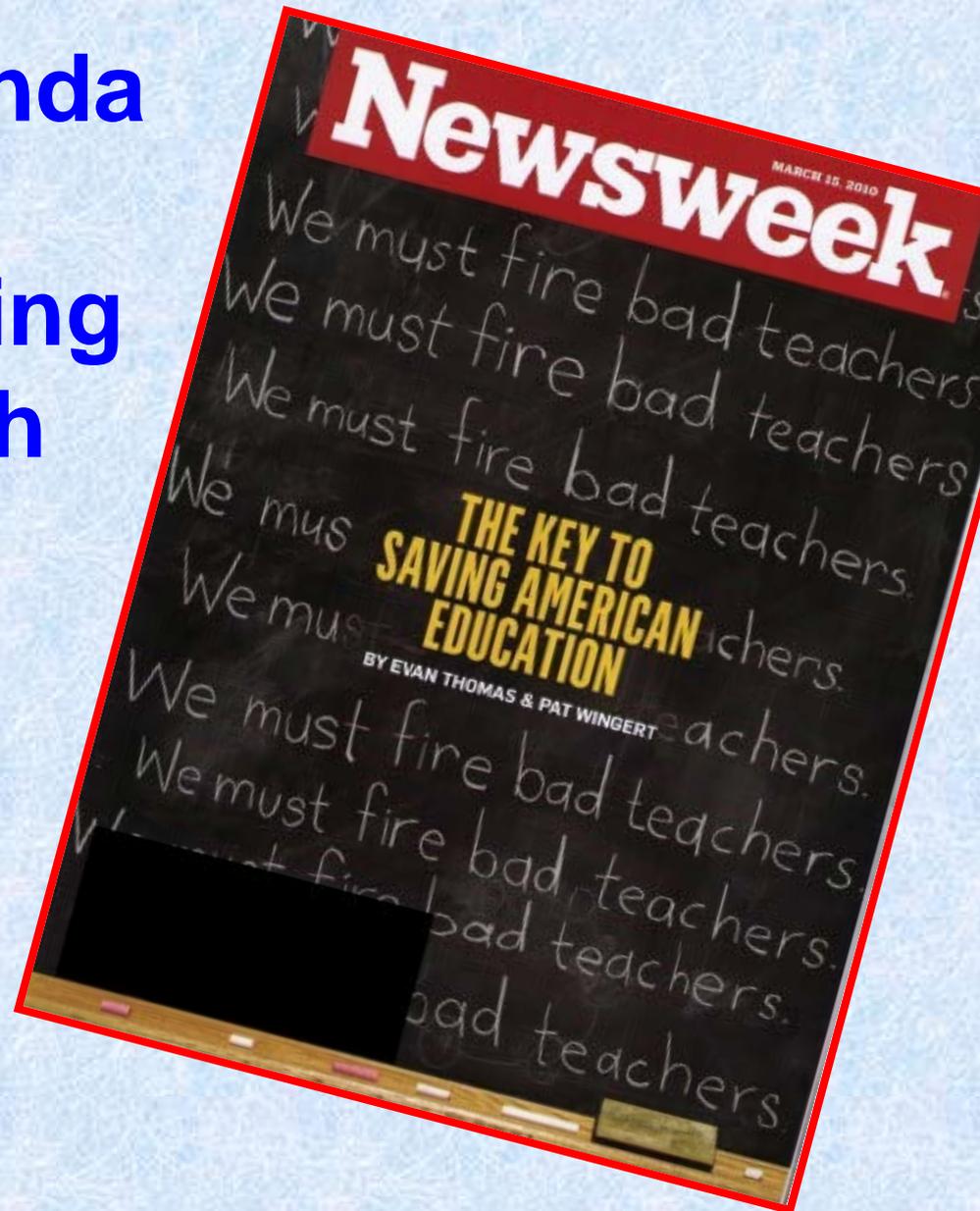
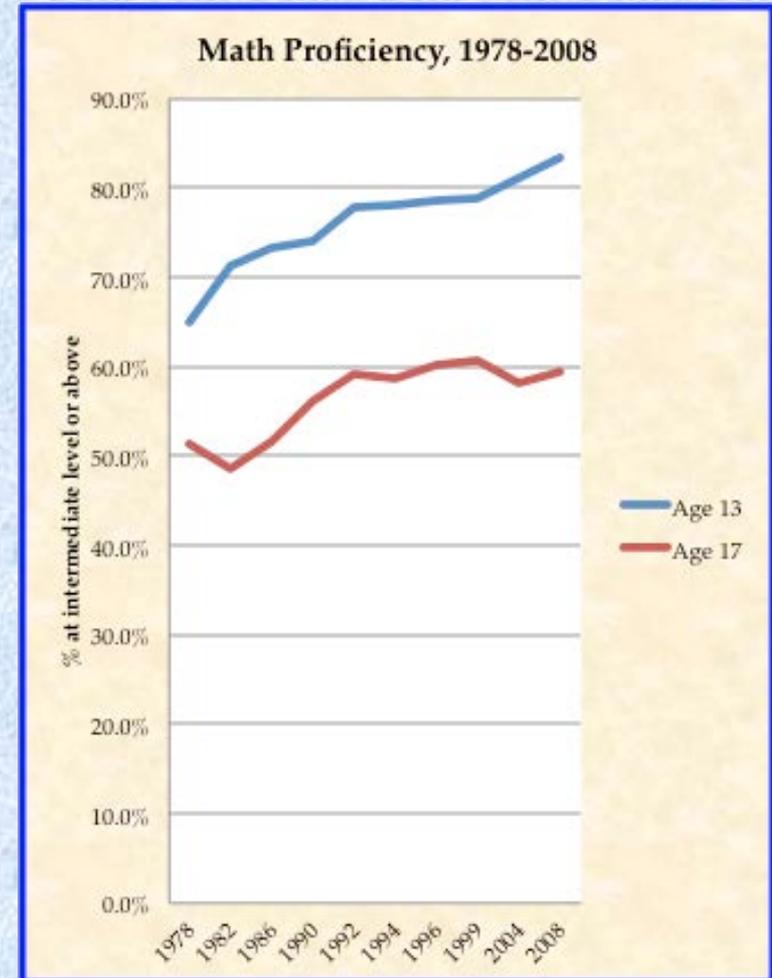
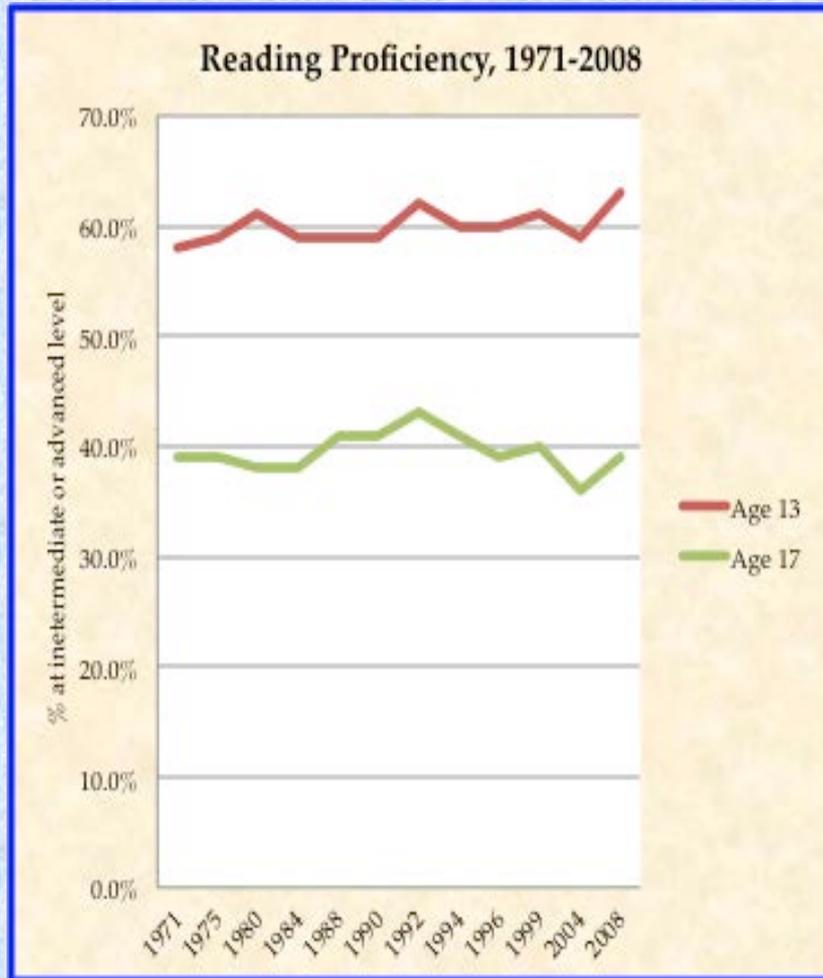


