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Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Backup Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13793
Folder ID Number: 13793-008

Folder Title:
America 2000 Chamber Event 1/14/92 [OA 7566] [1]

Stack:	Row:	Section:	Shelf:	Position:
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Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Memo	Telephone memo, re: H. William Curton; personal information. (1 pp.)	01/10/92	P-6, (b)(6)	

Collection:

Record Group: Bush Presidential Records
Office: Speechwriting, White House Office of
Series: Speech File, Backup
Subseries:
WHORM Cat.:
File Location: America 2000 Chamber Event 1/14/92 [1]

Date Closed: 11/15/2004	OA/ID Number: 07566
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MR Case #:	Appeal Case #:
MR Disposition:	Appeal Disposition:
Disposition Date:	Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]
(b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
(b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
(b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
(b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
(b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
(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

To MICHELLE

Date Jan 10 '92 Time 1:20p

WHILE YOU WERE OUT

M. Michelle Griffin

of

Phone 463-5525
Area Code Number Extension

TELEPHONED		PLEASE CALL	
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		URGENT	

☐ RETURNED YOUR CALL

Message Tues, Jan 14

Add to list of
people w/ POTUS:

Mr. H. William Clinton

9/18/79

SS



AMPAD
EFFICIENCY

23-021

CARBONLESS

(Hinchliffe/Nix)
January 13, 1992 4 p.m.
CHAMBER Draft Four

**PRESIDENTIAL REMARKS: CHAMBER OF COMMERCE MEETING
U.S. CHAMBER OF COMMERCE
TUESDAY, JANUARY 14, 1992 8:45 AM**

Thank you, Lamar. And special thanks to Ed Donley, Dick Lesher, and Bill Lurton. As you know, Pete [Silas] and I just returned from a productive trip to Asia. It reminded us that we're entering an unparalleled new century of the high-tech global marketplace.

It's going to be a tough, extraordinarily competitive world. The key to success will be education. It's simple -- nations that take the responsibility to invest in the minds of their citizens -- all their citizens -- will move ahead. Nations that don't will be left behind.

America 2000 will help us succeed in a new Age of Competition. It will liberate the best minds and brightest thinkers of this land -- and will teach us that learning is a lifelong endeavor. We're in the midst of a revolution -- a revolution to free us from the past and open every sort of thrilling new gate of opportunity in the future.

But it's a tough battle. Everyone knows that, at present, our schools will not pass the test of the 21st Century. Parents know it. Business leaders know it. Our kids know it.

But we also know how to meet this challenge -- by achieving our six national education goals by the year 2000.

These are those goals. By the end of this decade: Our children will start school ready to learn. \\ Our children will

achieve at least a 90% high school graduation rate. \\ Our children will demonstrate competence in five core subjects measured against world-class standards. \\ Our children will be first in the world in science and math. \\ Our adults will be literate and able to compete in the work force. \\ Our schools will be safe, disciplined, and drug-free. \\

I'm so pleased that the Chamber is committed to this crusade -- and that more than 600 individual chambers have pledged to make their communities America 2000 communities. The tie between the Chamber and America 2000 is a natural.

America 2000 arises out of the understanding that excellence in education is everyone's business. Everyone must take part in creating a climate in which the schools and communities of the future can flourish.

Our national goals were born in an unprecedented bipartisan conference of all our Governors: Democrats and Republicans working not for parties, but for the nation. Now, with America 2000, every person of every party in this nation can take part in this populist revolution.

America 2000 is spreading like prairie fire. Since April, 30 states and 1000 communities have joined up, embracing our challenge to adopt and achieve our national goals.

But not everyone's ready for the future. As the train pulls out of the station, many Members of Congress haven't yet climbed onboard. Yes, the House has taken some important steps toward the American Achievement tests, and its bill shows some promise.

But, while Americans across this nation are working to spark a revolution for the future -- the Senate remains riveted on the past. Its bill "S2," sponsored by Senator Kennedy, falls far short -- tragically short -- of any of our goals. When the American people want transformation, Congress offers only old business-as-usual. \\\

We want a half-billion dollars to create break-the-mold, New American Schools. \\\

We want school choice, to provide middle- and low-income families the same control over their children's education that wealthier people have. \\\

We want to give communities and teachers flexibility in spending \$9 billion in federal education money -- and we want to give the Secretary of Education more discretion in sweeping away burdensome regulations. \\\

We want these exciting and essential innovations for the good of our country -- and to all of this the Kennedy bill says no. \\\

The train's gathering steam and the Kennedy bill's only standing in the way. We have to tell Congress:

We want school choice for parents. \\\

We want to return power to local schools. \\\

We want American Achievement Tests. \\\

We want New American Schools. \\\

We want America 2000 communities. \\\

We want our kids to excel. \\\

Americans don't want to live in the past. Things move too quickly -- we have to prepare ourselves for the future. Our schools must lead the way -- not follow. We need schools for the 21st Century, not museums to the failed experiments of the past. You have to get this message to the people in your communities.

\\

America 2000 is a national partnership that requires the involvement of students, teachers, parents, principals, and business and community leaders -- because this battle for educational excellence will be won home-by-home, school-by-school, community-by-community all across this nation. You can be a catalyst for change right in your own hometown.

When you return home from this landmark conference:

First: make sure your schools have adopted the six goals.

Make sure they raise standards for educational performance -- and hold schools and teachers accountable. \\

Second: encourage your employees to take an active role in their children's education. Help them with their homework. Read to them every day. Parents must pass on to their kids the drive for educational excellence. \\

Third: reinforce the message to students that hard work today pays off for the future. Not only does this mean a good job for them -- it means a good, strong future for our country.\\

When you get home, you, your neighbors and your friends must send Congress this message:

Start building tomorrow's schools today. \\

Give parents the choice they want and children the education they deserve. \\\

Remind them that anyone who says they understand America must understand that we want the best schools for our children.

\\\

America 2000 restores the natural relationship between the family and the school. It closes the gap between the living room and the classroom. It invites everyone to help break the mold - - to build schools for the future -- and to lay the foundations for a New American Century. \\\

The entire nation has embraced America 2000. Now, we just need to get the message to 535 people who work down the street. Together, we will make our future proud and bright. May God bless you and our great nation, the United States of America.

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Draft to POTUS

(Hinchliffe/Nix)
January 13, 1992 4 p.m.
CHAMBER Draft Four

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U.S. CHAMBER OF COMMERCE
TUESDAY, JANUARY 14, 1992 8:45 AM**

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America 2000 will help us succeed in a new Age of Competition. It will liberate the best minds and brightest thinkers of this land; and will call on everyone to join. We're in the midst of a revolution -- a revolution to free us from the past and open every sort of thrilling new gate of opportunity in the future.

But it's a tough battle. Everyone knows that, at present, our schools will not pass the test of the 21st Century. Parents know it. Business leaders know it. Our kids know it.

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 Together, we will make our future proud and bright. May God
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#



OFFICE OF THE SECRETARY
U. S. DEPARTMENT OF EDUCATION
400 Maryland Avenue, S.W.
Suite 4181
Washington, D.C. 20202

Telephone: (202) 401-3000

Fax Number: (202) 401-0596

FAX COVER SHEET

TO: TONY SNOW

c/o. (Michelle) NEX

MESSAGE

FAX NUMBER: 456-6218

FROM: STEVE DANZANSKY

Per our discussion with *you* Sam,
here is our suggestion on how
to frame the education issue
at the Chamber of Commerce on
Tuesday.

The surging free economies of the Pacific Rim and the brand-new free economies of Eastern Europe should remind us all: Making freedom work isn't easy. It takes commitment and hard work and renewal.

That, of course, is the history of this great country: Every American generation has redefined freedom in its own terms -- for its own times. Now it's our turn. And the starting place for the change -- for freedom's renewal -- is our schools.

Yes, our country faces some hard times right now. Many of our people are hurting. Many more are worried. They need short-term action. And I'll do my level-best to make sure they get it.

But our country has long-term opportunities to go with its short-term needs. Education heads the list. If we change our schools, America will lead. If we don't, we won't. If we change our schools, our children will find more and better jobs. If we don't, they won't. We need to do it to compete and lead. We need to do it to keep faith with America's legacy.

That's what AMERICA 2000 is all about. It's the way America can match yesterday's values with tomorrow's skills. It is the key to America's future.

And like most important changes, AMERICA 2000 -- changing our schools -- will not happen in Washington. It will happen in our communities, one community at a time.

The Governors will help. And they are.

The Education Department will help. And it is.

The White House will help. And it is.

