



OC STEM
INITIATIVE



New California Standards

COMMUNICATIONS TOOLKIT

ON COMMON CORE LEARNING STANDARDS

For Teachers & Administrators

VISION

- All students possess the requisite STEM skills to be competitive for 21st century jobs in Orange County
- All educators and teachers are provided the tools and support to ensure their students are STEM competent and STEM literate
- Orange County is a leader in STEM workforce competitiveness in California and the United States

STRATEGY AREAS

1. Organizational Structure
2. Communication Strategy
3. STEM Learning
4. Professional Development
5. Workforce Development
6. Research and Evaluation

MEMBERS

The Allergan Foundation
The Boeing Company
Broadcom Foundation
Children and Families Commission of Orange County
Cotsen Foundation
Edwards Lifesciences
JP Morgan Chase Bank
Kaiser Permanente
Kay Family Foundation
OCTANe
Orange County Department of Education
Orange County United Way
Samueli Foundation
Tiger Woods Learning Foundation/Center
Time Warner Cable
The Henry Samueli School of Engineering
University of California, Irvine



OC STEM INITIATIVE

Dear Friends:

As teachers and administrators, you are at the heart of the important educational initiative – the new California Standards. Thank you for your support and involvement, which are critically important to the future of our children, community and workforce. This Toolkit is designed to help you more easily talk about the benefits of the new standards.

The word “change” often brings concern and even fear to many people. Even when the change is beneficial, like the Common Core Standards, people still find it easier to keep doing things the old way.

Unless your students’ parents understand the benefits that the new California Standards, also known as Common Core bring to their children, there may be misinformation and confusion. That’s why communicating the reality of Common Core is so important. With your help, families will better understand what Common Core means to their children – today and in the future.

The Common Core Standards simply make sense. College administrators and business leaders have been saying we need students and employees to be better problem solvers, communicate effectively and work in teams. Those are really the attributes of Common Core. As you know, when students focus on the skills needed to solve complex problems, they will be better prepared for college, as well as for today’s jobs and the jobs of tomorrow.

Among the information parents and community members need to hear is that teachers will have more control of their classrooms, not less. Common Core gives teachers the flexibility to do what they do best – be creative in choosing the teaching methods and selecting the curriculum that best fit their students’ needs.

Schools and businesses are recognizing they must be aligned to better serve our children. Many Orange County employers, both large and small, are enthusiastic supporters of Common Core.

The bottom line is that Common Core is a way for students to acquire the life skills they need. Common Core will help them stand on their own two feet to meet the challenges and take advantage of the opportunities that lie ahead.

We hope you find this Toolkit useful. Please download it, and find ways to use it to communicate the benefits of Common Core. Your involvement is invaluable. Thank you!

Sincerely,

Gerald Solomon

Gerald Solomon
Executive Director, Samueli Foundation
Chair, OC STEM

Linda Christopher

Linda Christopher
Executive Director
OC STEM

WELCOME

This Toolkit has been customized to help Orange County teachers and administrators easily and effectively communicate the benefits of the new California Standards, also referred to as the Common Core Standards.

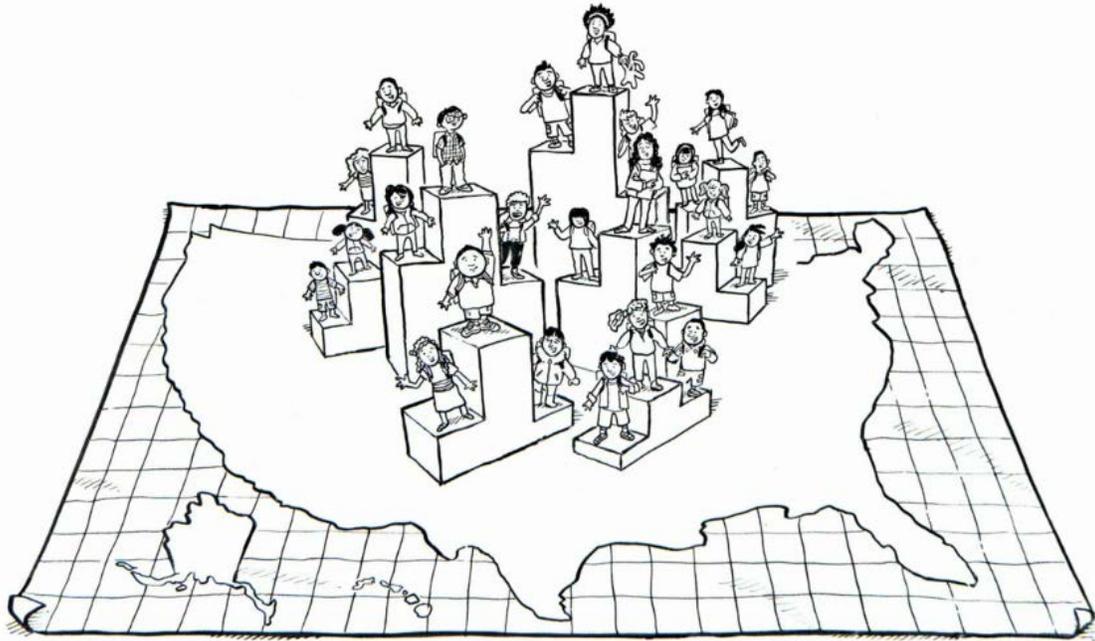
Look for videos, key messages, talking points, handouts, newsletter items and social media messages, along with other tools, to help you spread the word about the advantages of higher standards to our children, their futures and our communities.

