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Historically Black Colleges Executive Order 4/28/89 [OA 6263] [1]

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SUMMARY OF MEETING
January 11, 1989

*Agreed 8/11
to follow up on
HBC request
Time for Results*

Meeting of Presidents of the
Historically Black Colleges and Universities
January 11, 1989 at 2:30pm
Room 274, Old Executive Office Building

I. PURPOSE/BACKGROUND

The purpose of this meeting with key black college and university presidents was to reinforce the President-Elect's campaign commitment to make education a high priority in the Bush Administration as well as to demonstrate his interest in the viability of these institutions.

The meeting was recommended by Bobbie Kilberg and Dave Demarest.

II. SPEAKERS

(In order of appearance):

Bobbie Kilberg, Public Liaison Officer
David Demarest, Director of Public Affairs
Lauro Cavazos, Secretary of Education
Vice President-Elect Dan Quayle
President-Elect George Bush
William Harvey, President of Hampton University
Benjamin F. Payton, President of Tuskegee University
Niara Sudarkasa, President of Lincoln University
Dallas Simmons, President of Virginia Union University
Walter Washington, President of Alcorn State University

III. EVENTS OF MEETING

Bobbie Kilberg opened the meeting by welcoming the group. After going over the agenda with them, she introduced David Demarest, who presented the group with an overview of the transition and introduced Secretary of Education Cavazos.

Secretary Cavazos asserted his interest in being supportive of black colleges and universities and asked the group to assist him in combatting the problems of high drop-out rates for black college students, illiteracy and attracting blacks to become teachers (given the disparity in the ratio of black students to black teachers). He pledged his continued support for Title III (part B) and asked the group to work with him on the loan default issue. Here are some of the questions and statements addressed to the Secretary: (Fort) Do you plan to make any recommendations to the President-Elect on the need for more blacks to enter the field of science and technology? (Response: Yes). (Robinson) Do you plan to formalize the mechanism by which you can get input from this group? (Response: Let me have some ideas from this group). (Scott) Will you have the chance to investigate the \$4 million loss suffered by 11 black colleges in making the transition from part A to part B of Title III? Bennett College lost \$171,000 in the process. (Francis) While some of the colleges have experienced some enrollment growth over the last few years, there doesn't seem to be much money in the budget for

OFFICE OF THE PRESIDENT-ELECT
WASHINGTON, D.C. 20270

college housing programs. We hope the Secretary will support increases in education on the housing side. (Stewart) The problem of loan defaults is directly attributable to the change in the ratio of (Pell) grants to loans. (Responses of Quayle, Cavazos: There will be a sense of fairness and equity in handling these issues. We have some tough decisions to make). (Ponder and Fort) Why do our colleges have to be penalized if their students default on college loans?

The President-Elect greeted the group individually upon his arrival and opened his remarks by recalling his participation as a student at Yale forty years ago in raising money for the United Negro College Fund. As meeting moderator William Harvey took the floor, he thanked the President-Elect for his strong record of support and asked him to consider either reinforcing, reinstating or reissuing Executive Order 12320. [The President-Elect asked if, legally speaking, the order is automatically negated or if it automatically expires at the end of a President's term. We need to follow up with the Office of Legal Counsel on this so that we can give the President-Elect (as well as the group) an answer.] He further asked for the President-Elect's help in getting the agencies to support the Executive Order by working with the colleges and for consideration in placing the White House Initiative on Historically Black Colleges and Universities Office in the White House. (It is currently in the Department of Education). We need to provide Gov. Sununu with some background on this since the President-Elect asked him to look into this matter.

At the earlier request of Bill Harvey, Benjamin F. Payton presented the first few issues to the President-Elect, which were: 1) the need to reinstitute an outside (of government) body like the old Advisory Committee on Black Education; 2) deal with the fact that black colleges and universities are being unfairly penalized for student loan defaults, and 3) continue the current research agreements between DoD and Transportation and the black colleges and universities. The second presenter, Dallas Simmons, said that all of the institutions would like to increase their endowments significantly. Niara Sudarkasa, the third presenter, stated the importance of financial aid in affording needy or financially disadvantaged students access to higher education (with the exception of community colleges) since over 75% of students at these schools depend on financial aid. The proposed increase for Pell grants would help especially if there was an increase in other scholarship opportunities. She also shared the group's sentiment that there needs to be some incentives for good students to enter the teaching field. (The President-Elect asked if Pell grants had some sort of set-aside. The group responded that Pell grants are based on need). Walter Washington explained the need for affordable and decent campus housing, which impacts both the campus environment and quality of education.

The meeting adjourned on an amiable note at approximately 3:45pm.

IV. CONCLUSIONS/RESULTS

The group across the board was pleased with the obviously early timing of the meeting as well as with its friendly and open tone. A number of the meeting participants stated afterwards that they were indeed very happy to be included in this way.

A follow-up note from the President-Elect (and of course Secretary Cavazos) thanking the participants for coming and pledging to work with them on the issues they raised would perhaps be an appropriate thing to do.

V. LIST OF ATTENDEES

List attached.

THE VICE PRESIDENT

OFFICE OF THE PRESS SECRETARY

FOR RELEASE: 7:30 p.m. CONTACT: Peter Teeley
March 11, 1982 Shirley Green
202/456-6772

REMARKS OF VICE PRESIDENT GEORGE BUSH

AT THE 38TH ANNUAL DINNER
OF THE UNITED NEGRO COLLEGE FUND
SHERATON CENTRE HOTEL
NEW YORK, NEW YORK, MARCH 11, 1982

Mrs. Warburg, Dr. Patterson, Dr. Mays, Dr. Dent, Officers, members, and friends of the United Negro College Fund.

I want you to know this is the first time in months that the audience has outnumbered my Secret Service detail. It's an honor to be here, among so many fine people, among so many friends.

I also have to confess, it's good to get out of Washington, and it's great to be back in New York City. I'm not going to say one word tonight about the New Federalism, because I can already see the headline in the Daily News: "Bush To States: Drop Dead."

But it really is good to be here in this extraordinary city, and indeed, very good to be out of Washington. Life is rather hectic just now at the White House. We're closely monitoring developments in the trouble spots of the world...Poland...Afghanistan...El Salvador...the Louis Grant show.

That was a wonderful dinner, and I'm going to try not to ruin it by giving a long speech. I'll tell you who has been giving long speeches lately--General Jaruzelski, the Polish leader.

Not long ago, he gave a speech explaining why he wasn't going to restore human rights in Poland. He must have had quite a few reasons, because his speech was 68 pages long.

Tonight is a celebration, an anniversary. The United Negro College Fund is 38 years old. This is a happy occasion in the life of a great organization. Thirty-eight years is not such a long time, but you have much to celebrate, much to be proud of. In your organization's short life, you've enriched many lives.

(more)

I remember when I first heard about you. It wasn't long after the organization got started. I was a senior at college. Bill Trent came to speak to a group of us. He spoke with passion, the kind of passion we find in men and women who have dreams; men and women who have important work to do, and destinies to fulfill.

I went up to Bill after he spoke. We talked. I guess I did most of the listening. I learned a great deal that night. We have been friends ever since. I still listen to him. And I still learn, and I suppose many more years will go by before Bill runs out of things to teach me.

I said a moment ago that 38 years is not such a long time. But our history of civil rights is not so long either. There is, incidentally, a small irony in the date of our dinner tonight. It was on March 11, in 1861 that the Southern states, assembled at the Montgomery Convention, approved a draft of the permanent Confederate constitution. I'm glad it turned out not to be so permanent. I guess we're all glad. There might be men and women in this room whose grandparents were alive on that day-- who were alive--but who were not free.

Four score and two years later, the American Black had still not been enfranchised by the American educational system--at least in any meaningful sense. In just 1963, President Kennedy gave a speech in which he had to make the point that, in his words, "It ought to be possible...for American students of any color to attend any public institution they select without having to be backed up by troops." That was less than 20 years ago, about the time today's college sophomore was born.

In that same speech, President Kennedy said something that would be echoed and amplified by another man...who would also not survive that angry decade.

"This nation," said the President, "...was founded on the principle that all men are created equal, and that the rights of every many are diminished when the rights of one man are threatened."

If we had yet to comprehend the truth of that proposition as recently as 20 years ago, then it would seem that the 38-year history of the United Negro College Fund spans a long time indeed; that it covers an era of enormous change, of upheaval... and finally, that it was already well-established by the time the American consciousness was awakened to the basic rights of the Black man.

(more)

THE WHITE HOUSE

Office of The Press Secretary

For Immediate Release

February 1, 1989

MESSAGE BY THE PRESIDENT

National Afro-American (Black) History Month

February 1989

Since 1976, the month of February has been designated National Black History Month, a time for all Americans to celebrate the rich heritage of Afro-Americans and their contributions to our nation.

Despite first slavery and then segregation, Afro-Americans have overcome seemingly insurmountable odds to be at the cutting edge of change and progress in American society. From the winning of Independence -- when Crispus Attucks gave his life in the Boston Massacre and Benjamin Banneker helped draw the plans for our nation's capital -- to the present day, Black Americans have played a vital role in the development of the United States. One thinks of Dr. Daniel Hale Williams performing the first successful heart surgery and of George Washington Carver revolutionizing southern agriculture with his countless innovations.

There have been so many more. This month gives us all a chance to reflect on how much Afro-Americans have contributed, a chance to learn from the past in order to look confidently toward a new century, with a commitment to lasting harmony between the races and a bright future for Americans of every background.

Barbara joins me in commending all of you for your observance of Black History Month 1989, and in sending you our best wishes.

/s/ George Bush

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MARTIN LUTHER KING JR. QUOTES

I refuse to accept the idea that the "isness" of man's present nature makes him morally incapable of reaching up for the "oughtness" that forever confronts him.

Nobel Peace Prize Speech
12-11-64

If you will protest courageously, and yet with dignity and Christian love, when the history books are written in future generations, the historians will have to pause and say, "There lived a great people -- a black people -- who injected new meaning and dignity into the veins of civilization."

Address at Montgomery, AL
12-31-55

There is nothing more tragic than to find an individual bogged down in the length of life, devoid of breadth.

The Measure of the Man '58

I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit together at the table of brotherhood.

Lincoln Memorial Speech
8-28-63

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character.

Ibid

I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made straight and the glory of the Lord shall be revealed and all flesh shall see it together.

Ibid

31ST STORY of Level 1 printed in FULL format.

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November 11, 1988, Friday, Late City Final Edition

SECTION: Section A; Page 30, Column 1; Editorial Desk

LENGTH: 309 words

HEADLINE: The Cosbys' \$20 Million Challenge

BODY:

They had \$20 million to give away, so Bill and Camille Cosby obviously could have afforded to send their daughter to any college in the country. Her choice of Spelman, a black women's college - and her parents' astounding gift of \$20 million to Spelman - send a powerful message about racial pride and faith in education. That message resonates especially among blacks, but it is one all Americans can appreciate.

The Cosbys' gift is an American milestone: In a nation where blacks once were chattels, a black man has succeeded on such a scale that he and his wife could make one of the largest personal gifts ever to an educational institution. But it is important in other ways as well.

High dropout rates and declining college attendance - especially by black men - suggest a loss of faith among many blacks in education as a route out of poverty and toward genuine freedom. But to give up on education is to surrender to helplessness and despair. By their gift, the Cosbys reaffirm that education counts.

The decision to give to a black college may be the most important aspect of the Cosby gift. For the last quarter-century, black colleges have been objects of ambivalence among blacks, symbols of a dilemma between assimilation on one side and separation on the other. Lately these colleges have been seen in a new light, as essential to creating and preserving the sense of community that sustains members of any minority group as they operate in the larger society.

As Spelman's president, Dr. Johnnetta Cole, put it: "We must claim and therefore support those institutions at the heart of our peoplehood."

The Cosbys' donation is as much a challenge as a gift - a challenge to other successful blacks to follow their example and a challenge to all blacks to forgo ambivalence and be proudly black and proudly American at the same time.

TYPE: Editorial

SUBJECT: EDITORIALS; COLLEGES AND UNIVERSITIES; BLACKS (IN US); GIFTS

ORGANIZATION: SPELMAN COLLEGE

NAME: COSBY, BILL

The time when the doors of most colleges were shut to Blacks is now fortunately behind us. Today, the law says that no one can be denied admission to any college or university on the basis of color. We have, as a society, reformed. We have a lot of reforming left to do. We have no illusions about that.

Of course, we still have to work on the Bob Joneses of the world.

Doctor Jones is apparently upset with the Administration in general and with me in particular. I don't quite know what exactly I did that annoyed him so, but it must have been grievous. Not long ago, he told the congregation of the Bethel Baptist Church in Schaumburg, Illinois: "I believe that Mr. Reagan came to office with good intentions, but he broke his promise to us when he took on Mr. Bush...a devil...for his Vice President."

If anyone here knows how to exorcise, please come up after the speech.

The President has made very clear his commitment to historically Black colleges and universities. He signed an executive order last September directing the government to do everything it can to increase the ability of these institutions to participate in federally sponsored programs. In an era of budget cuts, he made sure that these same institutions will receive about ten million dollars more in Title III funds.

But I'm not here to discuss dollar figures. You probably have a few of your own you could discuss. In fact, I know you do, because I got a letter from Chris Edley with a whole bunch of dollar figures...a lot of them with minus signs in front of them.

But I would make the following broader point, and it's a point the President has made on several occasions: that it doesn't do any good to educate our young people if there aren't going to be any jobs waiting for them when they get out. Just as America has been reforming its racial attitudes over the recent past, so now is President Reagan trying to reform an economic trend that has inflicted its cruelest blows on the Black and minority community.

What am I referring to?

Well, I'm talking about the fact, for instance, that between '76 and '80, there was an increase in inflation rate of one hundred and fifty-eight percent; about the fact that between '76 and '80 there was an increase in the prime lending rate of two hundred and twenty percent.

(more)

This organization was well ahead of its time, well ahead of the rest of the country. And it not only survived, but flourished as it nourished the minds of thousands and thousands of young men and women, those "disinherited children of God" Martin Luther King wrote about in his jail cell in Birmingham.

"We are caught," wrote King, "in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one affect all indirectly."

Four months later, in a speech about a dream, he sounded again that same theme.

"Many of our white brothers," he said to the crowd of two hundred thousand gathered on the Mall in Washington, "have come to realize that their destiny and their freedom is tied up with our destiny, and (that) their freedom is inextricably bound to our freedom. We cannot walk alone..."

We in Washington will try to live up to that truth. And, tonight Americans all over this land can take pride in the anniversary of an organization that has shown that there is a willingness of the heart out there, that great things can be done, that dreams are within our reach.

Thank you, dear friends.

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REMARKS OF VICE PRESIDENT GEORGE BUSH
AT THE 38TH ANNUAL DINNER
OF THE
UNITED NEGRO COLLEGE FUND
SHERATON CENTRE HOTEL
NEW YORK, NEW YORK
THURSDAY, MARCH 11, 1982

((INTRODUCTION))

((HOWARD KEHRL -- CHAIRMAN OF THE BOARD OF DIRECTORS
F. GEORGE SHIPMAN -- PRESIDENT OF THE COLLEGE FUND
CHRISTOPHER EDLEY -- EXECUTIVE DIRECTOR))

MRS. (EDWARD) WARBURG, DR. PATTERSON, DR. MAYS, DR. DENT, OFFICERS,
MEMBERS, AND FRIENDS OF THE UNITED NEGRO COLLEGE FUND.

I WANT YOU TO KNOW THIS IS THE FIRST TIME IN . . . MONTHS . . .
THAT THE AUDIENCE HAS OUTNUMBERED MY SECRET SERVICE DETAIL.

IT'S AN HONOR TO BE HERE, AMONG SO MANY FINE PEOPLE, AMONG SO MANY
FRIENDS.

I ALSO HAVE TO CONFESS IT'S . . . GOOD TO GET OUT OF WASHINGTON, AND IT'S GREAT TO BE BACK IN NEW YORK CITY. I'M NOT GOING TO SAY ONE WORD TONIGHT ABOUT THE NEW FEDERALISM, BECAUSE I CAN ALREADY SEE THE HEADLINE IN THE DAILY NEWS:

"BUSH TO STATES: DROP DEAD."

BUT IT REALLY IS GOOD TO BE HERE IN THIS EXTRAORDINARY CITY . . . AND, INDEED, VERY GOOD TO BE OUT OF WASHINGTON. LIFE IS RATHER HECTIC JUST NOW AT THE WHITE HOUSE. WE'RE CLOSELY MONITORING DEVELOPMENTS IN THE TROUBLE SPOTS OF THE WORLD . . . POLAND . . . AFGHANISTAN . . . EL SALVADOR . . . THE LOU GRANT SHOW.

THAT WAS A WONDERFUL DINNER, AND I'M GOING TO TRY NOT TO RUIN IT BY GIVING A LONG SPEECH. I'LL TELL YOU WHO HAS BEEN GIVING LONG SPEECHES LATELY . . . GENERAL JARUZELSKI, THE POLISH LEADER.

NOT LONG AGO, HE GAVE A SPEECH EXPLAINING WHY HE WASN'T GOING TO RESTORE HUMAN RIGHTS IN POLAND. HE MUST HAVE HAD QUITE A FEW REASONS, BECAUSE HIS SPEECH WAS 68 PAGES LONG.

((PAUSE))

TONIGHT IS A CELEBRATION, AN ANNIVERSARY. THE UNITED NEGRO COLLEGE FUND IS 38 YEARS OLD. THIS IS A HAPPY OCCASION IN THE LIFE OF A GREAT ORGANIZATION. THIRTY-EIGHT YEARS IS NOT SUCH A LONG TIME, BUT YOU HAVE MUCH TO CELEBRATE, MUCH TO BE PROUD OF. IN YOUR ORGANIZATION'S SHORT LIFE, YOU'VE ENRICHED MANY LIVES.

I REMEMBER WHEN I FIRST HEARD ABOUT YOU. IT WASN'T LONG AFTER THE ORGANIZATION GOT STARTED. I WAS A SENIOR AT COLLEGE. BILL TRENT CAME TO SPEAK TO A GROUP OF US. HE SPOKE WITH PASSION, THE KIND OF PASSION WE FIND IN MEN AND WOMEN WHO HAVE DREAMS; MEN AND WOMEN WHO HAVE IMPORTANT WORK TO DO, AND DESTINIES TO FULFILL.

