need our attention the most, and (2) highlight our support for fundamental and far-reaching reforms to strengthen our public schools, including high national standards, public school choice, charter schools, and early education innovations like child care and America Reads. Our fundamental message centers on strengthening public education through change and reform.

Specific Events

We know for certain that the Republicans will hold hearings in Pennsylvania, perhaps in Chairman Goodling's district. The hearings will be chaired by Peter Hoekstra, and will probably not get much national attention. We'll pass on further information as we obtain it. But we should assume for planning purposes that the Republicans will focus their efforts here in Washington and on the issue of choice.

We propose the following message events to highlight the issue in a light favorable to the President:

- Saturday, 10/18:** President's radio address is broadcast (taped the day before). Topic: bipartisan cooperation on charter schools. The President should embrace the charter school proposal currently being advanced in the GOP bill, and could also embrace the Obey/Porter comprehensive school reform proposal in the appropriations bill, which provides for schools to implement school-wide reforms based on effective, proven models. Together, these two proposals provide compelling approaches to dealing with failing schools: fix them with proven practices, and/or give kids the choice of going to charter schools.
- Sunday, 10/19:** Leak for Monday publication an Education Department study that shows that students who take 8th grade algebra and other advanced courses are better prepared for college. This study strongly supports our proposal for 8th grade national math tests.
- Monday, 10/20:** Secretary Riley will release the math report.
- Tuesday, 10/21:** The President and college Presidents announce that nearly 800 colleges (up from 165 in April) in all 50 states have pledged to use work-study students as tutors in support of America Reads.
- Wednesday, 10/22:** The Vice President may meet with high-tech and other business leaders. CEO's would go to a stakeout after the meeting to announce their support for the national tests as a pro-business, pro-technology, pro-jobs issue. (Not confirmed)
- Thursday, 10/23:** White House Conference on Child Care. Major event, and another aspect of our commitment to education.
- Friday, 10/24:** President makes brief remarks to the National Board for Professional Teaching Standards (the "Master Teachers" program). President may announce new grant for R&D on teaching. It is still in vetting. Should be significant regional press; good opportunity to wrap-up Education Week.

"Public School Renaissance"

Democrats believe in the power of our public schools. Many of the men and women who have contributed to the success of our Nation over the years through scientific discovery, academic achievement and public service first had their desire for knowledge sparked in a public school classroom. But, although much is right about our public schools, there is strong need for improvement. We must do more to ensure that our schools, our students and our teachers are the best in the world.

Some critics of the public schools believe the answer to the shortcomings of the present public school system is to divert public funds out of those schools to subsidize the cost of attendance at private and parochial schools for a selected few students. The solution to the problems in our public schools is not to abandon them, it is to strengthen them. Today, Democrats are introducing their education agenda for the rest of the 105th Congress, "Public School Renaissance". Our goal is to provide educators with the tools they will need to lead our schools and our students into the 21st century.

Public School Renaissance

1. We will help communities repair and revitalize their schools.

- Crumbling school initiative similar to one in S. 12, etc.
- Federal assistance or support for local school renewal plans

2. We will help our teachers and administrators improve their skills so they can be more effective.

- professional development initiative

3. We will ensure that our students learn the basic skills they will need to succeed.

- ed technology initiative (public-private partnership focus)
- literacy (maybe more of a literacy training concept than America Reads...possibly with public-private partnership focus)
- standards (including new resources to help schools prepare for the tests)
- expand public school choice through charter schools and other innovations

4. We will ensure that no child is left behind.

- expanded preschool programs
- early intervention/TRIO

5. We will make our schools more safe and help keep students out of trouble when they're not in school.

- safe schools bill
- after school programs
- dropout prevention

Education - strategy/memos

THE WHITE HOUSE
WASHINGTON

PAUL
JOHNE

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BRUCE _____

THE PRESIDENT HAS ASKED
FOR A COMMUNICATIONS STRATEGY
ON EDUCATION. HERE ARE MY
INITIAL THOUGHTS ON IT.

PLEASE LET ME KNOW WHAT
YOU THINK ABOUT IT. I'LL MAKE
WHATEVER CHANGES YOU THINK
ARE APPROPRIATE BEFORE I GIVE
THIS TO ERSKINE, THEN ULTIMATELY,
THE PRESIDENT.

THANKS,

Paul

MEMORANDUM FOR THE CHIEF OF STAFF

DRAFT

CC: RAHM EMANUEL
ANNE LEWIS
BRUCE REED
MICHAEL WALDMAN
SIDNEY BLUMENTHAL

FROM: PAUL BEGALA

RE: TOWARD A COMMUNICATIONS PLAN FOR EDUCATION

DATE: AUGUST 18, 1997

The Problem

One of the reasons the 1997 State of the Union address was so successful was its focus on education, a remarkable accomplishment in a speech that is inevitably inclusive of everything. Since that time God only knows how many education events this White House has had. (Actually, God and the scheduling staff knows; I intend to quiz one of them to ascertain precisely how many events have been done.)

And yet there seems to be a consensus that we lack a strategy for communicating our educational accomplishments. Indeed, the President has expressed an interest in a communications strategy focused on education. Based on conversations I've had, the problems seem to center on the following:

- Poor coverage for the education events we have had;
- Lack of a clear storyline on education;
- Need for someone to "champion" education inside the White House on a political and communications level

What Gets Covered and Why

Although education consistently ranks as one of the top two or three issues in every poll I've seen in the last five years, the issue itself gets remarkably little coverage in the news. This was brought home in stark terms this week by a study conducted by the Center for Media and Public Affairs. The Center, which has a reputation for having a mildly conservative bent, catalogued 95,765 stories on the network news programs of the Big Three broadcast networks during the 1990's.