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WHAT IS COMMON CORE?

The new California Standards, also known as Common Core represents higher standards that help students become critical thinkers ready for college and career, putting them on a path to prosperity in Orange County's bright economic future.



VIDEO

Please take a look at this 3-minute overview from the Council of the Great City Schools which explains the Common Core State Standards. Please share this link with parents and business and community leaders.

<http://vimeo.com/51933492>

WEBSITE

For more detail on the Common Core State Standards, go to the California Department of Education website:

<http://www.cde.ca.gov/re/cc/>

FACT SHEET

WHAT IS COMMON CORE?



Common Core provides clear standards for grade levels and across schools. Parents can be confident they understand what their children need to know for each grade level. Students continue to learn factual information, but will also receive

a deeper education that will focus on critical thinking and analysis. Students will benefit by being better prepared to succeed in college and careers as the 21st Century evolves.

WHAT COMMON CORE MEANS TO TEACHERS



Common Core learning standards give far more flexibility to teachers and districts than they have had before. These standards set out what each student is expected to know by the end of the school year. However, the standards do not tell the teacher how to teach. The curriculum, specific books, lesson plans and classroom

exercises are left up to each district to decide on its own. By doing this, the Common Core learning standards allow individual communities to tailor learning exercises and lessons to their own students and histories.

HOW PARENTS CAN HELP

Homework will be tougher, as students work to meet new, higher standards. Families are uniquely positioned to help children build a bridge between their schoolwork and the world. Including children in developing the family budget or mapping out a road trip can bring

classroom concepts into real life. Parents can also model skills like persistence, teamwork and patience. Students are more likely to succeed and have a positive attitude when family members encourage them to be persistent. Talk with your children's teachers for tips on how to help your child succeed.

HOW COMMON CORE BENEFITS STUDENTS



In addition to learning factual information, students will be developing the ability to solve problems as they arise. That's what we all need to do in real life and what businesses are looking for in the people they hire. In a world where we don't know what the jobs of tomorrow will look like,

being able to analyze the situation and solve problems will be key for a student's future success.

WHAT BUSINESS LEADERS SAY



Business leaders are looking for critical thinkers and problem solvers. These skills, which are at the center of Common Core, are currently needed in the workforce. As jobs in the 21st Century continue to change, business leaders need people who can analyze the changes and

determine how the business can evolve to meet them. Business leaders are looking to high schools, community colleges and universities to help their students develop these vital capabilities. Capable employees are not only critical to the health of their individual businesses, but to Orange County's economy as a whole.

KEY MESSAGES

These Key Messages are designed to clearly and consistently explain the benefits of the new California Standards, also known Common Core to other teachers and administrators, parents and and community members.

LIFE SKILLS



Common Core is a way for students to acquire the life skills they need, such as the ability to think critically, communicate and collaborate. Common Core will help them stand on their own two feet to meet the challenges and take advantage of the opportunities that lie ahead.

TIME IS NOW



Businesses need skilled workers – now. By ramping up Common Core, students have a much better chance of acquiring the skills necessary to succeed in today's economy and emerging opportunities as the 21st Century workplace evolves.

CHANGE IS GOOD

It's true, Common Core represents a change. Because of its focus on solving complex problems students will learn the skills they need for today's jobs and the jobs of tomorrow.

WORKPLACE SKILLS

Some of the most important attributes of Common Core, such as the ability to solve problems creatively, communicate effectively and work in teams, are needed every day by Orange County companies and entrepreneurs.

GETTING THERE



Common Core's assessments, like the dashboard in a car, will help parents, students and teachers navigate the learning process. Everyone can see if students are getting to their destinations, or if course corrections are needed.

SUPPORTED BY JOB CREATORS

Employers* across the region are enthusiastic supporters of Common Core. Tomorrow's employees need to be creative and innovative critical thinkers.

**Companies supporting Common Core include: Aetna, AT&T, Bayer, Boeing, Broadcom, Chevron, Dell, Dow Chemical, DuPont, Exxon Mobil, Ford, GE, Harley Davidson, Hitachi, IBM, Intel, Lockheed Martin, Microsoft, Motorola, Northrop Grumman, Raytheon, Rockwell, State Farm, Symantec, Taco Bell, Texas Instruments, Time Warner Cable, Verizon, Walmart, Xerox*



WHAT TEACHERS DO BEST

Common Core gives teachers the flexibility to do what they do best – be creative in choosing the teaching methods and selecting the curriculum that best fits their students' needs.