# The Corporate Agenda to Replace Learning with Testing and Teachers with Technology

Prof. G. Lafer  
University of Oregon



# No crisis in educational achievement



*National Assessment of Educational Progress, % of students at proficiency levels.*

# American Legislative Exchange Council

Altria/Philip Morris  
Anheuser-Busch  
AT&T  
Bristol-Myers Squibb  
Chevron  
British Petroleum  
Conoco Philips  
Crown Cork & Seal  
Dow Chemical  
DuPont  
Ebay  
Eli Lilly  
Exxon Mobil  
FedEx

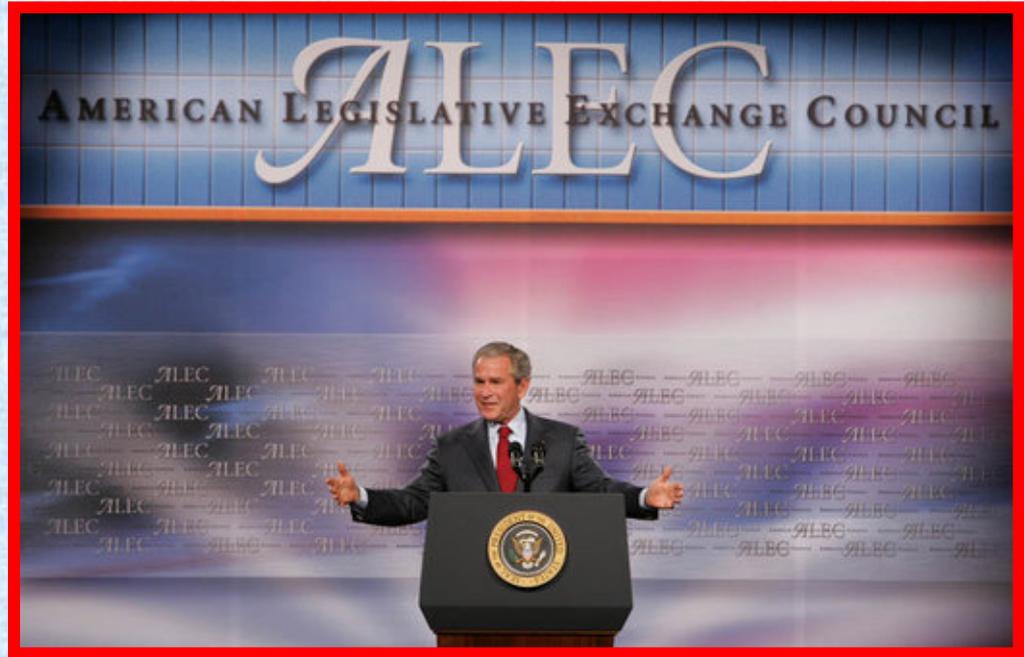
## **Fraser Institute**

Georgia Pacific  
GlaxoSmithKline  
Imagine Learning  
Koch Industries  
News Corp  
Pfizer  
Price Waterhouse Coopers

Sprint Nextel  
State Farm Insurance  
T-Mobile  
UPS  
Verizon  
Visa USA  
Wal-Mart  
Amazon  
Coca-Cola

Best Buy  
Gates Foundation  
Cargill  
Dell  
General Motors  
Hewlett-Packard  
John Deere  
Johnson & Johnson  
Kraft Foods

Kaplan, Inc.  
Mars  
McDonalds  
Miller Coors  
Pepsi  
Walgreens  
Ticket Master  
K-12 Inc.