The Congress can help. And I hope it will.

But America will only change its schools at the community level -- one community at a time. That is why the AMERICA 2000 Community program is so important. And that is why the commitment the Chamber of Commerce has made is so important -- both the national Chamber, and the 600 local Chambers who have pledged an AMERICA 2000 Community effort.

I'm proud that we met with the Governors back in 1989 and with them defined the six national education goals. I'm proud that we have launched AMERICA 2000, a long-term strategy to achieve those goals. And I'm proud that 30 different States -- 30 different Governors in both parties -- have kicked-off their own state 2000 programs -- and that over a thousand AMERICA 2000 Community programs are already underway. That is more progress toward transforming our schools in the last nine months than has happened in the last 9 years or last 90 years.

But nothing we will do will match what you can do -- at the community level. This is a new American Revolution. And you are the new revolutionaries. As always, Washington needs you more than you need Washington. Only you can decide what reaching the goals requires in your community. Only you and others in your community can decide what your New American Schools should look like. That's what local control is all about. That's what freedom is all about.

So this American revolution starts with you. That is why what the Chamber is kicking off today is so important. What you can start in 100 or 200 or 600 communities can renew our freedom

by helping your communities reach the national education goals. There is no more important job that either you or I have. None of the immediate action needed to meet our short-term needs will amount to much unless we make the long-term commitment to change how we think about education; and recognize that the schools can't do it alone.

I firmly believe the people of this country want to change the business-as-usual approach to our schools. They -- you -- are the foot soldiers in a national movement. We can give you encouragement, ideas, seminars, experts, materials and even some money. But it is your movement -- and to succeed it must stay that way. Washington can't do it. Washington isn't very good at change.

And true to form, the movement, the revolution, is being slowed down by the business-as-usual crowd, those who believe that more-of-the-same will do. We won't achieve the national education goals through business-as-usual. So put me down on the side of AMERICA 2000.

I hope Congress will join the people's movement too. It can help. I hope it will. But I must tell you that the Kennedy Bill coming up in the Senate next week is business-as-usual. That's not good enough for our schools -- and I will not approve a business-as-usual bill.

The Kennedy Bill can be turned into a instrument of change:

-- AMERICA 2000 envisions all schools as New American Schools. We have only asked Congress to authorize half

a billion dollars to help create the first 535 break-the-mold schools. The business-as-usual Kennedy Bill says no. It should say yes.

- We want to help middle- and low-income families have more of the same choices of all schools that people with money already have. The business-as-usual Kennedy Bill says no. It should say yes.
- We want to give communities and teachers more flexibility in spending nine billion federal education dollars to improve the educational performance of their children. The business-as-usual Kennedy Bill says no. It should say yes.

The American people are on board the AMERICA 2000 agenda. Congress needs to get on board too.

When I say I want to be the education President, here is what I mean: I want to work with Governors, mayors, educators and parents in thousands of AMERICA 2000 communities to help our children reach the six national education goals. I want to help those AMERICA 2000 Communities launch that new generation of New American Schools. I want to help all parents get the choice of schools for their children that rich parents already have. I want to help establish a voluntary national examination system in the core courses to help us know what our children are really learning. I want to help your revolution make America be all that it can be.

Education is not a front page problem. And AMERICA 2000 is not a quick fix. It will take time and hard work and you. But AMERICA 2000 will create more and better jobs for our children. It will change our country. It will renew our freedom.



U.S. CHAMBER OF COMMERCE
DOMESTIC POLICY DEPARTMENT
Washington, D.C.

FAX No. (202) 887-3445

PLEASE DELIVER THE FOLLOWING PAGES TO:

FAX NUMBER: 456-6218

NAME: Michelle Nix

LOCATION: White House

FROM: Bob Martin

SECTION: _____

EXTENSION: 463-5525

DATE: 1-9-92

TIME: _____

NUMBER OF PAGES INCLUDING COVER SHEET: 10

MESSAGE: _____

IF YOU DO NOT RECEIVE ALL PAGES OR TO VERIFY FAX, PLEASE

CALL AND CONTACT: _____



UNITED STATES DEPARTMENT OF EDUCATION

THE SECRETARY

December 2, 1991

Dr. Richard L. Leshner
President
U.S. Chamber of Commerce
1615 H Street, N.W.
Washington, DC 20062

Dear Dick:

I've just re-read the special report on education in The Business Advocate, the Chamber's terrific supplement to Nation's Business. The back cover listing of more than 600 communities that have pledged to support AMERICA 2000 is very impressive. I wanted you to know how much I appreciate the great work that the Center for Workforce Preparation and Quality Education and the U.S. Chamber of Commerce are doing to advance the National Education Goals.

As we discussed, the Department wants to build on the momentum your Center has helped create for AMERICA 2000. If the Chamber were interested, the Department of Education would like to co-sponsor a "how-to" conference for those of your members the Center has identified as willing to accept the AMERICA 2000 pledge.

I would participate with my top team at the Department. We might also hear from some of those who are taking the lead in AMERICA 2000 Communities around the country, such as Ed Donley and Bob Bell, the Omaha Chamber president. We could produce a terrific conference to drive bottom-up education reform and clearly define the role business leaders can take in mobilizing their communities.

To build on the energy the Center has generated, I would propose that we hold the session soon--perhaps January 13-14, 1992. If such an event is agreeable to the Center and the Chamber, we are ready to pull together an appropriate program group and get to work.

Thanks for your consideration, and I look forward to hearing from you.

Sincerely,

A handwritten signature in dark ink that reads "Lamar".

Lamar Alexander

cc: Edward Donley

On Stage w/POTUS

C. J. "Pete" Silas
Chairman, *U.S. Chamber of Commerce*
Phillips Petroleum
SSN: 238-44-4700
Date of Birth - April 15, 1932

Edward Donley
Chairman, Executive Committee
Air Products and Chemicals, Inc.
SSN: 372-14-1536
Date of Birth - November 26, 1921

Dr. Richard L. Leshner
President
U.S. Chamber of Commerce
SSN: 211-22-6515
Date of Birth - October 28, 1933

Bill Lorton - incoming Chairman (February)

*Maybe Pat Jaiki - who was instrumental
in bringing a Hawaii 2000 program
together.*

JANUARY 8, 1992
AMERICA 2000 LEADERSHIP CONFERENCE
REPRESENTED CHAMBER LOCATIONS

Alexandria Chamber of Commerce/Alexandria, VA
Allentown/Lehigh County Chamber of Commerce/Allentown, PA
Barberton Area Chamber of Commerce/Barberton, OH
Berks County Chamber of Commerce/Reading, PA
Bethlehem Chamber of Commerce/Bethlehem, PA
Boaz Chamber of Commerce/Boaz, AL
Calvert County Chamber of Commerce/Prince Fredrick, MD
Cape May County Chamber of Commerce/Cape May, NJ
Capital Region Chamber of Commerce/Harrisburg, PA
Central Montgomery County Chamber of Commerce/Norristown, PA
Chamber of Commerce of Frederick County, Inc/Frederick, MD
Chamber of Commerce of West Alabama/Tuscaloosa, AL
Charleston Regional Chamber of Commerce and Development/Charleston, WV
Charleston Trident Chamber of Commerce/Charleston, SC
Charlotte Chamber of Commerce/Charlotte, NC
Chillicothe-Ross Chamber of Commerce/Chillicothe, OH
Cleveland/Bradley Chamber of Commerce/Cleveland, TN
Cobb Chamber of Commerce/Marietta, GA
Columbus Area Chamber of Commerce/Columbus, OH
Connecticut Business & Industry Assoc./Hartford, CT
Cookeville Area/Putnam County Chamber of Commerce/Cookeville, TN
Cornerstone Alliance/Benton Harbor, MI
Durango Area Chamber Resort Assoc./Durango, CO
East Liverpool Area Chamber of Commerce/East Liverpool, OH
East Manhattan Chamber of Commerce/New York, NY
Ellwood Chamber of Commerce/Ellwood, IN
Erie Area Chamber of Commerce/Erie, PA
Euclid Chamber of Commerce/Euclid, OH
Fall River Area Chamber of Commerce/Fall River, MA
Florida Chamber of Commerce/Tallahassee, FL
Fort Myers Beach Chamber of Commerce/Fort Myers Beach, FL
Freeport Area Chamber of Commerce/Freeport, IL
Galveston Chamber of Commerce/Galveston, TX
Greater Austin Chamber of Commerce/Austin, TX
Greater Bangor Chamber of Commerce/Bangor, Maine
Greater Blacksburg Chamber of Commerce/Blacksburg, VA
Greater Boca Raton Chamber of Commerce/Boca Raton, FL
Greater Dallas Chamber of Commerce/Dallas, TX
Greater Detroit Chamber of Commerce/Detroit, MI
Greater Durham Chamber of Commerce/Durham, NC
Greater Elkhart Chamber of Commerce/Elkhart, IN
Greater Falls Church Chamber of Commerce/Falls Church, VA