TAKING ACTION: FACE-TO-FACE

Clarify Common Core benefits. Make clear, powerful points.

9 TIPS FOR TEACHERS

Whether you like to talk, write or go digital, these steps will help you communicate the benefits of Common Core standards.

#1: Start a Conversation.

Ask every teacher to solicit and answer questions about California's Common Core learning standards during in-person meetings with parents this year.

#2: Write About It.

Dedicate a recurring column in your school newsletter to explain and illustrate what California's Common Core learning standards look like in practice.

Bonus Tip: Use photos of students working on a project, videos of teacher trainings or other visual elements to showcase what Common Core looks like in the classroom.

#3: Make it Real.

Distribute a 1-page information sheet to parents that spells out what students in your class will be expected to know by the end of this academic year.

Bonus Tip: Use/Build on the Fact Sheet in this Toolkit to show more details of what Common Core looks like in your classroom.

#4: Get Social.

Share videos and photos of Common Core at work in the classroom through your school's social media channels. (Check that your school has obtained parent approvals for photographing their children.)

Bonus Tip: Refer to the Facebook Postings and Tweet Sheet in this Toolkit to get started.

#5: Find Experts/Champions.

Appoint an in-house Common Core expert — a teacher or administrator — to address questions on the Common Core learning standards. Arrange a 15-minute weekly Common Core staff meeting with the Experts/Champions, either in person or conference call, to discuss a Common Core topic and help teachers learn to more expertly handle questions.

#6: Go Digital.

Create a "Common Core" section on your website. If you don't have the resources to maintain a new page, link to a trusted source from the front page of your site.



Bonus Tip: Refer to the Resources section on the last page of this Toolkit.

#7: Show, Don't Just Tell.

Host Family Math nights to model Common Core learning methods for parents and bring them up to speed on the new math vocabulary.

Bonus Tip: Throw in pizza and childcare to boost attendance.

#8: Engage.

Set up a Common Core-centered meeting with your school's PTA or Parent Committee.

Bonus Tip: Prepare for the meeting by reviewing the Key Messages and Talking Points in this Toolkit and designating one or two spokespersons (i.e. Experts/Champions).

#9: Teach & Learn.

Create an internal communication method for staff — listserv, department meetings, intranet page, etc. — that highlights best practices for Common Core.



PowerPoint Presentation

Click [here](#) to download a brief PowerPoint presentation. Refer to the Notes pages for help in delivering a presentation to other teachers and administrators, parents or community members on the benefits of California's Common Core standards.

With one of these brief statements, you can quickly tell other teachers and administrators, parents, students, school board members and community groups why Common Core matters.

COMMON CORE MINUTE #1

- I'm impressed that the skills my students will need to compete in the 21st Century workforce are strongly supported by Common Core.
- Common Core challenges students to be more analytical, which will help them to be more thoughtful students and, eventually, more useful employees.
- Most importantly, it will help support them when they make decisions and solve difficult problems throughout their lives.
- What's more, Common Core's assessments are much like the dashboard in a car. We'll get timely information so we can better navigate the learning process and see if students are getting to their destinations, or if changes need to be made along the way.
- Common Core gives us, as teachers, the flexibility to do what we do best – select the curriculum that best fits our students' needs and determine how best to present it.

COMMON CORE MINUTE #2

- Here are some concrete ways high school students' learning will change with the new Common Core standards.
- Common Core standards call for more nonfiction reading and real-world writing.
- For example, students might be challenged to create two characters for a new video game and write their dialogue.
- Other students will have some fun with professional writing, such as writing a press release for a terrible-smelling perfume/cologne.
- We will also bring math to the real world.
- An example of this is to have students create a family budget. Based on an annual salary, kids will figure out what's left after taxes and how much to spend each month on necessities such as shelter, food, transportation and savings – as well as luxuries which include entertainment, gifts and investments.
- All of these skills require judgment and complex thinking that will prepare students to be more successful in the real world.



TAKING ACTION: REACHING OUT

Emphasize the benefits of Common Core. Connect with your community.

LETTER TO FAMILIES

*Send a letter home to parents to help them better understand what their children's classroom will be like with Common Core. Ask for parental involvement. Include a copy of the **Common Core Fact Sheet** located in this Toolkit. This letter is an example to get you started.*

Dear *[Name of School]* Community,

Our teachers continue to work hard to help your children reach their full potential.

Our staff has been working together to prepare the knowledge and skills our graduates need to be ready for the next step in their lives. California has updated its academic standards to focus on 21st Century learning, and we plan to meet those goals with each of our students, so that they are ready for careers or college by the time they leave our classrooms.

Meeting these new standards means rethinking the way we teach, and you'll notice some exciting changes in our classrooms. Our students will be working with ideas in more involved ways. They'll be finding, accessing, evaluating and creating knowledge.