The findings are startling, even for a media critic like me. During the Clinton-Gore

Administration, while the murder rate has declined by 20%, network news coverage of murder is up a staggering 721%. (In this respect the nets are following the maxim Tom Brokaw coined about local TV news, "If it bleeds, it leads.") Network coverage of entertainment also exploded, and "soft news" like feature stories doubled. OJ Simpson alone got nearly as many network news stories as the entire 1996 presidential campaign. (OJ 1,449 vs. Campaign '96 1,865.)

What's worse, the trend is accelerating. In the period from 1990 to 1992, for example, the top story was the Gulf War, followed by Russia, the economy and business, Campaign '92 and health care. Crime was in sixth place, with fewer than half the number of stories as the Gulf War. But from 1993 to 1996, crime coverage soared to first place, with nearly twice as many stories as second-place health care. (The economy, Bosnia and Campaign '96 rounded out the top five.)

One of the most interesting findings of the CMPA study is that education is not one of the top ten issues of the 90's, as judged by network news coverage. And yet education is consistently ranked by Americans as one of the most important issues facing our country. Why this disconnect? Many reasons. Let me make a few observations on what makes news and why.

- The media love a fight, and education is often seen as a consensus issue;
- The media love a personality, and education has lacked a flamboyant front-man since Bill Bennett left Ronald Reagan;
- The media love a simple story, and education is often complex;
- The media love something new and gimmicky, and much of the challenge in education is simply replicating what we already know works;
- The Washington media require process to drive a story. They'll cover a conference, a bill, a hearing, a trial. But they can't fathom, and won't follow, a story without what Georgie calls "an action pivot."

What Do We Do About It?

First it should be stressed that the forces and factors that have caused a news blackout on education are unlikely to change, and even the most effective communications strategy will not catapult education to the top of the coverage charts. (I know, I know. Rahm did it on crime. But there's only one Rahm; a fact for which I'm sure we all thank God daily.)

Still, there are probably some things we can do to advance a more coherent and consistent message on education. I would like to work on developing such a strategy, and would appreciate your assistance. It seems to me a communications strategy has to include several elements:

1. **Clarity of purpose.** What are the substantive policy priorities? The long-term planning sessions we've been having called attention to the multitude of education ideas, policies

and initiatives. We may want to *do* all of them, but we cannot *say* all of them. To speak of everything is to communicate nothing. Ruthless editing and prioritizing is essential.

2. **Relevance.** While education per se is highly relevant, our public message should stress this aspect. Penn calls this a “news you can use” approach. I think it’s the right way to go.
3. **A process that leads to a conflict.** Our current efforts of exhortation of Governors to endorse standards no longer serve our communications needs. (Nor, dare I say will they fully accomplish our policy goals.) One of the reasons the “bully pulpit” alone no longer draws press attention is it has neither a process storyline to follow nor any inherent conflict. Legislation is a far preferable vehicle. We know from Penn’s work that a law requiring states to adopt standards is the most popular option on standards, followed by financial incentives for adopting standards. Financial punishments for states that do not adopt standards are seen as punitive and are unpopular. The conflict I desire here is one that splits the far-right wing of the GOP away from the moderates, allowing us to govern from the center with a bipartisan coalition. Standards, I think, have the greatest potential of creating such a rift within the GOP.
4. **A consistent and coherent storyline.** As a world-class salesman once told me: “Facts tell, but stories sell.” Rather than wonk-speak with numbing policy details, all our communications need to be intelligible to our audience. That means using education as the primary example of the President’s general theme: moving our country into the 21st Century by offering responsibility to all Americans, demanding responsibility from all Americans and building community for all Americans. Education fits this world view as naturally as any issue could. Opportunity is represented by the plethora of new educational opportunities, so that community college is now free, and college is now affordable for every American. Responsibility is embodied by parents’ obligation to read to their babies, attend their children’s parent-teacher conferences, students’ responsibility to take the right courses, do their homework, etc. And community is the desired outcome: without a national commitment to education we will go into the 21st Century divided and dumb. With a commitment to education, we will march into that new century united and smart.

None of this will be easy. And I am acutely aware of my own ignorance -- both of the substance of the issue and the recent history of our efforts. Still, if we’re serious about our desire for an in-house ramrod on the politics and communication of our education agenda, sign me up.

city - part bonus

Education Strategy Meeting
July 21, 1997

After-school issue - 50 m not in

1. Appropriations

- Testing Issues--\$; NAS provisions
- Schoolwide reform
- Pell

have to make sure it is in in Senate
(letter-instruction funding for admin of test.)
says Q about NAS - OK now for timelines

2. Bilingual Ed/California Initiative

AmReads also not in

Subgroup called by MC

Oluy proposal -

try to turn it ~~into~~ - something to turn around failing school.

3. Title V -- next steps

4. Hispanic Caucus briefings -

This week - briefing on early childhood ed.

5. Testing Issues:

- City sign-up
- States
- NAGB < govern or advise - just do/no log? will slow down test (MS)
- LEP options for reading test
- Teach-to-school

Repub proposal -

900 m ↑ in DEA -

make them higher than we in ed.

Cardin cut.

We've made clear Conersdale can't be in.

Grand school tuition out - other part. Benefits still in.

Frist alternative - 250 m per year

completely unharmed block grant.

Have to get legislative out of here quickly.

Do briefing to educators/grade caucus

Ed. Trust seems interested

Another city or state sign-up?

K in test dev/advisory group.

Participate in urban league event?

Education Meeting
June 30

Legislative issues

- 1. Tax plan
 - Coverdell amendment

DC Approps \$847
 DC voucher bill - Brownback
 vouchers of up to \$3,200
 After-school vouchers??