Greater Fort Wayne Chamber of Commerce/Fort Wayne, IN
Greater Hutchinson Chamber of Commerce/Hutchinson, KS
Greater Jenkintown Chamber of Commerce/Jenkintown, PA
Greater Kansas City Chamber of Commerce/Kansas City, MO
Greater Logan County Area Chamber of Commerce/Bellefontaine, OH
Greater Omaha Chamber of Commerce/Omaha, NE
Greater Parkersburg Area Chamber of Commerce/Parkersburg, WV
Greater Scranton Chamber of Commerce/Scranton, PA
Greater Statesville Chamber of Commerce/Statesville, NC
Greater Sumter Chamber of Commerce/Sumter, SC
Greensboro Chamber of Commerce/Greensboro, NC
Greenville Chamber of Commerce/Greenville, TX
Gresham Area Chamber of Commerce/Gresham, OR
Gwinnett Chamber of Commerce/Lawrenceville, GA
Herndon Chamber of Commerce/Herndon, VA
Hopkinsville Chamber of Commerce/Hopkinsville, KY
Huntsville-Madison County Chamber of Commerce/Huntsville, AL
Jackson Area Chamber of Commerce/Jackson, TN
Jackson Chamber of Commerce/Jackson, MS
Jacksonville Chamber of Commerce/Jacksonville, FL
Jeffersontown Chamber of Commerce/Jeffersontown, KY
Juniata Valley Area Chamber of Commerce/Lewistown, PA
Lancaster Chamber of Commerce & Industry/Lancaster, PA
Lansing Chamber of Commerce/Lansing, MI
Lawrence Chamber of Commerce/Lawrence, KS
Lebanon Valley Chamber of Commerce/Lebanon, PA
Leesburg Area Chamber of Commerce/Leesburg, FL
Lenawee County Chamber of Commerce/Adrian, MI
Martinsburg/Berkeley County Chamber of Commerce/Martinsburg, WV
Maryland Chamber & Education Dev. Assoc./Baltimore, MD
Maryville Chamber of Commerce/Maryville, Missouri
Metropolitan Decatur Chamber of Commerce/Decatur, IL
Metropolitan Richmond Chamber of Commerce/Richmond, VA
Metropolitan Tulsa Chamber of Commerce/Tulsa, OK
Monroeville Area Chamber of Commerce/Monroeville, PA
Morris County Chamber of Commerce/Morristown, NJ
Mountain View Chamber of Commerce/Mountain View, CA
Northern Kentucky Chamber of Commerce/Covington, KY
Oakland County Chamber of Commerce/Waterford, MI
Ohio Chamber of Commerce/Columbus, Ohio
Perth Amboy Chamber of Commerce/Perth Amboy, NJ
Pharr Chamber of Commerce/Pharr, TX
Piscataway-Middlesex Area Chamber of Commerce/Piscataway, NJ
Pittsylvania County Chamber of Commerce/Chatham, VA
Portsmouth Area Chamber of Commerce/Portsmouth, OH
Prince George's Chamber of Commerce/Lanham, MD

Ridgecrest Chamber of Commerce/China Lake, CA
Rockport-Camden-Lincolville Chamber of Commerce/Camden, Maine
Shenango Valley Chamber of Commerce/Sharon, PA
South Belt-Ellington Chamber of Commerce/Houston, TX
South Sioux City Chamber of Commerce/South Sioux City, NE
Spartanburg Chamber of Commerce/Spartanburg, SC
St. Mary's County Chamber of Commerce/Mechansville, MD
Tallahassee Chamber of Commerce/Tallahassee, FL
The Chamber-New Orleans & The River Region/New Orleans, LA
The Greater Southington Chamber of Commerce/Southington, CT
The Greater Springfield Chamber of Commerce/Springfield, IL
Tompkins County Chamber of Commerce/Ithaca, NY
Twin Falls Area Chamber of Commerce/Twin Falls, Idaho
Two Rivers Chamber of Commerce/Easton, PA
Virginia Peninsula Chamber of Commerce/Hampton, VA
Warwick Chamber of Commerce/Warwick, RI
Wichita Area Chamber of Commerce/Wichita, KS
Winchester-Fredrick Chamber of Commerce/Winchester, VA
Ypsilanti Area Chamber of Commerce/Ypsilanti, MI
Xenia Chamber of Commerce/Xenia, OH

Center for
Workforce Preparation
and
Quality Education

PROSPECTUS

January, 1992

STATUS REPORT ON EDUCATION

Today, America faces a challenge that will require tremendous resilience to meet. Sophisticated technology is rapidly changing virtually every aspect of the way Americans work and live. There was a time when any high school graduate with a basic mechanical aptitude could expect to find meaningful employment in industry. That day is gone. In the work place of today, employees on the factory floor must be highly literate and computer-friendly. Skill requirements are changing dramatically and increasingly require independent judgement as well as analytical and interpersonal skills.

But current trends suggest that our public schools are not producing graduates capable of meeting today's work place demands. The U.S. national dropout rate continues to hover around 30 percent, and exceeds 50 percent in many inner-cities. Of those students who graduate, roughly 700,000 cannot read their diplomas and only half compute well enough to use decimals and fractions or recognize geometric figures. Barely seven percent of high school students can claim any sophistication in science.

If America is to maintain its economic vigor and preserve its standard of living into the 21st century, we must embark in an intensive campaign to re-invigorate school systems and meet the training needs of the current workforce. Now, more than ever, is the time for American businesses to join forces with education, community, and government leaders and help propel our education system forward.

CHAMBERS OF COMMERCE: AN UNTAPPED RESOURCE

Since *A Nation At Risk* was released in 1983, hundreds of studies have examined our educational woes. These studies have helped America recognize and appreciate problems facing education, but in and of themselves, they have done nothing to solve our problems. One lesson history has taught us is that it is very hard to sustain and implement a national, master plan for education reform, because needed solutions must meet the unique dynamics of America's 16,000 school districts and 83,000 schools.

Successful and lasting solutions to education reform must emanate from the local level. Those solutions can only be found by employing a strong intermediary organization

that will mobilize business, education, parental, community and government leaders. Local chambers of commerce hold the key.

Located in virtually every community nationwide, chambers of commerce are organizations that solve problems. They deliver solutions the way a business does -- by taking action and striving for results. Many chamber executives are community leaders who are already deeply involved in improving education. Their heightened sense of community ownership ensures long-term commitment to reform efforts already underway. Because residents of any community often trust key business leaders and chamber officials to safeguard their economic health, communities respond positively to any chamber-led effort to improve local schools.

Already, over 600 chambers have endorsed President Bush's America 2000 strategy for meeting the national education goals by the year 2000. Over 70 percent of local chambers have formed education committees and many are engaged in a business-education partnership. These partnerships come in all shapes and sizes: some bring parents into real communication with teachers; others offer literacy hotlines, operate mobile training labs for rural areas, create curricula based on work place needs, aim economic education at elementary students, provide apprenticeship training, or challenge at-risk student to stay in school.

But for years state and local chambers have remained an untapped resource for a national education improvement campaign. No comprehensive attempt has been made for chambers to exchange education reform ideas or to receive information on the most proven and successful reform practices. Providing local chamber executives and business leaders with the tools needed to bring about education reform is the challenge that now confronts us.

Only the U.S. Chamber of Commerce can undertake this effort. It's 2,900 member chambers, strategically placed in cities, suburbs, and rural areas nationwide, provide a common bridge for employers in every community to reach into their local school systems and become the catalyst for reform.

CENTER FOR WORKFORCE PREPARATION AND QUALITY EDUCATION

In the spring of 1990, the Chamber established the Center for Workforce Preparation and Quality Education to mobilize a national grassroots education reform campaign. The Center's mission is to develop a common program and message for state and local chambers to use in helping to achieve education reform. A major role of the Center is to equip chamber leaders with timely, thoughtful and action-oriented materials on how to enter into those practices that will successfully meet the unique education dynamics of every community nationwide. The Center aims to:

- * Elevate the visibility of business in education reform;
- * Provide the unifying strategy to mobilize local, state and national business leadership;

- Highlight the unique capabilities of state and local chambers of commerce in providing leadership;
- Equip chambers with the tools to generate action; and
- Identify and highlight effective techniques, policies and programs.