As you know, when young people learn to drive, they can only learn so much from the passenger seat. Similarly, students grappling with ideas in literature, math, science, history and other subjects need direct experience and plenty of time to practice making use of concepts. That kind of learning, like learning to drive in a parking lot, involves opportunities to experiment and make mistakes in the safety of the classroom with experienced teachers by their side, setting new challenges as students are ready for them.

Our teachers are excited to do this kind of work with students, especially in English language arts and math courses. Students might get math problems that involve more than one way to arrive at the correct answer. Or, you might notice that when students are reading a novel, they will also read non-fiction texts that explain the historical period of the setting. These are just two examples of how students will be asked to think more deeply and make connections between academic content and the world beyond the school walls.

You are also your child's "driving instructor." You have a critical role to play in providing them with opportunities to learn and explore, giving them feedback on what's working and what's not, and encouraging their persistence, both when they succeed and when they make mistakes. Making sure that our young people can handle their role in the driver's seat of learning is a team effort, and we need you to be part of the team. We look forward to continuing to work together to build a bright future for our students and our community.

[Principal]

[Teacher Leader]

[PTA Leader]



NEWSLETTER / WEBSITE ITEMS

VALUE

More than half of California's parents get their information about their children's education from the school or district newsletter. This is an excellent opportunity to engage parents in their child's schooling.

Parent engagement is especially critical in explaining how your school is implementing California's Common Core learning standards.

You can simply drop these messages into your newsletter, or personalize them with examples from your own classrooms.



METHOD

Timing is key. It is most effective to publish these snippets at regular intervals throughout the year. Publishing them all at once will overwhelm parents.

#1 New California Standards

Our teachers have been working hard to help students reach the new, more rigorous academic standards called California's Common Core. These new Common Core learning standards tell us what students should know at the end of each grade level and leave it up to our teachers to decide how to get each student there.

As educators and administrators, we are excited by these goals because they ensure that our graduates are ready for college and jobs in the 21st Century. Common Core emphasizes real-world skills like working with a group, applying concepts to new situations and analyzing the quality of information.

California's Common Core learning standards are giving rise to a new way of teaching and learning in the classroom. In our school's classrooms, you'll see teachers focusing on conceptual understanding,



digging deeper into subject matter and building on what students already know to help them discover the next level. Students will work to understand each other's thought process while they focus on the right answer.

When we do this right, our students will be like chefs who've learned to cook with the designated ingredients (information). A skilled cook knows how to follow recipes, but also how to work with the ingredients on hand. And in a world where we don't know what the jobs of tomorrow will be, learning to make the most from the current situation will be key for success.

How Parents Can Help: *Cook with your child. Measuring ingredients and learning to improvise in putting together a recipe will both help students understand math concepts and encourage innovative thinking.*



#2 Teachers Implement Common Core

Under California's Common Core learning standards, individual teachers will decide how to teach in their classrooms. Instead of delivering scripted lesson plans and worksheets, teachers are expected to engage their students in discussion and learn how a student is thinking about the problems that are being presented. This means teachers and students spend a lot of time listening, quoting back to each other and asking, "Why?"

Our school's teachers have spent a good deal of time going through professional development courses that will help them create innovative new programs for their students. Teachers are also working together on lesson plans that can be used across departments and classes.

The key to our students' success lies with the implementation of California's Common Core standards. If we think about these standards as blueprints for a school remodeling project, each one of our educators has committed to rolling up his or her sleeves and getting to work on the renovation. We're constantly trying to identify what works and should be kept and which teaching techniques need to be added to build a stronger, more valuable education for our students.

How Parents Can Help: *Encourage your child to keep a journal. Whether it's full of drawings, collages or words, the journal will teach students how to write and tell stories that go beyond just recounting the events.*



#3 Parents' Role

Common Core learning standards aim to prepare students for life outside of the classroom. When you walk into work each morning, nobody warns you, "Today will be a multiplying fractions day." Instead, today's employees are expected to handle real-life situations and solve problems as they come up. There are no notes to consult as we analyze the situation and make decisions. To prepare our students for this reality, teachers are focusing more than ever on real-world skills.

Because of that focus, parents are a key part of a student's learning process. Our families are uniquely positioned to help children build a bridge between the outside world and the content they learn inside the classroom. For example, cooking with children can reinforce concepts of measurement or fractions. Mapping out a road trip or participating in the family's monthly budget can also help students understand how classroom skills translate to real life.

Parents can model skills like persistence, teamwork and patience through their own behavior. Though homework can sometimes be frustrating, students are more likely to succeed and have a positive attitude if family members are encouraging them to persist. Parents can assist with research ideas, show an interest in what they're children are reading and encourage kids to keep an open mind about how they learn. The key is for parents and teachers to form a strong partnership in supporting each student.



Encourage parents to discuss with you how to support their child's learning.