I WENT UP TO BILL AFTER HE SPOKE. WE TALKED. I GUESS I DID MOST OF THE LISTENING. I LEARNED A GREAT DEAL THAT NIGHT. WE HAVE BEEN FRIENDS EVER SINCE. I STILL LISTEN TO HIM. AND I STILL LEARN, AND I SUPPOSE MANY MORE YEARS WILL GO BY BEFORE BILL RUNS OUT OF THINGS TO TEACH ME.

I SAID A MOMENT AGO THAT 38 YEARS IS NOT SUCH A LONG TIME. BUT OUR HISTORY OF CIVIL RIGHTS IS NOT SO LONG EITHER. THERE IS INCIDENTALLY, A SMALL IRONY IN THE DATE OF OUR DINNER TONIGHT. IT WAS ON MARCH 11, IN 1861 THAT THE SOUTHERN STATES, ASSEMBLED AT THE MONTGOVERY CONVENTION, APPROVED A DRAFT OF THE PERMANENT CONFEDERATE CONSTITUTION. I'M GLAD IT TURNED OUT NOT TO BE SO PERMANENT. I GUESS WE'RE ALL GLAD. THERE MIGHT BE MEN AND WOMEN

IN THIS ROOM WHOSE GRANDPARENTS WERE ALIVE ON THAT DAY . . . WHO WERE ALIVE . . . BUT WHO WERE NOT FREE.

FOUR SCORE AND TWO YEARS LATER, THE AMERICAN BLACK HAD STILL NOT BEEN ENFRANCHISED BY THE AMERICAN EDUCATIONAL SYSTEM--AT LEAST IN ANY MEANINGFUL SENSE. IN JUNE OF 1963, PRESIDENT KENNEDY GAVE A SPEECH IN WHICH HE HAD TO MAKE THE POINT THAT, IN HIS WORDS, "IT OUGHT TO BE POSSIBLE . . . FOR AMERICAN STUDENTS OF ANY COLOR TO ATTEND ANY PUBLIC INSTITUTION THEY SELECT WITHOUT HAVING TO BE BACKED UP BY ((PAUSE)) TROOPS." THAT WAS . . . LESS THAN 20 YEARS AGO, ABOUT THE TIME TODAY'S COLLEGE SOPHOMORE WAS BORN.

IN THAT SAME SPEECH, PRESIDENT KENNEDY SAID SOMETHING THAT WOULD BE ECHOED AND AMPLIFIED BY ANOTHER MAN . . . WHO WOULD ALSO NOT SURVIVE THAT ANGRY DECADE.

"THIS NATION," SAID THE PRESIDENT, " . . . WAS FOUNDED ON THE PRINCIPLE THAT ALL MEN ARE CREATED EQUAL, AND THAT THE RIGHTS OF EVERY MAN ARE DIMINISHED WHEN THE RIGHTS OF ONE MAN ARE THREATENED."

IF WE HAD YET TO COMPREHEND THE TRUTH OF THAT PROPOSITION AS RECENTLY AS 20 YEARS AGO, THEN IT WOULD SEEM THAT THE 38-YEAR HISTORY OF THE UNITED NEGRO COLLEGE FUND SPANS A LONG TIME INDEED; THAT IT COVERS AN ERA OF ENORMOUS CHANGE, OF UPHEAVAL AND, FINALLY, THAT IT WAS ALREADY WELL-ESTABLISHED BY THE TIME THE AMERICAN CONSCIOUSNESS WAS AWAKENED TO THE BASIC RIGHTS OF THE BLACK MAN.

THE TIME WHEN THE DOORS OF MOST COLLEGES WERE SHUT TO BLACKS IS NOW FORTUNATELY BEHIND US. TODAY, THE LAW SAYS THAT NO ONE CAN BE DENIED ADMISSION TO ANY COLLEGE OR UNIVERSITY ON THE BASIS OF COLOR. WE HAVE, AS A SOCIETY, REFORMED. WE HAVE A LOT OF REFORMING LEFT TO DO. WE HAVE NO ILLUSIONS ABOUT THAT.

OF COURSE, WE STILL HAVE TO WORK ON THE BOB JONESES OF THE WORLD.

DOCTOR JONES IS APPARENTLY UPSET WITH THE ADMINISTRATION IN GENERAL AND WITH ME IN PARTICULAR. I DON'T QUITE KNOW WHAT EXACTLY I DID THAT ANNOYED HIM SO, BUT IT MUST HAVE BEEN GRIEVOUS. NOT LONG AGO, HE TOLD THE CONGREGATION OF THE BETHEL BAPTIST CHURCH IN SCHAUMBURG, ILLINOIS:

"I BELIEVE THAT MR. REAGAN CAME TO OFFICE WITH GOOD INTENTIONS, BUT HE BROKE HIS PROMISE TO US WHEN HE TOOK ON MR. BUSH . . . A DEVIL . . . FOR HIS VICE PRESIDENT."

IF ANYONE HERE KNOWS HOW TO EXORCISE, PLEASE COME UP AFTER THE SPEECH.

((PAUSE))

THE PRESIDENT HAS MADE VERY CLEAR HIS COMMITMENT TO HISTORICALLY BLACK COLLEGES AND UNIVERSITIES. HE SIGNED AN EXECUTIVE ORDER LAST SEPTEMBER DIRECTING THE GOVERNMENT TO DO EVERYTHING IT CAN TO INCREASE THE ABILITY OF THESE INSTITUTIONS TO PARTICIPATE IN FEDERALLY SPONSORED PROGRAMS. IN AN ERA OF BUDGET CUTS, HE MADE SURE THAT THESE SAME INSTITUTIONS WILL RECEIVE ABOUT TEN MILLION DOLLARS MORE IN TITLE III FUNDS.

BUT I'M NOT HERE TO DISCUSS DOLLAR FIGURES. YOU PROBABLY HAVE A FEW OF . . . YOUR OWN YOU COULD DISCUSS. IN FACT, I KNOW YOU DO, BECAUSE I GOT A LETTER FROM CHRIS EDLEY ((EXECUTIVE DIRECTOR)) WITH A WHOLE . . . BUNCH OF DOLLAR FIGURES . . . A LOT OF THEM WITH MINUS SIGNS IN FRONT OF THEM.

BUT I WOULD MAKE THE FOLLOWING BROADER POINT, AND IT'S A POINT THE PRESIDENT HAS MADE ON SEVERAL OCCASIONS: THAT IT DOESN'T DO ANY GOOD TO EDUCATE OUR YOUNG PEOPLE IF THERE AREN'T GOING TO BE ANY JOBS WAITING FOR THEM WHEN THEY GET OUT. JUST AS AMERICA HAS BEEN REFORMING ITS RACIAL ATTITUDES OVER THE RECENT PAST, SO NOW IS PRESIDENT REAGAN TRYING TO REFORM AN ECONOMIC TREND THAT HAS INFLICTED ITS CRUELEST BLOWS ON THE BLACK AND MINORITY COMMUNITY.

WHAT AM I REFERRING TO?

WELL . . . I'M TALKING ABOUT THE FACT, FOR INSTANCE, THAT BETWEEN '76 AND '80, THERE WAS AN INCREASE IN THE INFLATION RATE OF ONE HUNDRED AND FIFTY EIGHT PERCENT; ABOUT THE FACT THAT BETWEEN '76 AND '80 THERE WAS AN INCREASE IN THE PRIME LENDING RATE OF TWO HUNDRED AND TWENTY PERCENT.

FEDERAL SPENDING TRIPLED IN THE LAST DECADE; TAXES DOUBLED BETWEEN '76 AND '81. BUT DID THE AMERICAN BLACK, THE AMERICAN BLUE-COLLAR WORKER--OR ANY AMERICANS, FOR THAT MATTER--EXPERIENCE THREE TIMES--OR DOUBLE--THE BENEFITS DURING THAT HALF DECADE?

RIGHT NOW WE'RE IN A PERIOD OF ECONOMIC ADJUSTMENT. WE'RE IN A RECESSION. THE UNEMPLOYMENT RATE IS HIGH--CRUELLY HIGH. BUT IT'S A SHORT-TERM HIGH AND IT'S GOING TO COME DOWN, AND WHEN IT DOES, THE ECONOMY IS GOING TO BE HEALTHIER THAN IT'S BEEN IN A LONG TIME. THERE ARE GOING TO BE MORE JOBS WAITING FOR TODAY'S COLLEGE STUDENT ON GRADUATION DAY.

CHANGE COURSE, NOW, RESORT TO THOSE . . . QUICK FIXES THAT DID US SO MUCH GOOD IN THE PAST, AND WE'RE GOING TO BE RIGHT BACK WHERE WE STARTED AND THAT'S NOWHERE TO BE.

((PAUSE))

NOW, BECAUSE WE'RE IN A PERIOD OF ADJUSTMENT, LET ME MAKE MY REAL PITCH OF THE NIGHT.

OVER THE YEARS, THE FUND HAS MADE A LOT OF FRIENDS. LARGE CORPORATIONS HAVE BEEN GENEROUS; SMALL BUSINESSES, INDIVIDUALS, EVEN PEOPLE WHO COULD BARELY AFFORD TO GIVE ANYTHING, GAVE. ONE ELEMENT UNITED THEM: THEIR DESIRE TO HELP; THEIR CONVICTION THAT A MIND IS A TERRIBLE THING TO WASTE.

LET ME ASK THOSE OF YOU HERE TONIGHT, AND THOSE WHO ARE LISTENING OR WATCHING THROUGH THE MEDIA: THE FUND NEEDS YOUR SUPPORT. IT CAN'T CARRY ON WITHOUT YOU. YOU'VE BEEN SO GENEROUS IN THE PAST. BE GENEROUS NOW.

OUR ADMINISTRATION HAS BEEN PUSHING WHAT WE CALL PRIVATE SECTOR INITIATIVES. THAT'S BUREAUCRATESE FOR THE VOLUNTEER SPIRIT, A SPIRIT THAT RUNS THROUGH THE AMERICAN SOUL. DE TOCQUEVILLE MARVELLED AT IT WAY BACK IN 1835. IN OUR OWN CENTURY, F. SCOTT FITZGERALD SAID IN ONE OF HIS BOOKS THAT "AMERICA IS A WILLINGNESS OF THE HEART."

WE LIVE IN PRETTY CYNICAL TIMES. I'VE HEARD IT SAID THAT THE PRIVATE SECTOR CAN'T POSSIBLY DO THE JOB OF THE FEDERAL GOVERNMENT, THAT IT CAN'T FILL SOME OF THE GAPS THAT OUR REDUCTION IN THE GROWTH--REPEAT, GROWTH--OF FEDERAL SPENDING HAS CAUSED.

WELL, NO ONE'S PROPOSING THAT THE PRIVATE SECTOR REPLACE THE FEDERAL GOVERNMENT.

AND TO THOSE WHO ARE CYNICAL ABOUT WHAT THE PRIVATE SECTOR CAN DO, I WOULD SAY, ASK THE UNITED NEGRO COLLEGE FUND.

THIS ORGANIZATION BEGAN IN 1944, WELL BEFORE THE FEDERAL GOVERNMENT TOOK ANY STEPS TO REFORM AMERICAN ATTITUDES ABOUT WHO COULD OR COULDN'T ATTEND SCHOOL.

THIS ORGANIZATION WAS WELL AHEAD OF ITS TIME, WELL AHEAD OF THE REST OF THE COUNTRY. AND IT NOT ONLY SURVIVED, BUT FLOURISHED AS IT NOURISHED THE MINDS OF THOUSANDS AND THOUSANDS OF YOUNG MEN AND WOMEN, THOSE "DISINHERITED CHILDREN OF GOD" MARTIN LUTHER KING WROTE ABOUT IN HIS JAIL CELL IN BIRMINGHAM.

"WE ARE CAUGHT," WROTE KING, "IN AN INESCAPABLE NETWORK OF MUTUALITY, TIED IN A SINGLE GARMET OF DESTINY. WHATEVER AFFECTS ONE AFFECTS ALL INDIRECTLY."

FOUR MONTHS LATER, IN A SPEECH ABOUT A DREAM, HE SOUNDED AGAIN THAT SAME THEME.

"MANY OF OUR WHITE BROTHERS," HE SAID TO THE CROWD OF TWO HUNDRED THOUSAND GATHERED ON THE MALL IN WASHINGTON, "HAVE COME TO REALIZE THAT THEIR DESTINY AND THEIR FREEDOM IS TIED UP WITH OUR DESTINY, AND (THAT) THEIR FREEDOM IS INEXTRICABLY BOUND TO OUR FREEDOM. WE CANNOT WALK ALONE"

WE IN WASHINGTON WILL TRY TO LIVE UP ~~TO~~ THAT TRUTH. AND, TONIGHT AMERICANS ALL OVER THIS LAND CAN TAKE PRIDE IN THE ANNIVERSARY OF AN ORGANIZATION THAT HAS SHOWN THAT THERE IS A WILLINGNESS OF THE HEART OUT THERE, THAT GREAT THINGS CAN BE DONE, THAT DREAMS ARE WITHIN OUR REACH.

THANK YOU, DEAR FRIENDS.

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(McNally/Martin)
April 26, 1989
11:30 a.m.
Draft one
(B:COLLEGES)

PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES EXEC. ORDER
ROSE GARDEN SIGNING CEREMONY
FRIDAY, APRIL 28, 1989
2:00 P.M.

Secretary Cavazos, Secretary Sullivan -- and especially our special guests, the presidents and supporters of a noble educational tradition who honor us with their presence this afternoon. Welcome to America's backyard. It belongs to you -- and to the students and teachers that you are here to represent. And we're thrilled to have you join us for this important day.

I'm also pleased to see that Bryant Gumbel is here. The White House keeps a close eye on the networks to monitor the unexpected developments that unfold on our TV screens each week: China. Soviet Georgia. El Salvador. The Cosby Show.

Actually, I haven't watched much TV lately. But I'm told Oprah Winfrey just opened a restaurant in Chicago. It's a theme restaurant. A sign inside says: "Stay Real. ((Pause)) Never Dull. ((PAUSE)) No Rules." ((PAUSE)) Sounds to me like college in the eighties.

For over 100 years the Historically Black Colleges and Universities have been a unique and special part of America's heritage. At a time when the law countenanced racial separation, and many schools barred their doors to Black Americans, these

Joe Watkins
Action Officer
x2308

Doug
Gamble
Joke - see
fax

colleges offered the best, and often the only opportunity for a higher education.

Today, racial discrimination is not tolerated. And yet, Historically Black Colleges and Universities still represent a vital component of American higher education -- enriching a great tradition of educational choice that also embraces the likes of Notre Dame, BYU, Yeshiva and others. As one educator put it, we must see that every child has an equal opportunity -- "not to become equal, but to become different" -- to realize their unique potential of body, mind and spirit.

see briefing
 Nine days before I became President, many of you met with me here at the White House to discuss new ways to ensure that every Black child has that chance. Several of your colleagues -- Gloria Scott, Benjamin Payton and Leroy Keith come to mind -- asked that, first and foremost, the Administration establish an Advisory Committee to make sure your voices continue to be heard.

It was a sound idea, one we embraced immediately, and one that I am pleased to put into effect in a few moments -- when the new Executive Order I am signing creates the President's Board of Advisors on Historically Black Colleges and Universities.

With luck we've also set a good example for your students. A guy who actually got his January writing assignments typed up and turned in before the semester was out.

Staffed by the Department of Education, this new Board will assist Secretary Cavazos in developing annual plans to increase participation by your schools in federally sponsored programs.

It also guarantees that each of you -- every president of a historically Black college or university -- be given an opportunity to comment on these plans before they reach my desk. We will continue to listen. Your voices must be heard.

As many here have requested, today's Order also reauthorizes Executive Order 12320. But more importantly, it contains new initiatives that will increase the private sector role in ensuring the long-term viability of the distinctive institutions you represent.

Now, that's just bureaucratese for the "volunteer spirit" -- a tradition of helping one's neighbors well known to Black Americans. And in a small way, we've tried to do our part, too -- many of you know that Barbara and I have participated in the United Negro College Fund since my own college days some 40 years ago. But let me suggest a better example. Never was this tradition so exemplified, as by last fall's dramatic \$20 million gift to Spelman College by Bill and Camille Cosby.

The New York Times called it an American milestone -- that "in a nation where blacks were once chattels, a black man has succeeded on such as scale" that he could make one of the largest such gifts ever.

But the Times also called the donation "as much a challenge as a gift." Black and white alike, we must all do our part to sustain the tradition of your colleges. And that's one of the important things this new Order is designed to help promote.

Barry White
OBM
Chief of Education

NEXIS Articles

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And, as has been said before, it doesn't do much good to educate our young people if they can't get good jobs when they get out. They need work opportunities while still students -- which can also provide another way to help finance their educations. By this Order, we also direct that the Office of Personnel Management -- working together with Secretaries Cavazos and Dole -- develop a program to improve recruitment of your students for part-time and summer positions in the Federal government. America needs their creativity, their talent and their diversity.

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This isn't the only place we're putting cash on the table. You reminded me in January that perhaps the most important support the Government can provide is incentives to increase endowments. That's why -- despite our era of budget cuts -- the new agreement with Congress calls for \$60 million in funding over the next four years for endowment matching grants for the special schools you represent.

BABA

[[Insert: Concluding remarks.]]

The spirit of achievement

When the United Negro College Fund has a record-breaking year, 43 independent, historically black colleges benefit. In 1985-86, UNCF's income and revenues reached \$38.3 million, the highest total in the organization's history.

Generous donations from corporations, foundations, civic and fraternal organizations, and over 180,000 individuals were responsible for the Fund's financial success. As in the past, contributions from corporations and foundations accounted for the largest sources of support.

This banner year is a tribute to the energy and enthusiasm of more than 30,000 volunteers throughout the United States. Their individual commitments stretch UNCF's resources and help the Fund reach new donors through innovative programs like the *Lou Rawls Parade of Stars* telethon that aired nationally in December for the second consecutive year.