# Agenda for Reform

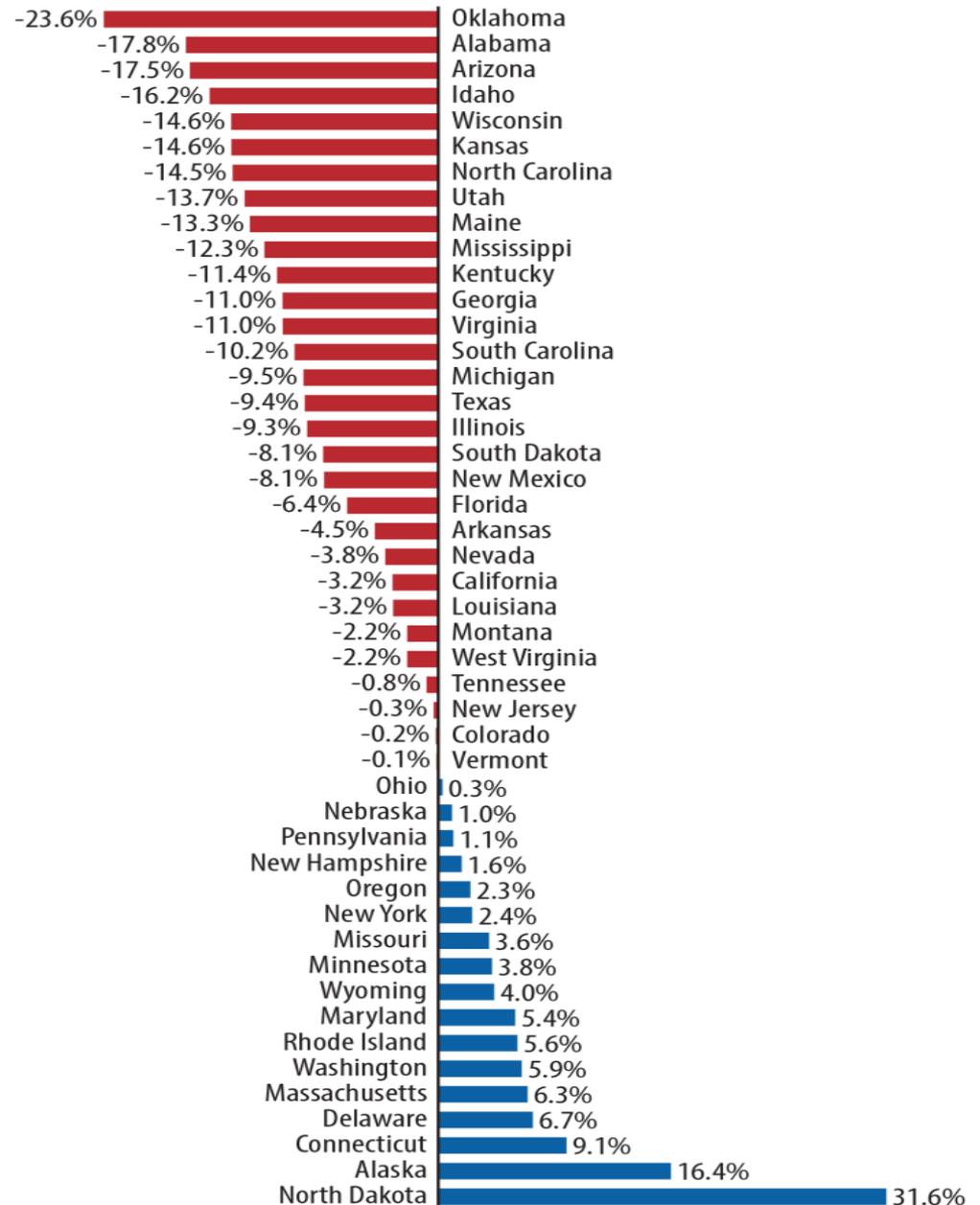


- **Budget Cuts**
- **Larger classes**
- **Restrict union rights**
- **Restrict “permanent status” and seniority**
- **De-Professionalization**
- **Charter schools & vouchers**
- **Replace personal instruction with digital and online curricula**
- **Complete Privatization**