How Parents Can Help: *Ask your child to help you plan and budget for an event. Whether it's a lemonade stand or a birthday party, the activity will make connections between real-life and classroom concepts.*

#4 How Group Learning Spurs Personalized Learning in the Classroom

Common Core learning standards are designed to ensure that each student is able to gain a set of skills before moving on to the next one. The only way our teachers can do this is by understanding each student's comprehension level and focusing on how they learn. That's



why the standards place such high priority on understanding a learner's thought process – whether that is for a math problem or a classic novel.

Because of this focus on individual student skills, students are working on more group projects. Teachers use group

activities to better understand what students are saying and how they explain their reasoning to their peers. This, in turn, helps the teacher teach each student at his or her own level.

FOR EXAMPLE:

1. The student explores a problem and comes to conclusions on their own.
2. The teacher leads a discussion about the conclusions students make. Students are encouraged to share their ideas, and the teacher guides them toward the concept being taught.
3. The teacher then steps in and teaches the mathematical concept and provides exercises for students to practice.

That means that instead of a sheet of multiplication tables, teachers are helping students understand why multiplication works the way it does. Once the student has learned that, he or she will be able to apply the concepts of multiples in any situation, not just on a test.

How Parents Can Help: *Help your child plan a sightseeing trip or research your family's history. The act of doing this will reinforce critical thinking and research skills, while encouraging them to pursue an interest.*

#5 Local Control of the Classroom

Common Core learning standards give far more flexibility to teachers and districts than in the past.

These standards set out what each student is expected to know by the end of the school year. However, the standards do not tell the teacher how to teach. The curriculum, specific books, lesson plans and classroom exercises are left up to each district to decide on its own. By doing this, California's Common Core learning standards are allowing individual communities to tailor learning exercises and lessons to their own students.

Previous standards had sometimes provided teachers with scripts to read and encouraged them to stick to the textbooks. The new standards allow those decisions to be made at the district level, much closer to the front lines of teaching.

How Parents Can Help: *Ask your child to help you comparison shop. You can compare the prices of phone plans, groceries or sports tickets. Doing this will reinforce concepts of measurement, budgeting and evidence-based thinking for your child.*



#6 Literature in California's Common Core Learning Standards

The goal behind Common Core learning standards is for students to be ready for careers and life in the 21st Century. Common Core sets students up to truly understand what they read, so they enter college and the workforce with strong critical thinking and problem-solving skills. That's why the standards emphasize depth over breadth in reading.

At a practical level, that means students in English classes will still be reading literary classics and engaging with them more deeply, taking the time to do more than just follow the storyline. The questions will explore why things happened, not just what happened. They will also read paired nonfiction books that help them to understand a novel's historical setting. If we can teach our students to do that with one book, they will have a skill they can apply to any text.

Students will be asked to read more in most classes, including interesting and challenging informational articles that have rich vocabulary and can deepen students' content knowledge. In the end, these skills will better equip students to take on the challenges of tomorrow's workforce.

How Parents Can Help: *Explore slogans you see on television or in stores with your child. Looking more deeply into marketing that children encounter every day can encourage them to focus on the implications of language, why certain messages resonate (and with whom), and refine their critical thinking skills.*



#7 "Take a Quick Look"

When you write a report or email, have you ever asked your spouse or colleague to, "Take a quick look," at it? When you do, you're asking for a "formative assessment."

Formative assessment is the ongoing process of collecting data on what people know or don't know, and changing track accordingly. At school, the idea is that with a clear vision of the progress each student is making, teachers can adjust their lesson plans and provide necessary interventions to improve individual achievement.

Common Core learning standards urge teachers to engage in formative assessment instead of waiting until the end-of-semester final to gauge a student's progress. The standards are aimed at "building children's capacity to think, analyze, communicate and reason." To test that, teachers need to find out where the students are when grappling with complex ideas. Is the idea beginning to consolidate? What does the teacher need to do to go deeper and really help them get it?

To get a full picture of student understanding, teachers ask open-ended questions and push students to explore ideas aloud. They listen in when kids are working together. They even encourage students to assess each other and themselves.

Checking in with students to figure out whether they've understood a concept or lesson is more important than ever.

How Parents Can Help: *Be your child's book club. Ask your child what he or she is reading and why certain characters are behaving the way they are. Help them understand the historical or real-world context behind the story and where it fits.*

#8 Smarter Balanced Assessments

People across the country have asked about whether the new learning standards set out by the Common Core framework will be effective. The only way to answer that question is to measure students' progress under the new teaching methods. That's why, at the end of the year, all 3rd through 8th graders and 11th graders will be tested under the new Smarter Balanced assessments. The old STAR system has been retired in California. The new system is called the California Assessment of Student Performance and Progress (CAASPP).

The new tests will indicate the level of preparation for careers or college courses. Students will see fewer multiple-choice questions and will need to provide more short answers and extended responses that focus on their thought process. Like the Common Core learning standards, the tests are designed to push students' critical-thinking and real-world problem solving skills.