Only the Center can deliver this much needed service because it draws upon the Chamber's infrastructure of 180,000 corporations, 2,900 state and local chambers of commerce, and 1,300 trade and professional organizations.

Benefits of participating or investing in the Center are substantial. By helping local business leaders enter into the right kinds of partnership activities, the Center aims to institutionalize the business role in education as a tool for long-term economic growth and prosperity. Business leaders who invest in the Center join a host of other corporations that believe in focused and systemic educational change.

CENTER ACCOMPLISHMENTS & ACTIVITIES

The Center for Workforce Preparation and Quality Education already has produced an array of practical tools, guides and materials to help business improve education, including numerous action-oriented publications and videotapes, results of two national public opinion polls, and a clearinghouse containing information on the education reform activities of 1,300 chambers nationwide. A complete listing of Center materials is found in the last section of this prospectus.

The Center has begun to focus on specific issues, as well. Because they generate a lion's share of American jobs, the Center is exploring the issues of quality education and workforce preparation from a small business perspective. In November, 1991, the Center released *Education: Our Nation's Business*, which highlights actions small employers can take to improve local school systems. Training and retraining issues also are being addressed by the Center through funds from the National Commission on Employment Policy to examine the effectiveness of Job Training Partnership Act services. The Center also is assisting communities in establishing programs targeting adult literacy through funds from the Scripps Howard Foundation.

The Lilly Endowment, Inc. of Indianapolis, has chosen the Center to conduct a year-long assessment of how education dollars are being spent by a representative sample of the nation's schools. The study applies a cash-flow analysis, similar to those used in business, to local school systems. In the study's forthcoming report, the Center will provide examples of how eight communities spend their education resources, along with step-by-step guidelines on how community leaders can analyze the flow of education dollars from their local school board to the classroom.

Local installation of technological learning systems has become a recent focus of the Center, as well. Center staff are seeking the support of key government leaders to help finance a number of pilot tests of "Community Learning Centers." Once implemented,

these centers would employ the latest technology and be available to learners of all ages. A related plan is to have local communities designate one or more individuals to serve as community learning "fellows" who provide appropriate training and support for the Community Learning Centers. The Center intends to work with selected communities to generate the support needed to get this important endeavor underway.

CENTER ORGANIZATION & MANAGEMENT

Organization, Management & Financing. The Center is an independent legal entity, separately incorporated, with its own Board of Directors and staff. Financing needs are substantial in order to sustain the Center's program of work. The Center is a 501(c)(3) tax-exempt organization. Contributions are therefore tax deductible, and should be made payable to the "Center for Workforce Preparation and Quality Education."

Board of Directors. The Center's Board of Directors provides policy direction on key issues affecting education. The Board is chaired by Edward Donley, former Chairman of the U.S. Chamber, and current Chairman of the Executive Committee of Air Products and Chemicals. Remaining Center Board members include current U.S. Chamber directors and select corporate leaders who are nationally recognized for their commitment to improving education and workforce quality.

Advisory Committee. The Center's Advisory Committee provides general issue guidance for many of the Center's projects. The Advisory Committee represents at the national level the kind of linkages between business, education and community groups the Center promotes at the local level. Approximately half of the Advisory Committee members include government leaders, top level representatives of selected education organizations, and leaders in academia. The remainder are corporate and chamber of commerce members of the U.S. Chamber of Commerce.

CENTER RESOURCES

What follows is a list and description of resources currently available from the Center. Payment in the form of a check must accompany all orders. Checks should be made payable to the "Center for Workforce Preparation and Quality Education," and mailed to 1615 H Street, N.W., Washington, D.C., 200062.

Education: Our Nation's Business - Special Report to Nation's Business Magazine

This report examines the education reform debate from a small business perspective. Articles from the U.S. Secretary of Education, the Chairman of the U.S. Senate Small Business Committee and other national leaders highlight the reasons why small business owners should become active in improving education in their communities. (November, 1991)

Public Education: Meeting the Needs of Small Business - The Roper Poll

This survey was commissioned by the Center to learn whether our nation's education system

is providing small business with a workforce capable of meeting today's technological demands. The findings provide an in-depth analysis of what the small business community considers right -- and wrong -- with today's schools. (November, 1991)

The Business Educationary

The Business Educationary is a practical glossary designed to familiarize business leaders with terms and jargon commonly used in the education arena. (May, 1991)

Improving the Business of Education - The Report and Videotape

This action-oriented report provides detailed guidelines on how to form a comprehensive local education reform campaign. The videotape companion (VHS format) provides a useful audio-visual aid to the report. (September, 1990)

Public Attitudes Toward Education - The Roper Poll

This survey was commissioned by the Center to determine how the American public perceives education quality at the national, state and local level. It also examines public attitudes toward business involvement in the schools. (September, 1990)

Teaching Tomorrow's Workforce -- The Report and Videotape

Teaching Tomorrow's Workforce is an introductory manual outlining the national education goals and key issues addressed in the education reform debate. The videotape (VHS format) provides a useful audio-visual aid to the report. (May, 1990)

For more information, contact Robert L. Martin, the Center's Vice President/Executive Director at (202) 463-5525.