- 2. America Reads
 Approps. Pending Authorization? (if not, into existing programs)
- 3. Voc. Ed. Bill

- 4. Higher Education Bill - July 17/NAACP
 --Title V - should be even more focused on urban / poor rural
 how many schools? scholarships?
- 5. Appropriations mark-up

- 6. 760 Program letter/Hoekstra meeting

Events

- 1. July 2: Education Excellence Partnership/Camden Yards
- 2. July 25 (tentative:) State and City testing sign-up event

- All in

San Ant
 Cincon
 Long Beach
 Howard City - Ft. Land.

Colorado??
 (bypass led of ed)
 Martha

Issues

- 1. Race initiative/urban education working group

Philly
 Boston

School continue -
 in tax bill now.
 prob won't be able to keep.
 every time we take it out,
 it puts us on.

Goodling - repeal of the Hurns
 resolution -
 Any right to authorize
 ...
 other lang. versions of
 4th gr. / 8th gr tests?
 (in add'n to English)?
 Then would meet with
 standards too.



Better targeting
Budget - going to Raines
Specs - how many schools, scholarships, etc.

Education Meeting
July 7

Memphis??; New Orleans??

Issues

1. Testing

State/Local sign-up: 7/25

LEP issue - limited English proficient

Goodling strategy

Appropriations strategy

Brownwood City, Long Beach, Philadelphia, Cincinnati, San Antonio

Colorado (by 11th); Delaware; Missouri; Alaska

Spanish language reading test.
Working on optician memo.

2. Title V -- NAACP announcement
Budget

Appropriations: req. external entity to look over initiative - may fit perfectly w/ what we have.

3. Failing Schools

Our idea - Nat. Acad of Science do an eval. (Goodling may want this)

Legislative Issues

1. Tax issues:

HOPE - fur

Coverdell - asst/Secy - adamantly opposed.

Cardin - tax credit for after-sch.

Graduate Student Tuition Waiver

TIAA-CREF

school/day vouchers
after

Andy B to call, figure out when they are.

silent

services (do vs below?)

2. Appropriations mark-up

3. HEA Reauthorization -- timeline for review and transmittal

4. DC Voucher proposal from Brownback - DC Appropriations

5. America Reads

6. Hoekstra /760 programs

Rivlin letter on after school? (from last year?)

- ordinary voucher
- after school voucher

Upcoming Events

1. 7/17: NAACP Convention

Title V announcement

Riley message?

Try to run

This by

Cardin as

alternative

to his??

Alternative - run by pub schools - but carried out in priv schools (take advantage of Aquilino)

Talk w/ Lieberman??

2. 7/25: State/local sign-up/NAESP

3. mid-August: Possible POTUS Charter Schools Announcement

4. HEA transmittal -- POTUS event?

Education - Strategy

Education Strategy Meeting
June 2, 1997
Agenda

1. National Testing Initiative
2. America Reads legislative update
3. Chaka Fattah Response *not done*
4. House Republicans letter re: 760 Programs - *not meeting - just return letter.*
5. Family Conference
6. Higher Ed tax package *not done*
7. ^{Perkins/} ~~Careers~~ Bill -- introduced this week
8. IDEA bill signing/enrollment

↳ Jacy Riley.
Judy Hummer.

THE WHITE HOUSE
WASHINGTON

May 28, 1997

MEMORANDUM FOR STEPHANIE STREETT, DON BAER, AND ANN LEWIS

FROM: BRUCE REED/MIKE COHEN

SUBJECT: EDUCATION SCHEDULING PROPOSALS

Following is a list of four upcoming education events that we have requested the President and/or another principle attend. To help you prioritize these requests, you should know that we will be ready to announce the recommendations of the Interagency Working Group on Improving Math and Science Education at any of these events. It is important that the President participate in at least one of these events so that he can make the new announcements on math standards and continue to highlight his call for national standards in both reading and math.

- June 10 **Release of 4th Grade Results the Third International Mathematics and Science Study (TIMSS)**. The results show the U.S. above the international average in 4th grade math. This is good news and it gives the President an opportunity to positively highlight the importance of national math standards and competing globally.
- June 11-13 **1996 Presidential Awards for Excellence in Science and Mathematics Teaching for Elementary School Teachers**. If this is President does not participate, the Vice President or First Lady should host the ceremony.
- June 24-28 **1996 Presidential Award for Excellence in Science and Mathematics Teaching for Secondary School Teachers**. The First Lady has been requested, but this event would also be suitable for the President's message event on math standards if this is the only time it can be scheduled.
- July 1 **Release of a Link-Report of the National Assessment of Educational Progress (NAEP) and the Third International Math and Science Study (TIMSS)**. This report compares math and science scores of individual states to other countries. This event promises to receive the most press coverage since it provides data specific to each of the 40 states that participated in the studies.

In addition to the above education events, we have also requested that the President participate in an event on July 2 at Camden Yards to launch a PSA campaign on educational standards featuring major league baseball players. The Business Roundtable, NGA, AFT, NAB, Major League Baseball, and Department of Education are the sponsors of the PSA campaign. The President could unveil the PSAs immediately prior to a baseball game.

 ACCEPT REGRET PENDING

TO: Stephanie Street, Director of Scheduling and Advance

FROM: Bruce Reed, Assistant to the President for Domestic Policy

REQUEST: Presidential Event Releasing the Fourth Grade Results from the Third International Mathematics and Science Study (TIMSS).

PURPOSE: To highlight the importance of benchmarking student achievement in mathematics and science education, and to set the stage for the Administration's "action strategy" for science and mathematics education reform.

BACKGROUND: The National Center for Education Statistics (NCES) will be releasing the U.S. grade 4 findings from the TIMSS. Twenty-six countries participated in the grade 4 assessment, compared with 41 in grade 8. Of the G-7 nations, the U.S., Canada, England and Japan participated (France, Germany, and Italy did not).