The tests are designed to provide flexibility for individual student needs. They're conducted on computers, which give students access to things like scratch pads and calculators. By putting the assessments online, we will get results back

quickly and schools can use them to plan for teacher professional development and to improve the curriculum and instruction.

A student's score on the new tests will NOT determine whether he/she goes on to the next grade. However, the results will be compared over time to measure progress.

This year's test results may initially be lower than STAR results in previous years. This doesn't mean that students have learned less or fallen behind. Instead, it reflects the higher expectations under the Common Core learning standards. The assessments are new, as are the lesson plans. It will take a bit of time to put the whole process in place.

We are confident that, over time, the new teaching and testing



methods will help us learn a lot more about how students learn and how schools can better prepare them to be more successful in higher education and on the job.

How Parents Can Help: *Have your child plan a summer road trip or determine what it costs the family to travel to work, school and shopping each week. Researching destinations and calculating distances and costs will get them excited and show your child how to use classroom skills in real life.*



POSTER



[Click here](#) to download a Common Core poster. Post in your classroom or use as a handout at meetings with parents or community members. You can also have a professional printer enlarge it for posting at a meeting.

LETTER TO THE EDITOR

The new California Standards gets support from educators.

SUBMITTING LETTERS

(These sample letters will get you started. Either fill in the blanks and email it to your local newspaper or create your own. When submitting a Letter to the Editor, include your phone number or email address. The editors will want to contact you to confirm that you are the writer.)

WHERE TO SUBMIT

There are many other newspapers in Orange County. Most of them are weekly publications and are devoted to news in a single city. Many of these papers are owned by either the Times or the Register.

When talking to an editor, ask what other local publications would consider publishing your letter.

NEWSPAPERS IN ORANGE COUNTY

The Los Angeles Times

letters@latimes.com, 1.800.LATIMES, ext. 74511

The Orange County Register

letters@ocregister.com

Avery Bissett, editor for letters

abissett@ocregister.com, 714.796.3644

Letter #1

I have been an educator for the past [xxx] years. I can tell parents and community members that California's Common Core standards will benefit students and our community. That's because I believe Common Core will help students develop important life skills, such as critical thinking. Going forward, they can use these skills to make informed choices, get a job and stand on their own two feet.

Technology is changing rapidly and touching nearly every aspect of our personal and business lives. It's staggering to think of the skills students will need to be successful throughout their careers. In fact, we are hearing from college administrators and business leaders that students need to be better prepared in order to be successful. This doesn't mean they need to memorize more information. It means they need to learn to analyze information, think things through and solve problems.

California's Common Core standards will help students achieve these goals.

Letter #2

With California's Common Core standards, teachers will teach to the higher standards while maintaining control of our classrooms. Common Core sets out what each student is expected to know by the end of the school year. However, the standards do not tell the teacher how to teach. The curriculum, specific books, lesson plans and classroom exercises are left up to each district to decide on its own. By doing this, we are tailoring learning exercises and lessons to our own students.

California's Common Core standards are important, because they are helping to prepare students to keep up and be competitive in today's workforce and that of the future. Common Core focuses on critical thinking, collaboration, creativity and communication.

With Common Core, I believe students will be more successful in higher education and as working members of our community.

VIDEO TESTIMONIALS

Listen to Orange County teachers & administrators. Share the videos.



JIM DOTI

President, Chapman University

<http://youtu.be/Xu4XhbUPYWk>



HOWARD GILLMAN

Chancellor, University of California, Irvine

<http://youtu.be/o-JAdxRd0AA>



MIKE MATSUDA

Superintendent, Anaheim Union High School District

<http://youtu.be/tKC-9acB7nU>



AL MIJARES

Superintendent, Orange County Department of Education

<http://youtu.be/SIPWt7omrBU> (1 of 3)

<http://youtu.be/gLH2QeH3EoE> (2 of 3)

<http://youtu.be/9NxLm3RbvAc> (3 of 3)



JEANNE JELNICK, Orange County Teacher

<http://youtu.be/bFv8XX562IE>



TERI ROCCO, Orange County Teacher (retired)

<http://youtu.be/BXia28uKwnM> (English)

<http://youtu.be/1lc-DG7fKPI> (Spanish)

Be inspired by Orange County parents & students. Share the videos.



