

Education

Schools find enrollment solutions

Although recent coverage has primarily focused on a crisis situation of rising enrollments and lack of funds, many school districts have found solutions by literally redesigning the problem.

Architect-experts are available to discuss design and funding strategies they've developed in helping school districts stretch limited budgets and improve the learning environment for kids.

While school administrators may have strong backgrounds in education, they are less knowledgeable about building issues, and so rely on the recommendations of architects.

Key issues include: which design features have the greatest impact on students' ability to learn; how schools districts structure and pass bond referendums; and what taxpayers and communities demand of schools.

For sources and additional background, call the Public Affairs Department of the AIA, 202/626-7463.

Examples of innovative solutions

- A decaying North Carolina high school was renovated as a 700-student middle school for \$2 million, saving \$4 - 5 million in new construction costs. The solution includes state-of-the-art classroom computer capability for students.
- A mothballed Salt Lake City em-

ployment office was retrofitted as a high tech alternative high school with adult education, job counseling and English as a Second Language Centers.

This solution saved the school system \$2.5 - 3 million and serves 1,200 high school students and an additional 3,800 distance learning students.

- A school district and parks department alliance in Newberg, re.. built an elementary and middle school, a senior center, and recreation complex on the same site.

A kitchen shared by the elementary school and senior cen-

ter encourages students and seniors to mix. Taxpayers will save \$500,000 in shared utilities and operating costs.

Background: Spending needs for schools often outweigh a community's ability to absorb the higher taxes it requires.

Taxpayers are less reluctant to support bond referendums for school upgrades and renovations. In 1995, school construction spending was \$10.4 billion, according to American School & University, well below the \$112 billion the General Accounting Office estimates is needed.

What Matters Most: Teaching for America's Future

"What Matters Most: Teaching for America's Future, the recently released report by the National Commission on Teaching and America's Future, is one of the most significant and meaningful investigations into the state of American education in many years. It has clarified and identified issues that speak to the heart of what ails education reform. It has pulled no punches in its criticism of a system that produces untrained and ineffective teachers and has set ambitious, substantive and realistic goals for education, from the national perspective down to the smallest local school district.

"Throughout the report, the National Board for Professional Teaching Standards is applauded as a model for quality teacher assessment, preparation and development. The Commission calls for an organization of teacher professionalism built around high standards and it acknowledges the historic breakthroughs the National Board has made in developing rigorous standards for accomplished practice. What Matters Most is the first-ever comprehensive national examination of the way the nation recruits, prepares and rewards teachers and it cites the NBPTS time and again as a crucial catalyst in helping achieve its recommendations. The report takes a bold step by recommending that the profession aim to Board Certify 105,000 teachers — to mirror the number of schools in the country — by 2006. The National Board is the linchpin in that ambitious call to action and, with

the dedication and inspiration of teachers nationwide, we are already working toward that goal.

"Ten years ago, another report by Carnegie Corporation, A Nation Prepared: Teachers for the 21st Century, called for the establishment of the National Board for Professional Teaching Standards and National Board Certification, so that high standards for accomplished teaching and an objective, voluntary assessment would be created. In response, we have forged the first national consensus on standards for what teachers should know and be able to do. We have hundreds of National Board Certified Teachers with projections for tens of thousands of candidates in the years immediately ahead. We have developed National Board Certification, a professional development experience of such strength that every teacher who participates, whether they achieve certification or not, walks away stronger for the experience. And perhaps most importantly, real impact is being felt in the most critical area in the classroom in the form of improved student learning. In short, we have met the challenges in A Nation Prepared, accept the new challenges laid out in What Matters Most, and intend to fulfill our responsibilities in leading the standards-setting movement for the teaching profession.

"The report's call for a national crusade, behind the proposition that all students have the right to quality teaching, is long overdue. It addresses important, fundamental ideals toward which we should constantly be striving.

Americans score a 'D+' in Education planning

U.S. adults scored a "D+" in a national exam used to assess their knowledge of the spiraling costs of a college education, according to American Express Financial Advisors (AEFA), (NYSE: AXP) which sponsored the survey.

And as a result of the findings of the Education IQ Exam, conducted by NFO Research Inc. during July, American Express is launching several high-profile initiatives this month designed to help Americans prepare themselves — and their children — for the rising costs of college.

A national "Scholar Bills" sweepstakes — which will be advertised on Charles Osgood's CBS Radio program "The Osgood Files" now through October 27 — will award \$1,000 scholarships to 43 college-bound students from around the country. An industry-unique Kids, Parents and Money program will

provide parents with a viable college investment plan and special tools to help educate their 7- to 14-year-old children about investing, not just spending, their money.

AEFA's 8,000 financial advisors will fan out across the country to provide education planning seminars in workplaces and schools and to PTA organizations. And a new publication titled "What You Need to Know About Financing Your Children's Education" will be available to Internet users by checking AEFA's web page at <http://www.americanexpress.com/advisors>.

All of this is in response to the AEFA survey that indicated that:

- 85 percent of the 3,000 respondents vastly underestimate the amount of student loan dollars the average college student receives.
- 74 percent of the respondents were unable to correctly gauge the

cost of a bachelor's degree at a public institution.