# Cuts in education spending per student, inflation- adjusted, 2008-2015

Source: Center on Budget  
and Policy Priorities

Percent change in spending per student, inflation-adjusted, FY08 to FY15



**High school  
science  
class, taking  
turns using  
microscopes**

**Las Vegas  
2011**

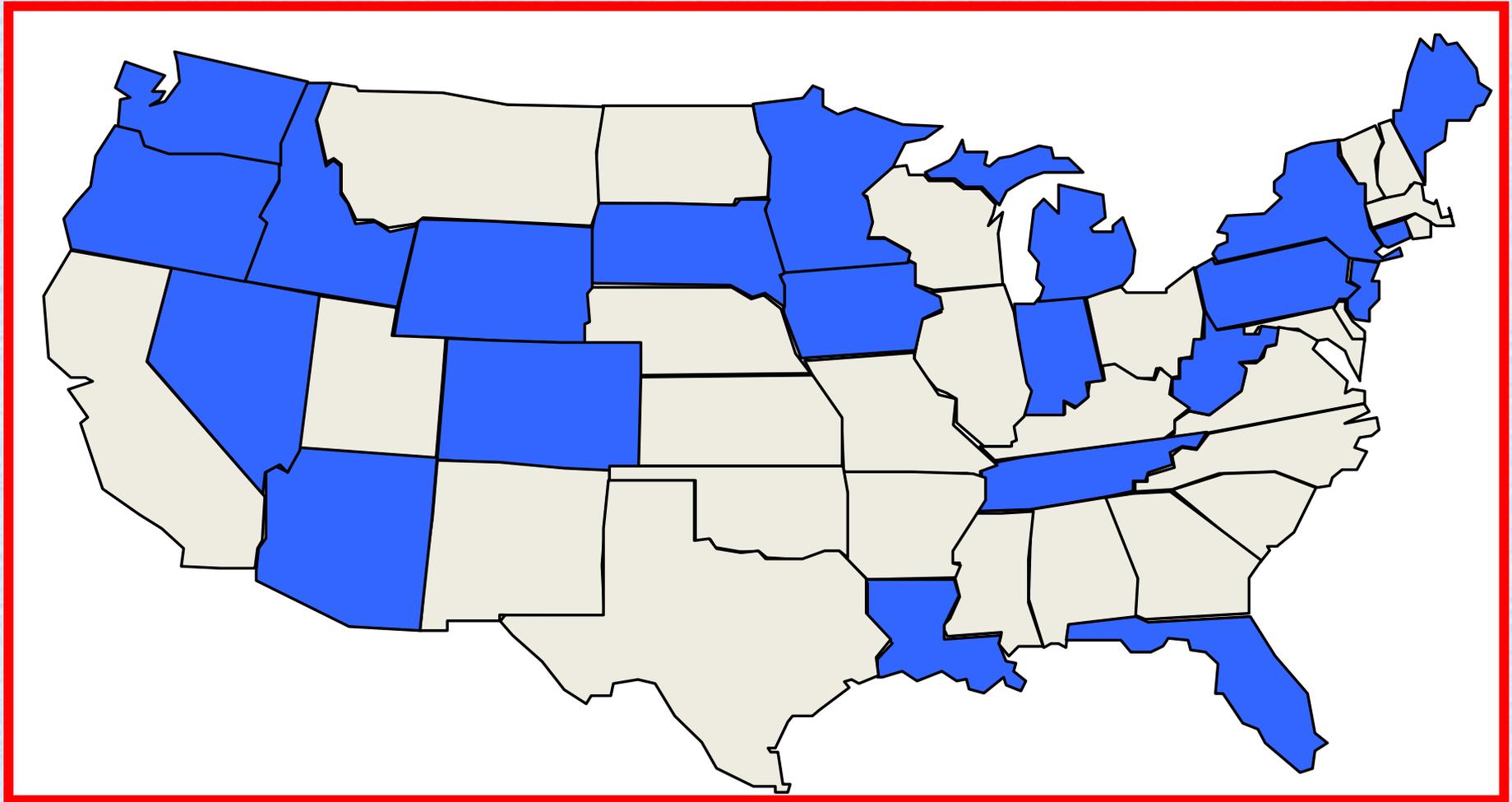


**Ohio, elementary school, 2011**

- Largest cut in per-pupil spending – \$560 million/ yr.
- Complete elimination of preschool funding.
- Corporate income and property tax cuts –\$538 million/ yr.
- “Taxpayer Bill of Rights” locks in cuts.



