

NLWJC - Kagan

DPC - Box 022 - Folder 019

**Education - California Event March
24, 1997**

ED - Calif
event

Background on Standards and Testing in California

State Superintendent of Public Instruction Delaine Eastin's announcement of support for California's participation in your national standards and testing initiative comes against the backdrop of a difficult history to set standards and assess student progress in California over the past 5 years, as well as a major political battle with Governor Wilson over participation in Goals 2000. Her announcement will garner support among key segments of the education community (e.g., higher education, the AFT and NEA affiliates, the state PTA). It will also be played out in the press and in the political arena against the backdrop of recent battles and developments, including:

1. Gov. Wilson's cancellation of the California Learning Assessment System

(CLAS) in 1994. The CLAS test, initially hailed as a model of new, performance-oriented assessments, was canceled by Gov. Wilson in 1994, only a few years after its initial administration. The testing program came under strong attack, especially by conservatives, for a number of reasons. A number of test questions were seen as focusing on values and invading student and family privacy, and some of the reading passages contained material some viewed as objectionable. The political outcry that was generated by these concerns overwhelmed the capacity of the Department of Education to defend the tests, and Gov. Wilson and the state legislature ended funding for the tests in 1994. Since that time, there has been no statewide testing in California, although local school districts continue to administer their own tests.

2. Establishment of a state standards commission. In 1995, Assembly Bill 265, with the support of both Gov. Wilson and Delaine Eastin, and over the opposition of conservative legislators, was enacted into law. The Act establishes a standards commission (2/3 of the members appointed by Gov. Wilson, 1/3 appointed by Delaine Eastin) charged with responsibility of developing model academic standards. The first standards, in Language Arts and Math at Grades 4, 8 and 10, are to be completed and presented to the State Board of Education in October 1997. Other subject areas will follow. These model standards will be the basis of statewide tests to be developed. The math and Language Arts tests will be available in 2001. However, unlike statewide tests in almost every other state, these tests will not produce individual student scores.

In addition, to encourage individual student testing, this legislation provides a \$5 per student state subsidy to local school districts that test all students using a state-approved test.

3. Delaine Eastin's Challenge Districts. In 1995, Delaine Eastin launched a standards-based challenge to local school districts in California, to adopt local

standards and local assessments, and to be held accountable for year-to-year progress in reaching these standards. In exchange, the California Department of Education provides these districts with technical assistance, networking, and regulatory flexibility.

To support these local districts, and to shape the work of the standards commission discussed above, Delaine has worked with the higher education community and New Standards to develop model standards. These standards, nearing completion, will be consistent with the NAEP and TIMSS frameworks that provide the foundation for the national tests.

Gov. Wilson's 9-month refusal to accept Goals 2000 funds. From July 1995 to March 1996, Gov. Wilson refused to permit California to accept Goals 2000 funds, because of unspecified concerns about "federal intrusion." This stance was well received among staunch conservatives in the state, including in the legislature. However, after increasing pressure from the education and business community, and considerable negative press, Gov. Wilson finally agreed to accept the funds after receiving assurances from Secretary Riley that this would not interfere with California's ability to control its own education system. California is now using most of its Goals 2000 funds to support an early reading initiative.

ED - Calif event

Q's and A's on the California Sign-On/CEO Event -- April 1, 1997

Q: Does Governor Pete Wilson support the President's testing proposal? Does Superintendent Eastin have the authority to commit California to taking the tests?

A: Eastin is the elected Superintendent of Public Instruction in California. She is pledging her personal support for this initiative and is committing to work with other public officials in California to enable students there to take part in the tests. Governor Wilson has been notified of Eastin's decision; we are not aware that he has made any public comment at this time. We would welcome his support, just as we have received strong support from Governor Engler in Michigan.

Q: Do you anticipate more states endorsing the President's proposal soon?

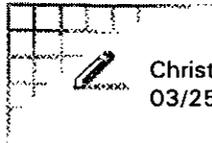
A: We are talking to a wide range of states that are interested in participating in the tests in 1999. Each state has to move at its own pace and work through the advantages to students, parents, and teachers, as well as how the proposal relates to the state's school improvement efforts. We are pleased with the strong support we have received so far, and expect that today's announcement will help us build momentum for the effort.

Q: What kind of response is the President's testing plan getting on Capitol Hill?

A: Administration officials are talking with Members and staff to help them better understand the President's plan and to work through issues such as oversight of the tests. Both Chairman Goodling and Subcommittee Chairman Riggs have publicly expressed their view that this is an important initiative. We believe that we can work to achieve bipartisan support.