Funds generated by UNCF support a deserving group of colleges and universities which provide young people an opportunity they otherwise might not have. Nearly 90 percent of the 45,000 students at these schools require assistance with tuition and living expenses. But financial aid is not the only reason so many promising young people choose to attend one of UNCF's independent colleges. Many thrive in an environment where, for once in their life, being black means being in the majority. Students are inspired by the faculty role models who take a personal interest in them and by the accomplishments of alumni like Reverend Martin Luther King, Jr., and historian John Hope Franklin who preceded them. UNCF students get a quality education that enables them to compete for positions in major corporations and to gain acceptance at the nation's top business and professional schools.

Providing that kind of education is expensive, and most private black colleges have limited resources. The average endowment of a UNCF institution is \$4.4 million, compared to \$13.9 million for independent four-year colleges nationally. Tuition, an important source of revenue at most of the nation's private colleges, is kept low at UNCF institutions because so many students come out of poverty. Therefore, a disproportionate percentage of income at most UNCF member schools comes from voluntary gifts. That is why contributions to the United Negro College Fund are so vital.

Most contributions to UNCF give the colleges the freedom to use money where it is needed most—

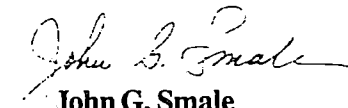
for salaries and repairs, buildings and books, scholarships and fellowships, and unexpected emergencies, whenever and wherever they may occur. Some donors prefer to make designated grants. Among those received this year was one from the Andrew W. Mellon Foundation that will enable UNCF to develop a Planned Giving Program, which will offer contributors several new ways to support black higher education.

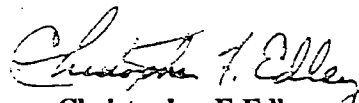
Many corporations with matching gifts programs include the United Negro College Fund among the educational institutions for which they will match employees' contributions. In 1985-86, 334 corporations and their employees participated in such matching gifts programs. We hope that in the future many more will follow their lead.

What is abundantly clear, despite the economic pressures and the struggle required of many UNCF colleges to make ends meet, is their collective success in helping students prepare themselves for the future. Although 85 percent of UNCF alumni came from blue-collar families, only 3 percent hold blue-collar jobs themselves. Eighty-nine percent hold professional or managerial positions. Ninety-five percent work in an interracial setting, and many are the first blacks in their positions.*

They are an impressive group, the students who attend UNCF colleges. Most of them have overcome adversity to stay in school and get the college education they want so much.

Our photo essay this year pays tribute to ten remarkable men and women of achievement who surmounted greater obstacles than most to study at a UNCF school. We are inspired by their tenacious spirit and grateful for the generosity of all whose support of UNCF has made their education and the education of thousands of others possible.


John G. Smale
Chairman of the Board


Christopher F. Edley
President and CEO

*From Dr. Daniel C. Thompson's recently published study, *A Black Elite*.

(McNally/Martin)
April 26, 1989
5:00 p.m.
Draft Two
(B:COLLEGES)

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Today, most of those barriers have been brought down by the law. And yet, Historically Black Colleges and Universities still represent a vital component of American higher education -- enriching a great tradition of educational choice that also embraces the likes of Notre Dame, BYU, Yeshiva and others. As one educator put it, we must see that every child has an equal opportunity -- "not to become equal, but to become different" -- to realize their unique potential of body, mind and spirit.

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Now, that's just bureaucratese for the "volunteer spirit" -- a tradition of helping one's neighbors well known to Black Americans. This tradition was perhaps best exemplified by the singular gift of \$20 million to Spelman College last fall. For their generosity -- and for their EXAMPLE -- everyone here owes thanks to Bill and Camille Cosby.

The New York Times called the Cosby's donation "as much a challenge as a gift." Well, we are trying to sweeten that challenge. Some of you reminded me in January that perhaps the most important support the Government can provide is through incentives to increase endowments. That's why we have requested a total of \$60 million -- over and above existing programs -- for endowment matching grants for the special schools you represent.

They say the university's usual state can be summed up by the lady who noted: "I have enough money to last me the rest of my life -- unless I buy something." Well, the new endowments program represents a commitment to the long term. It's not a quick fix. And it's flexible -- producing new contributions and ultimately new income -- permitting each of your schools to decide where its money is best spent.

And finally, it doesn't do much good to educate our young people if they can't get good jobs when they get out. They need work opportunities while still students -- which can also provide another way to help finance their education. By this Order, we also direct that the Office of Personnel Management -- working together with Secretaries Cavazos and Dole -- develop a program to improve recruitment of your students for part-time and summer positions in the Federal government. America needs and wants their creativity, their talent and their diversity.

We've just returned from a journey across America -- North Dakota to Texas, California to Florida -- something like 7,500 miles in less than four days. And as we circled the continent I thought of the coming commencements at the schools across our land. It is time of new beginnings. A time of dreams.

And they are exciting times for all young Americans -- and especially for those Black Americans you have nurtured with an education. Out of a century that began with their people still bound by the remnants of slavery and ignorance, this generation is emerging into a time rich with opportunities unimaginable to their grandparents.

You and the teachers who work with you are the fulfillers -- of your student's dreams -- and of your nation's destiny.

God bless you in your mission. And now, with great pleasure and great pride, I will sign this Executive Order to launch these new initiatives.

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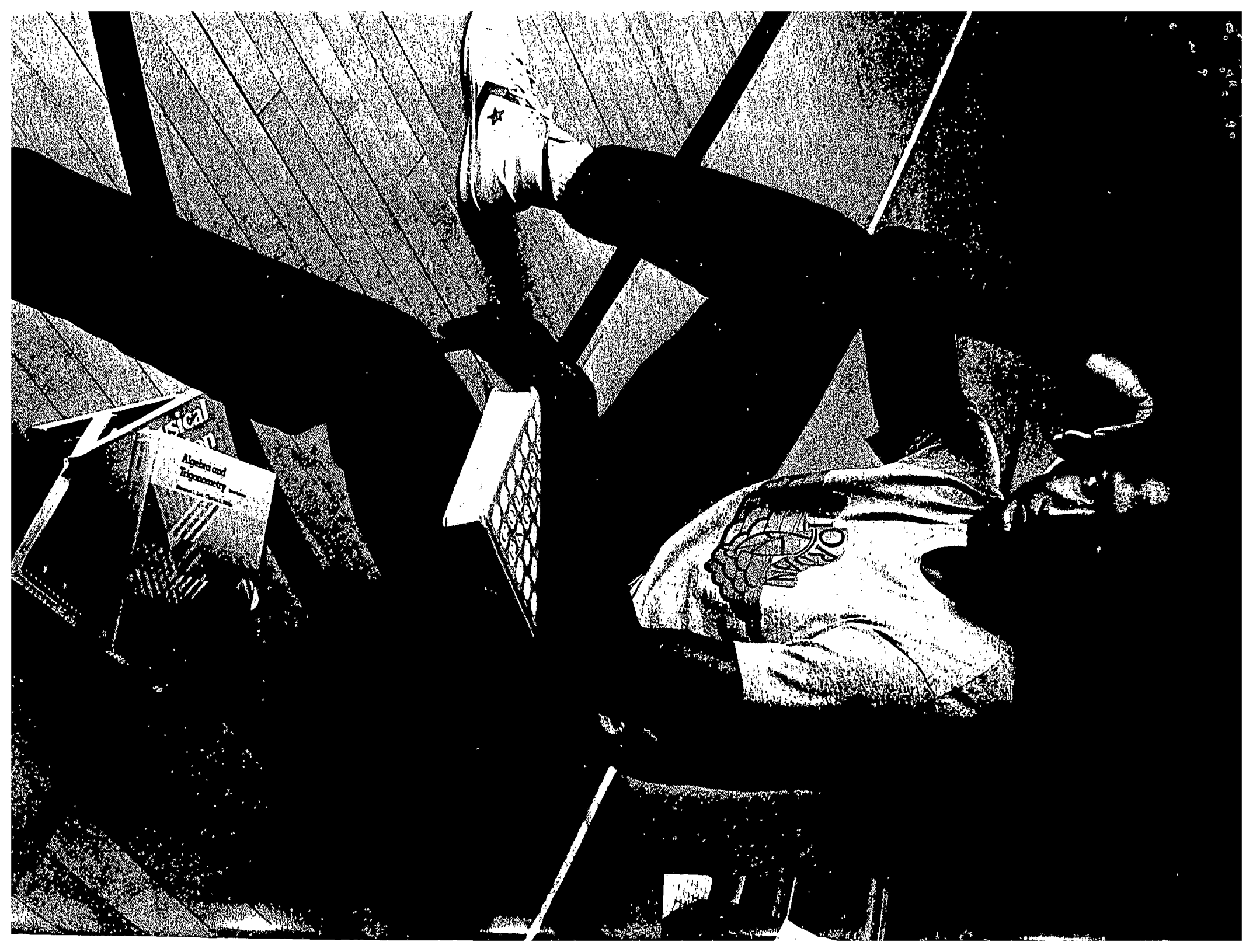
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United Negro College Fund
Annual Report 1985-86

**The spirit of
achievement**



To meet the challenge



During its forty-first campaign, which ended on March 31, 1986, the United Negro College Fund called upon all sectors of the American public—corporations, foundations, civic organizations, social and fraternal groups, and individuals—to increase and broaden their support.

J. Richard Munro, president and chief executive officer of Time Inc., and UNCF national campaign chairman, summed up the College Fund's efforts and set the tone for the campaign in saying: "Your help for black colleges is paying off now and will provide even greater dividends in years to come. What we do here will help assure a steady supply of well-educated young people who will continue to contribute to your companies and your community."

The message reached donors through personal solicitations, special events, direct mail, employee campaigns, a national telethon, nationwide public service advertising, and word-of-mouth. In response, 1985-86 became the most successful year in UNCF history. Income reached \$38.3 million.

Distributed to UNCF colleges three times each year, campaign proceeds provide valuable income that can make a vital difference to the life of an academic program or the career of a promising student. Money the College Fund raises is used by member institutions where it is needed most. Their purposes may include library acquisitions, academic salaries, laboratory equipment, or scholarship aid for needy students.

Most UNCF institutions must stretch their financial resources to the limit, and funds solicited by UNCF remain the single greatest source of unrestricted contributions. The United Negro College Fund's mandate to find and raise funds for most of America's private, historically black colleges remains as urgent as it was when UNCF was founded in 1944.

Its members' ever-present and growing needs will continue to engage the creativity and stamina of the College Fund and its supporters in the coming years. UNCF's success will assure that America's black colleges may thrive and provide, as Mr. Munro said, "even greater dividends in years to come."

Supporting the United Negro College Fund 1985-86	
Number of Donors	Amount Given
8,019 Corporations	\$11,412,248
1,274 Foundations	\$5,215,180
181,280 Individuals	\$22,712,912
3,336 Organizations	\$1,372,000
Campal Campaign	\$412,000
Other Sources*	\$8,410,000

*Other sources include investment earnings, gain on sale of securities, and donations from federal, state and municipal employees, churches, colleges and universities, and unions.

Corporations respond

Support for the United Negro College Fund from 8,019 companies in the 1985-86 campaign totaled \$11 million. When given as unrestricted funds, corporate donations allow UNCF schools the freedom to use the monies wherever they are needed most.

Two major benefactors, PepsiCo and RJR Nabisco—corporations that each pledged \$1 million over several years—have continued to honor their commitments. PepsiCo, Inc., the first to pledge \$1 million, gave \$100,000 as the fifth installment of a ten-year commitment. RJR Nabisco, Inc. gave a third \$250,000 donation toward completion of its \$1 million contribution promised over four years, beginning in 1983.

In turning over a donation from Philip Morris Companies, Inc., Vice Chairman Hugh Cullman, who was national corporate chairman for UNCF, said: "The growth of our economy and the demands of foreign competition call for managerial excellence, and that's what the UNCF member colleges help to provide."

The spirit of achievement

Carl Roberson was born in Washington, D.C. After his father abandoned the family, his mother became a single parent raising Carl and his two younger brothers. When his older brother went to jail, and his sister was abandoned, Carl and his mother were left alone. But Carl's positive attitude kept him going. He found the strength of his basketball talent, he won athletic scholarship to West Virginia State College. He is now a career in the computer science field.

The UNCF schools do more than offer high-quality education. They broaden business's and government's talent pool, and by producing well-trained young men and women, they help to raise the standard of living for millions."

Assisting National Campaign Chairman J. Richard Munro and National Corporate Chairman Hugh Cullman were other top industry leaders: Willard C. Butcher, chairman, Chase Manhattan Bank, N.A., as banking industry chairman; Joseph M. Farley, president, Alabama Power Company, as utilities industry chairman; Joseph D. Williams, chairman and CEO, Warner-Lambert Company, as health care industry chairman; John J. Nevin, chairman, president and CEO, Firestone Tire and Rubber Company, as rubber industry chairman; and James Dieterich, president and CEO, Clearprint Paper Company, as paper and pulp industry chairman.

Some companies in 1985 sponsored new programs that reflected a particular interest. AT&T provided \$310,000 to strengthen and develop computer science programs. The Revlon Foundation, Inc. initiated the Revlon/UNCF Student Emergency Assistance Fund to assist students who had personal emergencies.

Among the many companies that gave both dollars and in-kind services to the College Fund, Philip Morris hosted the national corporate kickoff in Richmond, Virginia, produced a corporate campaign videotape, reproduced videotape cassettes of the UNCF film "Share the Dream," loaned executives and provided a \$25,000 grant for staff training.

The Fund's volunteer advertising agency, Young & Rubicam, Inc., developed new public service advertisements highlighting a father's pride in his son, a recent graduate of a UNCF college. The caption reads: "My father gave me ambition, courage and dignity. The United Negro College Fund gave me the chance to use them." The campaign, sponsored by The Advertising Council, has generated millions of dollars' worth of public service advertising on TV and radio, as well as free space in magazines, newspapers, and public transit.

Eastern Airlines contributed transportation services to the College Fund, sponsored a scholarship program for UNCF schools in Atlanta, and deposited \$50,000 in the black-owned Peoples National Bank of Miami, with interest from its deposit going to UNCF.

In-kind gifts and services were also provided by General Motors; Booz, Allen & Hamilton; Josten's Inc.; Harcourt, Brace & Jovanovich; Pepsi Cola; Fidelity Bank of Philadelphia; John Hancock Insurance Company; Miller Brewing Company; Equitable Life Assurance Society of the United States; and Towers Perrin Forster & Crosby.

Corporations that loaned their executives to the College Fund included IBM, AT&T, Central Medical Center and Hospital of Pittsburgh, Digital Equipment Corporation, and Carnation Company.

To mention but a few of the many other generous corporate contributors to UNCF: McDonald's restaurants raised over \$250,000 through multiple independent owner/operator projects with corporate support. And the National Football League gave \$25,000 as the first installment of a \$250,000 commitment.

Foundation giving rises

Total foundation grants to UNCF in 1985-86 rose more than \$1 million from the previous year to \$5.2 million.

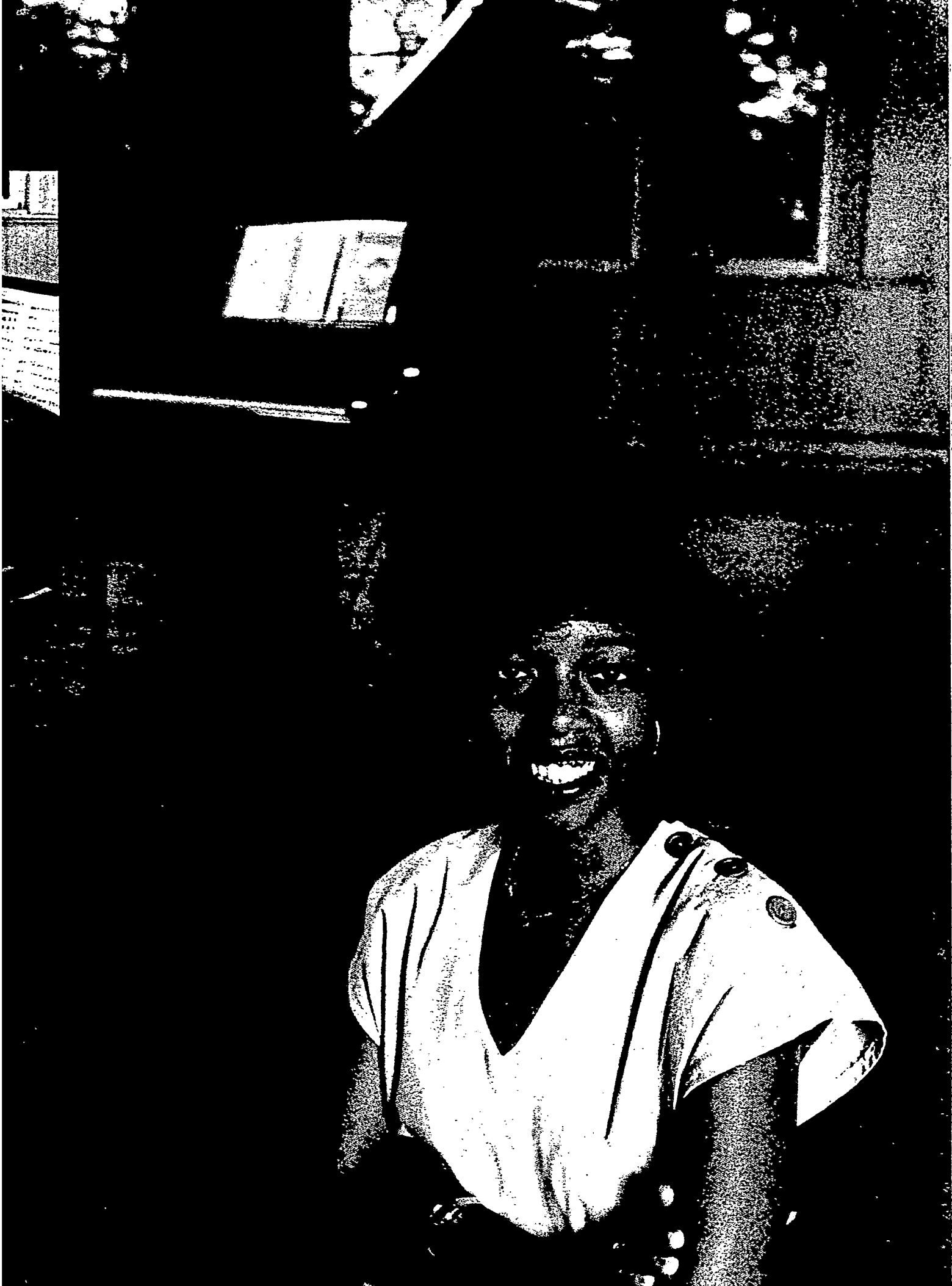
Foundations continue to provide substantial funding for scholarships, fellowships, and specific projects. Among major supporters, the Andrew W. Mellon Foundation gave \$100,000 to establish a Planned Giving Department at UNCF. Another grant from the Mellon Foundation will provide \$750,000 for continuation of the "Strengthening the Humanities" program, begun in 1980 with a \$1 million grant.