# Laws Reforming Evaluation, Seniority and Tenure for School Teachers, 2011-12



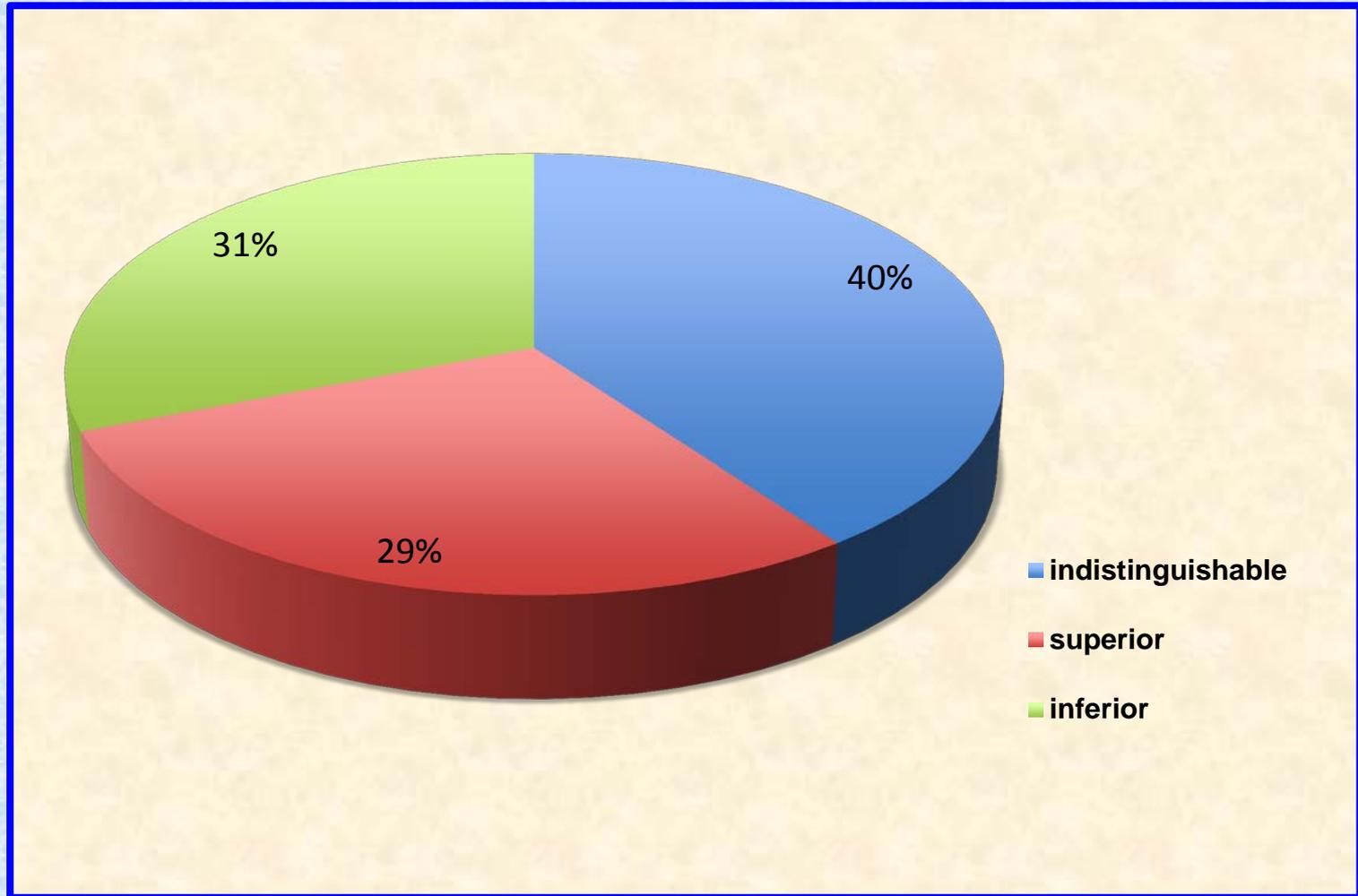


“We are given a family’s ... most precious resource, their child. And our job is to [see] deep within each child what his or her unique potential is...

So, we will give activities that require ... debating skills one day. And the next day ... a research skill, and the next day it will be artistic or musical because we’re looking for what each child’s native talent and capacity is, so that we can provide the education that that child needs and help him or her find her best path to success.”

**2012 Teacher of the Year  
Rebecca Mieliwocki**

# Math scores, Charter schools compared with traditional public schools, 2013



"Elementary and secondary schooling in the U.S. is the country's last remaining socialist enterprise.... The way to privatize schooling is to give parents ... vouchers... Pilot voucher programs for the urban poor will lead the way to statewide universal voucher plans. Soon, most government schools will be converted into private schools or simply close their doors...leading to ...complete privatization. "



Heartland Institute President Joseph Bast

**“Virtual schools ... must be recognized as public schools and provided equitable treatment and resources as any other public school in the state”**

**Virtual Public Schools Act, 2005**



# Education Innovation Summit (aka “Davos in the Desert”)

“Education is a \$3.8 trillion industry globally, representing 6.3% of global domestic product, but only 0.1% of global market capitalization.

This gap suggests that the industry is significantly undercapitalized and poised for significant growth.”

## Featuring

### Jeb Bush

Founder and Chairman of the Board of the Foundation for Excellence in Education, and Former Governor of Florida

### Reed Hastings

CEO, Netflix

### Michael Milken

Chairman, The Milken Institute



April 16th-18th

The key question is  
“how do we use  
technology so that  
we require fewer  
qualified teachers?”

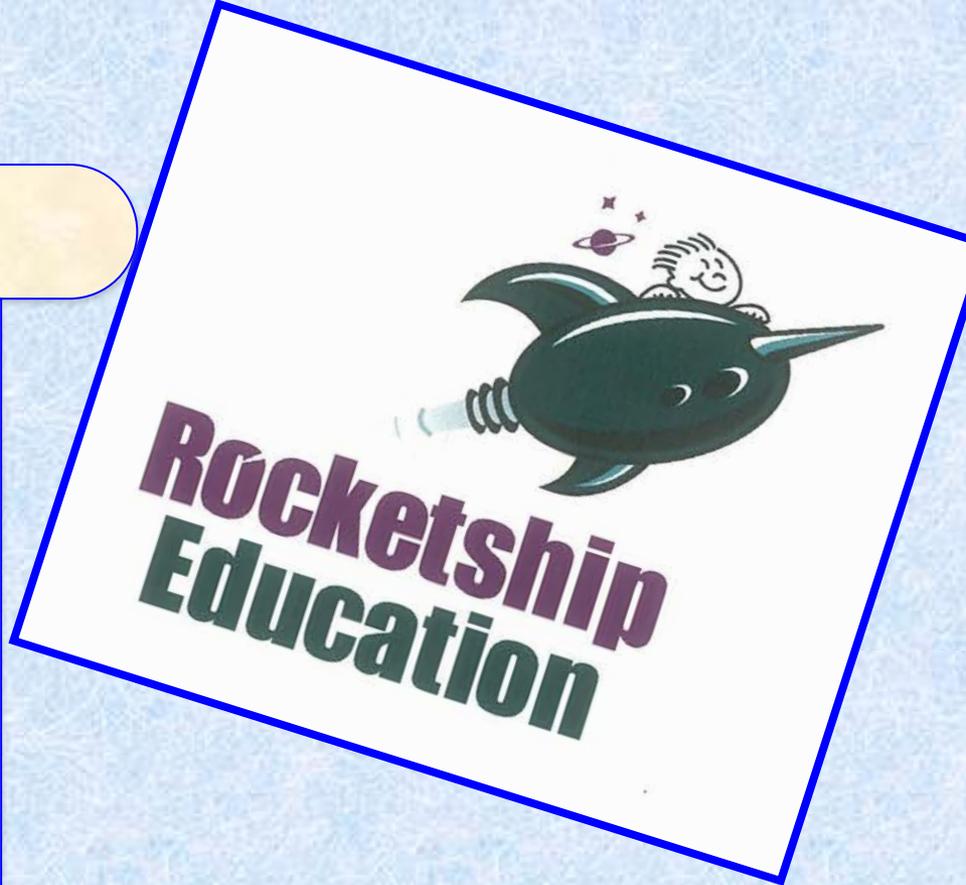
*Princeton Review founder  
and current 2tor CEO  
John Katzman.*