CELIA JAFFE, Orange County Parent

<http://youtu.be/RUsGRK6eTT8>



HELEN KIM, Orange County Student

<http://youtu.be/MFJT1X-Nkd0>



TAN LUONG, Orange County Parent

<http://youtu.be/xYMytTmDQtE> (English)

<http://youtu.be/yOmZc1u1GmY> (Vietnamese)



AMELIA RAMOS, Orange County Parent

<http://youtu.be/jLMojFyZ4XY> (English)

<http://youtu.be/suTh4m-5F-Q> (Spanish)



ANA ROBLES, CSUF Student

<http://youtu.be/wBq-ythoGec> (English)

<http://youtu.be/mjrSFS9lnHQ> (Spanish)



JULIAN RODRIGUEZ, Orange County Student

<http://youtu.be/SjMCQxreJyl>



RAISSA URRELO, CSUF Student

<http://youtu.be/wkLlicgjxig> (English)

<http://youtu.be/BQpgMVEd9x8> (Spanish)



KEVIN YOON, Orange County Student

<http://youtu.be/YdstlGOj9f4> (English)

<http://youtu.be/8jC7q8utQZo> (Korean)



SHANIN ZIEMER, Orange County Parent

<http://youtu.be/EosPL8gElsQ>

Hear from Orange County business & community leaders. Share the videos.



JIM EVERETT

Former NFL Quarterback & School Board Member

<http://youtu.be/i6MlleefixY>



MARY ANNE FOO, Executive Director, Orange

County Asian and Pacific Islander Community Alliance

<http://youtu.be/ZMsCHnK4H10>



MAX GARDNER

President & CEO, Orange County United Way

<http://youtu.be/E5mibjAPygl>



JIM MAZZO

Chairman & CEO, AcuFocus

<http://youtu.be/la48FZVsGKA>



TRICIA NGUYEN

CEO, Vietnamese Community of Orange County

http://youtu.be/x8SQa1LA_I0



HENRY SAMUELI, Co-founder, Chairman of the Board & Chief Technical Officer, Broadcom Corp.

<http://youtu.be/XHmA402HU0c>



LUCY SANTANA

CEO, Girls Inc. of Orange County

<http://youtu.be/zn75v1wmsMU>



ROBERT SANTANA

CEO, Boys & Girls Club of Santa Ana

<http://youtu.be/nnzNhGrhhOQ>

FACEBOOK POSTS



Drive the conversation. Share the benefits of higher standards.

(These posts will get you started. Insert them into personal or school-sponsored Facebook pages. Try adding a link to one of the videos in this Toolkit. Post at least once a week.)

- California's Common Core standards help students become critical thinkers ready for college and career, putting them on a path to prosperity in Orange County's bright economic future.
- Common Core provides clear standards for grade levels and across schools. Parents can be confident they understand what their children need to know for each grade level.
- With California's Common Core standards, students continue to learn factual information, but will also receive a deeper education that will focus on critical thinking and analysis. Students will benefit

by being better prepared to succeed in college and careers in the 21st Century.

- Common Core learning standards give far more flexibility to teachers and districts. These standards set out what each student is expected to know by the end of the school year. However, the standards do not tell the teacher how to teach.
- Common Core standards allow the curriculum, specific books, lesson plans and classroom exercises to be left up to each district to decide on its own. By doing this, the Common Core standards allow individual communities to tailor learning exercises and lessons to their own students.
- With Common Core standards, students will learn factual information, but they will also develop the ability to solve problems as they arise. That's what we all need to do in real life and what businesses are looking for in the people they hire.
- In a world where we don't know what the jobs of tomorrow will look like, being able to analyze the situation and solve problems will be key for a student's future success. That's why Common Core learning standards are valuable.
- Business leaders are looking for critical thinkers and problem solvers. These skills are at the center of Common Core standards and are needed in today's workforce.





- As jobs in the 21st Century continue to change, business leaders need people who can analyze the changes and determine how the business can evolve to meet them. Common Core standards will help students – as future employees – be more successful.
 - Business leaders are looking to high schools, community colleges and universities to help students develop critical thinking and problem-solving skills. Common Core standards focus on these capabilities.
 - Capable employees are not only critical to the health of their individual businesses, but to Orange County's economy as a whole. Common Core standards help students become critical thinkers ready for college and career.
 - Homework will be tougher, as students work to meet new, higher standards. Families are uniquely positioned to help their children to build a bridge between their schoolwork and the world. Students are more likely to succeed and have a positive attitude when family members encourage them to persist.
 - Encourage parents to form a team with their student's teachers.
- Make it clear that teachers want parents to be involved with their child's education.
 - Teachers will be focused on providing deeper learning opportunities to each student, encouraging them to become problem solvers. This means:
 - » More peer-to-peer interaction in group projects
 - » Less lecturing; More discussion
 - » More technology that allows each student to dig deeper at his/her own pace
 - Parents are an essential part of the learning process and have an important role under the Common Core learning standards. Teachers and parents can work together to help students make the connections between what they learn in the classroom and how that learning can be applied to everyday situations.
 - We test our students periodically to ensure that they are learning.
 - The new tests will NOT determine whether a student moves to the next grade or graduates. Tests are solely meant to establish an objective benchmark.

TWEET SHEET



Put your 140 characters to work. Tweet the value of Common Core.

(These tweets will get you started. Open a personal or school-sponsored Twitter account. Try adding a link to one of the videos in this Toolkit. To be effective, tweet at least once a day.)