The grade 4 results paint a very different picture of early U.S. mathematics and science performance than appeared in grade 8;

- U.S. grade 4 mathematics performance is above the international average. We perform significantly better than 12 of the 26 countries, including England, and perform comparably with Slovenia, Ireland, Hungary, Australia, Canada, and Israel. We trail Japan as well as six other countries (Korea, Singapore, Hong Kong, Netherlands, Czech Republic, and Austria).
- U.S. grade 4 science performance is among the top nations of the world. We trail only Korea, are comparable with Japan, Austria, Australia, the Netherlands, and the Czech Republic, and score better than England, Canada, Singapore, and 16 other nations.

These patterns are consistent with earlier international studies (we do better in the early grades, and in science, as opposed to math), but the magnitude of the difference here is considerably greater.

Three major points are apparent from the grade 4 data:

- The U.S. gets off to an internationally competitive start with respect to math and (especially) science performance;
- As was true in grade 8, we do considerably better in science

than math;

- Relative to other countries, there's a major U.S. performance slide in both science and math between grades 4 and 8.

PREVIOUS

PARTICIPATION: The President spoke earlier this year at the release of international achievement data from TIMSS when the "First in the World" consortium report for school districts outside Chicago was released in late January. He later recognized TIMSS and the performance of these districts in his State of the Union message.

DATE & TIME: Tuesday, June 10 at 11am. As with the grade 8 TIMSS findings from last Fall, the U.S. release will follow by an hour the international grade 4 results being released by the IEA at Boston College in Boston. International agreements prevent the findings from being released before the international data (set for 10am on the 10th).

LOCATION: Currently scheduled for The National Press Club but could be moved to the White House.

PARTICIPANTS: About 300 education, business, civic, and government officials.

OUTLINE

OF EVENTS: The Commissioner of Education Statistics would formally release the data. The President would then make remarks.

REMARKS

REQUIRED: Yes

MEDIA

COVERAGE: Yes

RECOMMENDED

BY: Secretary Riley

CONTACT: Christa Robinson x6-5165
Mike Cohen x6-5575

THE WHITE HOUSE
WASHINGTON

May 8, 1997

REVISED SCHEDULING PROPOSAL

<input type="checkbox"/> Accept	<input type="checkbox"/> Regret	<input type="checkbox"/> Pending
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TO: Stephanie Streett
Assistant to the President and Director of Scheduling

REQUESTED BY: John H. Gibbons, Assistant to the President for Science and Technology
Bruce Reed, Assistant to the President for Domestic Policy

REQUEST: An event for the President to honor the elementary teacher recipients of the 1996 Presidential Awards for Excellence in Science and Mathematics Teaching.

This would be an opportunity to announce the recommendations of the Interagency Working Group on Improving Math and Science Education, which support national standards and the eighth grade math test.

PURPOSE: To highlight the President's commitment to science and mathematics education and his support for America's teachers.

BACKGROUND: This Presidential award represents the highest honor of its kind that any American mathematics or science teacher can receive. It applauds the efforts these teachers have made to improve the skills of our Nation's young people.

The award is presented to four teachers (elementary science, elementary math, secondary science, secondary math) from each state, the District of Columbia, Puerto Rico, U.S. Territories, and the Department of Defense Dependent Schools. The award includes a certificate and a \$7,500 grant given to the recipient's school, to be spent under the awardee's direction over a three-year period. Award recipients are chosen on the basis of the excellence of their teaching performance and consideration of their background and experience including their formal education, continuing education activities, teaching experience, as well as professional and non-professional activities related to their role as a teacher.

DATE & TIME: Anytime Wednesday, June 11 or Friday, June 13.
If necessary, the afternoon of Thursday, June 12 could be rescheduled to accommodate the President's schedule. **Please note:** Due to the large numbers of awardees, these dates are not changeable.

FYI: The secondary (middle and high school) teachers are scheduled to be in Washington, D.C., June 24-28 for a similar event; we have requested that the First Lady address them.

DURATION: 30 minutes

BRIEFING TIME: 5 minutes.

LOCATION: White House Complex

PARTICIPANTS: The President
Richard Riley, Secretary of Education (to be determined)
John H. Gibbons, Assistant to the President for Science and Technology
Bruce Reed, Assistant to the President for Domestic Policy
Neal Lane, Director, National Science Foundation
108 elementary math and science teachers, each with one guest.

VICE PRESIDENT'S ATTENDANCE: Optional.

FIRST LADY'S ATTENDANCE: Optional.

SEQUENCE OF EVENTS: To be determined by the format of the event.

REMARKS: Remarks to be prepared by the speech writers with assistance from DPC and OSTP.

PRESS PARTICIPATION: Open press.

PREVIOUS PARTICIPATION: 1993: The President hosted the 1992 secondary teachers on 3/11/93.
1993: The First Lady hosted the 1992 elementary awardees on 4/29/93.
1994: The Vice President hosted the 1993 secondary teachers on 4/28/94.
1994: The First Lady hosted the 1993 elementary teachers on 3/10/94.
1995: The First Lady hosted the 1994 secondary teachers on 3/9/95.
1995: The Vice President hosted the 1994 elementary teachers on 4/28/95.
1996: The First Lady addressed the 1995 elementary and secondary awardees on 5/10/96.

STAFF CONTACT: Cliff Gabriel, 456-6130

THE WHITE HOUSE

WASHINGTON

May 8, 1997

REVISED SCHEDULING PROPOSAL

<input type="checkbox"/> Accept	<input type="checkbox"/> Regret	<input type="checkbox"/> Pending
---------------------------------	---------------------------------	----------------------------------

TO: Patti Doyle
Director of Scheduling for the First Lady

REQUESTED BY: John H. Gibbons *JHG* Assistant to the President for Science and Technology
Bruce Reed, Assistant to the President for Domestic Policy

REQUEST: An event to honor the secondary teacher recipients of the 1996 Presidential Award for Excellence in Science and Mathematics Teaching.