# Largest Venture Capital Investors in Education Technology , 2013

Investor	Location	Stage	K-12 Edtech Investments (As of Dec. 2013)
<a href="#">Bessemer Venture Partners</a>	Menlo Park, CA	All	2U, Canvas by Instructure, Flat World Knowledge, Piazza
<a href="#">Catamount</a>	Palo Alto, CA	Seed, Early	MasteryConnect, PresenceLearning, TenMarks
<a href="#">Expansion VC</a>	New York, NY	Seed, Early	Chalkable, Edventory, Engrade, Learnmetrics, Nuskool, PenPal News, Unbound Concepts, Socratic Labs
<a href="#">GSV Capital</a>	Woodside, CA	All	Chegg, Lexia Learning, Learnist, Kno, Tynker
<a href="#">Kapor Capital</a>	Oakland, CA	Seed	Accredible, ClassDojo, Clever, Curriculet, Engrade, ePals, Inkling, Locomotive Labs, MindSnacks, Motion Math, Mytonomy, Newsela, NoRedInk, Piazza, Qlovi, Tioki
<a href="#">Learn Capital</a>	Palo Alto, CA	Early, Growth	BloomBoard, BrightBytes, Brownie Points, ClassDojo, DIY, Edmodo, eSpark, Junyo, LearnZillion, NoRedInk, Manga High, MasteryConnect, SchoolTube, Show Me
<a href="#">NEA</a>	Menlo Park, CA	All	Desire2Learn, Edmodo, Subtext, Tynker
<a href="#">New Markets</a>	Fulton, MD	Early, Growth	BetterLesson, Calvert Education Services, ConnectEdu, Credential.Me, Kickboard, Moodlerooms, PresenceLearning, Questar Assessment Inc., Think Through Learning
<a href="#">NewSchools Venture Fund</a>	Palo Alto, CA	Seed	BetterLesson, Beyond 12, Blendspace, BrightBytes, ClassDojo, CoreSpring, Educreations, Education Elements, EdSurge, Ellevation, Engrade, eSpark, Goalbook, Curriculet, GreatSchools, Learnist, Hapara, Junyo, Khan Academy, Kidaptive, Learning Games Network, LearnZillion, Locomotive Labs, MasteryConnect, Mytonomy, Nearpod, New Classrooms, Newsela, NoRedInk, PresenceLearning, Readworks, Schoolzilla, Securly, Socratic, TackTile, Tales2Go, Teaching Channel, Tynker
<a href="#">Rethink Education</a>	New York, NY	Early, Growth	BrightBytes, Education Elements, Ellevation, Engrade, Hapara, Pathbrite
<a href="#">Social + Capital</a>	Palo Alto, CA	All	Accredible, Brilliant, CodeNow, CreativeLive, InstaEDU, Lore, NoRedInk, Remind101
<a href="#">Ulu Ventures</a>	Palo Alto, CA	Early	Clever, LearnZillion, Motion Math, PresenceLearning, Remind101

- **Students spend one-fourth of day in computer lab with no licensed teacher.**
- **Young, cheap, inexperienced teachers.**
- **Curriculum reduced to near-exclusive focus on Reading and Math.**
- **Teach to the test, all year long.**



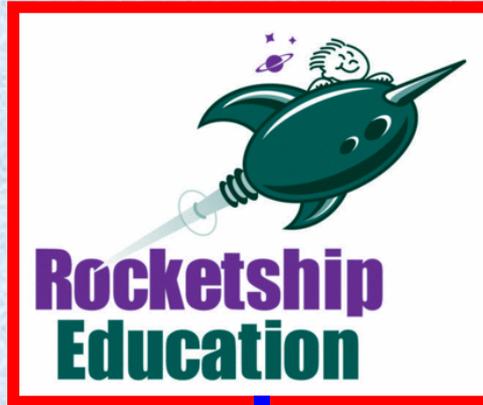
# Creating a Customer Base



New Schools Venture Fund, whose Board includes Venture Capital exec John Doerr, are major funders of the Rocketship chain. So is Netflix CEO Reed Hastings.



Non-profit Rocketship schools contract with for-profit DreamBox Learning to provide online math instruction for its kids. Doerr and Hastings are both investors in Dreambox.