The UNCF Humanities Fellowship Program—established through a \$900,000 grant from the Pew Memorial Trust, to be administered over a three-year period—will assure a steady source of funding for faculty members who are pursuing Ph.D.'s in the humanities.



The spirit of achievement

As the youngest of five, with a brother and sister already in college, Belinda Jackson thought one would have to go to work to help support her low-income family. Instead, through UNCF, she became a Michael Jackson Scholar and is now majoring in communications arts and telecommunications at Johnson C. Smith University.







The spirit of achievement

Dwight Haynes, the 37-year-old, is a product of a broken home. He was a truant by age nine, and a school drop-out at age 17. Trapped by drug abuse at age 21, he decided not to go to school. A deepening commitment to Christianity brought him to Wood College in 1983. He graduated with three children, a wife, and a career in addition to his studies.

To increase the number of minority fundraisers, the Lilly Endowment Fund-Raising Training Program is providing support over two years for 14 interns at seven community organizations, including four UNCF colleges.

The Mary Horner Stuart Foundation fulfilled its five-year pledge on a \$250,000 scholarship program to benefit students pursuing degrees in the health care professions.

To raise the number of qualified minority applicants to medical, dental, and other health-related professional and graduate schools, the eight-week UNCF Pre-medical Summer Institute, held annually at Fisk University, helps students entering their sophomore or junior year to build quantitative skills in mathematics and the sciences. Scholarship awards and living expenses for students were provided by the Andrew W. Mellon Foundation, the Clark Foundation, Max C. Fleischmann Foundation, and Alfred Juzykowski Foundation, Inc.

Major foundation contributors also included the Bush Foundation, with a three-year gift of \$270,000, and the Rogoff Foundation, with a gift of \$50,000.

Employee groups respond

In 1985 UNCF made considerable strides in the area of employee solicitation. U.S. military and civilian federal employees, participating in 360 Combined Federal Campaigns both in this country and abroad, designated the College Fund as a recipient of their charitable contributions. Their gifts totaled \$1.7 million.

Municipal campaigns in Detroit, Philadelphia, Los Angeles, and Columbus, Ohio and state campaigns in New York, New Jersey, Pennsylvania, and California enjoyed phenomenal success, raising a total of \$554,658. Of particular note is the New York State Employees Federated Appeal, which increased its contribution from \$9,633 in 1984 to \$22,203 in 1985.

In the private sector, Brown & Williamson Tobacco Corporation is one of a limited number of corporations that has a direct payroll deduction plan through which UNCF benefits. In addition, the Fund benefits from a matching gifts program. This year B&W's facility

in Macon, Georgia, and its headquarters plant in Louisville, Kentucky, were particularly generous. B&W contributions rose from \$1,200 in 1984 to \$30,000 in 1985.

Employees at New York Telephone also increased their contributions substantially this year through the company's solicitation program. Their donations jumped nearly ten times, to a total of \$50,000.

Special gifts increase

Special gifts accounted for \$2,150,328 of UNCF's annual campaign income.

The special-gifts effort included the dinner dance "Celebration," held in New York. Barbara Bush was the guest of honor, Debbie Reynolds the chairperson, and tennis great Arthur Ashe and UNCF board member Bryant Gumbel, host of NBC-TV's *Today Show*, were special guests.

Benefactors left \$2 million in legacies and bequests to the College Fund. Among the generous estates assigned was a legacy from the late entertainer Mabel Mercer. In addition, The Equitable Life Assurance Society of the United States is sponsoring a "Charitable Gifts of Life" deferred-giving program, which provides donors who purchase insurance policies an opportunity to name UNCF as owner and beneficiary. This enables them to make substantial tax-deductible contributions to the College Fund and spread the cost over several years.

In addition to the \$25,000 Daryl Hall and John Oates raised for UNCF in a benefit concert at Harlem's landmark Apollo Theater, the pop duo donated a portion of their royalties from the new single "A Nite at the Apollo (The Way You Do the Things You Do/My Girl)."

An innovative funding program begun in 1985 was created by Ewing Capital, Inc., a black-owned investment banking and securities firm in Washington, D.C. This enables investors to support UNCF through its Tithe Program without incurring additional costs. The firm will contribute to UNCF at least 10 percent of the brokerage commissions it receives from its normal institutional securities transactions and up to 50 percent of com-

missions from outside business generated on behalf of the Fund. UNCF has received indications from several corporations that they are considering such participation.

Honors and accolades

At anniversary dinners in New York and Boston this year, UNCF saluted the following well-known figures for outstanding contributions to the work of the College Fund: U.S. Representative William H. Gray, III (D-Pa.); John J. Horan, chairman of Merck & Company, Inc. and a member of UNCF's Board of Directors; Bryant C. Gumbel, host of NBC-TV's *Today Show*; and Melvin B. Bradshaw, chairman and CEO of Liberty Mutual Insurance Company.

Telephones and talent

One after another they appeared, more than 50 of the finest talents that the stage, the film industry and TV have to offer, providing six hours of top entertainment for the benefit of UNCF. The occasion was the second national *Parade of Stars* telethon, the December 28 extravaganza that realized \$8.4 million in cash and pledges for the College Fund.

In a telephone conversation with host Lou Rawls during the telecast, President Reagan said: "If I may borrow from your familiar words, Lou, 'When you say UNCF, you've said it all!' Carry on, you're doing a great job!"

Airing from 6 P.M. to midnight on a national network of 64 TV stations and 66 radio stations, the *Parade of Stars* increased its audience by 64 percent over last year.

For the sixth consecutive year, Anheuser-Busch Companies, Inc., as the telethon's national sponsor, continued to provide major underwriting for the *Parade of Stars*. The Kellogg Company was national co-sponsor of the show, and American Airlines, General Motors Corporation, and Polaroid Corporation were contributing co-sponsors.

Backing Lou Rawls as co-hosts were Marilyn McCoo, Ed McMahon, Gregory Hines, and Alex Trebek. Among the star-studded lineup were Bill Cosby, Don Rickles, Dick

Clark, Nancy Wilson, Donna Mills, Diahann Carroll, Lou Gossett, Marla Gibbs, Robert Culp, Robert Guillaume, Phil Donahue, Patti LaBelle, B. B. King, Della Reese, Billy Dee Williams, Stephanie Mills, Veronica Hamel, Catherine Oxenberg, Joe Williams, New Edition, Jack Jones, Ben Vereen, and Deniece Williams. For many of these generous-spirited artists it was a return appearance at this major fund raiser.

The Recording Industry Association of America's "Platinum Platter Outreach Program" urged its members to generously support the *Parade of Stars*.

AFL-CIO union locals encouraged their members to contribute one hour's wages through the program "An Hour of Your Time to Save a Mind." That project generated \$100,000.

Eastern Airlines provided airline tickets that were used to help raise funds in 20 selected markets.

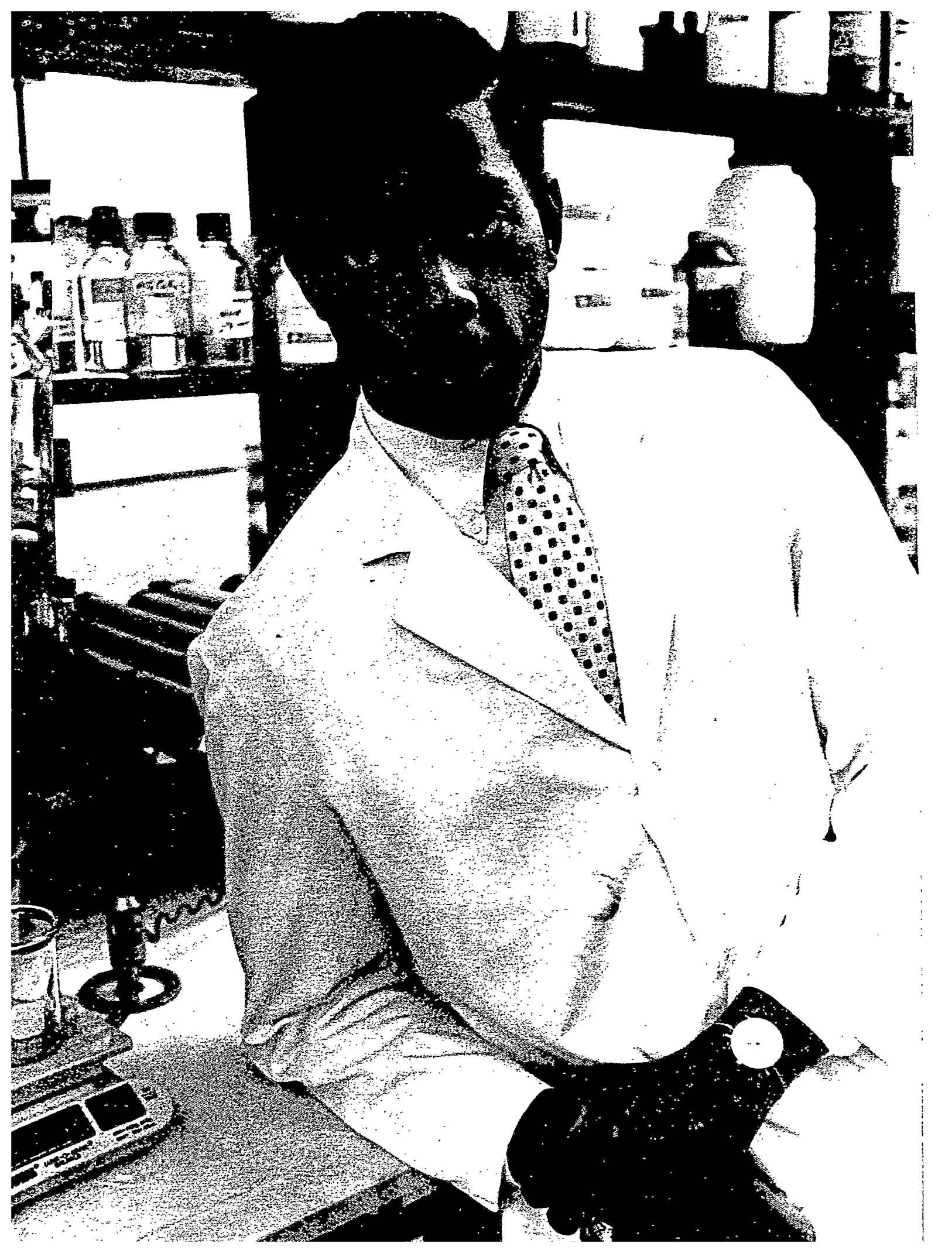
The National Association of Black Accountants and a group of both small and large accounting firms provided essential accounting services behind the scenes for local telethons.

Ambassador Walter H. Annenberg, serving as national telethon chairman, was aided in New York by community leader Annette Reed and in Chicago by the widely syndicated columnist Ann Landers. Generous and enthusiastic volunteer support, nearly 30,000 strong nationwide, provided behind-the-scenes assistance before, during, and after the show.



The spirit of achievement

Morehouse College psychology major Adam L. Smith was the only student on an American Red Cross fact-finding visit to famine-stricken African countries last fall. Later, he received the President's Volunteer Award, given annually to the "Outstanding Youth of America." Since the death of his mother at the end of his freshman year, Adam has relied on scholarships and loans to complete his college career.







The spirit of achievement
 A bright, one of 12 children, was born in rural Mississippi, the poorest country in the country. Intelligent, energetic, with a strong desire to be the first to graduate in her class, she is now an elementary education major at Rust College. She plans to return to her home to teach when she graduates. She wants children there to know it is possible to bright your way out of poverty.

National Organizations and Alumni

The Links, Inc.	\$100,000*
Alpha Kappa Alpha Sorority	50,000*
Ancient Egyptian Arabic Order, Nobles of the Mystic Shrine	25,000
Delta Sigma Theta Sorority	25,000
Eta Phi Beta Sorority	11,000
The Girl Friends, Inc.	10,000
The Group	9,600
National Association of Negro Business and Professional Women's Clubs, Inc.	8,425
National Smart Set	6,000
Continental Societies, Inc.	5,000
Kappa Alpha Psi Fraternity	5,000
Sigma Gamma Rho	5,000
Sigma Pi Phi	5,000
Tau Gamma Delta Sorority	4,310

*Donations presented at 1984 biennial convention.

In 1985 black civic and fraternal organizations contributed generously to support black higher education and the work of UNCF. With its gift of \$25,000, the Ancient Egyptian Arabic Order, Nobles of the Mystic Shrine brought its contribution over the last six years to nearly \$150,000.

In all, 20 national black organizations provided significant support to UNCF during 1985, as did many local groups. Together they contributed some \$270,000 to the national campaign.

Marking their 40th anniversary this year, UNCF's National Alumni and Pre-Alumni Councils gathered more than 3,000 alumni, students, and administrators from the Fund's 43 member schools at their annual conference.

The National Alumni Council continues to be a major source of College Fund contributions. This year, the Detroit Inter-Alumni Council ranked first with its contribution of \$176,680. Chicago was a close second with \$168,418, and Washington, D.C. raised \$162,000 for third. The 1985-86 contributions of all inter-alumni councils totaled \$671,352.

The National Pre-Alumni Council, which strives to develop among students on black campuses a pattern of giving to UNCF, collected \$469,013 in student donations this year. This marks the third year that combined contributions to UNCF from alumni and student groups have surpassed \$1 million.

Helping hands: UNCF financial assistance programs

In 1985-86 the total amount of restricted funds administered for financial assistance and special programs was \$3,639,732. That figure, representing an increase of \$860,754 over 1984, is the largest sum of money administered for restricted purposes in UNCF history.

Scholarships

21st Century Scholars Program

Underwritten by a \$1.5 million, ten-year grant from Ambassador Walter H. Annenberg, this program provides financial assistance for academically superior undergraduates and graduating seniors. Since its inception in 1982, the program has made awards to 108 UNCF students. In 1985, 22 undergraduate scholarships and 15 graduate fellowships were awarded.

Johnson & Johnson Leadership Awards*

For selected minority students pursuing MBA degrees, the Leadership program supports two years of study and provides two summers of work experience at a J&J company. The 1985 Leadership Awards totaled \$461,552.

*All awards listed, except for the Johnson & Johnson Leadership Awards, are restricted to students and faculty at UNCF member colleges and universities.

Citicorp Fellows Program

Citicorp has underwritten a five-year, \$250,000 scholarship program to support a total of 80 UNCF undergraduates. Chosen on the basis of academic performance and financial need, each student receives \$2,500 a year for four years of undergraduate study. A Citicorp official acts as mentor to each student during the undergraduate years, offering guidance on course selection and careers.

The R. J. Reynolds Scholarship Program in Journalism

Five four-year scholarships of \$1,000 each support undergraduates majoring in journalism at six selected UNCF institutions. The scholarship committee of the National Newspaper Publishers Association chooses the recipients.

First National Bank of Chicago Fellowships in Banking and Finance

Selected students in banking and finance at the Atlanta University School of Business Administration receive fellowships ranging from \$1,000 to \$3,000. The five-year program, begun in 1982 as a result of the UNCF Capital Resources Development Program (CRDP), has so far awarded 14 grants.

Lena Barfield Memorial Trust Fund

The Barfield Companies of Ypsilanti, Michigan provide \$1,000 scholarships to each of five Michigan freshmen majoring in business and business-related fields. Recipients must be work-study students who are helping to finance their college education through campus work assignments.

The Barbara M. Watson Memorial Award in International Relations

This eight-year, \$100,000 grant from Amb. Walter H. Annenberg provides a graduate fellowship to an outstanding UNCF senior who is studying international relations.

Fellowships and awards

UNCF Distinguished Scholars Program

The \$2.5 million John D. and Catherine T. MacArthur Foundation grants awards up to \$35,000 to UNCF faculty for research projects and sponsors outstanding scholars for a year's residency at UNCF institutions. Funded through CRDP, the program has enabled 46 faculty members to receive research grants and 17 scholars-at-large to be placed.

IBM Faculty Fellowship Program

The longest-running UNCF faculty fellowship program, supported by IBM Corporation, assists qualified faculty studying for the doctorate or pursuing postdoctoral research in business, economics, engineering, mathematics, physics, science, and technology. Now in its 21st year, the program has awarded 225 grants, with 110 doctorates completed under its sponsorship. This year nine recipients were awarded a total of \$118,370.

Procter & Gamble Business Curriculum Development Program

The five-year, \$200,000 grant from the Procter & Gamble Fund awarded 14 grants to selected UNCF schools for the development of business programs. The funds were contributed through the Capital Resources Development Program.

Tenneco Scholarship Program and Excellence in Teaching Award

Undergraduate mathematics, science, and business majors benefit from the \$21,000 gift made by Tenneco, Inc. in 1983. The teaching award recognizes excellence in classroom instruction in the fields named with a \$4,000 stipend to an outstanding faculty member.

Louis J. Calder Premedical Education Program

Funds granted to selected UNCF colleges and universities under this program help them to improve and expand premedical education



The spirit of achievement

The day he heard a radio announcer say that the Bethune-Cookman College marching band was 100 for musicians changed Willie D. Flowers' life. Then, the Vietnam veteran had held little hope of fulfilling his dreams of achievement. Now Willie is leader of the band and a music education honors student. He plans to teach music after graduation.





curricula. Eight grants totaling \$75,182 were awarded this year.

Walt Disney Productions Arts Support Program

The \$100,000 Walt Disney Productions Arts Support Program, begun in 1982 and funded through CRDP, is designed to strengthen theater arts instruction at UNCF schools. Eight participating UNCF colleges each have received grants of \$3,125 annually for four years.