This would be an opportunity to present the recommendations of the Interagency Working Group on Improving Math and Science Education, which support national standards and the eighth grade math test.

PURPOSE: To highlight the President's commitment to science and mathematics education and his support for America's teachers.

BACKGROUND: This award represents the highest honor of its kind that any American mathematics or science teacher can receive. It applauds the efforts these teachers have made to improve the skills of our Nation's young people.

The award is presented to four teachers (elementary science, elementary math, secondary science, secondary math) from each state, the District of Columbia, Puerto Rico, U.S. Territories, and the Department of Defense Dependent Schools. The award includes a certificate and a \$7,500 grant given to the recipient's school, to be spent under the awardee's direction over a three-year period. Award recipients are chosen on the basis of the excellence of their teaching performance and consideration of their background and experience including their formal education, continuing education activities, teaching experience, as well as professional and non-professional activities related to their role as a teacher.

DATE & TIME: Anytime Wednesday June 25 or Friday, June 27.
If necessary, the afternoon of Thursday, June 26 could be rescheduled to accommodate the First Lady's schedule. **Please note:** Due to the large numbers of awardees, these dates are not changeable.

FYI: The elementary teachers are scheduled to be in Washington, D.C., June 10-14. **Note:** *The President has been requested to address the elementary teachers event in order to announce the recommendations of the Interagency Working Group on Improving Math and Science Education. His office has not confirmed.*

DURATION: 20-30 minutes

BRIEFING TIME: 5 minutes.

LOCATION: White House Complex

PARTICIPANTS: The First Lady
Richard Riley, Secretary of Education (optional)
John H. Gibbons, Assistant to the President for Science and Technology
Bruce Reed, Assistant to the President for Domestic Policy
Neal Lane, Director, National Science Foundation
108 secondary math and science teachers, each with one guest.

SEQUENCE OF EVENTS: To be determined by the format of the event.

REMARKS: Brief remarks to be prepared by the speech writers with assistance from OSTP.

PRESS PARTICIPATION: Open press.

PREVIOUS PARTICIPATION: 1993: The President hosted the 1992 secondary teachers on 3/11/93.
1993: The First Lady hosted the 1992 elementary awardees on 4/29/93.
1994: The Vice President hosted the 1993 secondary teachers on 4/28/94.
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1995: The Vice President hosted the 1994 elementary teachers on 4/28/95.
1996: The First Lady addressed the 1995 elementary and secondary awardees on 5/10/96.

STAFF CONTACT: Cliff Gabriel, 456-6130

SCHEDULING REQUEST

May 16, 1997

___ ACCEPT

___ REGRET

___ PENDING

TO: Stephanie Street, Director of Scheduling and Advance

FROM: Bruce Reed, Assistant to the President for Domestic Policy

REQUEST: Presidential Event to Release the NAEP-TIMSS Link Report.

PURPOSE: To highlight the importance of national standards, and reinforce the Administration's "action strategy" for science and mathematics education reform.

BACKGROUND: The National Center for Education Statistics (NCES) will be releasing a report linking state scores from the 1996 National Assessment of Educational Progress (NAEP) with findings from the Third International Mathematics and Science Study (TIMSS). Three separate estimated scores will be reported for the states who participated in the recent state NAEP assessments in math and science:

- grade 4 predicted TIMSS scores for 43 states (compared with 26 countries);
- grade 8 predicted TIMSS scores for 40 states (compared with 41 countries);
- grade 8 predicted science scores for 40 states (compared with 41 countries).

The report will present two-page profiles of each states' relative performance including:

- which countries outperform the particular state, which countries it outperforms, and which countries it is similar to;
- what percent of its students perform in the international top 10 and top 25 percent;
- reiteration of recent state NAEP data including changes since the early 1990s in math achievement.

The findings show considerable variability in state educational performance. Our highest performing states (North Dakota, Maine, Minnesota, Iowa) are comparable to the top-rank countries in the world in science (except for Singapore) and are exceeded by only a handful of countries in math. Conversely, our lowest ranking states (mostly the deep south plus California), only consistently outperform the very lowest ranked countries (Kuwait, Iran, South Africa), and in grade 8 almost always score lower than other industrialized nations.

PREVIOUS

PARTICIPATION: The President spoke earlier this year at the release of international achievement data from TIMSS when the "First in the World" consortium report for school districts outside Chicago was released in late January. He later recognized TIMSS and the performance of these districts in his State of the Union message.

DATE AND TIME:

The event is scheduled for Tuesday, July 1 at 10am. State education agencies have been aware of this date and time for several weeks, and some are preparing for the publicity expected to be generated by the release of these linked data.

LOCATION:

Currently scheduled for The National Press Club but could be moved to the White House.

PARTICIPANTS:

About 300 education, business, civic, and government officials.

OUTLINE OF EVENTS:

The Commissioner of Education Statistics will formally release the data. Preliminary discussions have been held with the National Education Goals Panel about the possibility of including some Goals Panel Governors in the release. There is the possibility of downlinking the event with selected states LEAs as well as to some 270 communities participating in the Business Coalition for Education Reform sponsored by the National Alliance of Business.

The release is expected to include information about a "Benchmarking Toolkit" developed by the Department, and to become available later this summer. The Toolkit will include materials (text and video) designed to assist local communities in relating their achievement, curriculum, and instructional practices with that of high performing education countries, as well as what we know about best practice.