Chamber Pledge - The Honor Roll

ALABAMA Andalusia Auburn Birmingham Boaz Calhoun County C U of West Alabama Eastern Shore Gadsden Elbowah Greater Talladega Hueytown Huntsville/Madison County Mobile
Monroeville Montgomery Opp & Covington County Phenix City Russell County Russellville Franklin County Selma Dallas **ALASKA** Greater Kotzebuk Kenai **ARIZONA** Arizona State Benson/
San Pedro Valley Lake Havasu McMullen Valley Mesa Nogales Santa Cruz County Tempe Tucson Metropolitan Wickenburg **ARKANSAS** Fayetteville Rogers Searcy **CALIFORNIA** California
State Baldwin Park Carlsbad Ceres Chatsworth Compton Concord Conejo Valley Diamond Bar El Cerrito Fullerton Gardena Valley Glendora Granite Bay Greater Riverside Hanford
Indio La Mesa Lompoc Valley Los Alamitos Los Banos Marin County Mill Valley Montebello Morgan Hill Mountain View Novato Palm Desert Pasadena Port Hueme Rancho Bernardo
Rancho Cordova Redondo Beach Ridgecrest Rocklin Salinas San Bruno San Francisco San Marcos Santa Ana Santa Fe Springs Scotts Valley Walnut Creek West Sacramento **COLORADO**
Alamosa County Aspen Aurora Broomfield Durango Estes Park Ft Collins Ft Morgan Glenwood Springs Greeley Weld Huston La Junta Logan County Louisville Loveland MetroNorth
Montrose County South Metro Denver Summit County West Chamber Serving Jefferson County West Yuma County **CONNECTICUT** Connecticut Business and Industry Association Bristol
Greater Southington Middlesex County North Central SACA The Business Council of S W Connecticut South Windsor West Hartford **FLORIDA** Florida State Apopka Auburndale Bay
County Citrus County Davie/Cooper City Destin East Marion Englewood Ft Pierce St Lucie County Gainesville Greater Boca Raton Greater Deerfield Beach Greater Delray Beach Greater
Ft Myers Beach Greater Hollywood Greater South Brevard Greater Tampa Greater West Hernando Hallandale Hialeah/Miami Springs N.W. Dade Jacksonville Jacksonville Leesburg
North Port Palm Bay Palms
Stark/Bradford County Sun City
Weston West Pasco **GEORGIA**
Savannah County Athens Atlanta
Cumming Forsyth County
Lee County Dublin/Laurens
Gwinnett Habersham County
Quitman/Brooks County Savannah
County **HAWAII** The U of
Twin Falls **ILLINOIS** Belvidere
Elgin Freeport Glenview
Greater Crystal Lake Greater
Highland Park Illinois Valley
populitan Decatur Peoria
Lake County Wheeling/Prospect
INDIANA U of St Joseph
Elwood Greater Elkhart
Greater LaPorte Harrison
Jennings County Kokomo/
Cass County Marion/Graet
Mt. Vernon Noblesville
Charinda Clear Lake Cresco
Keokuk Marshalltown Mt.
Chanute Coffey County Dodge
Goodland Greensburg Hugoton Larned Liberal McPherson Wichita Winfield **KENTUCKY** Kentucky State Campbellsville/Taylor County Danville/Boyle County Georgetown/Scott County
Glasgow/Harren County Henderson County Hopkinsville Christian County Jefferson County Marshall County Northern Kentucky Paducah Pike County Shelby County **LOUISIANA**
DeSoto Parish Leesville/Vernon Parish Monroe New Orleans & River Region Opelousas St Landry South Lafourche West St Mary **MAINE** Biddeford/Saco Greater Bangor Rockport/Camden/
Lincolnville Wells **MARYLAND** Maryland State Allegany County Anne Arundel Bethesda Chevy Chase Calvert County U of Frederick County Germantown Greater Annapolis Hagerstown/
Washington County Olney Prince George's County Rockville St Mary's County **MASSACHUSETTS** Cape Cod Fall River Greater Milford Greater Northampton Greater Springfield Metro
South Plymouth/Tri/Town United Watertown Worcester **MICHIGAN** Michigan State Brooklyn Irish Hills Buchanan Cadillac Charlotte Cornerstone Alliance Flint Greater Detroit Greater
Grand Haven Greater Ishpeming Greenville Holland Howell Lansing Regional Lenawee County Lincoln Park Ludington Metropolitan Midland Monroe County Oakland County Romeo/
Washington Tecumseh Traverse City Ypsilanti Zeeland **MINNESOTA** Albert Lea/Freshborn County Bloomington Edina Rochester St Paul Twin West Wayzata **MISSISSIPPI** Clarke County
Greenville Hattiesburg Jackson Marion County Ocean Springs Southaven Horn Lake **MISSOURI** Butler Camdenton Grandview Greater Kansas City Greater Marquette Marshall Raytown
Springfield St Charles Washington **MONTANA** Bozeman Great Falls **NEBRASKA** Columbus Fremont Grand Island Greater Omaha Hastings Lexington North Platte Papillion South
Sioux City **NEVADA** Carson City **NEW HAMPSHIRE** Business & Industry Association of New Hampshire Greater Derry Greater Dover Greater Manchester Northern White Mt. Peterborough
NEW JERSEY Central Jersey Greater Eatontown Greater Manland Greater Vineland Haverford County Morris County Perth Amboy Piscataway/Middlesex Rockaway Somerset County
Union County **NEW MEXICO** Rio Rancho **NEW YORK** Amherst Canastota Clarence Cortland County East Manhattan Greater E. Aurora Greater Rochester Metro Greater Watertown
Hamburg Herkimer County Huntington Township Latham Mt Vernon Niagara Falls Northern Chautauque Orchard Park Saratoga County Tompkins County Ulster County Wellsville West
Seneca **NORTH CAROLINA** Alexander County Archdale/Trinity Ashe County Boone Cashiers Catawba County Charlotte Eden Garner Gaston County Greater Durham Greater Raleigh
Greater Statesville Greater Winston/Salem Greensboro Havelock Kannapolis Lumberton Mt Olive Stanly County Thomasville Washington County Wilkes **NORTH DAKOTA** Carrington
Fargo Grand Forks **OHIO** Ohio State Ashland Athens Avon Lake Avon Barberton Cambridge Chillicothe/Ross Columbus Dublin East Liverpool Erie County Euclid Fairborn Fayette
County Findlay/Hancock County Fostoria Greater Logan County Highland County Huron Jackson Holden Lancaster/Fairfield County Lebanon Madison/Perry Marion Medina Mentor
Niles Norwalk Painesville Portsmouth Rocky River Tiffin Twinsburg Upper Arlington Xenia **OKLAHOMA** Oklahoma State Ardmore Bristow Del City Greater Enid Metropolitan Tulsa
Oklahoma City Stillwater **OREGON** Astoria Beaverton Gresham Hermiston Newberg **PENNSYLVANIA** Allentown Lehigh County Beaver County Berks County Bethlehem Brookville
Capital Region Central Montgomery County Clifton Clearfield Erie Greater Carlisle Greater Jenkintown Greater Scranton The Greater Valley Greater Waynesboro Greenville Juniata
Valley Lancaster Latrobe Lebanon Valley Main Line Monroeville New Kensington Northern Allegheny County Schuylkill Shenango Valley TriCounty Two Rivers Warren County Wayne
County York **RHODE ISLAND** Bristol County North Kingstown Northern Rhode Island Warwick **SOUTH CAROLINA** Conway Dillon County Greater Beaufort Greater Greenville Greater
Summerville Kershaw County Laurens County Marion Spartanburg Sumter **SOUTH DAKOTA** Industry & Commerce Association of South Dakota Custer County Huron Pierre Rapid City
TENNESSEE Athens Carroll County Cheatham County Cleveland Bradley Cookeville Putnam County Franklin County Humboldt Jackson Johnson City/Washington County Greater Knoxville
McMinnville/Warren County Nashville Union County Paris/Henry County Rutherford County Union County **TEXAS** Texas State Abilene Arlington Azle Benbrook Breckenridge Brownwood
Canyon Colleyville Deer Park Ennis Flower Mound Forney Ft Worth Galveston Graham Granbury Grand Prairie Greater Austin Greater Dallas Greater Katy Greater New Braunfels
Greater San Antonio Greenville Hillsboro Houston Lamar County Lancaster Midlothian Mineral Wells Northeast Tarrant County Pharr Plainview Port Lavaca/Calhoun County Portland
Rosenberg/Richmond San Angelo South Belt/Ellington Spearman Tomball Waxahachie **UTAH** Bountiful Cedar City Murray Provo/Orem **VERMONT** Lake Champlain Regional **VIRGINIA**
Virginia State Alexandria Alleghany Highlands Greater Blacksburg Greater Bristol Greater Falls Church Greater Lynchburg Herndon Hopewell/Prince George Metropolitan Richmond
Pittsylvania County Salem/Roanoke County Virginia Peninsula Williamsburg Winchester Frederick County WASHINGTON Grays Harbor Greater Federal Way Puyallup Silverdale **WEST**
Virginia West Virginia State Charleston Regional Greater Bluefield Greater Parkersburg Harrison County Marion County Martinsburg/Berkeley County Putnam County **WISCONSIN**
Columbus Greater La Crosse Green Bay Heart of the Valley Kenosha Manitowish Two Rivers Marinette Marshfield Menomonie/Thiensville New London New Richmond Stevens Point/Placer
Waukesha West Bend **WYOMING** Greater Cheyenne Riverton

Dear Mr. President,

We, the undersigned chambers of commerce, are committed to the America 2000 strategy for education reform. Since we believe that quality education is the key to continued growth and prosperity for our students and our communities, we pledge to adopt the six national goals and develop strategies for their implementation. Also, we promise to work with other concerned groups in our communities in developing "New American Schools" in our communities.

Sincerely,

West Putnam County Sebring
Center Tallahassee Venice
Albany/Dougherty Americus/
Carroll County Cobb
Dillon/Whitfield Douglas/Cof
County Gainesville/Hall County
Harris County Monroe County
nah Screven County White
Hawaii Maui **HAWAII** Nampa
Bradley/Bourbonnais Cardinal
Greater Alton/Twin Rivers
Springfield Grundy County
Joliet Region Lincolnwood/Met
Pontiac Streator Waukegan/
Heights Woodstock Zion
County Columbus Decatur
Greater Ft Wayne Greater Gary
County Indianapolis Jasper
Howard County Logansport/
County Metropolitan Evansville
Schererville **IOWA** Algona
Greater Fort Dodge Ida Grove
Pleasant Perry **KANSAS**
City Greater Hutchinson

Muge
Living
Room
with the
classroom

8:45am

(Hinchliffe/Nix)
January 9, 1992 11 p.m.
CHAMBER Draft One

Day
old speeches
Lingo - watch us
demo

PRESIDENTIAL REMARKS: CHAMBER OF COMMERCE MEETING
Tuesday, January 14, 1992
~~Chamber of Commerce Auditorium~~

Time

Pete Hall of Flags

we talked
about
education

Thanks, Paul [Silas]. As all of you know, Paul and I just returned from a fantastic trip to Asia [TRIP INSERT]. I'm glad to be here with you -- not just because you've come here to be on the cutting edge of an exciting new American Revolution. I'm also pleased to be with you because you represent the businesses and the communities that are the heart of America and of her dream.

You're here for this conference because you know America 2000 will literally reinvent our schools and our future. We know exactly where America should be going and exactly how to get there. America 2000 will liberate the best minds and brightest thinkers of this land -- and that includes all of you.

