Three-Minute Video Explaining the Common Core State Standards
The Council of the Great City Schools prepared a brief three-minute video explaining the need for and purpose of the Common Core State Standards.
http://vimeo.com/51933492 (English version)
http://vimeo.com/51947947 (Spanish version)

Common Core Standards Principles of Development
The Hunt Institute and David Coleman, an author of the Common Core State Standards, delve into the five guiding principles behind the standards as well as their development process.


Mathematics Standards:  http://www.hunt-institute.org/knowledge-library/articles/2011-9-1/the-mathematics-standards-how-they-were-developed-and-who-was-involved/