- California's Common Core standards help students become critical thinkers ready for college and career.
- Common Core provides clear standards, so parents understand what their children need to know for each grade level.
- With Common Core standards, students continue to learn factual information, but will also focus on critical thinking and analysis.
- With Common Core standards, students will benefit by being better prepared to succeed in college and careers in the 21st Century.
- Common Core learning standards do not tell the teacher how to teach.
- Common Core standards allow the curriculum, specific books, lesson plans and classroom exercises to be left up to each district.
- With Common Core standards, students will develop the ability to solve problems as they arise. That's a real-life skill.
- We don't know what the jobs of tomorrow will look like. Common Core teaches students to analyze a situation and solve problems.
- Business leaders need critical thinkers who solve problems. These skills are at the center of Common Core standards.
- As jobs in the 21st Century continue to change, business leaders need people who can help the business evolve to meet them.
- Common Core standards will help students – as future college students and employees – be more successful.
- Businesses need employees who have critical thinking and problem-solving skills. Common Core standards focus on these capabilities.
- Capable employees are critical to the health of individual businesses and to Orange County's economy. Common Core supports this.
- Common Core raises learning standards. Students are more likely to succeed when family members encourage them to persist.
- Parents are encouraged to form a team with your child's teachers to support your child. Teachers want you to be involved with your child's education.



KEY TERMS & CONCEPTS

Take a deeper dive into Common Core. Here's what the experts say.

CRITICAL THINKING

Critical thinking is highlighted in almost every discussion of key competencies for the 21st Century. Critical thinking includes inductive and deductive reasoning, as well as making correct analyses, inferences and evaluations. These competencies are important for deeply understanding academic content, and they also relate to later career performance. Research suggests that for a company to compete in the global economy, it needs workers who will think about how to continuously improve its products, processes or services. In another study, executives say the heart of this continuous improvement process, knowing the right questions to ask, is a function of critical thinking.

Studies also tie critical thinking to other important societal outcomes. For example, one study says that citizens who think critically are more likely to be self-sufficient and therefore less of a drain on state resources. Meanwhile, others suggest that such citizens are better equipped to give back to society, including through social entrepreneurship aimed at benefiting others.

Reason Effectively

- Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation

Use Systems Thinking

- Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems

Make Judgments and Decisions

- Effectively analyze and evaluate evidence, arguments, claims and beliefs
- Analyze and evaluate major alternative points of view
- Synthesize and make connections between information and arguments
- Interpret information and draw conclusions based on the best analysis
- Reflect critically on learning experiences and processes

Solve Problems

- Solve different kinds of non-familiar problems in both conventional and innovative ways
- Identify and ask significant questions that clarify various points of view and lead to better solutions

21ST CENTURY SKILLS

A term intended to encompass the broad move toward deeper and more relevant learning, used by a variety of organizations. The "Partnership for 21st Century Skills" is a national organization that advocates for the integration of skills such as critical thinking, problem solving, and communication into the core academic subjects, using the "four Cs" as guidance: critical thinking, communication, collaboration, and creativity. About 20 states have adopted its goals and principles. For more information, go to: www.p21.org

COMMON CORE STATE STANDARDS

The Common Core State Standards is an initiative that seeks to bring diverse state curricula and standards into alignment with each other by following the principles of standards-based education reform. It is sponsored by the National Governors Association (NGA) and the Council of Chief State School Officers (CCSSO). Developed by education experts from 45 states, these K-12 learning standards go into key concepts in math and English/language arts. They require a practical, real-life application of knowledge that prepares students for success in college, work and life. They were developed around the principle that understanding is more important than memorization, and provide the national education community with consistent learning expectations for all students. Find additional information at:

www.corestandards.org/

RESOURCES/ACKNOWLEDGEMENTS

Learn as much as you can about new California Standards from these trusted sources. Then pass it on. Accurate information deserves to be shared.

OC STEM: Find this Teachers & Administrators Communications Toolkit on the OC STEM website, along with customized toolkits for Parents & Students and Business & Community Leaders: <http://ocstem.org/>



ADDITIONAL ONLINE RESOURCES

OC STEM thanks these organizations for their support:

California Department of Education

Common Core State Standards:

<http://www.cde.ca.gov/re/cc/>

Smarter Balance Assessment System:

<http://www.cde.ca.gov/ta/tg/sa/>

Council of the Great City Schools

<http://www.cgcs.org/domain/72>

Critical Thinking and Problem Solving

<http://www.p21.org/about-us/p21-framework/260>

Framework for 21st Century Learning

<http://www.p21.org/about-us/p21-framework>

Intel: Common Core State Standards

<http://www.businessandeducation.org/sites/default/files/resources/Intel%20-%20What%20Parents%20Should%20Know%20about%20Common%20Core.pdf>

Measuring 21st Century Competencies: *Guidance for Educators*

<http://asiasociety.org/files/gcen-measuring21cskills.pdf>

Silicon Valley Community Foundation

http://embracecore.curatasite.com/pages/communications_toolkit