Y's
great
language
that doesn't
wince
at Congress

This movement is spreading like prairie fire. In less than 5 months, 1000 communities and 30 states have already joined up: have embraced our challenge to adopt and achieve our national goals. Let me remind you of these goals -- every American should be able to tick them off. By the year 2000: Our children will start school ready to learn. Our children will be first in the world in science and math. Our children will achieve at least a 90% high school graduation rate. Our adults will be literate. Our schools will be safe, disciplined, and drug-free.

The goal
wasn't
skipped
a goal

The tie between the Chamber and America 2000 is a natural. America 2000 is built on goals. You're all businesspeople -- there's nothing I can tell you about goals. They're how you turn

- ① Come off success w/Asia trip
- ② Education, education, education - America 2000 (Gut's remarks) transition to ③ Enthusiastic acceptance - A strategy implementing goals of our nation's governors
- ④ Congressional response - Kennedy and his J.2 (we want A.D.) direct language CHOICE
- ⑤ Congress in the dark - the train metaphor ⑥ Living room/classroom etc.

your dreams into reality and make your business grow. But I can share with you a saying inscribed at Williams College: "Climb high/ Climb far/ Your goal the sky/ Your aim the star." That's what America 2000 is doing. That's what you are doing.

I'm thrilled over 600 Chambers have endorsed this revolution, and that you're here as the next step, learning how to bring the message back home. You are leaders with a deep sense of community involvement. You understand that successful and lasting solutions can only be found at the local level -- this revolution takes place town by town. You're Points of Light, touching your own communities. You understand that the key to America's future rests right there in your hometowns of Camden, Maine, or Durango, Colorado, or Hutchinson, Kansas, or Gresham, Oregon. You've come here to drive this innovative bottom-up transformation and to clearly define the role that business leaders can take in organizing your community's efforts to adopt ^{the} America 2000 strategy.

Look at the strengths of this unique program. From the very beginning of America 2000, I was determined to keep this critical issue out of the arena of politics: so we created an extraordinary bipartisan coalition. America 2000 was born in an unprecedented conference of all our Governors: Democrats and Republicans working not for parties, but for the nation. Now elected officials of every party join up to lead this populist revolution.

But while our country's citizens are moving forward to carry out the visions of America 2000, Congress has yet to act. Oh, they're considering something -- but while America 2000 offers

new lyrics Congress just offers the same old refrain.

The American people want transformation. The Congress offers tired old business-as-usual. They're considering an education bill which contains none of the America 2000 initiatives and falls far short, tragically short, of any of our goals.

We asked for a half billion dollars for break-the-mold, new American schools. Congress says no.

We asked for a half billion dollars to give middle and low income families more of the same choices of all schools that people with money have. Congress says no.

We wanted to give communities and teachers flexibility to spend \$9 billion in federal money. Congress says no. We wanted American Achievement Tests by 1993-94. Congress says go slow.

Well, I say to Congress: I'm disappointed. The American people are disappointed. Last spring, we gave you the America 2000 plan and legislative proposals -- nonpartisan work called for and created by the people of this country. Yet you chose to go backwards. You chose to limit this country's goals, potential and dreams. You chose to reject innovation in preference for stagnation. You chose to be left behind by the grass roots movement that captures the true energy of America. You chose to break this country's spirit -- not to break the mold.

Let me tell you what Congress must do to make this bill acceptable. Congress must start by adding consideration for school choice -- an issue of clear and simply equality.

Congress must grant seed money so people like you can develop

*Kennedy
mention
direct
language*

Bad

*Brad Simpson
Am. 2000
205-0148*

10'32" 10'32" Eucaly
10'32" 10'32" Eucaly
10'32" 10'32" Eucaly

the essential new American schools. To be an America 2000 community, like all of you want, you must create one of these schools in your town. Well, unless Congress helps with seed money you won't be able to begin. Congress is preventing local communities -- is preventing you -- from becoming an America 2000 community.

Congress must approve the idea of creating 535 demo schools. We wanted far more, but this number is the minimum this country needs to begin: one school per Congressman. These are places where we won't just retool the old. Here, we will start anew.

And Congress must respect and liberate those who truly can make a difference. It must give the Secretary more discretion against burdensome regulations. It must give communities more flexibility in spending \$9 billion of federal education dollars. We must knock down bureaucracy. Then and only then can innovation bubble up from teachers, and parents, and others. They're the ones we want to hear from. They're the ones we must hear from.

It's too bad Congress is in recess. Otherwise, I'd ask you to go up to the Hill right now. I'd ask you to plead with our lawmakers -- plead with them to join their constituents onboard the America 2000 agenda. Educational transformation is a tough issue. America 2000 isn't a quick-fix solution -- but it taps into the genius of this land. That's why it will work. That's why Congress must give it a chance.

Thank you all for your commitment and hard work. Together, we will forge a proud, bright nation to enter the 21st century. God bless you and the United States of America.

Excellent Oct 4 1991 I've asked those
Math Science And Just the first American Achievement
of this Test be ready
to use by the
1993-94
school year

(Hinchliffe/Nix)
January 10, 1992 2 p.m.
CHAMBER Draft Two

PRESIDENTIAL REMARKS: CHAMBER OF COMMERCE MEETING
Tuesday, January 14, 1992 8:45 a.m.
Hall of Flags, US Chamber of Commerce

Thank you, Lamar. As all of you know, Pete [Silas] and I just returned from a fantastic trip to Asia. We traveled from Australia to Singapore to South Korea to Japan -- and in those countries we talked about education. We're entering an unparalleled new century of the high-tech global marketplace -- but it's a tough, competitive world. The key to keeping up is education. And we don't want just to keep up. We want to lead.

America 2000 will help us do just that. The end of the Cold War gave us a chance to take a deep breath and take a good look around. The world we saw was a new one -- a rapidly emerging Age of Competition. America 2000 has grown out of the birth of that new age. It will liberate the best minds and brightest thinkers of this land. We're in the midst of a revolution -- think of what that means -- a battle to liberate us from the past and open every sort of thrilling new gate of opportunity in the future.

This movement is spreading like prairie fire. In less than five months, 1000 communities and 30 states have joined up: have embraced our challenge to adopt and achieve our national goals. Let me remind you of them. By the year 2000: Our children will start school ready to learn. Our children will be first in the world in science and math -- and they will prove it in world-class competence tests. Our children will achieve at least a 90% high school graduation rate. Our adults will be literate. Our

schools will be safe, disciplined, and drug-free.

The tie between the Chamber and America 2000 is a natural. I'm so pleased that the Chamber is committment to this program -
- and that more than 600 individual chambers have endorsed it.

America 2000 is built on goals. You're all businesspeople -
- there's nothing I can tell you about goals. They're how you turn your dreams into reality and make your business grow. But I can share with you a saying inscribed at Williams College: "Climb high/ Climb far/ Your goal the sky/ Your aim the star." That's what America 2000 is doing. That's what you are doing.

America 2000 arises out of the understanding that good schools are everyone's business. Everyone must take a part in creating the schools of the future -- today. From the very beginning, we've been determined to keep this critical issue out of the arena of politics. America 2000 was born in an unprecedented bipartisan conference of all our Governors: Democrats and Republicans working not for parties, but for the nation. Now elected officials of every party lead this populist revolution.

But as the train pulls out of the station -- our Members of Congress haven't yet climbed onboard. While the excitement was building last year -- they did nothing. While the momentum spreads this year -- they offer a weak and uninspired education bill. This legislation, sponsored by Senator Kennedy, contains none of the America 2000 initiatives and falls far short, tragically short, of any of our goals. When the American people want transformation, Congress offers old business-as-usual.

*business
parents
teaching
students
know that
all schools
are
passing
the test.*

We want a half-billion dollars to create break-the-mold, New American Schools. The Kennedy bill says no.

We want middle and low income families to have more of the same choices of all schools that wealthier people have. The Kennedy bill says no.

We want to give communities and teachers flexibility to spend \$9 billion in federal money, and the Secretary more discretion against burdensome regulations. The Kennedy bill says no.

We want American Achievement Tests for 4th graders ^{by when school starts in} September 1993 and for 8th and 12th graders shortly thereafter.

The Kennedy bill says go slow.

The train's gathering steam and Congress is only standing in the way. If it passes this bill, then it chooses to limit this country's goals, potential and dreams. It chooses to reject innovation in preference to stagnation. It chooses to be left behind by the grass roots movement that captures the true energy of America. It chooses to break this country's spirit -- not to break the mold.

We can't sit back and let this unacceptable bill pass. We have to tell Congress: We want school choice for parents. We want spending choice for teachers. We want New American Schools. We want America 2000 communities. We want American Achievement Tests.