Q: Does Eastin really represent the wishes of Californians on this?

A: Superintendent Eastin was elected statewide by the citizens of California to take a leadership role on educations like higher standards. But Eastin isn't here alone. Instead, she came here with a parent of a third-grader and a first-grade teacher educator who described--in very personal terms-- why they feel that the President's initiative is so important to students and communities throughout California. Business leaders, local superintendents, representatives of local school boards, teachers, and parent organizations are also here today supporting the effort in California.



Christa Robinson
03/25/97 10:11:17 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Update on Events

It's definitely too early to confirm anything, but here's the track we're on for upcoming events. You may know all of this, but just in case...

Mammogram Event is looking good.

DATE: March 27

TIME: Briefing 11:30 pm - 12:00 pm (Oval Dining Room)

Event 12:00 pm - 12:30 pm (Oval Office)

SITE: Oval Office

EVENT: POTUS makes statement

Shalala Speaks

Questions from Pool

NO AUDIENCE

- ANNOUNCEMENTS:
- 1) Medicare Legislation amended being sent to Hill
 - 2) Medicaid Letter (Melissa Skolfield preparing).
 - *3) Challenge to the Private Sector
 - 4) NCI Public Information Campaign (still getting specifics).

*NOTE: The Challenge is simply rhetorical, and we are exploring whether their can be a directive to OPM to do this at the Federal Level. We are working on finding out what OPM currently does, b/c if we don't do what we're challenging businesses to do we could be vulnerable. The questions then become whether or not we can direct OPM -- we'll keep you posted.

(FYI: NCI Press Conference at 10:00am at NIH. They have not put out a release saying they are doing this, so we cannot release an advisory until they do.)

California Schools Event -- looking even better. This will be a great event.

DATE: April 2

TIME: Briefing 2:05 pm - 2:30 pm

Event: 2:30 pm - 3:30 pm

SITE: The East Room

PROGRAM: VP Welcomes
Delaine Eastin, CA Superintendent (Delivers endorsement)
CEO (VIA SATELLITE)
John Dorr, CEO (endorses, possibly commits to help)
POTUS

* Riley would be on stage but not speak.

AUDIENCE: 150 people can be invited:
Nat'l Education Groups
Nat'l Business Groups
California Education Reps

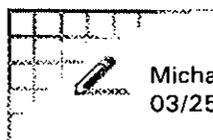
California CEOs

L.A. OPTION: There is still potential to do the L.A. endorsement at this event, however, Ann Lewis and Mary Ellen didn't think we need it. The reasons not to do it are that:

- 1) the CEO peice is definitely the big news,
- 2) Maria Echaveste had raised the concern that we may need to do work to make sure the minority and urban L.A. communities are receptive. She and Mike are working on this, but it could be a better announcement if we waited.
- 3) We may want to save this for when POTUS is in L.A. on July 24th -- he's doing Boxer fundraisers and it could be a good addition to the trip, and
- 4) it would keep the program shorter.

There are several good parts of the L.A. announcement that I'm sure Mike and you have talked about including that UCLA has adopted 2,000 reading tutors, they have a good teacher training initiative, and they have already adopted standards (at least 6 months ago.)

ED - Calif event



Michael Cohen
03/25/97 06:28:23 PM

Record Type: Record

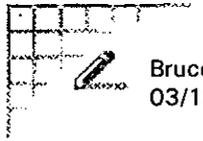
To: Bruce N. Reed/OPD/EOP
cc: Elena Kagan/OPD/EOP
Subject: California event update

Here is a quick update on the Cal. event:

1. We are set for 4/2, at 1:30 or 2:00 pm, in the East Room
2. Delaine is lined up and ready to go
3. The L.A. situation is looking problematic, and I think we should drop it:
 - the Sup. is leaving soon, and there will be questions about continuing commitment after he leaves
 - the event is already crowded, and the press people think the Cal/high tech message will drown out anything message about LA anyway
 - the political people are concerned about a bunch of local political issues (many of which Delaine has reinforced for me)
 - we think it might be better to hold off on LA for now, and build a multi-city urban endorsment instead.

Any problems with this. Call me at home this evening if you want to.

