

AMERICA GOES BACK TO SCHOOL

POSSIBLE EVENTS FOR SECRETARY RILEY

August 11	Durham, NC	Community Public Education Kick-Off.
August 18	Spartanburg, SC	Opening Day Ceremony with Senator Fritz Hollings.
August 26	Cheyenne, WY	Event with Governor Jim Geringer at a school where standards have made a difference.
August 27	Anchorage, AK	Governor's Conference on Education.
August 28	Anchorage, AK	University of Alaska, Student Forum on Federal Work Study and <i>America Reads</i> .
August 29	Juneau, AK	<i>America Goes Back to School</i> Event with Governor Tony Knowles at a school where standards have made a difference.
September 10	Columbus, OH	<i>America Goes Back to School</i> Event at the Columbus Zoo with Governor George Voinovich.
September 10	Columbus, OH	Ohio State University Student Forum on Federal Work Study and <i>America Reads</i> .
September 12	North Dakota	<i>America Goes Back to School</i> Event with Senator Kent Conrad at a school where standards have made a difference.
September 12	North Dakota	Goals 2000 Conference.
September 15	SITE TBD	<i>America Goes Back to School</i> Event announcing Technology Challenge Grants.
September 17	Orlando, FL	<i>America Goes Back to School</i> Event at Orlando Science Center.
September 17	Miami, FL	University of Miami Student Forum on Federal Work Study and <i>America Reads</i> .
September 18	Miami, FL	Marine Academy for Science and Technology (MAST) to highlight math standards.
September 18	Ft. Lauderdale, FL	Speech to Florida Chamber of Commerce on <i>America Goes Back to School</i> .
October 1	New York, NY	YMCA / <i>America Goes Back to School</i> Youth Forum and "Virtual Y" highlighting after-school programs.
October 17	San Diego, CA	IAS Conference highlighting standards.

DRAFT

7/18/97

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POSSIBLE EVENTS

ROSALIND K. HURLEY RICHARDS

Kentucky/September 8

An on the air telethon where public will call in to donate time in the classroom instead of money.

HUGH P. PRICE

Nationwide/September 20th.

The National Urban League Conference *Doing the Right Thing* rallies. These event will take place in over 90 locations across the country and celebrates what kids ages 10-17 are accomplishing through academic achievement, volunteerism, etc. with huge events and press pieces.

ARLENE CHASEK

New Jersey

A state wide conference dealing with state systematic initiatives and reforms in science and technology. Educators from the math and science field from New York will be there. There will be an America Goes Back To School table. *She would like for Secretary Riley or Mrs. Gore to attend.* There will also be a New Jersey Math Coalition event in March.

ALLEN ARNOLD

Michigan

Mott Community College will have a leadership development course for young high school students who are not considered "natural leaders." They will receive one college credit and dual enrollment in class. This will be a "stand alone" course on CD Rom teleconference, etc.

RICHARD F. ODELL

Michigan

Mr. Odell's planned activity will be held in the Traverse City area of Michigan. This area is comprised of five counties with approximately 20-25,000 children. The aim is to have all students and their parents attend this event and to encourage their parents to pledge to spend time in the classroom between the day of the event and the following spring. This time is to be spent in the actual classroom; time spent on school grounds for PTA meetings will not be counted. Each parent/child pair will be given a flower bulb which will be planted within walking distance of the activity site. This flower bulb will represent the growth of the child. The site will be revisited in the spring and the theme is that flowers grow forever, as do children. Public, Catholic, and private schools will be involved as well as corporations, local media, and others.

Parent Financial Aid

Possible *America Goes Back to School* events for POTUS

- ▶ August: Release of final **GTE/Dept. of Ed Survey** results on what families think about family involvement in education. Preliminary results of some items were released by VP Gore at his Family Reunion VI.
- ▶ Release results of parent's study, **Questions Parents ask About School**, on "what parents want to know as their children go back to school" and what responsible actions would be, based on research and good practice.
- ▶ Launch of **Public Service Announcements** to get involved in education: The Creative Artists Agency, in cooperation with many other entertainment partners, has created the Entertainment Coalition for Education. They have produced the first of four PSA's and would like to have a premiere to launch their campaign, either in Washington, D.C., or Los Angeles. Participants in the event would be actors in the PSA's, members of The Entertainment Coalition for Education, participating television networks, and The National Association of Theater Owners. These PSA's will be shown in movie theaters nation-wide and on television networks. Each PSA will focus on an educational initiative outlined in President Clinton's Call to Action and will list the department's 1-800 number for further information.
- ▶ August/September: **The Big Help**. The children's cable channel Nickelodeon has a national campaign called "The Big Help" that encourages kids to get involved by volunteering in community service through tutoring and mentoring. "The Big Help" bus is on the road and would like to stop in D.C. in the fall. Nickelodeon is considering bringing the bus to the U.S. Capitol and hold a rally with area kids, which would encourage them to get involved and make a difference in their communities. The U.S. Department of Education has been a supporter and participant in "The Big Help" for many years.
- ▶ September 8: **International Literacy Day**. Adults around the country will be urged to "Go Back to School" to enhance and sharpen their literacy skills and further their education. Former Senator Paul Simon will be announcing a report on literacy profiles for every state and Congressional district, personalizing the issue of literacy for each area and urging leaders to be active proponents for literacy efforts. The President has been invited to attend and a request for use of the White House has been submitted. Joining President Clinton would be Secretary Riley, Secretary Herman, Secretary Shalala, and representatives from many other government agencies, all of which have direct concern in ensuring strong literacy skills for every American. Miss America, Tara Holland, has played an important role in literacy efforts, has been invited to participate. Michael Keaton, one of our Co-Chairs for *America Goes Back To School*, has been invited to participate as well.
- ▶ September 8: **Lexington, Kentucky School District**. Area residents will be celebrating *America Goes Back to School* via a radio-broadcast telethon. The goal is to encourage community members to call-in and commit some of their time in their local schools throughout the year instead of donating money.
- ▶ September 15th: **U.S. Department of Education Technology Challenge Grants** will be announced. They reflect unique partnerships showing how communities, business and higher education are getting involved to improve schools.
- ▶ September 20: **Doing the Right Thing**. The National Urban League chapters around the country will hold "Doing the Right Thing" events in over 90 locations nationwide. Communities will be celebrating what kids, ages 10-17, are accomplishing through academic achievement, volunteerism, etc. Secretary Riley will be participating in the main rally in Los Angeles.
- ▶ September: **America Reads Challenge**. A possible event announcing the hundreds of colleges across the country that have signed up to participate in the federal work study component of the America Reads Challenge.
- ▶ September/October. The 50 NAESP **Distinguished Principal Awardees** from around the country will be honored in Washington, D.C.

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