Americans no longer have the luxury of living in the past. Things are moving too quickly -- we have to prepare ourselves for the future, and our schools should lead the way, not follow

Good
Simpson
DOE
S.2

S.2
reference
by name
by when school

Expand
choice
before
More
demand
direct
quality

behind. You've got to help get this message to the people down the street. I'm asking for your pledge to support America 2000.

call to action

It's too bad Congress is in recess. Otherwise, I'd ask you to go up to the Hill right now. I'd ask you to tell your lawmakers -- come on, join us on the America 2000 express. It's not a quick-fix solution -- but it taps into the genius of this land and that's why it will work. That's why you -- and your friends and family and associates back home -- have to tell Congress to give it a chance. After all, anyone who pretends to understand middle-class America has to understand that we want the best schools -- and we want them now.

Call to action

Together, all of us -- parents, teachers, friends, administrators, legislators and students -- can forge a new generation of American schools. It's our kids we're talking about. We give them everything -- we have to also give them the best.

It's our future that's on the line here. We can make it proud and bright. We will make it proud and bright. May God bless you and this beautiful land of promise that we share.

#

THE WHITE HOUSE

WASHINGTON

JANUARY 10, 1992

MEMORANDUM TO BETH HINCHLIFFE

FROM TONY SNOW

SUBJECT CHAMBER OF COMMERCE EDUCATION SPEECH

Beth: I like your draft, but it doesn't really meet the objectives we've defined for this speech. I'd like you to take another crack at it, keeping in mind that we want to lay out our objectives for a good education bill, and to solicit lots of public antipathy toward Sen. Kennedy's Education bill, S.2.

First, I think we have a bit of an organizational problem. Tout America 2000 up front, in all its glorious details, as a natural outgrowth of the Cold War's end and the emergence of the Age of Competition. Follow up by noting the incredible enthusiasm nationwide. Move from that immediately into an analysis of what Congress has done -- nothing last year, and now S. 2.

Then throw down the gauntlet: Demand at a minimum Choice (and make choice the first item in the litany), flexibility in spending (choice for school officials), New American Schools (do NOT call them "demo schools": Lamar Alexander will go into spasms); America 2000 Communities; American Achievement Tests (with the dates we've specified in previous speeches). Note that Americans don't have the luxury of living in the past: We've got to prepare ourselves for the future -- and our schools should lead the way, not follow. Ask the audience's help in getting the message to the people down the street. And then give a rousing send-off couched in family terms: Doing what's best for our children, and ourselves.

Now, here's a fairly detailed critique of your first draft:

I have a couple of stylistic quibbles about pages one and two. The first is that the "You're here because..." formulation seems either patronizing or preachy. They know why they're there. Simply lay out what we all believe, and take advantage of the president's foreign policy triumphs and strengths: At the end of the Cold War, and at the dawning of the Age of Competition, we need to create the best schools on earth. We've decided to mount

a genuine revolution in education, which we call America 2000, and we've set our sights on reinventing the American school. Our schools haven't changed much since horse-and-buggy days, and old-fashioned schools won't cut it in the 21st Century.

Paragraph 3 is fine; in the fourth graph just note that America 2000 arises out of the understanding that good schools are everybody's business, and we want everyone to share in creating the schools of the future -- today.

I'd suggest slashing page two dramatically, keeping in the bipartisan part. Then, note that while Americans have responded enthusiastically to the initiative, Congress hasn't kept up. Go into what we want -- as you do on page three: Choice, flexibility, New American Schools, American Achievement tests, etc. Take a look at Dan's education speeches to get a feel for the standard Lamar litany.

The Congress-bashing section that begins at the bottom of page 2 sounds whiny, and it sounds like it could be delivered to any audience. Be more straightforward: Here's what we want; here's what S. 2 tries to settle for -- instead of a revolution, more of the same old stuff -- and here's what we demand.

We assert at the end of page 3 and the beginning of page 4 that everyone has to wait for Congressional approval before the revolution can begin. Not true: the feds fork over only a tiny share of the overall educational budget. Congress isn't preventing people from doing anything. It's just standing there, getting in the way of people who want to conduct a revolution. We may want to point out that anyone who pretends to understand the middle class understands that people want the best schools -- now.

But talk to the audience. Talk about Congress, but also talk about what we want -- "we" being a term that includes the audience.

Then send them off happy, proud and ready to kick some revanchist ass.

Concord NH Tourism Bureau
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Lynn

① Salute Chamber

② Action ^{Item} meeting
for Chamber

I'd like your gledge
to me

Conference starts
on Monday
~~Yesterday~~ Monday
8:45 am

→ Lamar introduces POTUS
Pete intros Lamar

- Lamar

- Pete Silas

- Ed Donley, chairman

- "Dick" Fisher

- With Bill. Kurton

Elaine Cho^u

Pat Saiki

Education Event

— Senate considering
package that falls
short

— ~~Drops~~ Limit choice
— Not innovative

— Doesn't break mold

— A 2000 April Submitted May

Strategy to implement National goals
that Governors
set up

— You don't need
Washington in
your life

— Choice Ohio speech

— No private choice in
legislation

Congress - for business as usual
We're for transformation

America
2000
Broken
"The train
left the station"
Congress missed
it

Points

③ New

generation of
the schools
no master of
concept

congress not putting
seed money
into this

We're starting out w/ 535
demo school

We want to break
mold not repeat the
old

choice - ll CoE announce their
They won't even
include this demo

3 findings
3rd find 7th Rk

Findings teachers, parents and principals
Call to action - I bet had they've
not had

Get
out
of
the
box
We're taking
the
long
way
to
get
there
Keep
the
pressure
on

Bus. Leader

NA & Dow Corp ^{goal} \$200m
R&D Find design teams
Tap b & b ideas

We've got your interest

- Ed Flex

governors wave regulations
imposed on state
this "Regulatory flexibility"

- Cakin (examples)

- Thousands of communities
organizing across country
Points of Light

- Transformation "new
reform" vocabulary

- ~~Regulatory~~ ^{policy} debate issue

- Maybe mention Pennsylvania's efforts
Blue Ribbon Schools controversy
needs to be mentioned

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
02. Notes	Re: "30-Day Strategy: Education." (3 pp.)	n.d.	P-5	

Collection:

Record Group: Bush Presidential Records
Office: Speechwriting, White House Office of
Series: Speech File, Backup
Subseries:
WHORM Cat.:
File Location: America 2000 Chamber Event 1/14/92 [1]

Open on Expiration of PRA
 (Document Follows)
 By SV (NLGB) on 4/5/2005

Date Closed: 11/15/2004
FOIA/SYS Case #:
Re-review Case #: 2004-2265-S
P-2/P-5 Review Case #:

OA/ID Number: 07566

MR Case #:
MR Disposition:
Disposition Date:

Appeal Case #:
Appeal Disposition:
Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
 P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
 P-3 Release would violate a Federal statute [(a)(3) of the PRA]
 P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
 P-5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
 P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]
 (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
 (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
 (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
 (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
 (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
 (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

From DOE Sec Alexander

30-DAY STRATEGY: EDUCATION

****Covers period from President's first Monday back (January 13) until end of Congressional recess (February 17)**

Long-term objectives:

1. Establish AMERICA 2000 as one of long-term solutions to "jobs, jobs, jobs: Better Schools mean better--and more--jobs."
2. Establish AMERICA 2000 as example of President's leadership at home: "We know exactly where America should be going and how to get there."
3. Use AMERICA 2000 as example of President keeping his word: "I will be an education President".

Immediate objective:

Frame the issue: "I'm for a populist revolt to challenge, upset and transform our schools and our attitudes about educating our children. Congress could help, but the Senate bill is business as usual.

→ . . .Half billion for break-the-mold, new American schools. Senate says no.

→ . . .Half billion to give middle and low income families more of the same choices of all schools that people with money have. Senate says no.

→ . . .Give communities and teachers flexibility to spend \$9 billion in federal money. Senate says no.

. . .American Achievements Tests by 1993-94. Senate says, goes slow.

Everyone knows that AMERICA 2000 happens community-by-community. Washington can't do it. But Washington could help.

And business as usual won't help us reach those six national education goals by the year 2000.

Sequence of Events and Activities to Consider:

Critical Opportunities

1. January 14--Chamber of Commerce, D.C.--best opportunity to establish long-term objectives, define differences with Congress, mention education as budget priority.

2. January 14--Meet with Congressional leadership to define differences with Congress, ask them to participate

3. January 21--Senate Vote on S.2; begins Democrat education week.

4. January 13-21 - follow-up with Members of Congress

5. January 28--State of Union; not the time to announce most education initiatives; use education as story at end to show an example of Presidential leadership at home, maybe even use Derry, N.H. example. Report to Congress on what Senate does.