Fig - Ed - Calif event



Bruce N. Reed
03/13/97 02:16:09 PM

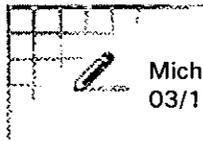
Record Type: Record

To: Christa Robinson/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: California trip

----- Forwarded by Bruce N. Reed/OPD/EOP on 03/13/97 02:14 PM -----



Michael Cohen
03/12/97 08:50:01 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: California trip

I spoke with Delaine Eastin this evening and confirmed that she is still committed to endorsing our testing proposal and expressing her intent for California to participate in it. She is prepared for an event, with high tech ceo's on the 24th. She has suggested a few schools in Union City --diverse, working class community 45 minutes from SF, with excellent schools that are involved in her challenge to adopt challenging academic standards, great public support, and cutting-edge technology initiatives -- as a possible site for the event.

I don't know if this works logistically, and told her we'd get back to her. The good news is we have the confirmation we need to proceed.

Message Sent To:

Karen E. Skelton/WHO/EOP
Bruce N. Reed/OPD/EOP
Craig T. Smith/WHO/EOP
Anne W. Hawley/WHO/EOP
Patrick M. Steel/WHO/EOP

Timothy L. Newell
03/19/97 01:46:51 PM

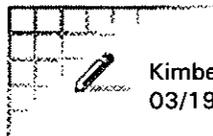
Record Type: Record

To: See the distribution list at the bottom of this message
cc: Kevin S. Moran/WHO/EOP
bcc:
Subject: Re: re-schedule Eastin/Doerr announcement 

I am concerned that the CEOs will feel we are jerking them around. They got geared up for the Mar 24 event in California, then were told to stand down. Now we would be telling them to fly here, which would force them to abandon a day-long event with Sen. Daschle in California. I worry we would be snatching defeat from the jaws of victory if we go this direction.

Moving this at least to the next week would likely make a significant difference in CEO participation -- both in terms of how many can come and how many are on the endorsement list. Also, a number of these CEOs will be in DC the week of April 14.

Kimberly H Tilley @ OVP

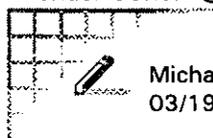
 Kimberly H Tilley @ OVP
03/19/97 01:06:04 PM

Record Type: Record

To: Michael Cohen/OPD/EOP
cc: See the distribution list at the bottom of this message
Subject: Re: re-schedule Eastin/Doerr announcement 

If this date is not firm, I know this is something in which the VP would like to be involved. Can this be done the next week?

Michael Cohen @ EOP

 Michael Cohen @ EOP
03/19/97 01:04 PM

To: Karen E. Skelton/WHO/EOP @ EOP
cc: John B. Emerson/WHO/EOP @ EOP, Bruce N. Reed/OPD/EOP @ EOP, jim kohlenberger/ovp, Timothy L. Newell/OSTP/EOP @ EOP, kimberly h tilley/ovp, elaine c. kamarck/ovp
Subject: Re: re-schedule Eastin/Doerr announcement 

I am awaiting a call from Delaine confirming that she will be able to come. I've alerted Jim, and I understand he's concerned that it will be difficult to get ceo's on short notice.

ed -
CA event

Timothy L. Newell
03/11/97 05:26:31 PM

Record Type: Record

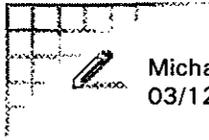
To: Elena Kagan/OPD/EOP

cc:

Subject: March 24 POTUS education event in Calif.

1. To move forward with the technology CEOs endorsement, we need to be able to give them some language -- essentially tell them specifically what we would like them to endorse. This can be very minimal, even a bullet or two. Is there a specific goal or language you want them to sign on to?
2. Can I get any information on what Easton will be saying? That way I can make sure that the our industry supporters are on board.

ED-CALIF event



Michael Cohen
03/12/97 08:14:03 AM

Record Type: Record

To: Timothy L. Newell/OSTP/EOP, Elena Kagan/OPD/EOP

cc:

Subject: March 24 POTUS event in California

The intent for this event is for Delaine Eastin to indicate that California intends to participate in the national testing initiative for 4th grade reading and 8th grade math the President announced in his state of the union address. It would be great if the technology CEO's, along with other business and education leaders Delaine has offered to gather (e.g., the Cal. Business Roundtable) could endorse both the President's national standards and testing initiative and California's participation in it.

Delaine offered to do this about 2 weeks ago. I have tried over the past 36 hours or so to reconfirm with her, but we have not been able to connect. I will keep trying today, and get back to you as soon as I have talked with her.

If you need paper on the testing initiative, let me know. We have a short press packet I can give you.