• 71 percent underestimated the salary differential between a high school graduate and a college graduate over the course of a 30-year career.

"Our survey clearly shows a gap between what most Americans think they know about the high cost of a college education, and what the reality is," said Becky Roloff, vice president of financial planning for AEFA. "That is why we gave the respondents a D+. By launching these new programs we hope to help people make informed decisions when it comes to planning for their kids' education."

Jane Lee, director of the Kids, Parents and Money program, added: "We believe the answer is in getting relevant information to parents in a timely and conve-

nient way, providing one-on-one advice for each family's unique situation, and getting clients to start putting in place a financial plan today that makes investing easy, systematic, and possible for parents with college-bound kids."

American Express Financial Advisors (formerly IDS) owns or manages more than \$138 billion in assets by offering a wide range of financial services and products through a nationwide network of 8,000 advisors. Those products and services include financial planning, insurance and annuities, mutual funds, certificates, limited partnerships, consumer banking, securities services and employee benefit plans. American Express Financial Direct, launched in May, provides investors with another channel for accessing financial products and services directly.

Score Builder for the ACT

The Learning Company (Nasdaq: LRNG), a subsidiary of SoftKey International Inc. (Nasdaq: SKEY), today announced the release of Score Builder(TM) for the ACT, a new CD-ROM software program designed to help college-bound students increase their ACT scores and test-taking confidence. The program is based on the proven skills and strategies taught by Barbara Budinger, the nation's leading expert on the ACT, who provides personalized one-on-one tutoring along with her team of dynamic instructors in an engaging and motivating format. Modeled after the very successful Score Builder for the SAT, this latest entry in The Learning Company's College Prep Series is available now for an estimated retail price of \$60.00 with street prices ranging from \$47.00 to \$53.00.

Score Builder for the ACT incorporates the same highly effective features and instructional tools found in Score Builder for the SAT, yet contains content specially designed for the ACT exam. Accepted by nearly every college and university in the United States, the ACT exam is taken by about one million college-bound students each year. Score Builder for the ACT assesses students' strengths and weaknesses and uses their past scores and score goals to design a highly customized and comprehensive study plan to help them make the most of their study time. Following each student's personalized plan, the program reviews basic skills in each of the four ACT subject areas: math, reading, English and science reasoning, and teaches proven strategies for tackling the ques-

tions on the test. The program also analyzes, tracks and graphs practice test results to provide feedback on students' progress and to motivate them to achieve their score goals.

"The response to Score Builder for the SAT has been overwhelming," said Diana James-Cairns, senior vice president of marketing for SoftKey International. "Students and their parents are looking for highly engaging, personalized methods for preparing for standardized tests. Our

SAT program meets that need, and we anticipate that this new ACT program will do the same."

ACT expert Barbara Budinger greets students as they enter the program, and guides them through the development of their customized study plan, including four specially designed diagnostic tests — math, reading, English and science reasoning — to identify the areas in which they need instruction to raise their test scores.

NEW YORK TRUNK SHOW

WHERE
World Village Gift Emporium/Boutique
5132 NE MLK, JR

WHEN
September 19, 1996; *4:00 pm - 8:00 pm
September 20, 1996; 10:00 pm - 6:00 pm

RSVP 249-3790
*Refreshments served

*We Would Love To See You At
Our New York Trunk Show
In September*

World Village is having its first trunk show featuring merchandise from our NY buying trip.

*We would love for you to be our guest during this time.
Listen to soft jazz and enjoy refreshments while you make fashion selections from Indonesia, Africa, France and other parts of the world at unbeatable prices.*



Are You Tired of the Way Youth of Today are Being Portrayed?
Do You Believe That Our Youth Are Our Future?
Do You Want To Support Our Youth ?
If you answered YES!

Join the Urban League of Portland and its 115 sister affiliates
in a **March** on

Saturday, September 21, 1996

to

Celebrate Youth Who Are

"DOING THE RIGHT THING"

Free T-Shirt for the first 1000 registered people.

The March Begins At The Urban League of Portland 10 N. Russell St.
at 8:30 a.m. and then to Jefferson High School for Fun and Games.

Call 503/280-2611 for more information.

PCC Brings Classes To Central Portland!

Starting Sept. 23, classes will begin at the new
Central Portland Workforce Training Center

1626 S.E. Water Ave. (near OMSI)

Now a wide variety of day and evening classes will be available at this convenient Central Portland location. Just take a look!

Adult Basic Education • CEU Classes for Real Estate Agents and Insurance/Tax Professionals • Computer Education • Continuing Education for Health Professionals • Customized Training • Emergency Medical Technician • English As A Second Language • GED • Literacy Training • Management and Professional Development • Teleconferences • Senior Studies Institute • Workplace Basics Competency Training

For more information, See your PCC fall schedule

Or call 731-6600

<http://www.pcc.edu>



Tentative Schedule

- 8:30 a.m. March Registration
- 9 a.m. March Begins
- 10:30 a.m. Opening Ceremonies
- 11 a.m. Talent Showcase
- 3 p.m. Event ends