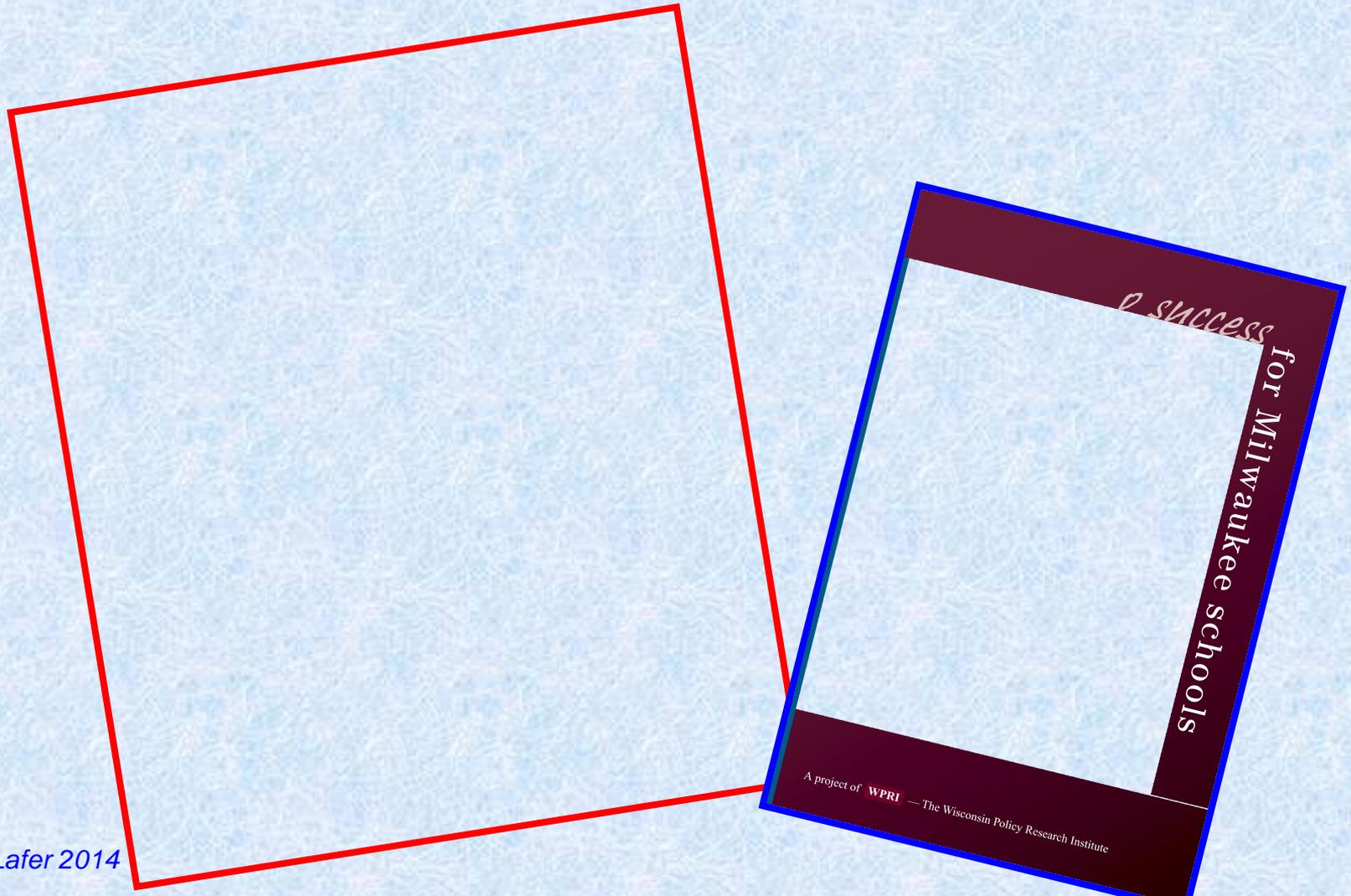
“About selling to school districts...  
obviously it's a very inefficient market ...  
School districts ... don't adopt technology very quickly...  
[because they] are really reacting to voter forces more than  
to market forces... The best friend of the technology  
movement ... are charter schools ... You'll get most of your  
money from the school district. But it's ... charter schools  
that  
will drive that adoption.”



**Netflix CEO  
Reed Hastings**

# *Accountability Districts:*

**Using Testing to Convert Hundreds of Public Schools  
into Privately-Run Charters**



*Success*  
for Milwaukee schools

A project of **WPRI** — The Wisconsin Policy Research Institute

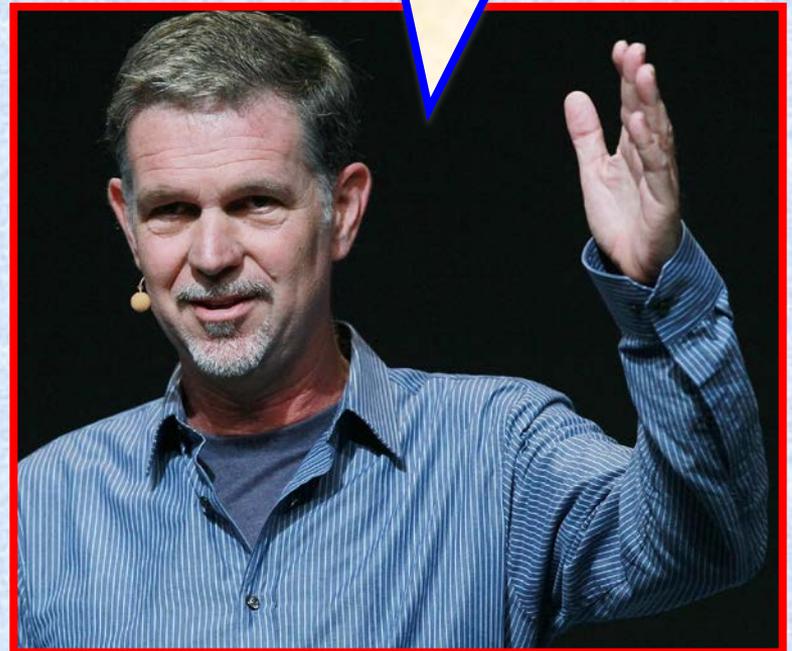
# Dismantling School Boards

A superintendent  
“must not succumb to the temptation  
to improve schools through better direct  
operation. Rather, the ... leader must humbly  
acknowledge that a marketplace of school  
operators will, over the long run,  
out-perform even the best  
direct-run system.”



Neerav Kingsland, New Schools New Orleans

School districts'  
role should be limited to  
“bringing to town more and more  
charter school networks, sort of like  
a Chamber of Commerce  
would to develop business.”



Netflix CEO & venture capitalist Reed Hastings

# Detroit's "Value Schools"

"The schools would seek to maximize the \$7,000 annual per-pupil funding regular schools get from taxpayers by applying 'concepts familiar in the private sector — getting higher value for less money'

Students could use leftover money on the "EduCard" for high school Advanced Placement courses, music lessons, sport team fees, remedial education or cyber courses, according to an outline of the advisory team's agenda."



# “Unbundling” Schools and paying full tuition for on-line testing

Students should be  
able to learn  
“any time, any place,  
any way, any pace.”



# Court rules Michigan has no responsibility to provide quality public education

Posted by: [The Michigan Citizen](#) Posted date: November 13, 2014 In: [Front Page](#), [Top Stories Of The Week](#) |

comment : 1

DETROIT — In a blow to schoolchildren statewide, the Michigan Court of Appeals ruled on Nov. 7 the State of Michigan has no legal obligation to provide a quality public education to students in the struggling Highland Park School District.