REMARKS REQUIRED:

Yes

MEDIA COVERAGE:

Yes

RECOMMENDED BY:

Secretary Riley

CONTACT:

Christa Robinson x6-5165
Mike Cohen x6-5575

SCHEDULE PROPOSAL

Date: 4/30/97

ACCEPT

REGRET

PENDING

TO: Stephanie Streett
Assistant to the President
Director of Scheduling and Advance

FROM: Bruce Reed
Assistant to the President or Domestic Policy

REQUEST: Presidential participation in the launch of PSA campaign sponsored by Education Excellence Partnership (comprised of the Business Roundtable, NGA, AFT, NAB and U.S. Department of Education) and Major League Baseball. The Partnership has requested that the President participate in an event at Camden Yards in order to facilitate the participation of Major League Baseball players who will be playing that day.

PURPOSE: To launch a new series of public service ads featuring major league baseball players, that encourage students to work hard in school in order to reach high standards, and encourage parents to be involved in their children's schools. These ads would be the next phase in a series of PSA's sponsored by the Education Excellence Partnership (EEP), led by the national Business Roundtable, and including the National Governors' Association, the American Federation of Teachers and the U.S. Department of Education.

BACKGROUND: The Education Excellence Partnership (EEP) is a coalition of key education, business and governmental organizations that work together to educate the public about the need to raise academic standards. The main vehicle for its work has been a public service campaign featuring TV and radio spots that attempt to build support for increased academic standards, and fulfillment materials that provide greater detail and additional information about ways to get involved in local school reforms. As part of its effort to strengthen this ad campaign, the EEP, led by the national Business Roundtable, has formed a new partnership with Major League Baseball. The new PSA's will feature baseball players in their role as parents. The fulfillment materials for this ad campaign will include examples of academic standards, including those that form the basis for the President's national testing initiative.

PREVIOUS PARTICIPATION None

DATE AND TIME: The President has been invited to participate in an event on July 2, 15, or 17. These dates were selected to coincide with Baltimore Orioles home games as well as the schedules of other likely participants from the Business Roundtable. If none of these dates were available on the President's schedule, it may be possible to negotiate other dates.

BRIEFING TIME: 15 minutes prior to event

DURATION: To be negotiated, though probably 30 - 60 minutes.

LOCATION: Camden Yards, because the organizers believe that major league baseball players will be most likely to participate in an event on a game day if it is held at the ballpark. They would be willing to explore holding the event at the White House if it were more convenient for the the President.

PARTICIPANTS: The President
Norm Augustine, CEO Lockheed Martin
Representatives of the EEP
Representatives of Major League Baseball (including a player to be named later)

OUTLINE OF EVENTS: To be determined.

REMARKS: Yes

MEDIA: Yes

FIRST LADY'S ATTENDANCE: If interested

VICE PRESIDENT'S ATTENDANCE If interested

SECOND LADY'S ATTENDANCE: If interested

RECOMMENDED BY: Bruce Reed, Mike Cohen

CONTACT: Mike Cohen -- 65575.

Norman R. Augustine
Chairman of the Board
and Chief Executive Officer

April 15, 1997

The President
The White House
Washington, DC 20500

Dear Mr. President:

The Educational Excellence Partnership, which includes the Business Roundtable and the U.S. Department of Education, invites you to participate in the announcement this summer of our new partnership with Major League Baseball, at which time we will also be launching our new public service advertising campaign supporting higher standards in education. These new ads depicting popular baseball players in their role as parents of school children will laud education and urge parents to become involved in their children's schools. This campaign will be a win-win for all involved and should help build public support for education standards as well as Major League Baseball.

We intend to unveil our partnership and campaign in an appropriate event at Camden Yards in Baltimore on July 2nd, which is the day of an afternoon game, or July 15th or 17th, which are evening games. It would obviously be extraordinarily beneficial for all of our efforts if you could attend. Our event would likely be in late afternoon or early evening; once we have identified all our participants we will jointly develop an appropriate agenda.

Working singly and together the members of the EEP have made enormous strides in standards-based education reform since the initiation of our current efforts in 1989, due in no small part to your efforts while governor of Arkansas and the momentum established by your administration. Yet a great deal remains to be accomplished. We hope this partnership with Major League Baseball will prove doubly effective, creating role models for parental involvement through the use of the icons of baseball. We can raise the visibility of our campaign that much higher through your participation. I hope you will give serious consideration to attending.

Sincerely,


Norman R. Augustine
Chairman and CEO, Lockheed Martin
and
Chairman, Education Task Force
The Business Roundtable

ED-strategy

**Education Strategy Meeting
May 19**

Agenda

Testing Initiative

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

Budget Update

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

S-S Educative Strategy Meeting

1. Budget agreement - below locked in?

3.26 disc. ~~2.8~~ (1290 ↑)

1.76 q above is Pell - \$3000 grant

subbing of technology ^{expansion of inter-stud provision} 2.70 → 4.25
head start?

35.6 over 5 yrs - Hope (Repubs: over 10 years ??)

Credit and deduction
band on P's plan

Student loans -

1.5 - 3.6 over 5 yrs

none of changes to cost stud - Ts

Cost on school construction - in order to not fund Reads.
Do we have to oppose this from now on?

Put some budget shift
into radio address -

← Talking points: many
budget commitments w/
test - preparing students etc.

Charter school event
in mid May

Town Hall - start/testing

24th radio address -

higher ed - as P's

focus going to graduation etc.

8/21 Sylvia mtg

1. Educator

Engr. op ed
Comp accounts - su body

Lay out substance on all this. cc it all over
Memo to him.

Don't have st leg strategy?
pick 3 - June/July/Aug.
VP in meantime?

30 mins w/ Pres to
discuss memo.

Also a townhall
Amer Rds event

2. Welfare

Memo on each of 3 funds -
corp/not-for-profit/religious

Eli-canning on Wed - ready this month
Newsp 1st article

written & story w/ ME
little interest so far.