The Charles A. Dana Faculty Improvement Fund

Established in 1972, the Dana Fund assists faculty who are beginning study toward the doctorate. In 1985, \$79,596 went to eight recipients.

UNCF Faculty Development Program

Begun in 1977 by the Lilly Endowment, this program supports faculty in mathematics, physical sciences, social sciences, humanities, business, and economics. To date, 41 recipients have received doctorates with its assistance. In 1985, a total of \$351,100 was awarded to 23 recipients.

UNCF Humanities Fellowship Program For Private Black Colleges

Funded by a three-year, \$900,000 grant from The Pew Memorial Trust, this faculty fellowship program is designed to increase the number of Ph.D.'s in the humanities at black private colleges. In 1985, 19 recipients were awarded grants totaling \$280,000.

Strengthening the Humanities Program

A \$1 million grant from the Andrew W. Mellon Foundation in 1980, augmented in 1985 by \$750,000 to continue the program for another four years, is helping UNCF member institutions to develop and strengthen their humanities curricula. Individual grants are available to faculty members for research, advanced study, and curriculum development.

Loan programs

Assured Access Student Loan Program

Since 1982, Citibank and the Higher Education Assistance Foundation have offered low-interest, federally guaranteed student loans to UNCF students for tuition and living expenses. Last year, Independence Federal Savings Bank, a black-owned Washington, D.C. bank, joined the Assured Access Program. To date, over \$39 million of such loans has been disbursed to UNCF students.

Capital resources

Only \$1 million in pledges remains outstanding in the Capital Resources Development Program (CRDP), UNCF's most recent capital campaign. To date, more than \$60 million has been collected from the drive, which was conducted from 1977 to 1980.

Burroughs Corporation fulfilled its capital commitment by providing much-needed word processing equipment.

Among the programs supported by capital campaign funds is the Integrated Systems Approach to Improving Management (ISATIM). The Kellogg Foundation provided the initial three-year funding for ISATIM in 1981, with subsequent funding contributed by the Pew Memorial Trust. In 1984, Kellogg renewed funding for three years.

The planning process for UNCF's next capital campaign is underway.

Endowment funds

In 1979 UNCF founder Dr. Frederick D. Patterson created the College Endowment Funding Plan, whereby UNCF member institutions are eligible for \$50,000 bonuses from the College Fund and low-interest loans of \$400,000 from participating insurance companies for each \$300,000 the individual college is able to raise.

Twenty-eight UNCF colleges participate in CEFP. A total of \$39 million has been in-



The spirit of achievement

With her mother the sole support of four children, aided by welfare, there was no money for Janie Ranae Saxton to go to college. A chance meeting between her mother and a financial aid counselor from Huston-Tillotson College turned Janie's chances of attending college around. Now a finance and math honors student in her junior year, she aspires to complete a juris doctorate degree.

vested on their behalf: \$18.2 million raised by the colleges themselves and through UNCF, and \$20.8 million loaned by insurance companies. To date, 32 insurance companies have made low-interest loans to CEFP. Among them, the Equitable Life Assurance Society of the United States is a prime lender, having committed \$6.25 million over the last six years. Prudential Insurance Company is also a major participant, having committed \$6 million.

CEFP members can look forward to a combined endowment of \$130 million when their investment matures in 25 years. During this period they will also be adding \$50 million to their individual operating budgets.

Two other endowment plans that are helping UNCF colleges and universities are the Challenge Grant Program and the Mellon Endowment Plan. In the first, 18 UNCF schools are building endowments by matching federal challenge grant money with private contributions. If goals are met, participating institutions can expect to receive \$3.85 million in matching government funds. Under the Mellon Plan, in which 16 UNCF schools are involved, a total of \$8.9 million will be provided if all the institutions match their grants over a three-year period.

New projects, new plans

UNCF has launched a nationwide recruitment campaign. High schools with at least 25 percent minority enrollments have been identified in 30 cities. They were sent newly prepared recruitment materials.

The College Fund has also undertaken a pilot program with Harrisburg Area Community College, which will enable graduates of that school to transfer to one of six UNCF colleges. The aim is to encourage graduates of two-year colleges to continue their education.

Through the College Fair Program, supported by a \$25,000 gift from the Esther A. and Joseph Klingenstein Fund, UNCF is publicizing sources of financial aid at UNCF schools, as well as the overall benefits of a four-year college education.

UNCF received a grant from the Southern Education Foundation for review

of SAT results. These funds gave UNCF an opportunity to research the value of standardized tests, such as the Scholastic Aptitude Test (SAT), as indicators of the competencies of black students on black college campuses. The results found that black students studying at black colleges were more likely to reach their tested potential than were blacks at predominantly white colleges.

A \$96,000 grant from the U.S. Department of Health and Human Services is to enable UNCF to develop and implement gerontology curricula at member schools. The College Fund is looking for approximately \$32,000 in matching funds to start the program.

For some of those about to enter the job market, 1985 brought unprecedented help in the form of the first job fair organized by UNCF. Five hundred black college graduates and 87 job recruiters from government and private industry came together in the Great Hall of the U.S. Department of Labor in Washington, D.C., to interview and be interviewed.

A grant of \$258,176 from the U.S. Department of Energy will help UNCF colleges to reduce their energy costs.



The spirit of achievement

A native of West Georgia, Tunde Williams arrived in the U.S. with nothing but hope. The son of a military man, Tunde was plagued by identity problems during his years overseas. Life at Clark College is helping him overcome feelings of alienation and he is compiling a fine record as a physics honors student. At night he waits tables to help make ends meet.

In Memoriam

Mildred Gibson. UNCF board member and Chicago community leader.

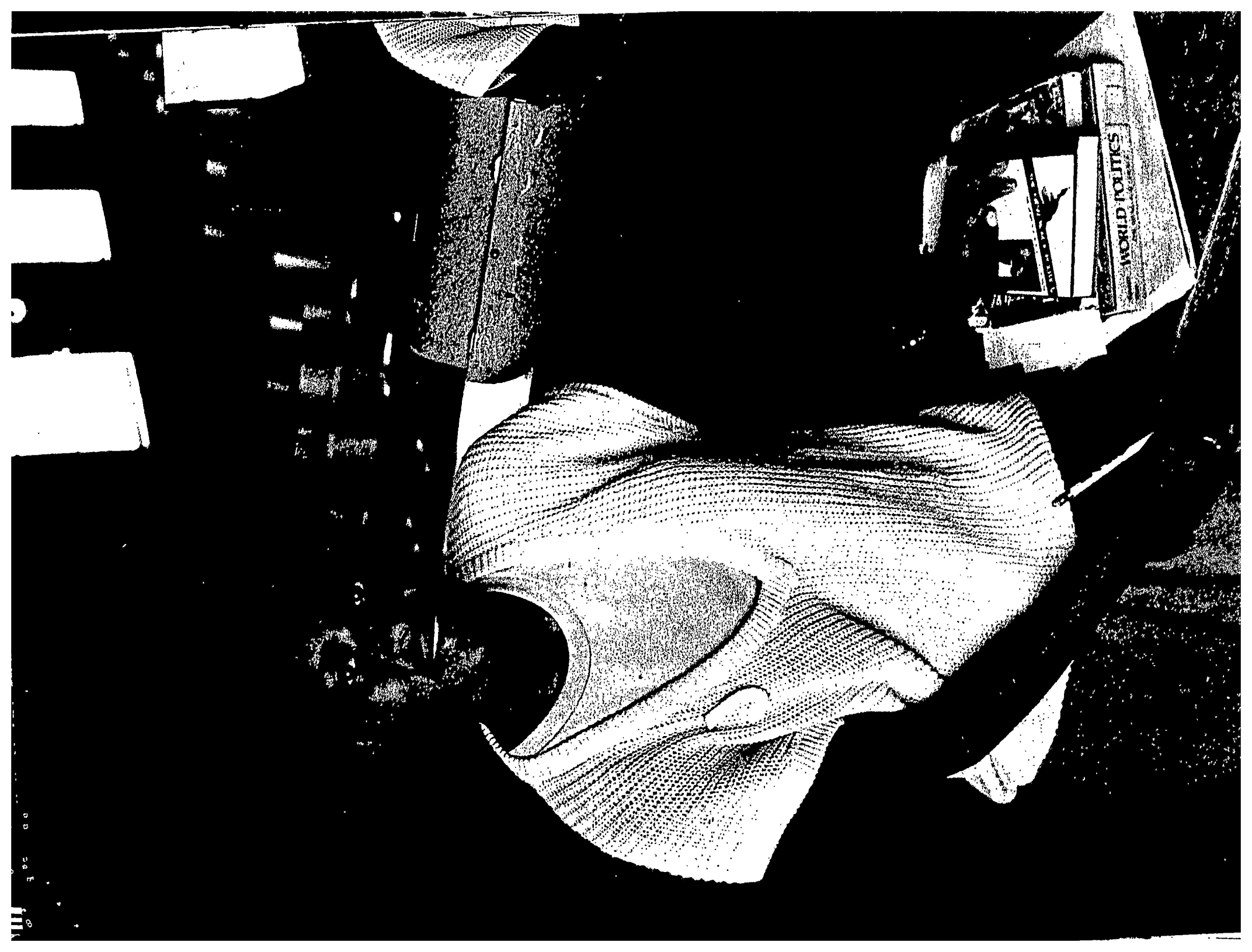
Giving of her time and energy unstintingly, as chairman of UNCF's Lois R. Lowe Women's Division in Chicago and through philanthropic endeavors in medicine, education, art, and civic affairs, Mrs. Gibson improved the quality of life for others.

Dr. Jerome H. Holland. Former U.S. Ambassador to Sweden, UNCF board member, and member of the National Football Hall of Fame.

Dr. Holland was a distinguished leader in local, state, and national affairs in a career that embraced teaching, research, and administration. In all these endeavors, he was committed to the principles of freedom, equality and justice for all Americans.



Television
Teacher



Report of Independent Public Accountants

June 26, 1986

Board of Directors and Members
United Negro College Fund, Inc.
New York, New York

We have examined the balance sheets of the United Negro College Fund, Inc. as of March 31, 1986 and 1985, and the related statements of support, revenue, expenditures and changes in fund balances, and of functional expenditures for the year ended March 31, 1986. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances. Investments in marketable securities were confirmed to us by the custodians.

In our opinion, the financial statements referred to above present fairly the financial position of the United Negro College Fund, Inc. at March 31, 1986 and 1985, and the results of its operations and changes in fund balances for the year ended March 31, 1986, in conformity with generally accepted accounting principles applied on a consistent basis after adjustment for the change in the method of accounting for compensated absences as described in Note 11 to the financial statements.

We have previously examined the statements of support, revenue, expenditures and changes in fund balances, and of functional expenditures of the United Negro College Fund Inc. for the year ended December 31, 1984, comparative financial information from which is presented herein. In our opinion, such comparative financial information has been properly extracted from the prior year's financial statements.



The spirit of achievement

Political science major Janice Elaine Smith, the youngest of six children from a blue-collar family, attends Bennett College on a full scholarship. Besides maintaining an almost "A" average, she is a Bennett Scholar, an actress in the performing arts company, a freelance reporter for the college newspaper, and a beginning saxophonist in the school band. Janice plans to become a lawyer.

Touche Ross & Co.
Certified Public Accountants

Annual Campaign 1985-86

Major Foundation Donors

\$100,000 & Over

The Annenberg Fund, Inc.
The Louis Calder Foundation
Max C. Fleischmann Foundation
W. K. Kellogg Foundation
Sarah Barney Lefferts Foundation
Lilly Endowment, Inc.
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1985-86 Annual Campaign Major Corporate and Corporate Foundation Donors

30

\$50,000 & Over

Johnson & Johnson Family of Companies*	\$456,612
RJR Nabisco, Inc.	283,400
McDonald's Local Restaurants	250,000
International Business Machines Corporation	240,000
General Motors Foundation, Inc.	231,000
Young & Rubicam, Inc.**	225,000
The Procter & Gamble Fund	160,000
The Coca-Cola Company	140,000
AT&T Foundation	125,000
Citibank, N.A.	125,000
Philip Morris Companies Inc.	107,500
Equitable Life Assurance Society of the United States	100,000
PepsiCo Foundation Inc.	100,000
The Sears-Roebuck Foundation	100,000
Eastman Kodak Company	95,000
Ford Motor Company Fund	90,000
Celanese Corporation	85,250
Eastern Airlines**	75,000
Exxon Education Foundation	75,000
CBS Inc.	66,000
The Prudential Foundation	65,000
Revlon Foundation/Revlon Realistic	62,500
General Mills Foundation	60,500
TRW Foundation	60,050
General Foods Fund, Inc.	60,000
Pillsbury Co./Burger King	60,000
The Standard Oil Company of Ohio	60,000
United States Steel Foundation	60,000
Burlington Industries Foundation	55,000
GTE Corporation	55,000
The Merck Company Foundation	55,000
Metropolitan Life Foundation	50,100
Atlantic Richfield Foundation	50,000
Chrysler Corporation Fund	50,000
Dart & Kraft Foundation	50,000
General Electric Foundation	50,000
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Sara Lee Foundation	50,000
Time Incorporated	50,000
The Xerox Foundation	50,000

\$25,000 to \$49,999

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*\$406,612 restricted for Leadership Awards. See page 11.

**In-kind Services

\$5,000 to \$9,999

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Amax
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Mutual Marine Office, Inc.
NCNB Corporations Charities
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Nationwide Foundation
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Company
North American Philips Lighting
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Pepco
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Rockwell International Corp. Trust
SCM
SCOA Industries
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The Sonat Foundation
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Foundation
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(see page 8 for details)*

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Chairmen
of the Board
1944-1986

Campaign
Chairmen
1944-1986

32

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86 *Chairman and Chief Executive*
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83 *Vice Chairman*
General Motors Corporation
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80 *Chairman and Chief Executive Officer*
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79 *Attorney*
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70 *President*
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61 *President*
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59 *Chairman*
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48 *Founder and President*
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81 *Chairman*
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- 1979- Lewis W. Foy
Chairman
Bethlehem Steel Corporation
- 1977- A. Dean Swift
78 *President*
Sears, Roebuck & Co.
- 1974- Thomas A. Murphy
76 *Chairman*
General Motors Corporation
- 1971- Cyrus R. Vance
73 *Attorney*
Simpson, Thacher & Bartlett
- 1970- Dudley Dowell*
President
New York Life Insurance Company
- 1969- Isaac N.P. Stokes
Chairman
Phelps Stokes Fund
- 1967- George Champion
68 *Chairman*
Chase Manhattan Bank
- 1966- Dudley Dowell*
President
New York Life Insurance Company
- 1964- Carl M. Anderson*
65 *Secretary*
Merck & Company, Inc.
(President, Merck Fdn.)
- 1962- Lawrence J. MacGregor*
63 *Chairman*
The Summit Trust Company
- 1959- Bruce Barton*
61 *Chairman*
Batten, Barton, Durstine & Osborne, Inc.
- 1958- Stanley C. Hope*
President
Esso Standard Oil Company
- 1956- Lee H. Bristol*
57 *President*
Bristol-Myers Corporation
- 1955- Lindsley F. Kimball
Executive Vice President
Rockefeller Foundation
- 1954- John W. Hanes
Financial Vice President
Olin Mathieson Chemical Corporation
- 1952- C.D. Jackson*
53 *Vice President*
Time Incorporated
- 1950- Thomas I. Parkinson
51 *President*
Equitable Life Assurance Society of the United States
- 1949- John R. Suman
Vice President
Standard Oil Company of New Jersey
- 1948- William E. Cotter*
Counsel
Union Carbide and Carbon Corporation
- 1946- Frank M. Totton*
47 *Vice President*
Chase National Bank
- 1945- Thomas A. Morgan*
Chairman
Sperry Corporation
- 1944- Walter Hoving
President
Lord & Taylor

*Deceased

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UNCF Board of Directors
Chairman and Chief Executive
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Robert Lazarus, Jr.
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Prezell R. Robinson
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S. Dallas Simmons
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Saint Paul's College
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as of 9/85

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Mrs. Edward M.M. Warburg
New York, New York

*Deceased

United Negro College Fund, Inc. Colleges and Universities

Atlanta University
Atlanta, Georgia

Barber-Scotia College
Concord, North Carolina

Benedict College
Columbia, South Carolina

Bennett College
Greensboro, North Carolina

Bethune-Cookman College
Daytona Beach, Florida

Bishop College
Dallas, Texas

Clatlin College
Orangeburg, South Carolina

Clark College
Atlanta, Georgia

Dillard University
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Edward Waters College
Jacksonville, Florida

Fisk University
Nashville, Tennessee

Florida Memorial College
Miami, Florida

Huston-Tillotson College
Austin, Texas

Interdenominational
Theological Center
Atlanta, Georgia

Jarvis Christian College
Hawkins, Texas

Johnson C. Smith University
Charlotte, North Carolina

Knoxville College
Knoxville, Tennessee

Fane College
Jackson, Tennessee

LeMoyné-Owen College
Memphis, Tennessee

Livingstone College
Salisbury, North Carolina

Miles College
Birmingham, Alabama

Morehouse College
Atlanta, Georgia

Morris College
Sumter, South Carolina

Morris Brown College
Atlanta, Georgia

Oakwood College
Huntsville, Alabama

Paine College
Augusta, Georgia

Paul Quinn College
Waco, Texas

Phlander Smith College
Little Rock, Arkansas

Rust College
Holly Springs, Mississippi

Saint Augustine's College
Raleigh, North Carolina

Saint Paul's College
Lawrenceville, Virginia

Shaw University
Raleigh, North Carolina

Spelman College
Atlanta, Georgia

Stillman College
Tuscaloosa, Alabama

Talladega College
Talladega, Alabama

Texas College
Tyler, Texas

Tougaloo College
Tougaloo, Mississippi

Tuskegee University
Tuskegee Institute,
Alabama

Virginia Union University
Richmond, Virginia

Voorhees College
Denmark, South Carolina

Wilberforce University
Wilberforce, Ohio

Wiley College
Marshall, Texas

Xavier University
New Orleans, Louisiana

UNCF
National Headquarters
511 East 62nd Street
New York, New York 10022
(212) 667-0311

new

EXECUTIVE ORDER

HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

By the authority vested in me as President by the Constitution and laws of the United States of America, in order to advance the development of human potential, to strengthen the capacity of historically Black colleges and universities to provide quality education, and to increase opportunities to participate in and benefit from Federal programs, it is hereby ordered as follows:

Section 1. There shall be established in the Department of Education, an Advisory Commission, the President's Board of Advisors on Historically Black Colleges and Universities. The members of the Board shall be appointed by the President. The Secretary of Education, with the advice of the Board of Advisors, shall supervise the annual development of a Federal program designed to achieve an increase in the participation by historically Black colleges and universities in federally sponsored programs. This program shall seek to increase opportunities to participate in and benefit from Federal programs. The Board will also provide advice on how to increase the private sector role in strengthening historically Black colleges and universities. Particular emphasis shall be given to facilitating technical, planning, and development advice to historically Black colleges and universities, with the goal of ensuring the long-term viability of these institutions.