A 2-1 decision reversed an earlier circuit court ruling that there is a “broad compelling state interest in the provision of an education to all children.” The appellate court said the state has no constitutional requirement to ensure schoolchildren actually learn fundamental skills such as reading — but rather is obligated only to establish and finance a public education system, regardless of quality. Waving off decades of historic judicial impact on educational reform, the majority opinion also contends that “judges are not equipped to decide educational policy.”

“This ruling should outrage anyone who cares about our public education system,” said Kary L. Moss, executive director of the American Civil Liberties of Michigan. “The court washes its hands and absolves the state of any responsibility in a district that has failed and continues to fail its children.”

The decision dismisses an unprecedented “right-to-read” lawsuit filed by the ACLU of Michigan in July 2012 on behalf of eight students of nearly 1,000 children attending K-12 public schools in Highland Park, Mich. The suit, which named as defendants the State of Michigan, its agencies charged with overseeing public education and the Highland Park School District, maintained that the state failed to take effective steps to ensure that students are reading at grade level.

“Let’s remember it was the state that turned the entire district over to a for-profit charter management



Highland Park parent Michelle Johnson, a plaintiff in the ACLU lawsuit against the state of Michigan, says students deserve a fair education. ZENOBIA JEFFRIES PHOTO

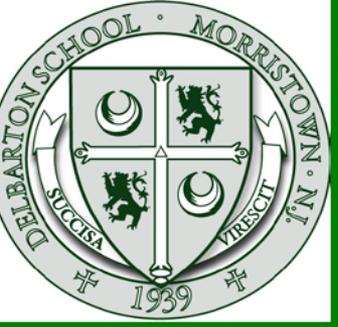
# Wisconsin's Best Elementary Schools, Compared with Rocketship Model

School	District	Students per Licensed Instructor	Average Teacher Experience	Art Classes	Music Classes	Foreign Languages	Library	Guidance Counselor	Online Classes
Odyssey	Appleton	14.2	10 Yrs	✓	✓	✓	✓	✗	✗
Wauwatosa STEM	Wauwatosa	13.3	N/A	✓	✓	✓	✓	✓	✗
Lincoln Elementary	Wauwatosa	13.3	15 Yrs	✓	✓	✓	✓	✓	✗
Lannon Elementary	Hamilton	12.1	10 Yrs	✓	✓	✗	✓	✓	✗
Magee elementary	Kettle Moraine	15.1	15-20 Yrs	✓	✓	✗	✓	✓	✗
Lake Country School	Lake Country	12.8	N/A	✓	✓	✓	✓	✓	✗
Shorewood Hills	Madison	14.1	10+ Yrs	✓	✓	✓	✓	✓	✗
Ace Charter School	Neenah Joint SD	15.2	10 Yrs	✓	✓	✗	✓	✓	✗
Marcy Elementary	Hamilton	14.5	N/A	✓	✓	✗	✓	✓	✗
Washington Elementary	Wauwatosa	13.3	N/A	✓	✓	✓	✓	✓	✗
<b>Rocketship Education</b>		<b>33.3</b>	<b>Less than 5 Yrs</b>	<b>✗</b>	<b>✗</b>	<b>✗</b>	<b>✗</b>	<b>✗</b>	<b>✓</b>

*Source: Wisconsin Department of Public Instruction 2013; Rocketship Education: Students per licensed instructor are 2010-11 district figures, with Rocketship serving as its own LEA.*



**“People ...  
who think  
class size  
is the only  
thing” are  
mistaken.**



# The Delbarton School: 7 students per teacher



None of  
your  
business!

**NJ Gov. Chris Christie**

**“Measuring  
outcomes  
through  
standardized  
testing...  
as the  
evidence of  
learning and  
the bottom  
line is...  
misguided.”**





"Tiny classes [and] individualized attention ... help students earn their way into the best colleges."



Forbes

# Hopeful Signs





2010:

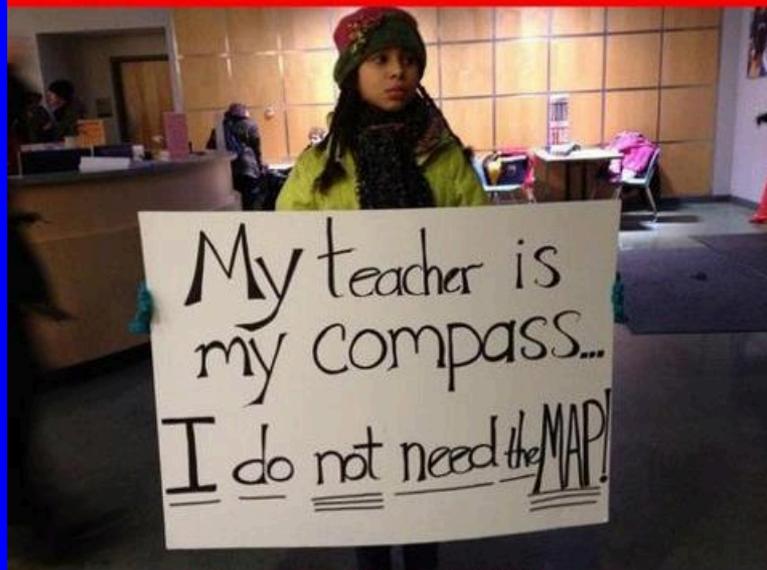
Voted 55-45 to reject Legislative proposal to loosen Constitutional caps on class size.

Legislature had voted 65% in favor of this proposal.

# Seattle High School Students & Parents: Boycott “High-Stakes” Tests



**Support Garfield Teachers as they**



**Scrap the MAP.**

**BOYCOTT**

# Chicago Teachers' Strike

- 600 more music, art & PE teachers
- Additional social workers & nurses
- Textbooks available on 1<sup>st</sup> day of school
- Maintain class size caps
- Tests count for 30% of teacher evaluation



# Quebec Students' Strike

- 200,000 students struck for 5 months
- 4,000 arrested
- Hundreds injured by police batons & rubber bullets
- 3-year tuition increase of 75% (\$1,625) revoked.
- Anti-protest laws cancelled