6. January 29 (maybe as late as February 4)--Budget - Education Availability.

7. February 1-4--Governors in D.C.;

Other Opportunities

1. January 13--Farm Bureau, Kansas City--Should at least refer to education as long-term solution.

2. January 15--In New Hampshire, talking about jobs, repeat National goals, mention Derry and New Hampshire 2000, Better schools mean more--and better--jobs.

3. January 16--Telephone call to Illinois 2000 kickoff. Possible announcement of initiative.

4. January 20--West Coast; initiative announcement (Martin Luther King Holiday).

5. January 23--White House Conference on Indian Education; Choctaw 2000, Navajo Nation 2000.

6. January 24--National Goals Panel meets in D.C.; Presidential recognition of steps toward American Achievement Tests.

7. January 27--Initiative announcement; one day before State of Union.

8. February 5--Summit of Independent Colleges and Universities.

9. February 7--New American Schools Development Corporation Board Meeting; new President of Corporation.

10. February 10--New Hampshire, perhaps visit Derry.

11. February 7-18--Congressional recess.

New Initiatives which could be emphasized:

1. Headstart (before January 21).
2. Big increase in Pell grant funding (before January 21).
3. Education as a budget priority (before January 21).
4. \$2 billion for Math and Science Strategy.
5. Lifetime Education and Training Accounts: Jobs 2000.
6. Grants to Support State GI Bill of Rights for Kids.
7. Testing, State curriculum frameworks, Research.
8. Flexibility.

From DOE See Alexander

Some Education Messages:

When defining differences with Congress:

"There is a movement emerging in this country among those who want to challenge, upset and constructively transform our schools and our attitudes toward education. It is a grass-roots, populist uprising by those who are dissatisfied with the way things are, those who want to take power in their own hands to change things. This education movement will be for the 1990's what the civil rights movement was for America in the 1960's. In fact, until the education movement has run its course--has helped give all Americans of whatever background and economic status more opportunity to move to the front of the line--the civil rights movement will not have run its course.

"Those out front in the education movement are being slowed down by the business-as-usual crowd, those who believe that more-of-the-same will get us where we must go. Put me down on the side of those who want to reinvent American education, who want to create a revolution in attitudes toward the education of our children. Let me march in the ranks of those in the education movement. Put me down on the side of AMERICA 2000.

"The American people are already a part of this movement: 30 states--with both Democrat and Republican Governors--have launched their AMERICA 2000 efforts. More than 1000 communities are working to reach the six National Education Goals for all their children. Thousands of the most creative teachers, corporate officials, university professionals and others are working with the New American Schools Development Corporation to design the best schools in the world. Ten more states this year gave middle- and low-income families more of the same choices of schools that people with money already have. There is a new consensus about the importance of forming World-Class Standards in math, science, English, history and geography. It is clear that we will soon have a voluntary national examination system--the American Achievement

Tests--so that families and communities can tell how their children are doing. Education is the subject of civic forums in every community, dinner-table talk at home for families everywhere. And overwhelmingly, according to all the surveys, Americans agree with the six National Education Goals. They support the radical changes in the AMERICA 2000 strategy that will help us reach those goals.

"The United States Congress could help. We want them to help, to be a full partner in this movement. But the Kennedy bill coming up in the Senate next week is business-as-usual. I want, and the American people want, transformation, a revolution in education. I will not approve a business-as-usual bill.

"Congress can help transform American education by amending the Kennedy bill in the following three ways:

→ . . . authorize one half billion dollars to help create the first 535 of a generation of break-the-mold, New American Schools, to give our children the best schools in the world, radically different schools that meet their needs. The Kennedy bill says no.

→ . . . authorize funds to help middle- and low-income families have more of the same choices of all schools that people with money already have. The Kennedy bill says no.

→ . . . give communities and teachers more flexibility in how they spend \$9 billion in federal education money; let them use their money and their imagination to improve the educational performance of children. The Kennedy bill says no.

"Everyone knows that we need revolutionary change.

"Everyone knows that money alone won't do it.

"Everyone knows that AMERICA 2000 must happen community-by-community.

"But everyone also knows that Washington and Washington money can help.

"And everyone knows that investments in business as usual won't help our children reach those six National Education Goals by the year 2000.

"The American people are on board the AMERICA 2000 agenda. Congress needs to get on board, too.

"Here is what I mean when I say I want to be an education president: Working with the Governors and mayors and educators and parents and citizens everywhere, I want to help thousands of cities and towns become AMERICA 2000 communities, working to help all our children reach those six National Education Goals. In those AMERICA 2000 communities, I want to help to launch a new generation of thousands of break-the-mold, New American Schools. I want to help middle- and low-income families have more of the same choices of all schools that people with money already have. I want to help establish a voluntary national examination system--The American Achievement Tests--so communities and families can tell whether their kids really are learning to World-Class Standards in at least math, science, English, history and geography. I want to give communities schools that are unquestionably the best in the world. I want to encourage and support in every way possible this grass-roots, populist movement in our land that will challenge, upset and constructively transform our schools and our attitudes about the education of our children.

"Education is not a quick fix, not a front-page problem--but it is one long-term solution to many of our front-page problems. As a nation, we know exactly where we want to go in education. Most of us agree on how to

get there. One reason I want to have the privilege of serving again as President of the United States is that I am determined that we will get there. Instead of a Nation at Risk, America by the year 2000 will become a Nation of Students."

When talking about federal spending for education during the Bush years:

**** "Education has the highest spending increase of any Department in my new budget--it is the top spending priority in the budget;**

**** "The budget includes a record increase in the amount of money available to help Americans go to college. Now 1 of 2 Americans going to college has a federal grant or loan.**

**** "We've been able to increase funding for education during my four years by 42 percent while state funding has gone up 27 percent. During these tight times we're doing our best to carry our part of the financial burden."**

When talking about fully funding Head Start for four-year-olds:

**** "When I campaigned for President I said I would fully fund Head Start for four-year-olds and, with new budget recommendations will include the funds to do that.**

**** "In my four budgets, Head Start funding is up 110 percent, from \$1.2 billion to \$2.6 billion.**

**** "26 other programs to help with the education, health, and nutrition of pre-school children is up 74 percent.**

**** "And (repeat) education spending generally--not including Head Start--is the top spending priority in my new budget."**

Education Politics and the Domestic Agenda

Assumption 1: The President must show that he knows what kind of country this is, where it should be going, and how to get it there.

What the Democrats are saying: "The biggest problem for a Democrat is to prove he can be the commander-in-chief. For George Bush, being a good commander-in-chief isn't enough to get elected. He's got to deal with the agenda ahead."

**** So the President must show he sees a few urgent national needs (jobs, health care, education, crime), that he has a strategy for dealing with each one, and that he has the capacity to persuade America of the rightness of his strategies. In other words, he must show us he knows what kind of country this is, where it is going, and how to get us there.**

Assumption 2: Education is not an issue that will win or lose the election.

**** The Presidential issues are leadership around the world (peace) and leadership at home (principally prosperity) and the character of the nominee.**

Assumption 3: The education issue is therefore relevant to the campaign in three ways:

A. Leadership at Home: "Better schools mean better--and more--jobs." Education is one important long-term answer to the jobs problem.

B. Character: "Education President." The President is doing what he said he would do and is personally involved leading a movement.

C. Leadership at Home: The President has defined a need (reinvent education and transform our attitudes toward education), knows where we are going (six National Education Goals), has a strategy to get us there (AMERICA 2000), and is convincing the country of the rightness of his policies (35 states, 1000 communities, American Achievement Tests, New American Schools, parental choice of schools, Gallup survey). This is one good example of the President's knowing what to do.

General Tactics:

The President should:

1. When talking about his short-term solutions to the "jobs, jobs, jobs" problem, conclude by saying that this is a long-term problem and the long-term solution is education. Education is not the front-page solution, but it is the long-term solution.

2. Repeat, repeat, repeat the six National Education Goals. This shows that the President knows where he wants the country to go on education.

3. Say, "One reason I want to be re-elected is that I am determined to finish my work on AMERICA 2000." This is a fine way to remind people of the progress of AMERICA 2000 and to demonstrate leadership at the same time.

4. Do at least two events a month directly connected to the major transforming ideas of AMERICA 2000: New American Schools, choice of schools, World-Class Standards, American Achievement Tests. Other event possibilities: Head Start, flexibility, \$2 billion math/science strategy.