Hill - decent shape.
States - profiles

3. Diabetes

Write the legislation -
D: was Frances in the war

EDUCATION STRATEGY MEETING AGENDA

March 31, 1997

I. Upcoming Events

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

next couple of legs?

- Wash Missouri
- Indiana
- Texas
- Montana
- Mis/Ara

Chicago
Booth
L.A. (but
has OK)
Initiations
to get them
to meet.

Reading is Fund (4/25)

II. Call to Action

BR: no concrete proposal

- Nat PTA proposal
- stats for leg. teachers?
- (can do for this? maybe not)

A. HOPE/Pell/Student Loans

- Op Eds
- Response Strategies
- Student group activities

meet w/ best publishers?
half a dozen cities -
bring them here.

B. America Reads

None, relying on
AC involved.

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

are PTA?

M. Smith - change the bill!
\$2,500 hr \$50,000; \$1500 hr \$30,000
family
But - just run it up!

C. School Construction

- Update
- GOP Co-sponsors?

D. National Standards/Testing Initiative

E. Choice and Accountability

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

Parental Involvement Report

F. Safe & Drug Free Schools/Character Education

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

G. Teaching

- Response to directive?

H. Early Learning

- Head Start standards?

I. Skill Grants/Lifelong learning

J. Technology Literacy

III. Other Issues

A. Hispanic Education

B. Voting Rights Act

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

DPC/NEC

DRAFT

EDUCATION STRATEGY

A Work Plan for President Clinton's Ten Education Initiatives

February 27, 1997

*File -
Education -
strategy
memo*

NATIONAL STANDARDS OF ACADEMIC EXCELLENCE

I. State of the Union Proposal:

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

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

II. Objectives:

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

III. Strategies:

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

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

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

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

IV. Events/Activities:

February

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

March

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

from 4-8 states committed to participating in national testing

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

April

- Education Round table on standards (use TIMSS video to highlight good teaching to standards)
- Kick-off event with Education Excellence Partnership (BRT, NAB, AFT, NGA, ED) and Major League Baseball to highlight new PSA's urging higher standards

Next Six Months

- Possible addresses by POTUS to state legislatures in Montana, North Dakota, and Colorado
- Bipartisan meeting with key members of Congress
- Mobilize math/science community to help prepare for meeting 8th grade math standards
- Continue process of seeking commitment from critical mass of states to participate in 1999 test administration

TALENTED TEACHERS IN EVERY CLASSROOM

I. State of the Union Proposal:

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

II. Objectives:

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

III. Strategies:

- Identify promising practices for promoting excellence and accountability in teaching, and provide directory of federal resources available to support these practices
 - Products to be released in response to Presidential Directive
- Highlight states and districts with effective approaches to recruitment, preparation, licensure, induction, evaluation and rewarding of classroom teachers.
 - Secretary's Conference on Teacher Recruitment and Preparation
 - Continue National Awards Program for Model Professional Development

-- Visits to exemplary schools and programs

- Work with key groups, including NEA, AFT, NSBA and NASBE, CCSO, AASA, colleges of education and institutions of higher education, NCATE, 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:

February

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

March

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

April

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

Next Six Months

- Visit to local union/school board program (e.g., NYC, Columbus) that removes incompetent teachers, or to other local union event: recognize existing efforts and challenge every union and local school board to do the same. Couple with

guide/resource book from ED.

- **Speak at summer AFT or NEA conference: focus on Board certification and on firing incompetent teachers**
- **Need to spotlight effective local practices through events, op-eds.**
- **Education Department develops legislative proposal as part of Higher Education Act Reauthorization**
- **Rollout of teacher preparation provisions in HEA proposal**

I. State of the Union Proposal:

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

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

II. Objectives:

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

III. Strategies:

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

- State and local sign-on to America Reads, where possible tied to sign-on to national 4th grade reading test

IV. Events/Activities:

February

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

March

- NEC to hold joint school construction and America Reads meeting to lay out legislative, intergovernmental, and communications strategy with agency and White House staff participation
- Hale, Rasco, and Education staff to gather information on children's reading programs and funding levels of Republican governors (e.g., Bush, Wilson, Engler) and others (New York City School Superintendent Rudy Crews)
- Intergovernmental and Legislative Affairs: *work on bipartisan letter to Congress from four governors stressing importance of passing a proposal to achieve goal of every 3rd grader reading*
- Intergovernmental and Legislative Affairs: *provide information on where bipartisan congressional and gubernatorial support for the America Reads initiative exists; invite staffs to White House to discuss the proposal*
- Complete development of legislative proposal
- Invite Weld, Engler, Bush, and several Democratic governors to the White House for conference highlighting successful state and local tutoring programs
- Rollout legislative proposal using success stories to validate seriousness and value

of the program

- Continue to build broad grassroots coalition for early literacy through outreach to mayors, governors, educational institutions
- Raise for discussion in budget working group meetings on the Hill
- Announce formation of America Reads Network, a coalition of 60 national organizations ED has been working with to promote reading improvement.
- Announce new America Reads products: (1) Early Childhood Kit for parents and care givers to encourage early language development from birth through 5 years old; (2) America Reads Challenge: Read*Write*Now!, a kit of learning activities for parents to use with kids from birth through sixth grade.
- Create event in DC with George Farkus's "one-on-one" group from Texas; invite Rep. Goodling and other members of Congress

April/May:

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

Next Six Months

- Department of Education and Corporation for National Service continue to recruit college presidents that are pledging work study slots for reading tutors
- Continue to build broad grassroots coalition for early literacy through outreach to mayors, governors, educational institutions

EARLY LEARNING

I. State of the Union Proposal:

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

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

II. Objectives:

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

III. Strategies:

- Hold successful WH conference on early brain development, tied in to Reiner campaign
- Make sure that all federal programs reaching parents and young children incorporate lessons from neuroscience into design and operation. Programs include Head Start PAFT, G2K Parent Resource Centers, and Education Department's Family Involvement Partnership, etc. to spread word about brain development

IV. Events/Activities:

February

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

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

March

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

Next Six Months

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

CHOICE AND ACCOUNTABILITY IN PUBLIC EDUCATION

I. State of the Union Proposal:

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

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

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

II. Objectives:

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

- Enlist 3-5 large school systems to work together to design and implement model school choice plans, using district-wide choice, magnet schools, charter schools, schools-within schools, or other innovative public school choice strategies..