Sec. 2. The Board of Advisors shall include

appropriate representatives of historically Black colleges and universities, of other institutions of higher education, of business and finance, of private foundations, and of secondary education.

Sec. 3. The White House Initiative on Historically Black Colleges and Universities, housed in the Department of Education, shall provide the staff, resources and assistance for the Board of Advisors on Historically Black Colleges and Universities; shall assist the Secretary of Education in the role of liaison between the Executive Branch and historically Black colleges and universities; and shall serve the Secretary of Education in carrying out his responsibilities under this order.

Sec. 4. Each Executive department and those Executive agencies designated by the Secretary of Education shall establish an annual plan to increase the ability of historically Black colleges and universities to participate in federally sponsored programs. These plans shall describe measurable objectives for proposed agency actions to fulfill this order and shall be submitted at such time and in such form as the Secretary of Education shall designate. In consultation with participating Executive agencies, the Secretary of Education shall review these plans and develop an integrated Annual Federal Plan for Assistance to Historically Black Colleges and Universities for consideration by the President.

Sec. 5. The Secretary of Education shall ensure that each president of a historically Black college or university is given the opportunity to comment on the proposed Annual Federal Plan prior to its consideration by the President.

Sec. 6. Each participating agency shall submit to the

Secretary of Education a mid-year progress report and at the end of the year an Annual Performance Report which shall specify agency performance against its measurable objectives.

Sec. 7. Every third year, the Secretary of Education shall oversee a special review by every designated Executive department and agency of its programs to determine the extent to which historically Black colleges and universities are given an equal opportunity to participate in Federally sponsored programs. This review will examine unintended regulatory barriers, determine the adequacy of announcements of program opportunities of interest to these colleges, and identify ways of eliminating inequalities and disadvantages.

Sec. 8. The Board of Advisors, working through the White House Initiative, shall provide advice on how historically Black colleges and universities can achieve greater financial security through the use of improved business, accounting, management, and development techniques. To the maximum extent possible, the Board of Advisors shall enlist the resources and experience of the private sector in providing the assistance. To this end, historically Black colleges and universities shall be given high priority within the White House Office of National Service.

Sec. 9. The White House Office of National Service, along with other Federal offices, shall work to encourage the private sector to assist historically Black colleges and universities through increased use of such devices and activities as: (1) private sector matching funds to support increased endowments, (2) private sector task forces for institutions in need of assistance, and (3) private

sector expertise to facilitate the development of more effective ways to manage finances, improve information management, strengthen faculties, and improve course offerings. These steps will be taken with the goals of enhancing the career prospects of their graduates and increasing the number of those with careers in science and technology.

Sec. 10. In all its endeavors the Board of Advisors shall emphasize ways to support the long-term development plans of each historically Black college and university. The Secretary of Education, with the advice of the Board of Advisors, shall develop alternative sources of faculty talent, particularly in the fields of science and technology, including faculty exchanges and referrals from other institutions of higher education, private sector retirees, Federal employees and retirees, and emeritus faculty members at other institutions of higher education.

Sec. 11. The Director of the Office of Personnel Management, in consultation with the Secretary of Education and the Secretary of Labor, shall develop a program to improve recruitment and participation of graduates and undergraduate students of historically Black colleges and universities in part-time and summer positions in the Federal government.

Sec. 12. Each year the Board of Advisors shall report to the President on the progress achieved in enhancing the role and capabilities of historically Black colleges and universities, including an Annual Performance Report on Executive Agency Actions to Assist Historically Black Colleges and Universities that appraises agency actions during the preceding year. The Secretary of Education shall

disseminate the annual report to appropriate members of the Executive branch and make every effort to ensure that findings of the Board of Advisors are taken into account in the policies and actions of every Executive agency including any appropriate recommendations for improving the Federal response directed by this order.

Sec. 13. Participating Executive agencies shall submit their annual plans to the Secretary of Education not later than January 15 of each year. The Annual Federal Plans for Assistance to Historically Black Colleges and Universities developed by the Secretary of Education shall be ready for consideration by the President not later than April 31 of each year.

Sec. 14. The Secretary of Education is directed to establish an Advisory Commission entitled the President's Board of Advisors on Historically Black Colleges and Universities. Notwithstanding the provisions of any other Executive order, the responsibilities of the President under the Federal Advisory Committee Act, as amended (5 U.S.C. App. 2), which are applicable to the Advisory Commission to be established by this order, shall be performed by the Secretary of Education, in accordance with the guidelines and procedures established by the Administrator of General Services.

Sec. 15. Executive Order No. 12320 of September 15, 1981, is revoked.

THE WHITE HOUSE,

1. This order continues Reagan's EO 12320 and includes the following new objectives:

A. Advisory Committee

Similar to one set up during Carter Admin, but discontinued by Reagan.

B. Cooperation btwn. HCBUs + Private Sec.

C. Placements in government
(Don't know how yet!)

2. Bush has asked Congress to authorize \$60 mil. over 4 yrs. which is above & beyond current budget. (Already requested \$10 mil for FY90).

This is a new initiative that Bush is personally committed to.

3. PSI will HCBU organize + manage endowments including seeing that funds are channelled to sci. + tech.

Barry White x 4532 Chief, Education Branch
OMB

1. Reauthorize E.O. 12320
William Harvey - Hampton Univ.

NEW 2. Advisory Committee → Section One + Two
Gloria Scott, Bennett College
Benjamin Foutson, Tuskegee Univ.
Leroy Keith, Morehouse College

3.

NEW? 4. ~~Research Agreements~~ ≈ Part-time + Summer
position in Gov. (Sec. 11)

NEW? 5. Endorsements - See Nine
Dallas Simmon, VA Union Univ.

NEW: Proc. order leads to PS1

6.

7. ~~Inserts for Section Nine~~ Section Nine
and Ten - Science + Tech. prof.

8.

William Robinson, Florida Manorial College See. 1, 2, 5
- wants mechanism for input by HBCC's

(McNally/Martin)
April 26, 1989
5:00 p.m.
Draft Two
(B:COLLEGES)

PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES EXEC. ORDER
ROSE GARDEN SIGNING CEREMONY
FRIDAY, APRIL 28, 1989
2:00 P.M.

Secretary Cavazos, Secretary Sullivan -- and especially our special guests, the presidents and supporters of a noble educational tradition who honor us with their presence this afternoon. Welcome to America's backyard. It belongs to you -- and to the students and teachers you are here to represent. And we're thrilled to have you join us for this important day.

I'm also pleased to see that Bryant Gumbel is here. The White House keeps a close eye on the networks to monitor those places where the unexpected unfolds on our TV screens each week: China. Soviet Georgia. El Salvador. The Cosby Show.

Actually, I haven't watched much TV lately. But I'm told Oprah Winfrey just opened a restaurant in Chicago. It's a theme restaurant. A sign inside says: "Stay Real. ((Pause)) Never Dull. ((PAUSE)) No Rules." ((PAUSE)) Sounds to me like college in the eighties.

For over 100 years the Historically Black Colleges and Universities have been a special part of America's heritage. At a time when many schools barred their doors to Black Americans, these colleges offered the best, and often the only opportunity for a higher education.

Today, racial discrimination is not tolerated. And yet, Historically Black Colleges and Universities still represent a vital component of American higher education -- enriching a great tradition of educational choice that also embraces the likes of Notre Dame, BYU, Yeshiva and others. As one educator put it, we must see that every child has an equal opportunity -- "not to become equal, but to become different" -- to realize their unique potential of body, mind and spirit.

Nine days before I became President, a number of you met with me here at the White House to discuss new ways to ensure that every Black child has that chance. Several of your colleagues -- Gloria Scott, Benjamin Payton and Leroy Keith come to mind -- asked that, first and foremost, the Administration establish an Advisory Committee to make sure your voices continue to be heard. It was a sound idea, and one that I am pleased to put into effect in a few moments -- when the new Executive Order I am signing creates the President's Board of Advisors on Historically Black Colleges and Universities.

Staffed by the Department of Education, this new Board will assist Secretary Cavazos in developing annual plans to increase participation by your schools in federally sponsored programs. It also guarantees that each of you -- every president of a Historically Black College or University -- be given an opportunity to comment on these plans before they reach my desk. We will continue to listen. Your voices must be heard.

As many here have requested, today's Order also reauthorizes Executive Order 12320. But more importantly, it contains new initiatives that will increase the private sector role in ensuring the long-term viability of the distinctive institutions you represent.

Now, that's just bureaucratese for the "volunteer spirit" -- a tradition of helping one's neighbors well known to Black Americans. This tradition was perhaps best exemplified by the singular gift of \$20 million to Spelman College last fall. For their generosity -- and for their EXAMPLE -- everyone here owes thanks to Bill and Camille Cosby.

The New York Times called the Cosby's donation "as much a challenge as a gift." Well, we are trying to sweeten that challenge. Some of you reminded me in January that perhaps the most important support the Government can provide is through incentives to increase endowments. That's why we have requested a total of \$60 million -- over and above existing programs -- for endowment matching grants for the special schools you represent.

They say the university's usual state can be summed up by the lady who noted: "I have enough money to last me the rest of my life -- unless I buy something." Well, the new endowments program represents a commitment to the long term. It's not a quick fix. And it's flexible -- producing new contributions and ultimately new income -- permitting each of your schools to decide where its money is best spent.

And finally, it doesn't do much good to educate our young people if they can't get good jobs when they get out. They need work opportunities while still students -- which can also provide another way to help finance their education. By this Order, we also direct that the Office of Personnel Management -- working together with Secretaries Cavazos and Dole -- develop a program to improve recruitment of your students for part-time and summer positions in the Federal government. America needs and wants their creativity, their talent and their diversity.

We've just returned from a journey across America -- North Dakota to Texas, California to Florida -- something like 7,500 miles in less than four days. And as we circled the continent I thought of the coming commencements at the schools across our land. It is time of new beginnings. A time of dreams.

And they are exciting times for all young Americans -- and for none more than those whom you here today have nurtured with an education. Out of a century that began with their people still bound by the remnants of slavery and ignorance, this generation is emerging into a time rich with opportunities unimaginable to their grandparents.

You and the teachers who work with you are the fulfillers -- of your student's dreams -- and of your nation's destiny.

God bless you in your mission. And now, with great pleasure and great pride, I will sign this Executive Order to launch these new initiatives.

#

The coming weeks will bring commencements at your schools. A time of new beginnings. A time of dreams. These are exciting times for young Americans -- and ^{for more more than, for} ~~especially~~ for Black Americans such as those you have nurtured with an education. Out of a century that began with their people still bound by the remnants of slavery, ^{and ignorance} this generation is emerging into a time rich with opportunities unimaginable to their grandparents.

You and the teachers who work with you are the fulfillers -- of your student's dreams -- and of your nation's destiny.

God bless you in your mission. And God bless the United States of America.

Earlier this month I saw a new movie, a baseball movie, in which Burt Lancaster ponders the power of hope. "Is there enough magic out there in the moonlight, to make this dream come true?"

We've just returned from a journey across America -- North Dakota to Texas, California to Florida -- something like 7,500 miles in less than four days. ^{and as we crossed the} continent I thought of the coming commencements at ~~our~~ ^{the} schools across our land.

GB?

Quote from:

Nat'l Conf. of St. Legis.

Indianapolis, IN

July 28, 1987

As Martin Luther King once said, "We must remember that intelligence is not enough. Intelligence plus character -- that is the goal of true education."

p.132 Lot I

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January 15, 1989, Sunday, Late City Final Edition

SECTION: Section 1; Part 1, Page 1, Column 2; National Desk

LENGTH: 1351 words

HEADLINE: Blacks' Charities Struggle To Meet Cosby Challenge

BYLINE: By KATHLEEN TELTSCH, Special to the New York Times

BODY:

When Bill Cosby gave \$20 million to Spelman College in Atlanta, the largest individual donation ever made to a black college, he made it clear that he intended the money not just as a gift but as a challenge to other black Americans to support black colleges.

Many people familiar with giving patterns among blacks say the challenge is welcome and overdue. They say black institutions, including colleges, arts organizations and civil rights and social welfare groups, need to attract more contributions from the growing ranks of black professionals.

They fear that fund-raisers tend to ignore black people, in the words of one expert, "as being more likely recipients than donors." And they say black charities need to learn more sophisticated ways of raising money, like using tax benefits to stimulate contributions.

"We know very little about black philanthropy," said Thomas L. Berkley, who founded California's largest black law firm and the Center for Urban Black Charities in Oakland. "We know most giving goes to the church, but what about self-help within the black community?"

Most blacks, like most whites, give money to charity, according to a Gallup Organization survey for the Joint Center for Political Studies, a research organization based in Washington. But contributions by blacks tend to be smaller, in part because their average incomes are smaller.

In households with annual incomes of \$25,000 to \$40,000, 87 percent of whites and 67 percent of blacks reported giving to charity in 1986 and 1987. Among households with incomes over \$40,000, 92 percent in each group contributed, said Dr. Emmett D. Carson, director of the center's project on black philanthropy.

"This should send a message to fund-raisers who traditionally ignore the black community as being more likely recipients than donors," he said.

A separate survey in New York City last year also found that as income rises, the proportion of blacks who are giving approaches that of whites. The gap disappears at \$50,000.

Dependence on Whites

But Mr. Berkley of the Center for Urban Black Charities said he was disappointed in the level of giving by wealthy blacks. "It's a great gift,"

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he said of the Cosby donation, "but it will not make a measurable change in attracting other entertainers or athletes, for example. I represented such big earners for years, and no more than 5 percent gave significantly."

Black colleges "are heavily dependent on funds from white sources," said Christopher Edley Sr., president of the United Negro College Fund, which supports 42 black colleges, including Spelman. "The last message I would want to send out is that we don't need donations from the white community."

Although contributions from black donors are rising, he added, "we don't do as well as we should among young people in their 20's and 30's."

History of Slavery and Bias

Some donors argue that the development of black philanthropy has been held back by a long history of slavery and racial discrimination. Black Americans simply have not had as much money to spend as whites, these donors say, and even blacks who are able may not yet be in the habit of giving money away.

"Schools do not teach how to handle money," said Dr. Ruth W. Hayre, a retired Philadelphia school principal who has pledged to finance a college education for 119 sixth graders. "Blacks need to learn how to earn it, spend it and how to give it away."

Mr. Edley said: "What Cosby did was wonderful because it was a marked departure from the quiet manner in which black gifts usually come in. Typically, in the Baptist church, givers march down the aisle and put a contribution up front where all can see. We need something like that for the United Negro College Fund, the N.A.A.C.P., the National Urban League and others."

But Mr. Edley and others made it clear that the range of black philanthropy is widening. "We have had extraordinary gifts in recent years," he said, adding that the United Negro College Fund had been helped by entertainers like Lou Rawls, the singer, who led several annual telethons, and Michael Jackson, who recently contributed \$1.1 million.

Wider Distribution

A number of other black donors are distributing their contributions more widely, and charities are using more aggressive tactics, as these examples show:

* In New York, Associated Black Charities, a five-year-old federation representing 59 social welfare and health organizations, has begun its first direct-mail campaign, sending letters to 30,000 people. "We're looking for the Cosby gift to inspire the little guys who can give maybe \$500," said Livingston S. Francis, the federation's executive director.

* Reginald L. Lewis, a New York financier who established a foundation in 1987, recently gave \$2 million to Howard University and other black schools in the United States and abroad. He also says he will contribute money to health and nutrition organizations and other fields, reflecting "my multifaceted interests."

* In California, Dr. Matthew Jenkins, a prosperous black real-estate broker and veterinarian, is fulfilling a promise to give Tuskegee Institute 10

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percent of the profits from his practice. He also made the school the beneficiary of a large life insurance policy.

* In Central Indiana, United Way campaigned among black professionals and expanded the number of \$1,000 givers to 76 last year from 12 in 1983. "We had highly respected black men and women doing the asking, and it worked," said Jerry Harkness, the United Way's director of community affairs.

* Members of national black sororities, fraternities and other organizations are joining forces to raise money for charity. The Links Inc., a service organization of 7,500 women, initiated a \$1 million fund drive for the NAACP Legal Defense and Educational Fund in October after fulfilling a \$1 million pledge to the United Negro College Fund.

"When asked, black Americans contribute generously," said the Links' president, Regina Jollivette Frazier. "But I wonder how many are urged to give."

Tapping Payroll Deductions

The Joint Center for Political Studies says there is substantial potential for increased giving through payroll deductions from black employees.

"Contrary to myths that blacks are not givers," said Dr. Carson, "my favorite figures are 1987 surveys showing 63 percent of blacks and 55 percent of white employees participated in payroll deductions for charity."

He added, "Given the demographics of growing minorities in the work force, blacks will have an increasingly important say about what gets funded, and they may be unwilling to fund institutions they feel do not reflect their cultural interests."

The 10-year-old Black United Fund, which ran its first fund-raising campaign independent of the United Way in 23 medical institutions in New York City last March, said it raised \$141,682. "This was more than twice our proceeds from any previous campaign in which we participated with United Way running the drive," said Kermit Eady, the Fund's president.

Matching Contributions

Mr. Edley of the United Negro College Fund said keeping track of alumni is a logistical "nightmare," because graduates pursuing careers tend to move a great deal. But he estimated that young executives working in companies that match their employees' contributions raised \$260,000 in 1988.

In New York groups of young investment brokers have joined to provide money and to volunteer time for the NAACP Legal Defense and Educational Fund and the National Urban League.

"We come out of backgrounds where giving and serving is a tradition," said Keith Thomas, a stockbroker who helped organize Friends of the Legal Defense and Educational Fund last summer.

As soon as Darla Sligh, a 23-year-old mechanical engineer, landed a job, she began sending \$25 monthly checks to the National Action Council for Minorities

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in Engineering, which helped pay for her education.

'As I earn more, I'll give more,' she said, 'because Nacme was there when I needed help.'

GRAPHIC: Photos of Bill Cosby (NYT); Reginald L. Lewis, a Wall Street financier (NYT) (pg. 18)

SUBJECT: COLLEGES AND UNIVERSITIES; GIFTS; BLACKS (IN US)

ORGANIZATION: SPELMAN COLLEGE

NAME: TELTSCH, KATHLEEN; COSBY, BILL

**EXECUTIVE ORDER 12320 OF
SEPTEMBER 15, 1981**

Appendix 2

get most recent report

Historically Black Colleges and Universities

By the authority vested in me as President by the Constitution of the United States of America, in order to advance the development of human potential, to strengthen the capacity of historically Black colleges and universities to provide quality education, and to overcome the effects of discriminatory treatment, it is hereby ordered as follows:

Section 1. The Secretary of Education shall supervise annually the development of a Federal program designed to achieve a significant increase in the participation by historically Black colleges and universities in Federally sponsored programs. This program shall seek to identify, reduce, and eliminate barriers which may have unfairly resulted in reduced participation in, and reduced benefits from, Federally sponsored programs. This program will also seek to involve private sector institutions in strengthening historically Black colleges.

Sec. 2. Annually, each Executive Department and those Executive agencies designated by the Secretary of Education shall establish annual plans to increase the ability of historically Black colleges and universities to participate in Federally sponsored programs. These plans shall consist of measurable objectives of proposed agency actions to fulfill this Order and shall be submitted at such time and in such form as the Secretary of Education shall designate. In consultation with participating Executive agencies, the Secretary of Education shall undertake a review of these plans and develop an integrated Annual Federal Plan for Assistance to Historically Black Colleges for consideration by the President and the Cabinet Council on Human Resources (composed of the Vice President, the Secretaries of Health and Human Services, Agriculture, Labor, Housing and Urban Development, and Education, the Attorney General, the Counsellor to the President, and the White House Chief of Staff).

Sec. 3. Each participating agency shall submit to the Secretary of Education a mid-year progress report of its achievement of its plan and at the end of the year an Annual Performance Report which shall specify agency performance of its measurable objectives.

Sec. 4. Prior to the development of the First Annual Federal Plan, the Secretary of Education shall supervise a special review by every Executive agency of its programs to determine the extent to which historically Black colleges and universities are given an equal opportunity to participate in Federally sponsored programs. This review will examine unintended regulatory barriers, determine the adequacy of the announcement of programmatic opportunities of interest to these colleges, and identify ways of eliminating inequities and disadvantages.

Sec. 5. The Secretary of Education shall ensure that each president of a historically Black college or university is given the opportunity to comment on the proposed Annual Federal Plan prior to its consideration by the President, the Vice President, and the Cabinet Council on Human Resources.

Sec. 6. The Secretary of Education, to the extent permitted by law, shall stimulate initiatives by private sector businesses and institutions to strengthen historically Black colleges and universities, including efforts to further improve their management, financial structure, and research.

Sec. 7. The Secretary of Education shall submit to the President, the Vice President, and the Cabinet Council on Human Resources an Annual Federal Performance Report on Executive Agency Actions to Assist Historically Black Colleges. The report shall include the performance appraisals of agency actions during the preceding year to assist historically Black colleges and universities. The report will also include any appropriate recommendations for improving the Federal response directed by this Order.

Sec. 8. The special review provided for in Section 4 shall take place not later than November 1, 1981. Participating Executive agencies shall submit their annual plans to the Secretary of Education not later than January 15, 1982. The first Annual Federal Plan for Assistance to Historically Black Colleges developed by the Secretary of Education shall be ready for consideration by the President, the Vice President, and the Cabinet Council on Human Resources not later than March 31, 1982.

Sec. 9. Executive Order No. 12232 of August 8, 1980, is revoked.

Ronald Reagan

THE WHITE HOUSE
September 15, 1981.

Nov. 1 / Administration of Ronald Reagan, 1988

ers fight communism and advance the cause of liberty around the world. But Chic has advanced our cause every step of the way, and that's one of the reasons I can tell you today that in the past 8 years we haven't lost 1 square inch of ground to communism and, in fact, have returned one small country, Grenada, to freedom.

So, ladies and gentlemen, those are the stakes this year—high stakes. But this one is not going to be determined by a spin of the wheel or a cut of the cards. This one is up to you. On November 8th, you can help Nevada and help America hit the jackpot by sending Chic Hecht back to the United States Senate. This election is about what type of Senator Nevada will have and what type of Congress the next President will have. Some people say that it's time for a change. Well, ladies and gentlemen, we are the change. It began when you sent us to Washington 8 years ago. And now it's up to you to keep that change alive by reelecting Chic Hecht.

And we've come much too far to turn back. So, if you would, I hope you'll just help win just one more for the Gipper. Thank you from the bottom of my heart, and God bless you all.

Note: The President spoke at 3:30 p.m. on the North Ramp at Reno-Cannon International Airport. In his opening remarks, the President referred to Mrs. Gail K. Hecht and former Senator Paul Laxalt.

Statement on Signing the Medical Waste Tracking Act of 1988 November 2, 1988

Today I am signing H.R. 3515, the "Medical Waste Tracking Act of 1988." This bill is an important step forward in the protection of our environment and public health because it will ensure that those who generate, handle, or dispose of medical waste are accountable, and it will encourage proper handling and disposal of such potentially dangerous waste. I am also pleased to sign

this bill into law because it contains the explicit law enforcement authority for the Environmental Protection Agency (EPA), which this Administration actively sought.

The enforcement provisions of this Act, however, must be read to respect the President's authority under Article II of the Constitution to direct his subordinates where necessary to resolve internal Executive branch disputes. Accordingly, I understand the provision in section 11006, which allows the President to exempt a Federal facility upon a determination that it is in the "paramount" interest of the United States, to complement his constitutional authority to require that administrative orders issued to Executive agencies under section 11005 have the concurrence of the President or his delegate.

In addition, the Attorney General may not authorize the EPA Administrator to bring a civil law suit against another Executive branch agency because all Executive agencies, including EPA, are accountable to the President. Such a law suit would not constitute a "case or controversy" for a court to resolve under Article III of the Constitution.

Section 11006 is objectionable because it permits State courts to exercise jurisdiction over Federal agencies. Although this grant of jurisdiction will in all likelihood be invoked only on rare occasions, and Federal defendants may remove an action to Federal court, this provision is unwise and may lead to unnecessary litigation.

I have also been advised that section 11007 of this bill, which authorizes States to take enforcement actions against any person "to the same extent as the Administrator," may raise serious constitutional problems. To the extent that Congress provided for States to prosecute crimes or exercise other executive branch authority, it could be inconsistent with the Appointments Clause of the Constitution.

Finally, section 11010(b) providing for exemption of the Act's implementing regulations from the Paperwork Reduction Act of 1980 is inappropriate. The Paperwork Reduction Act affords the public an important opportunity for comment and protects citizens and businesses from overly burdensome reporting requirements. I urge that

such exemption in the future.

The White House
November 1, 1988

Note: H.R. 3515, assigned Public Law 100-458.

Remarks at a F
Senatorial Can
in Milwaukee,
November 2, 1988

Thank you all Susan. And before I thank you, Mike Grebe; a Thompson; and Bob Kasten.

I'm here today as a Wisconsin cousin who plans to run for the House and against far-right House to also vote in the Congress next United States is Susan Engelstein. I'm here today for the thing that for made Wisconsin fact, the Republican named her one America, and meaning for the number just her own name USA Today said to watch for Kuralt on CBS often find reason [laughter]—but any standards, defined." Yes, it's Engelstein is a more than mere issue after another Bush, and her certain liberal tank Wisconsin, Susan including for know. Her opponent raised.

Let me pause a lower capital certain liberal

such exemptions not be enacted in the future.

Ronald Reagan

The White House,
November 1, 1988.

Note: H.R. 3515, approved November 1, was assigned Public Law No. 100-582.

**Remarks at a Fundraising Brunch for Senatorial Candidate Susan Engeleiter in Milwaukee, Wisconsin
November 2, 1988**

Thank you all very much, and thank you, Susan. And before I start, let me say a special thank you to Steve King; Don Stitt; Mike Grebe; a great Governor, Tommy Thompson; and a great United States Senator, Bob Kasten.

I'm here today to ask everyone in Wisconsin who plans to vote for George Bush and against far-out liberalism in the White House to also vote against far-out liberalism in the Congress and to make sure that the next United States Senator from Wisconsin is Susan Engeleiter. Susan represents everything that for more than a century has made Wisconsin a model for the Nation. In fact, the Republican National Committee named her one of the 10 best legislators in America, and my guess is she's in the running for the number one slot. And it's not just her own national party that praises her. USA Today said she was "one of the people to watch for 1988." And even Charles Kuralt on CBS News—and I don't very often find reason to quote CBS News—[laughter]—but I will now—said that, "By any standards, she is incredibly well-qualified." Yes, it's true what they say. Susan Engeleiter is a Wisconsin original. But she's more than merely qualified on one critical issue after another. She stands with George Bush, and her opponent stands with a certain liberal tank driver. [Laughter] Here in Wisconsin, Susan has fought for lower taxes, including for keeping the capital gains tax low. Her opponent believes taxes should be raised.

Let me pause here and say a word about a lower capital gains tax, an idea that a certain liberal has been trashing lately. In

1978, against cries like that, Wisconsin's late Congressman Bill Steiger guided a cut in the capital gains tax into law. He won more cuts 3 years later. What happened? In 1983 the venture capital raised in America had skyrocketed to 100 times what it had averaged over the 5 years just prior to the 1978 cut. Not everyone from Massachusetts may grasp what that means. But a few years ago, a retiring liberal Senator from that State said that, like the Governor, he had opposed cutting the capital gains tax and voted against it, but that it—and here are his words—"did more for the economy of my State than anything I did" in Congress. Yes, a lower capital gains tax means more good jobs at good wages. Maybe it takes retirement to put sense into liberals. [Laughter]

Now, Susan has been a leader in the fight against crime, and in particular against drugs. She led in reforming welfare, and the Nation has in many ways followed her. And she's for a strong defense. Meanwhile, both her opponent and the head of that ticket are tax-and-spend, antidefense liberals. Now, they'd be the worst thing for America's defenses since Pearl Harbor. Together, they're a textbook example of why the liberals are cruisin' for a bruisin' from the American people this year.

The problem with the other side is not camera angles or lighting. It's not whether their candidates are likable or not. No, it's the very thing that they've spent this campaign trying desperately to hide. When our liberal friends refuse, until the last week of the campaign, even to whisper the "L" word and insist that this election is not about ideology, it's about competence, they're just acknowledging that where they want to take America, America doesn't want to go.

But, my friends, we're making some progress. After all of these months and all of this time, George's opponent has finally come out of the closet. He has finally embraced the "L" word. He has confirmed that the American people—or what the American people have known all along: He's liberal, liberal, liberal. And come next week, the American public will say no to the Massachusetts liberal who preaches higher taxes, big spending, and a weak defense.

THE WHITE HOUSE

WASHINGTON

MEMORANDUM

TO: Roger Porter
Assistant to the President for Domestic Policy

FROM: Bobbie Kilberg
Deputy Assistant to the President for Public Liaison

Joseph Watkins
Associate Director of Public Liaison

DATE: January 25, 1969

RE: Follow-up on the President's Meeting with the
Presidents of the Historically Black Colleges and
Universities

We have enclosed for your information a summary of the President's January 11th meeting with black college presidents. As you will note from the summary, the college presidents identified the policy issues that will be at the top of their agenda for the next few years. They are anxious for a response once there has been some resolution of the questions they raised.

The main issues identified by the group were:

- ① -Presidential reauthorization of Executive Order 12320.
- ② -reinstitution of a body like the old Advisory Committee on Black Education.
- ③ -Presidential action on what is perceived as black colleges being unfairly penalized for student loan defaults.
- ④ -continuation of the research agreements between the Departments of Defense and Transportation and black colleges.
- ⑤ -assistance in increasing black college endowments significantly.
- ⑥ -need for increased financial aid and Pell grant opportunities since over 75% of the students at black colleges depend on financial aid.
- ⑦ -need for incentives for good students to enter the teaching profession.
- ⑧ -need for affordable and decent campus housing, because of its impact on campus environment and quality of education.

Please let us know if we can lend further assistance.

ATTACHMENT

NOTES FOR MEETING OF HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

January 11, 1989

Bobbie Kilberg, Public Liaison Director, Transition - Welcoming remarks.

Dave Demarest, Communications Director, Transition - Overview of transition and personnel hiring.

Lauro Cavazos, Secretary of Education - Knows problems and struggles of university presidents, and therefore shares common ground with them "I have sat where you have sat". Pleased that the President-Elect is having this meeting. Cavazos has been seeking guidance on issues and problems for Department of Education for the last few months. We must work together--critical concern with drop outs - -too many people have no money and access to higher education. How will we solve this? Need improved communication. Cavazos tells audience he wants them to tell him what their concerns are and what issues are important to them. Wants participants in meeting to tell him how the Department of Education is going to deal with Minorities in our universities. Wants them to tell him their ideas on how to stem the drop out problem-- get students to college but then they need remedial education. Need to break down the walls that separate colleges from primary and secondary school teachers. It is a national shame that 27 million people cannot read in this country, and 50 million people are marginally illiterate. Cavazos is very concerned with all groups of youngsters. 30% of all students in elementary and secondary schools are Hispanic or Black, and only 11% of all teachers are Hispanic or Black. Cavazos says he is committed to Part B of Title III. The colleges and universities need to speak for it. Must work together on student defaults on loans. Congress needs to have colleges communicate with them. The nation has a fiscal responsibility to look after these youngsters. Cavazos mentions that February 20th is the due date for the Department of Education mailing to the schools. Cavazos promises to answer letters and return phone calls.

William R. Harvey, Hampton University - explains his moderator's role etc.

Edward Fort, North Carolina A&T State University - very concerned with under-representation of minorities in the fields of science and technology given expectations of the next century. Cavazos says this is a major item, training in science, math important

Withdrawal/Redaction Sheet

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01. Report	Notes for Meeting of Historically Black Colleges and Universities, January 11, 1989 (4 pp.)	01/11/89	P5	

Collection:

Record Group: Bush Presidential Records

Office: Speechwriting, White House Office of

Series: Speech File, Backup Files

Subseries: Chron File, 1989-1993

WHORM Cat.:

File Location: Historically Black Colleges Executive Order, 4/28/89 [1] [OA/ID 06263]

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- (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- (b)(9) Release would disclose geological or geophysical information

for our future -- teachers have to be pushed to teach science and math.

Willie Robinson, Florida Memorial College - Wants plans to formalize mechanism for colleges and universities to give input into the administration and Department of Education for educational programs. Cavazos - "You tell me how I do that". how we do that". "Give me some recommendations". Need better system for communications. Cavazos says he wants to schedule regional meetings and hear people concerns.

Gloria Scott, Bennett College - Wants Advisory Committee for Black Higher Education. This, in the past, provided a research base which gave the government information on black students. She wants Cavazos to investigate 4 million dollar suffered by 11 black colleges. Wants information regarding the transition of A to B in Title III which caused the loss of the 4 million dollars to the schools.

Norman Francis, Xavier University- Interested in college housing problems. Need money in budget for housing. Only 9 schools have college housing programs. Important to keep kids in school and for this need housing facilities, buildings, and updated equipment. All the colleges have aging facilities -- built 20 years ago and more. Cavazos - have to work together to target problems. This year the total education budget for the Federal government is 21.9 billion dollars which represents only 7% of the total amount of 330 billion spent on education in this country. So that the control we have on expenditures is relatively small. However, we have persuasive powers--can bring people together. He is committed to higher education.

Vice President-Elect Dan Quayle - Arrives at meeting. Education is critical to the family unit, the environment, cities, rural areas. The demographic facts are that by the year 2,000 85% of new entrants into the workplace will be women and minorities, and only 15% will be white male Caucasians. Have to give people skills to develop their opportunities in the workplace. He is interested in education and how it relates to the entire economy and George Bush's administration. He said that the meeting was a great opportunity to expose any concerns they might have and to see what the administration can do for them.

Donald Stewart, College Examination Entrance Board - Interested in loan defaults. During the past 8 years there has been a changing ratio of grants and loans - concerned about the possibility of reversing this burden. Children of poverty families need more help than they are getting. Is this possible? Cavazos says that we do have budgetary considerations. Quayle says that we need to get our priorities straight and

Adv. Comm.
Adv. Comm.

there has to be a sense of fairness, on the other hand the deficit must be reduced. Have to consider overall loans and grants and how they impact on budgetary constraints. We are committed to making sure that anyone that wants and education should have it and no one should be denied. Cavazos - re Pell grants "We are responsible for closing that gap". The budget went to President Reagan and tough decisions had to be made. However, there was a shifting towards Pell grants. Had to reduce programs and set priorities. "I think you will see some changes".

Gloria Scott - Whole notion of forgiveness of a loan has to be reconsidered, especially for those people who trying to go into the teaching professions. Quayle answers that there is an overall budgetary problem

Benjamin F. Payton, Tuskegee University - Does not want institutions penalized because students cannot or will not pay their loans.

Edward Fort - The burden of repayment has only been shifted in part to universities and the students negotiate with lending institutions. The universities should assure counselling to students regarding their financial situation.

President-Elect George Bush - Arrives to meeting and greets attendees and pledges to bring in a lot of good people into government. He tells them that a lot of action is taking place, and that he wants a broad based administration. Gloria Scott mentioned that Bill Trent was the head of Negro United Fund. The President-Elect had met Trent while at Yale in the 40's and was extremely impressed. The President-elect's brother is involved in the United Negro Fund and he fully supports them in their efforts.

William Harvey - Thanks Bush for calling meeting and says that Bush has a historical commitment to Black Colleges and Universities. Wants Bush to issue a strong philosophical statement in support of black colleges. In view of the fact that by the year 2000 80% of the work force will be minorities and women they want a White House initiative reiterated, and want the White House to take the initiative in the commitment of the administration to black higher education. Executive Order 12320 should be implemented. Bush turns to Sununu on this and says "See what happens on the implementation of this order and who is responsible for it".

Benjamin Payton, Tuskegee University - Wants an Advisory Committee on Black Colleges and Education reconstituted. This

wants spec order re-auth.

Adv. Comm.

was an outside body appointed by the President but it was abolished 4 years ago. Single most important thing Bush could do is to reconstitute the body -- as a continuing review of black education in this country. He also wants something done about student loans defaults. In 1981 Tuskegee had the lowest default rate in the National Defense Student Loan area -- because the college was on top of it at all times. Now the loans are coming from lending agencies and the institutions of learning are getting penalized for things they have no control over -- they do not make the loans and they are not allowed to collect from students. Also, the prior administration has been successful in the areas of research, training and international programs. Targeting funds to Hampton College and Norfolk State University by enabling them to do work with the defense department acting as a consortium. These institutions are relatively small and need to work together. Transportation is another area in which the colleges were able to work together, a leadership that will be able to continue under the Secretary of Labor. These are some of the things that are underway and that are very important. Some projects have been allowed to drop that were very important and need attention. Bush agreed to look into that.

S. Dallas Simmons, Virginia Union University - Opts for the establishment of an endowment fund as a bridge between the span of time the institution is awarded the grants and the date it actually receives the grant. The period of time between the grants awarded and when actually received should be narrowed because the way grant awards are set up now the colleges are suffering while waiting to receive them. This would help many institutions because sometimes 3 or 4 years go by before the institutions actually receive them. Bush says that they need a whole review of this agenda and wants to know if this handled through Cavazos.

Niara Sudarkasa, Lincoln University - Is concerned primarily with financial aid, because with the exception of community colleges higher education is not affordable by a large percentage of minority students. The government needs to give help to a large number of its students. Well over 75% of students in the black universities and colleges depend on financial aid from grants and loans. There is a trend to rely on loans rather than on grants for the financial assistance of minority students. She is concerned that there should be a reversal of that trend-- she wants the proportion of grants to be increased. There is a dire shortage of minorities in graduate schools especially those headed towards academic careers. She wants more money for graduate schools. The numbers of minority teachers in primary

Endow.

and secondary schools have been dwindling, but their numbers can be increased by incentives to very good students. Bush wants to know if any part of Pell grants is set aside so that minority children can have a better shot at it? The answer is no.

Washington? Cheek? - You made a statement that you want a broad based administration, and twice you have said that there is not a prejudiced bone in your body. You have a young and capable VP and you he has a bright future -- it would be good if he moved around the country especially in black areas. We have good secretaries of Education and Health and Human Services and both come from minorities and understand our concerns. This person is concerned with housing and academic facilities. Colleges can get money for everything but housing and physical facilities, and therefore the insitutions of higher learning have deferred their maintenance of their buildings. Wants Bush's personal attention to affordable housing -- the students of these black colleges are not able to pay high tuitions that would help cover the cost of building new housing etc.

Leroy Keith, Morehouse College - We are honored to be here. What is needed is a comprehensive plan for HBCU - wants a strong philosphical statement with clearly articulated plans and goals and wants to reconstitute the Advisory Committee.

Adv. Comm.

Prezell Robinson, St. Augustine's College - Wants Bush to look carefully at a segment of our population that is dwindling in the college education area - blacks, poor, and look at peripheral problems that affect them. Please find a dramatic way to say that this is a good nation and we have a commitment to education for all the people of this country.

Edward Fort - 80% of the Federal funds earmarked for research in universities and colleges goes to 20% of institutions of higher learning. Within that 20% there is marked absence of HBCU's.

Arthur Richards, University of the Virgin Islands - Attention has to be paid to the relations of the United States and the Caribbean nations. He especially mentions Eastern Carribbean Center in Granada. Many of the presidents and ministers of the new Caribbean nations were students at the university in St. Thomas. They are ready and willing to be good neighbors of this country. Bush asks about Eugenia Clark and how does he get along with her? Richardson says that they keep in touch.

ADDENDUM TO ABOVE NOTES ON CONCERNS

Luns Richardson, Morris College - Could not attend our meeting because of fog in South Carolina. He expressed his concerns over the telephone. He is primarily concerned that the present formula used to grant funds for building housing are unfair to black colleges. The present formula uses raw numbers of students not able to afford housing as opposed to the percentage of students in an institution unable to afford housing. The raw numbers formula obviously benefits large universities who have more students than smaller colleges do.

PRESS CONFERENCE

William Harvey - Agencies to continue to support and continue program. Mentions White House initiative in black education and role of Department of Education. Recap on housing and student loans.

Benjamin Payton - I found it very inspiring that the president is going to take this kind of initiative prior to inauguration. Members of Cabinets are Minorities. Refocus of commitment to education of his campaign. Strategic role of Black Colleges. Mechanisms to bring quality of education such as the reconstruction of the Advisory Committee for Black Higher Education. This Committee should be properly staffed so that its research can be the basis of a good policy for black education.

Student loans are a serious problem, and urge that lending institutions monitor their loans carefully. Institutions should not be penalized because their students are not repaying their loans.

Niara Sudarkasa - Meeting voiced concern with increased financial aid for students, with exception of community colleges, universities and colleges are not affordable. Over 75% financial aid is in loans and not from grants, and she wants that trend reversed. Student cannot maintain loans and then default because they cannot keep up their payments. Feels strongly that there need to be incentives to provide minority teachers at all levels. Numbers of minority teachers has fallen dramatically. Need incentive grants. Have a concern for graduate scholarships. Fewer and fewer PHD's in minority sector. Wants Pell program aimed at graduate students.

Dallas Simmons- said that meeting went very well and that President-elect Bush is interested in our institutions and wanted to know what we felt and indicated that there would be other meetings. This meeting has created the beginning of an open dialogue with the present administration for years to come.

Gloria Scott- Student loans-- strictures lifted for minority students.

Need for basic research concerning black education and problems concerning black colleges and universities. She believes that the administration needs to explore impact of loss of 4 million dollars with the restructuring of Title III, and she said that Bush would take it under advisement. She wants the Advisory Committee on black education to be reinstated so that they can have reports on black education and provide forum for the possible solution of their problems and concerns.

Walter Washington, Alcorn State University - Pleased that President-Elect saw fit to invite us to show his commitment in minority education and to put the weight of the administration behind it. The President-Elect also reiterated his assertion that his administration is for all the people. Past administrations have provided money for failing buildings and Washington is asking the government to do that today and said that Bush promised to consider it.

Leroy Keith - Long term planning is needed to continue the viability of black colleges. Black colleges will be viable and important to provide skills needed for the 21st century. Wants to resurrect Advisory Committee. He said that the President-elect was "a very apt student and very sensitive to black higher education. He jotted down notes and turned to aids and to Sununu and said it should be considered. But whether this means that anything will be done or not remains to be seen". "This meeting was Bush's idea".

THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL

MARCH 20, 1989

*Joe Watkins
Public Liaison
Rose Garden*

TO: JOSEPH HAGIN
DEPUTY ASSISTANT TO THE PRESIDENT FOR SCHEDULING
AND APPOINTMENTS

THROUGH: DAVID DEMAREST
ASSISTANT TO THE PRESIDENT FOR COMMUNICATIONS

FROM: SICHAN SIV
DEPUTY ASSISTANT TO THE PRESIDENT FOR
PUBLIC LIAISON

REQUEST: NEW HBCU EXECUTIVE ORDER SIGNING CEREMONY

PURPOSE: To demonstrate the President's strong
commitment to the continued viability
of historically black colleges and
universities.

BACKGROUND: The President has demonstrated his commitment
to historically black colleges and
universities on numerous occasions and has
most recently indicated his intentions to
strengthen these institutions through his
budget address as well as his speech at the
UNCF dinner several weeks ago.

Since the National Association For Equal
Opportunity in Higher Education (NAFEO)
is holding its 14th National Conference on
Blacks in Higher Education from April 19-23,
a Rose Garden signing ceremony of the President's
new executive order on April 19th would be a
timely way of underscoring his commitment to
black colleges.

PARTICIPANTS: The President; Secretary Cavazos; Secretary
Sullivan; selected HBCU presidents; Bill Cosby
and other selected major donors to HBCUs; key
students and alumni of HBCUs.

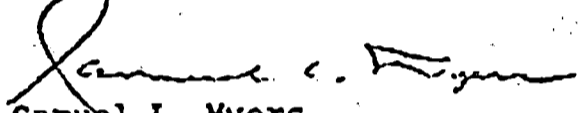
LOCATION: ROSE GARDEN
DURATION: 15 MINUTES
DATE: April 19, 1989
PRESS: OPEN PRESS
REMARKS: BRIEF REMARKS
SEQUENCE: --PRESIDENT ARRIVES/PRESIDENT GREETES
--PRESIDENT SIGNS DOCUMENT AND PRESENTS PENS
--PRESIDENT DEPARTS

shows the quality, depth and prestige of NAFEO's annual National Conference.

NAFEO will celebrate its 20th Anniversary during the Fourteenth National Conference. This year's Conference theme "In Retrospect and Prospect", will focus on the issues of the 1960's which have evolved into the challenges of the 80's that will carry us into the 21st century. We invite you, as the leader of our country and an education president, to share your views on where we were, where we are and more importantly, where we are going. We do hope you will join us as we continue our primary aim of promoting the widest possible sensitivity to the factors involved and the commitment required to create successful higher education programs for all.

We are certain that our 1989 Conference audience would welcome the contribution of your unique insights and knowledge. We do hope you will accept soon so that we may continue our plans to coordinate a successful conference.

Cordially,



Samuel L. Myers
President

National Association For Equal Opportunity In Higher Education
NAFEO • Black Higher Education Center • Lovejoy Building • 400 12th Street, N.E.
Washington, D.C. 20002 • Telephone (202) 543-9111

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

April 5, 1989

REMARKS BY THE PRESIDENT
DURING NATIONAL TEACHER OF THE YEAR
AWARD CEREMONY

The Rose Garden

11:41 A.M. EDT

THE PRESIDENT: Thank you, ladies and gentlemen, Governor, distinguished members of the Congress. Well, it is my pleasure to welcome so many distinguished guests here to the White House, to honor a teacher who epitomizes excellence in education.

What goes on in the schools is important to me, and I like to get out of the office and talk with the kids whenever the chance presents itself. Last week, I was over here in James Madison High in Vienna, Virginia, and had lunch in the cafeteria there. I found the students interested and well-informed, the teachers engaged and energetic. But the pizza -- (laughter.) Enough said.

But to the business at hand. The 1989 National Teacher of the Year has made the journey to Washington from Bethel High School in Hampton, Virginia, many times before, to give her social studies students a firsthand look at how government really works. But in a more important respect the journey for this year's winner, Mary Bicouvaris, began almost 30 years ago and 5,000 miles away.

Mary -- or Mrs. Bic, as her students call her, and I will, too -- was born in Greece, came to the United States as a college student, and then chose to stay. Ms. Bic was inspiring good citizenship in her students before she herself was an American citizen. And her secret is using the real world as her classroom -- getting her students involved in programs like the model U.N. and in political campaigns, and bringing people involved in politics in to speak to her students.

And so now I'd like to ask Barbara to bring Mrs. Bic up here and present this award. (Applause.) Congratulations.

And now let me just take this opportunity, with so many distinguished educators, and governors, members of Congress present, to lay out a plan for what we, on the federal level, can do to improve our nation's schools. Six years ago this month, this report that all of us remember, "A Nation At Risk," was first published and America awakened to the crying need for fundamental change in our educational system.

We're at a point today where there's an emerging consensus on education reform -- and an energy of purpose to take up the challenge. The stakes could hardly be higher. Today's first graders will be high school graduates in the year 2000 -- a generation on the threshold of a new century. And so we ask ourselves what can we do today to build accountability into our education system -- to make sure we don't pass the problem kid who need extra help up through the system, out of the schools and then into the society without the skills that they need?

What can we do to make sure our children stay in school, graduate and get that diploma -- instead of dropping out and falling into a cycle of chronic joblessness?

I had lunch yesterday with Secretary Cavazos and talked

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about some of the problems in the severely disadvantaged areas, and some on reservations and others where the drop-out rates are simply intolerable.

What can we do to make sure America has the additional 400,000 scientists and the National Science Foundation say that we're going to need by the year 2000?

What can we do to guarantee that graduates in the year 2000 have the skills and knowledge to make this nation competitive in the global marketplace?

And all of these are good questions.

And then there's the one I often hear when education is the issue and budget constraints cloud everything on the horizon, and the question is, well, what are you going to do about it? A fair question. We're going to take action -- action to make excellence in education not just a rallying cry, but a classroom reality. And we can start by rewarding what works. We can help those most in need. We can promote choice and flexibility for parents and school administrators. And we can raise expectations and hold ourselves accountable for the results.

These four simple ideas -- rewarding excellence, helping those in need, choice and flexibility, and accountability -- are at the heart of the legislation that I'm sending to the Congress today: Education Excellence Act of 1989.

And I want to take a moment to detail this seven-point plan. First, merit schools. If our aim is excellence in education, we've got to single out excellence and reward it -- whether that means raising test scores, lowering that drop-out rate, or making progress of another kind.

① My merit school proposal will provide cash awards to schools with a proven formula for success -- and serve as a powerful incentive to encourage other schools to follow their lead.

② Second, merit awards for our top teachers. I'm asking Congress to fund a President's Award for Excellence in Education, to recognize first-rate teachers in every state, and reward them for a job well done.

③ Third, science scholarships for our best high school seniors. These awards will go to 570 of the best young scientific minds -- at least one from every congressional district across the country. National science scholars will receive up to \$10,000 a year for four years, to be used at the schools of their choice.

Encouraging excellence means more than rewarding successful schools and teachers and students. It means introducing into our educational system elements of flexibility, choice and competition that will help promote quality education.

And that's the idea behind the next two initiatives -- magnet schools and alternative certification for teachers.

④ Magnet schools are an important instrument of choice -- a means of promoting healthy competition to attract students and create an incentive for educational innovation. My initiative calls for \$100 million a year for each of the next four years to help with magnet school start-up or the expansion costs.

⑤ Alternative certification is a way to expand the pool of talented teachers and administrators. Not all people who can teach are teachers by training. Whether you're an acclaimed author like Alex Haley or John Updike -- who aren't certified to teach the literature courses in which their books are read -- or a businessman from Odessa, Texas, anxious to go into the classroom to share what

you know, our schools ought to offer that opportunity. And that's why my education program -- package includes \$25 million to fund state efforts to encourage more flexible certification systems for teachers and principals.

Above all, our children deserve a chance to learn -- especially the least advantaged among us.

And the final two initiatives, then, are aimed at securing that change, for children in schools plagued by the drug problem, and for college-age minority youth.

Drug-free schools. Now, this initiative involves funding urban emergency grants, to help our hardest-hit school districts rid themselves of drugs.

The plain fact is kids can't succeed in the classroom if there's drug dealing in the corridors. Our aim must be to get the drugs out, get back to basics, and let students and teachers get down to the business in an environment where learning can take place. (Applause.)

And the last and not the least is -- of initiatives is expanded federal help to these historically black colleges and universities, in the form of matching grants to build the endowments at these vital institutions -- endowments that are lagging far behind many other schools. Historically black schools have served as an avenue of opportunity for millions of young men and women, and they do deserve federal help.

Each of these seven initiatives are going to make a difference. Let me just mention quickly three more efforts -- one, Head Start program for disadvantaged pre-school children, the tax-free college savings bond program to help our low- and middle-income families cope with the costs of sending a child to college, and the reauthorization of the Carl D. Perkins Vocational Education Act.

The budget I introduced a couple of months ago calls for a \$250 million increase to expand Head Start, so that more children from disadvantaged backgrounds enter school ready to learn. I'm pleased to say that the House has moved very swiftly to approve the increase. The college savings bond plan that I called for over a year and a half ago is already on the books, and that's a tribute to the foresight of many of the members of Congress that are here today. And the legislation we will soon propose for voc-ed, for vocational education, will advance the principles of accountability and flexibility and excellence. Good work was done in the 100th Congress. The 101st can build on that work and advance education reform another step.

These education initiatives don't constitute a cure-all, a quick fix for whatever ails our education system. Real reform, lasting improvement, occurs one step at a time -- one student at a time.

And I don't have to tell you about the current federal budget situation. Money is tight and we wish that more funds were available to spend on all levels of education. I'm one who recognizes the federal role and I think got it properly in my mind that the states and local governments and private insitutions across the country bear the significant responsibility. But the federal government has a role. It's important that we measure our success, though, not simply by the resources that we put into the effort, but by the kind of students that our schools turn out. For our schools, that's the only test that counts.

I've said before that education is long-term planning at its best. And we'll see the payoff from the work we do in schools today years from now. But there are few tasks that demand more

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urgent attention than the education of our kids.

Let me share a story with you -- a story about two ways to look at the future, told by the French. The master of a house was planning his garden, and told his gardener to plant a certain kind of tree. And the gardener objected. And he explained that the tree was slow-growing and would take 100 years to reach its full growth.

It's the master's response that I find interesting. "In that case," he said, "there's no time to lose. Plant it this afternoon." (Laughter.)

And that's why I really do believe that's the way we ought to look at education. As the teachers here today know, the work you do -- the seeds you plant -- bear fruit across a lifetime. And there's no time to lose in shaping the next generation -- and no better time to begin than today.

And so we're taking a step forward, and I ask all of you to work with me to advance excellence in education in every possible way.

Secretary Cavazos, why don't you -- if you would, sir, bring Senator Kassebaum and Congressman Goodling, and our distinguished governors up here, and Ms. Bic, if you'll join us too, and we will sign this, and then I'll have a chance to say hello.

(The bill is signed.)

END

11:50 A.M. EDT