III. Strategies

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

IV. Events/Activities

February

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

March

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

March/April

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

Next Six Months

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

SAFE, DISCIPLINED, AND DRUG-FREE SCHOOLS

I. State of the Union Proposals:

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

II. Objectives:

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

III. Strategies

- Conduct events that highlight successful programs
- Develop and propose legislation requiring local initiatives funded through safe and drug free schools program to be firmly based in research on effectiveness

IV. Events/Activities

February

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

March

- Pursue juvenile justice bill in bipartisan leadership meetings
- Release community schools guide prepared by ED
- Rollout of ED website for Partnership for Family Involvement in Education

April

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

Next Six Months

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

SCHOOL CONSTRUCTION

I. State of the Union Proposal:

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

II. Objectives:

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

III. Strategies:

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

IV. Events/Activities:

February

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

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

March

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

Next Six Months

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

HIGHER EDUCATION

I. State of the Union Proposals:

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

II. Objectives:

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

III. Strategies:

Legislative Strategy

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

Post-enactment Strategy

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

IV. Events/Activities

February

- Secretary Riley speech in Atlanta on 2/18
- Speech to ACE conference on 2/24
- Speech to Historically Black College and Universities (HBCU) conference on 2/24
- Follow-up outreach and discussions from Education Department and White House with HBCU leadership on Pell Grants, HOPE Scholarships, and all elements of the higher ed proposal
- Receive endorsements from ACE and community college group
- Secretary Riley meets with community college presidents and trustees on 2/24
- Secretary Riley testifies on all education proposals on 2/27
- Education Department drafts letter to be signed by hundreds of university and community college presidents endorsing higher education initiatives and gathers signatures
- Education Department compiles list of every college association and begins outreach effort to these groups
- Education Department compiles list of all education events scheduled nationally for next six months; begin scheduling principals or cabinet for these events
- Regional op-eds by college presidents on higher education initiatives (Education)
- Release Gov. Zell Miller op-ed on how well HOPE works in Georgia
- Following up on POTUS events, press calls by Riley, Sperling, others to targeted media addressing evidence that HOPE does not cause grade or tuition inflation

March

- March 3: Direct Loan 2000 event for VPOTUS or First Lady to attend
- Event to release letter endorsing higher education initiatives signed by hundreds of university and community college presidents
- Release state-by-state analysis of Pell Grant and education tax proposals (Treasury)

and Education)

- Release Summers op-ed on long-term economic benefits of higher ed package
- Continue outreach to college associations

Next Six Months

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

LIFELONG LEARNING

I. State of the Union Proposal:

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

II. Objectives

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

III. Strategy

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

IV. Events/Activities

February

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

March

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

Next Six Months

TECHNOLOGY LITERACY STRATEGY

I. State of the Union Proposal:

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

II. Objectives

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

III. Strategies

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

IV. Events/Activities

February

- Secretary Riley testifies on all education proposals on 2/27
- Reinstate Ed Tech working group meetings to focus on achieving broad goals
- Public Liaison, Intergovernmental, policy councils, and others continue outreach to business, labor, educators, state Departments of Education, elected officials, celebrities, and volunteers to broaden and deepen support for NetDay
- Task Education Department to develop rollout strategy for educational technology

grants

March

- Develop appropriations strategy for \$500 million in funding
- Outreach to two CEO groups formed to meet President's challenge: Corporate Commission on Educational Technology and CEO Forum on Education Technology
- March 5-6: CEO Forum will meet in DC and wants to invite POTUS or VPOTUS; the group is developing metrics for evaluating national progress towards the President's goals
- Hold DC NetDay with First Lady or other high-level White House participation

Next Six Months

- April 7-11 -- World Wide Web Conference in California: possible industry consortium to increase access to the web for people with disabilities; Dole invited; possible event for POTUS, VPOTUS, or First Lady
- April 19: NetDay
- May: Final action by FCC on \$2.25 billion on discounts for schools and libraries
- Develop initiatives in teacher training and content, possibly linked to America Reads and "first in the world in math and science"
- Develop event around release of report by PCAST (President's Council of Advisers on Science and Technology) on ed tech; will recommend increasing funding for ed tech research and development

EDUCATION STRATEGY

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

February 27, 1997

Doc

meet w/ testing advisory
bd?

Ed-strat
how long to leg?
Other events?
Executive actions?

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

go to sch. lds etc.

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

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**

Do map - process key players

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
- 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

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 **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**

Apprenticeship

4 Pres pp -
how to get more
good people into
teaching
profession

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

tenure reform - prob not
living but teachers

large turnover coming -
Teacher testing ~~at~~
- for licensure

Teachers College - graduation speech.

merit pay? our altern - give schools
a bonus.

(not teacher training course??)
reg? alternate route to certification?

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

16/leg-hel art:
bipartisan approach?

- Gene idea: (check this) (NGA??)
Get credibility for proposals
by doing round table -
favorite programs.

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. Identify and promote proven, effective approaches to early reading instruction, and encourage their use in Title 1
5. 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

EdB1 will
LHR

NEE

DRAFT

EDUCATION STRATEGY

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

February 24, 1997

File -
Education -
strategy
memo

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: