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# FOIA MARKER

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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 Draft Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13480  
**Folder ID Number:** 13480-012

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**Folder Title:**  
Talking Points--President's Education Proposal, 3/30/89

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>1</b>	<b>7</b>

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

**RESPONSE:**

James W. Cicconi  
Assistant to the President  
and Deputy to the Chief of Staff  
Ext. 2702

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/1/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4/3/89 4:00 PM

SUBJECT: EIGHT VIDEO SCRIPTS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:** Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Monday, April 3, 1989, with an info copy to my office. Thank you.

*see comments JW*

**RESPONSE:** \_\_\_\_\_

**James W. Cicconi**  
 Assistant to the President  
 and Deputy to the Chief of Staff  
 Ext. 2702

TRON  
March 31, 1989  
Draft two  
5:30  
Title: PSA

1989 MAR 31 PM 7:47

PROPOSED VIDEO SCRIPT  
NATIONAL VOLUNTEER WEEK  
PUBLIC SERVICE ANNOUNCEMENT

VERSION ONE  
TIME: 20 seconds

Neighbor helping neighbor: The spirit of volunteerism ~~is~~  
~~what~~ binds a community together, helps families pull through in  
tough times. *It's the American spirit.*

This is National Volunteer Week, and a ~~good~~ time for all  
Americans to join a local service organization. With your  
contribution of time and effort, you can help your neighbors and  
improve your community. So volunteer. For yourself. For  
America.

VERSION TWO  
TIME: 5 seconds

Neighbor helping neighbor, it's the American way. So join a  
volunteer organization today. For yourself. For America.

PROPOSED VIDEO SCRIPT  
ACADEMY OF COUNTRY MUSIC AWARDS SHOW

TIME: OPEN

Thank you, Moe (or should I say howdy?) Anyway, congratulations to all of you in Nashville tonight. I've long been a fan of country music -- perhaps you'll recall I even tried my hand at picking a guitar a few months ago. Barbara says I've got a long way to go, a very long way, but I still have a deep appreciation for Country & Western music, and the values you represent.

As President, everywhere I go in America there's a feeling of pride in our flag and love of country. In no facet of American life are those feelings more evident than in country music. That's why the phrase you use on the Academy of Country Music Awards is so appropriate . . . "America's music." But, *from* it's also appropriate because country music is loved by Americans *from* of every walk of life and in every part of our wonderful country. It's truly America's music.

Congratulations to all the nominees and winners tonight, and I hope you'll continue to sing out America's music and America's pride for all the world to hear. Thank you, and have a good night.

PROPOSED VIDEO SCRIPT  
SPECIAL OLYMPICS

TIME: OPEN

Good afternoon, it's a pleasure to be here with you today.

As you leave the slopes of the Sierra Nevadas at Squaw Valley and the skating rinks in Reno, you can all be proud of what you have accomplished this week. Your courage, determination, and skill have written a thrilling new chapter in the history of winter sports.

Tomorrow, as each of you heads back to your homes, I know that every member of your community will share the pride of what you have accomplished. What you have won during this week of Special Olympics competition is more than medals and ribbons. It's the uncontested right to call yourselves champions. Whether crossing the finish line first or last, your love and commitment to sport has distinguished each of you as true athletes.

When you do return home, I ask each of you to share your experiences and memories with your friends and neighbors. Reach out to those who have not yet known the joy that comes from training and competing in sports. Throughout this country, and the world, there are far too many potential champions for whom Special Olympics is still an unrealized dream. For these people, help make that dream a reality.

My congratulations to all of you. Your victories are precious, your striving an inspiration. Thank you, God bless you, and God bless America.

PROPOSED VIDEO SCRIPT  
DINNER OF CHAMPIONS

TIME: OPEN

It's a pleasure to speak to you this evening at the 17th Annual Multiple Sclerosis Dinner of Champions to salute some truly exceptional Americans. In the audience tonight are so many people who share a dedication~~x~~ and ~~a~~ commitment to excellence that is the spirit of America.

I join you in saluting Florence Griffith-Joyner, and Jim Burt as great champions. I also send my congratulations to two remarkable women who have won hard-fought victories in their personal battles with multiple sclerosis. Janis Henderson, a school nurse and a volunteer firefighter, and Tammy Hitchcock, a precision skydiver who performs with an aerialist team, are truly great champions in their own right. Ted Kohl, your 1989 Volunteer of the Year, who has contributed so much to help others, is a model for us all.

I also want to recognize the outstanding efforts of Martin Davis and Frank Gifford, who founded the Dinner of Champions back in 1972 and have nurtured its growth. But, most of all, I commend all of you who support this great event -- now in its 17th year in New York City. Your efforts have established this Dinner as one of our nation's largest and most successful annual charity events and made it a radiant star among these "thousand points of light" I like to talk about.

To you -- and I must say all of you are champions in your own arenas -- Barbara and I send our best wishes and most fervent hopes that the MS Society will succeed in its mission to find a cure for this disease. Thank you and God bless you on this wonderful evening.

PROPOSED VIDEO MESSAGE  
MEMORIAL DAY MESSAGE TO THE ARMED FORCES

TIME: OPEN

On Memorial Day, Americans pause to reflect upon the courage and sacrifice of those who responded when their nation called. They left their homes and families and gave their lives to ensure the blessings of peace and freedom. We pay tribute to them and express our gratitude, for we have not forgotten what they did nor the price they paid ~~for us.~~ *for America.*

This year, as we honor those Americans of the past who made the supreme sacrifice, we also salute you, the men and women of our Armed Forces. You have responded just as bravely as your forbears did when the call to duty came. Your sense of purpose, personal courage, professionalism, and loyalty are an inspiration to all.

The heroism and sacrifice displayed by the men and women of our Armed Forces, past and present, give us hope for an enduring peace in the world, a peace that will ensure their service to country has not been in vain. Thank you, and God bless you.

PROPOSED VIDEO MESSAGE  
NATIONAL YOUTH SPORTS PROGRAM

TIME: OPEN

As I travel across the country, I constantly encourage people calling for a more compassionate and civic-minded America - one where neighbor helps neighbor, where people know they are responsible for not only their own well-being, but also for the quality of life in our cities, and states.

This can not be done by federal mandates or regulations. It can be done if each of us makes a personal commitment backed by action. Parents can involve their families in helping a neighbor and volunteering time to community agencies. Educators can encourage and celebrate youth service, providing opportunities for youth to help older Americans and for older students to help younger children. Youth can become leaders in their communities. Who knows better practical ways to address the issues of youth? Who are more able than our future leaders?

Community service is at the core of the American ethic. From the Puritan colonies to the present, Americans have always helped others. A thousand points of light starts with each one of us. Your involvement and commitment to youth community service is helping make sure that light begins now and it starts in your community.

*This doesn't  
seem to say anything  
about youth sports  
VA*

PROPOSED VIDEO MESSAGE  
ANNUAL INGE FESTIVAL

TIME: OPEN

It's a pleasure for me to offer my congratulations to Horton Foote, this year's winner of the William Inge Award for Lifetime Achievement in the American Theatre.

Horton, in the forty years you've been writing for the stage, screen, and television, you have uniquely captured the spirit of the American family. Your Academy Award winning scripts, "To Kill A Mockingbird" and "Tender Mercies", have clearly established you as one of the leading writers of our time. Horton, as a fellow Texan, I know the Lone Star State is very proud of you this evening.

Congratulations again, and God bless you all.

THE WHITE HOUSE

WASHINGTON

March 30, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*  
SUBJECT: Talking Points on President's Education Proposal

The draft talking points look very good. It is clear that they follow the fact sheet and transmittal letter.

I have proposed a few edits which will parallel the changes we are making in the fact sheet and transmittal letter.

1. We need to introduce the concept of "reform." See the change to bullet #3.

2. Not all Federal dollars assist those most in need; we have inserted the word "targeted" to clarify this.

3. Correct grammar suggests the insertion of the word "parents" in sub-bullet #3.

4. We have edited accountability to emphasize outcomes.

5. We suggest one-word change to the "merit schools" bullet. We don't want to over promise on the power of this incentive.

6. We have added a bullet, which refers to funding initiatives enhancing the education program, but which are not a part of the actual law we are proposing.

cc: James Cicconi

April 5, 1989

**THE PRESIDENT'S PROPOSAL FOR IMPROVING EDUCATION  
TALKING POINTS**

- o The President today announced his intention to transmit to Congress the "Educational Excellence Act of 1989," a bill to provide incentives to improve education, ~~in America.~~
  - o Greater educational achievement promotes sustained economic growth, enhances the nation's competitive position in world markets, increases productivity, and leads to higher incomes for all Americans. The nation must invest in its young people, giving them the knowledge, skills, and values to live productive lives. The "Educational Excellence Act of 1989" would move us toward these goals.
  - o **This legislation is based upon four principles:** *which are essential to educational reform!*
    - o **Recognition of excellence:** Recognizing and rewarding our best schools and our best teachers will serve as an incentive for all schools, teachers, and students to improve their performance.
    - o **Addressing need:** *be targeted to* This Administration believes that Federal dollars should assist those most in need. *to need this for antecedent of "their"*
    - o **Flexibility and choice:** Greater flexibility and choice in education -- both ~~parental~~ *for parents* choice in selecting schools for their children and local school systems' choice of teachers and principals -- are important to providing the means and incentives for achieving educational excellence.
    - o **Accountability:** *Success in ~~our~~ education must be* The Administration supports objective ~~measurement and reward of progress toward quality~~ education. *measured in terms of student achievement; we must set standards of excellence and hold ~~our~~ schools*
  - o The "Educational Excellence Act" includes **seven legislative initiatives** aimed at fulfilling these important principles: *accountable for meeting them.*
  - o The **Presidential Merit Schools program** would reward schools that have made substantial progress in raising students' educational achievement, creating a safe and drug-free school environment, and reducing the drop-out rate. Public and private elementary and secondary schools would be eligible for these cash awards. This program would provide ~~a powerful~~ *an added* incentive for all schools to improve these areas.
- Funding:** The legislation would authorize \$250 million for fiscal year 1990, increasing to \$500 million by 1993; these funds would be allocated by formula to the States.

- o **A new Magnet Schools of Excellence** program would support the establishment, expansion, or enhancement of magnet schools, without regard to the presence of desegregation plans in applicant districts. Currently, the Department of Education makes Magnet Schools Assistance grants to school systems undergoing court-ordered or voluntary desegregation. These magnet schools have been successful in increasing parental choice and improving educational quality; this program would provide incentives for other schools to do as well.

**Funding:** The bill would authorize \$100 million for Magnet Schools of Excellence for fiscal year 1990 and each of the three succeeding fiscal years.

- o **The Alternative Certification of Teachers and Principals** program would assist States interested in broadening the pool of talent from which to recruit teachers and principals. Funds would support such activities as training, program development, and evaluation. The bill would provide incentives for States to develop, expand or improve flexible certification systems designed to draw into education talented professionals who have demonstrated their subject area competence or leadership qualities.

**Funding:** The legislation would authorize \$25 million for fiscal year 1990 only, for one-time grants to States.

- o **President's Awards for Excellence in Education** would be given to public and private school teachers in every State who meet the highest standards of excellence, because excellent teachers deserve public recognition, respect and appropriate financial rewards. Each award would be for \$5000, and teachers receiving awards would be permitted to use their awards for any purpose.

**Funding:** The bill would authorize \$7.6 million for each of the fiscal years 1990 through 1993.

- o **Drug-free schools Urban Emergency Grants** would provide special assistance to urban school districts that are disproportionately affected by drug trafficking and abuse. Prevention and education programs are frequently inadequate in urban areas with the most severe drug problems; these funds would be used for a comprehensive range of services appropriate to the needs of individual communities. This bill would amend the Drug-Free Schools and Communities Act of 1986 to authorize this urban grant program.

**Funding:** The bill would authorize \$25 million for each of the fiscal years 1990-1993 for Urban Emergency Grants.

- o A **National Science Scholars** program would provide scholarships to high school seniors who have excelled in the sciences and mathematics. These scholarships would recognize recipients' academic achievement and encourage them to continue their education in science, mathematics, and engineering at the postsecondary level. The President would select recipients after considering recommendations made by Senators and members of the House of Representatives. Scholars would receive up to \$10,000 a year for each year of undergraduate study.

**Funding:** The bill would authorize \$5 million for fiscal year 1990. The amount authorized would increase in increments of \$5 million per year to a total authorization of \$20 million for fiscal year 1993. These funding levels would ensure that the scholars would be supported throughout their undergraduate study and that a new group of 570 scholars would be selected each year.

- o **Historically Black Colleges and Universities** would be provided with additional endowment matching grants. HBCUs play a vital role in the American system of higher education by offering many Black Americans a wider range of educational choice, and in some cases, their only opportunity for a higher education. This bill would strengthen HBCUs by building endowments, an especially effective way to create financial strength and long-term financial security.

**Funding:** The bill would provide additional authorization of \$10 million for fiscal year 1990, \$20 million for both fiscal year 1991 and fiscal year 1992, and \$10 million for fiscal year 1993.

- o The President is **urging prompt and favorable action by the Congress on this legislation**. These seven initiatives, which will add \$422.6 million to the 1990 budget, will help us to accomplish the goal of a better-educated America.

# # #

o In addition to these seven legislative initiatives featured in the "Educational Excellence Act of 1989," ~~the~~ President Bush has proposed in budget amendments an additional \$13 million in ~~new~~ <sup>renewed</sup> funds for experiments and data collection in support of ~~education~~ reform and education.

and <sup>an</sup> additional \$5.2 million in literacy ~~education~~ assistance for homeless adults and ~~young people~~ elementary and secondary students.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 <sup>25</sup> ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

**RESPONSE:**

See changes

James W. Cicconi  
Assistant to the President  
and Deputy to the Chief of Staff  
Ext. 2702

April 5, 1989

**THE PRESIDENT'S PROPOSAL FOR IMPROVING EDUCATION**  
**TALKING POINTS**

- o The President today announced his intention to transmit to Congress the "**Educational Excellence Act of 1989**," a bill to provide incentives to improve education in America.
  - o Greater educational achievement promotes sustained economic growth, enhances the nation's competitive position in world markets, increases productivity, and leads to higher incomes for all Americans. The nation must invest in its young people, giving them the knowledge, skills, and values to live productive lives. The "Educational Excellence Act of 1989" would move us toward these goals.
  - o **This legislation is based upon four principles:** *essential to educational reform*
    - o **Recognition of excellence:** Recognizing and rewarding our best schools and our best teachers will serve as an incentive for all schools, teachers, and students to improve their performance.
    - o **Addressing need:** *be targeted to* ~~This Administration believes that~~ Federal dollars should assist those most in need.
    - o **Flexibility and choice:** *for parents* Greater flexibility and choice in education -- both ~~parental~~ choice in selecting schools for their children and local school systems' choice of teachers and principals -- are important to providing the means and incentives for achieving educational excellence.
    - o **Accountability:** *Success in education must be measured* ~~The Administration supports objective measurement and reward of progress toward quality education.~~ *in terms of student achievement; we must set standards of excellence and hold schools accountable for meeting them.*
  - o The "Educational Excellence Act" includes **seven legislative initiatives** aimed at fulfilling these important principles: *them.*
  - o The **Presidential Merit Schools program** would reward schools that have made substantial progress in raising students' educational achievement, creating a safe and drug-free school environment, and reducing the drop-out rate. Public and private elementary and secondary schools would be eligible for these cash awards. This program would provide *added* a powerful incentive for all schools to improve these areas.
- Funding:** The legislation would authorize \$250 million for fiscal year 1990, increasing to \$500 million by 1993; these funds would be allocated by formula to the States.

- o A new **Magnet Schools of Excellence** program would support the establishment, expansion, or enhancement of magnet schools, without regard to the presence of desegregation plans in applicant districts. Currently, the Department of Education makes Magnet Schools Assistance grants to school systems undergoing court-ordered or voluntary desegregation. These magnet schools have been successful in increasing parental choice and improving educational quality; this program would provide incentives for other schools to do as well.

**Funding:** The bill would authorize \$100 million for Magnet Schools of Excellence for fiscal year 1990 and each of the three succeeding fiscal years.

- o The **Alternative Certification of Teachers and Principals** program would assist States interested in broadening the pool of talent from which to recruit teachers and principals. Funds would support such activities as training, program development, and evaluation. The bill would provide incentives for States to develop, expand or improve flexible certification systems designed to draw into education talented professionals who have demonstrated their subject area competence or leadership qualities.

**Funding:** The legislation would authorize \$25 million for fiscal year 1990 only, for one-time grants to States.

- o **President's Awards for Excellence in Education** would be given to public and private school teachers in every State who meet the highest standards of excellence, because excellent teachers deserve public recognition, respect and appropriate financial rewards. Each award would be for \$5000, and teachers receiving awards would be permitted to use their awards for any purpose.

**Funding:** The bill would authorize \$7.6 million for each of the fiscal years 1990 through 1993.

- o **Drug-free schools Urban Emergency Grants** would provide special assistance to <sup>a small number of</sup> urban school districts that are disproportionately affected by drug trafficking and abuse. Prevention and education programs are frequently inadequate in urban areas with the most severe drug problems; these funds would be used for a comprehensive range of services appropriate to the needs of individual communities. This bill would amend the Drug-Free Schools and Communities Act of 1986 to authorize this urban grant program.

**Funding:** The bill would authorize \$25 million for each of the fiscal years 1990-1993 for Urban Emergency Grants.

Holen  
5128

- o A National Science Scholars program would provide scholarships to high school seniors who have excelled in the sciences and mathematics. These scholarships would recognize recipients' academic achievement and encourage them to continue their education in science, mathematics, and engineering at the postsecondary level. The President would select recipients after considering recommendations made by Senators and members of the House of Representatives. Scholars would receive up to \$10,000 a year for each year of undergraduate study.

**Funding:** The bill would authorize \$5 million for fiscal year 1990. The amount authorized would increase in increments of \$5 million per year to a total authorization of \$20 million for fiscal year 1993. These funding levels would ensure that the scholars would be supported throughout their undergraduate study and that a new group of 570 scholars would be selected each year.

**Historically Black Colleges and Universities** would be provided with additional <sup>funding for</sup> endowment matching grants. HBCUs play a vital role in the American system of higher education by offering many Black Americans a wider range of educational choice, and in some cases, their only opportunity for a higher education. This bill would strengthen HBCUs by building endowments, an especially effective way to create financial strength and long-term financial security.

**Funding:** The bill would <sup>authorize an</sup> ~~provide additional authorization of~~ \$10 million for fiscal year 1990, \$20 million for both fiscal year 1991 and fiscal year 1992, and \$10 million for fiscal year 1993.

o The President is urging prompt and favorable action by the Congress on this legislation. These seven initiatives, ~~which will add \$422.6 million to the 1990 budget,~~ will help us to accomplish the goal of a better-educated America.

cut sounds too small - we're being criticized for this.  
Bob Draddy  
44844

###

insert

Murr  
3923

clay  
43080

MASTER I

**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

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BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>DEMAREST</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
<b>GRAY</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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**RESPONSE:**

James W. Cicconi  
Assistant to the President  
and Deputy to the Chief of Staff  
Ext. 2702

April 5, 1989

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- o **This legislation is based upon four principles:**
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  - o **Addressing need:** This Administration believes that Federal dollars should assist those most in need.
  - o **Flexibility and choice:** Greater flexibility and choice in education -- both parental choice in selecting schools for their children and local school systems' choice of teachers and principals -- are important to providing the means and incentives for achieving educational excellence.
  - o **Accountability:** The Administration supports objective measurement and reward of progress toward quality education.
- o The "**Educational Excellence Act**" includes **seven legislative initiatives** aimed at fulfilling these important principles:
- o → The **Presidential Merit Schools program** would reward schools that have made substantial progress in raising students' educational achievement, creating a safe and drug-free school environment, and reducing the drop-out rate. Public and private elementary and secondary schools would be eligible for these cash awards. This program would provide a powerful incentive for all schools to improve these areas.
- **Funding:** The legislation would authorize \$250 million for fiscal year 1990, increasing to \$500 million by 1993; these funds would be allocated by formula to the States.

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- o → A new **Magnet Schools of Excellence** program would support the establishment, expansion, or enhancement of magnet schools, without regard to the presence of desegregation plans in applicant districts. Currently, the Department of Education makes Magnet Schools Assistance grants to school systems undergoing court-ordered or voluntary desegregation. These magnet schools have been successful in increasing parental choice and improving educational quality; this program would provide incentives for other schools to do as well.

**Funding:** The bill would authorize \$100 million for Magnet Schools of Excellence for fiscal year 1990 and each of the three succeeding fiscal years.

- o → The **Alternative Certification of Teachers and Principals** program would assist States interested in broadening the pool of talent from which to recruit teachers and principals. Funds would support such activities as training, program development, and evaluation. The bill would provide incentives for States to develop, expand or improve flexible certification systems designed to draw into education talented professionals who have demonstrated their subject area competence or leadership qualities.

**Funding:** The legislation would authorize \$25 million for fiscal year 1990 only, for one-time grants to States.

- o → **President's Awards for Excellence in Education** would be given to public and private school teachers in every State who meet the highest standards of excellence, because excellent teachers deserve public recognition, respect and appropriate financial rewards. Each award would be for \$5000, and teachers receiving awards would be permitted to use their awards for any purpose.

**Funding:** The bill would authorize \$7.6 million for each of the fiscal years 1990 through 1993.

- o → Drug-free schools **Urban Emergency Grants** would provide special assistance to <sup>selected</sup> urban school districts that are disproportionately affected by drug trafficking and abuse. Prevention and education programs are frequently inadequate in urban areas with the most severe drug problems; these funds would be used for a comprehensive range of services appropriate to the needs of individual communities. This bill would amend the Drug-Free Schools and Communities Act of 1986 to authorize this urban grant program.

**Funding:** The bill would authorize \$25 million for each of the fiscal years 1990-1993 for Urban Emergency Grants.

- o → **A National Science Scholars** program would provide scholarships to high school seniors who have excelled in the sciences and mathematics. These scholarships would recognize recipients' academic achievement and encourage them to continue their education in science, mathematics, and engineering at the postsecondary level. The President would select recipients after considering recommendations made by Senators and members of the House of Representatives. Scholars would receive up to \$10,000 a year for each year of undergraduate study.

**Funding:** The bill would authorize \$5 million for fiscal year 1990. The amount authorized would increase in increments of \$5 million per year to a total authorization of \$20 million for fiscal year 1993. These funding levels would ensure that the scholars would be supported throughout their undergraduate study and that a new group of 570 scholars would be selected each year.

- o → **Historically Black Colleges and Universities** would be provided with additional <sup>funding for</sup> endowment matching grants. HBCUs play a vital role in the American system of higher education by offering many Black Americans a wider range of educational choice, and in some cases, their only opportunity for a higher education. This bill would strengthen HBCUs by building endowments, an especially effective way to create financial strength and long-term financial security.

**Funding:** The bill would <sup>authorize au</sup> provide ~~additional authorization of~~ \$10 million for fiscal year 1990, \$20 million for both fiscal year 1991 and fiscal year 1992, and \$10 million for fiscal year 1993.

- o → The President is **urging prompt and favorable action by the Congress on this legislation**. These seven initiatives, ~~which will add \$422.6 million to the 1990 budget,~~ will help us to accomplish the goal of a better-educated America.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

RESPONSE: *looks okay*

James W. Cicconi  
Assistant to the President  
and Deputy to the Chief of Staff  
Ext. 2702

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

*OK*

*Called w/ info 3/29/89*

RESPONSE:

James W. Cicconi  
 Assistant to the President  
 and Deputy to the Chief of Staff  
 Ext. 2702

April 5, 1989

**THE PRESIDENT'S PROPOSAL FOR IMPROVING EDUCATION  
TALKING POINTS**

- o The President today announced his intention to transmit to Congress the "**Educational Excellence Act of 1989**," a bill to provide incentives to improve education in America.
  - o Greater educational achievement promotes sustained economic growth, enhances the nation's competitive position in world markets, increases productivity, and leads to higher incomes for all Americans. The nation must invest in its young people, giving them the knowledge, skills, and values to live productive lives. The "**Educational Excellence Act of 1989**" would move us toward these goals.
  - o **This legislation is based upon four principles:**
    - o **Recognition of excellence:** Recognizing and rewarding our best schools and our best teachers will serve as an incentive for all schools, teachers, and students to improve their performance.
    - o **Addressing need:** This Administration believes that Federal dollars should assist those most in need.
    - o **Flexibility and choice:** Greater flexibility and choice in education -- both parental choice in selecting schools for their children and local school systems' choice of teachers and principals -- are important to providing the means and incentives for achieving educational excellence.
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  - o The **Presidential Merit Schools program** would reward schools that have made substantial progress in raising students' educational achievement, creating a safe and drug-free school environment, and reducing the drop-out rate. Public and private elementary and secondary schools would be eligible for these cash awards. This program would provide a powerful incentive for all schools to improve these areas.
- Funding:** The legislation would authorize \$250 million for fiscal year 1990, increasing to \$500 million by 1993; these funds would be allocated by formula to the States.

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- o **A new Magnet Schools of Excellence** program would support the establishment, expansion, or enhancement of magnet schools, without regard to the presence of desegregation plans in applicant districts. Currently, the Department of Education makes Magnet Schools Assistance grants to school systems undergoing court-ordered or voluntary desegregation. These magnet schools have been successful in increasing parental choice and improving educational quality; this program would provide incentives for other schools to do as well.

**Funding:** The bill would authorize \$100 million for Magnet Schools of Excellence for fiscal year 1990 and each of the three succeeding fiscal years.

- o **The Alternative Certification of Teachers and Principals** program would assist States interested in broadening the pool of talent from which to recruit teachers and principals. Funds would support such activities as training, program development, and evaluation. The bill would provide incentives for States to develop, expand or improve flexible certification systems designed to draw into education talented professionals who have demonstrated their subject area competence or leadership qualities.

**Funding:** The legislation would authorize \$25 million for fiscal year 1990 only, for one-time grants to States.

- o **President's Awards for Excellence in Education** would be given to public and private school teachers in every State who meet the highest standards of excellence, because excellent teachers deserve public recognition, respect and appropriate financial rewards. Each award would be for \$5000, and teachers receiving awards would be permitted to use their awards for any purpose.

**Funding:** The bill would authorize \$7.6 million for each of the fiscal years 1990 through 1993.

- o **Drug-free schools Urban Emergency Grants** would provide special assistance to urban school districts that are disproportionately affected by drug trafficking and abuse. Prevention and education programs are frequently inadequate in urban areas with the most severe drug problems; these funds would be used for a comprehensive range of services appropriate to the needs of individual communities. This bill would amend the Drug-Free Schools and Communities Act of 1986 to authorize this urban grant program.

**Funding:** The bill would authorize \$25 million for each of the fiscal years 1990-1993 for Urban Emergency Grants.

- o **A National Science Scholars** program would provide scholarships to high school seniors who have excelled in the sciences and mathematics. These scholarships would recognize recipients' academic achievement and encourage them to continue their education in science, mathematics, and engineering at the postsecondary level. The President would select recipients after considering recommendations made by Senators and members of the House of Representatives. Scholars would receive up to \$10,000 a year for each year of undergraduate study.

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- o **Historically Black Colleges and Universities** would be provided with additional endowment matching grants. HBCUs play a vital role in the American system of higher education by offering many Black Americans a wider range of educational choice, and in some cases, their only opportunity for a higher education. This bill would strengthen HBCUs by building endowments, an especially effective way to create financial strength and long-term financial security.

**Funding:** The bill would provide additional authorization of \$10 million for fiscal year 1990, \$20 million for both fiscal year 1991 and fiscal year 1992, and \$10 million for fiscal year 1993.

- o The President is **urging prompt and favorable action by the Congress on this legislation**. These seven initiatives, which will add \$422.6 million to the 1990 budget, will help us to accomplish the goal of a better-educated America.

# # #

THE WHITE HOUSE  
WASHINGTON

March 30, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER

SUBJECT: Talking Points on President's Education Proposal

The draft talking points look very good. It is clear that they follow the fact sheet and transmittal letter.

I have proposed a few edits which will parallel the changes we are making in the fact sheet and transmittal letter.

1. We need to introduce the concept of "reform." See the change to bullet #3.

2. Not all Federal dollars assist those most in need; we have inserted the word "targeted" to clarify this.

3. Correct grammar suggests the insertion of the word "parents" in sub-bullet #3.

4. We have edited accountability to emphasize outcomes.

5. We suggest one-word change to the "merit schools" bullet. We don't want to over promise on the power of this incentive.

6. We have added a bullet, which refers to funding initiatives enhancing the education program, but which are not a part of the actual law we are proposing.

cc: James Cicconi

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

**RESPONSE:**

James W. Cicconi  
 Assistant to the President  
 and Deputy to the Chief of Staff  
 Ext. 2702

April 5, 1989

**THE PRESIDENT'S PROPOSAL FOR IMPROVING EDUCATION  
TALKING POINTS**

- o The President today announced his intention to transmit to Congress the "Educational Excellence Act of 1989," a bill to provide incentives to improve education, ~~in America.~~
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- o This legislation is based upon four principles:
  - o **Recognition of excellence:** Recognizing and rewarding our best schools and our best teachers will serve as an incentive for all schools, teachers, and students to improve their performance.
  - o **Addressing need:** ~~This Administration believes that~~ <sup>be targeted to</sup> Federal dollars should assist those most in need.
  - o **Flexibility and choice:** Greater flexibility and choice in education -- both ~~parental~~ <sup>for parents</sup> choice in selecting schools for their children and local school systems' choice of teachers and principals -- are important to providing the means and incentives for achieving educational excellence.
  - o **Accountability:** ~~The Administration supports objective measurement and reward of progress toward quality education.~~ <sup>Success in ~~quality~~ education ~~must be~~</sup> ~~we must set standards of excellence and hold ~~schools~~ ~~accountable~~.~~
- o The "Educational Excellence Act" includes seven legislative initiatives aimed at fulfilling these important principles:
- o The Presidential Merit Schools program would reward schools that have made substantial progress in raising students' educational achievement, creating a safe and drug-free school environment, and reducing the drop-out rate. Public and private elementary and secondary schools would be eligible for these cash awards. This program would provide ~~a powerful~~ <sup>an added</sup> incentive for all schools to improve these areas.  
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*which are essential to education reform*

*to need this to be consistent of the*

*the number of*

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- o The President is urging prompt and favorable action by the Congress on this legislation. These seven initiatives, which will add \$422.6 million to the 1990 budget, will help us to accomplish the goal of a better-educated America.

# # #

o In addition to these seven legislative initiatives featured in the "Educational Excellence Act of 1989" ~~the~~ President Bush has proposed to act on H.R. 1111 which provides an additional \$13 million in resources to experiment with end data collection in support of ~~the~~ reform of ~~the~~ ~~education~~ system.

and additional \$5.2 million in literacy assistance for homeless students and ~~young~~ elementary and middle school children.

THE WHITE HOUSE

WASHINGTON

March 30, 1989

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR COMMUNICATION

FROM: PATRICIA MACK BRYAN *PMB*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Talking Points on President's Education  
Proposal

Pursuant to James. W. Cicconi's staffing memorandum of March 29, 1989, Counsel's Office has reviewed the above-referenced talking points. Subject to the comments noted below and the minor edits noted directly on the draft, Counsel's Office has no objection to those talking points.

Seven Legislative Initiatives: For purposes of clarity, we recommend indenting in the same manner as is used for the four principles each of the seven bullets on the legislative initiatives.

President's Awards for Excellence in Education Bullet: Assuming that a corresponding change is made in the proposed legislation on this subject, we suggest making explicit the fact the teachers receiving awards would be permitted to use their awards for any purpose, so long as it is lawful.

Historically Black Colleges and Universities Bullet: We recommend deleting the word "Black" in the third line to avoid implying that historically black colleges and universities discriminate on the bases of race and that the Administration is seeking to extend federal benefits on the basis of race, a practice which the Office of Legal Counsel has strongly implied might run afoul of existing Supreme Court precedents on the Fifth Amendment. See, e.g., attached memoranda from Assistant Attorney General Douglas W. Kmiec on the proposed Executive Order entitled "Historically Black Colleges and Universities."

cc: James W. Cicconi



Office of the  
Assistant Attorney General

Washington, D.C. 20530

MAR 28 1989

MEMORANDUM

Re: Proposed Executive order entitled "Historically Black Colleges and Universities"

The attached proposed Executive order has been submitted by the Office of Policy Development at the White House. The Office of Management and Budget, with the approval of the Director, has forwarded it to this Department for review of its form and legality.


The proposed order will establish the President's Board of Advisors on Historically Black Colleges and Universities in the Department of Education. The Secretary of Education, through the Board of Advisors, will supervise the development of a Federal program designed to increase the opportunities to participate in and benefit from federal programs by a group of colleges and universities that have historically, through inadvertence or design, been deprived of the full opportunity to compete for these programmatic benefits.<sup>1</sup> Executive departments and agencies designated by the Secretary of Education will establish plans to achieve the objectives of this Order. Every three years the Secretary of Education will oversee an agency review to determine whether these academic institutions are receiving an equal opportunity to participate in Federally sponsored programs. The White House Office of National Service will encourage private sector support for such colleges and universities, facilitate their access to needed resources, and find ways to support their long-term goals. The Board of Advisors will provide the President with an Annual Performance Report on Executive Agency

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<sup>1</sup> Despite the formulation "Historically Black," we understand that this Executive Order is not premised on the desire to extend federal benefits on the basis of race. In this regard, we assume for this review that none of the colleges or universities within the contemplation of this Order discriminate on the basis of race. The non-discriminatory nature of this Order is further bolstered by its ultimate objective, stated in section 7, of providing an "equal opportunity to participate in Federally sponsored programs."

Actions to Assist Historically Black Colleges. The responsibilities of the President under the Federal Advisory Committee Act, as amended (5 U.S.C. App. II), which are applicable to the Board of Advisors, will be performed by the Secretary of Education.

Subject to the noted understandings and assumptions, the proposed order is acceptable with respect to its form and legality.

  
Douglas W. Kmiec  
Assistant Attorney General  
Office of Legal Counsel



Office of the  
Assistant Attorney General

Washington, D.C. 20530

MAR 28 1989

The President,  
The White House.

My dear Mr. President:

I am herewith transmitting a proposed Executive order entitled "Historically Black Colleges and Universities." This proposed Executive order has been submitted by the Office of Policy Development at the White House. The Office of Management and Budget, with the approval of the Director, has forwarded it to this Department for review of its form and legality.

Insofar as it is our understanding that the proposed Executive Order does not contemplate the extension of federal benefits on the basis of race, the proposed Executive Order is approved with respect to form and legality.

Respectfully

Douglas W. Kmiec  
Assistant Attorney General  
Office of Legal Counsel



March 29, 1989

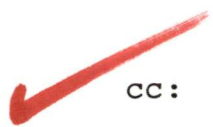
MEMORANDUM FOR JIM CICCONI

FROM; DENISE SCHWARZ *DS*  
OFFICE OF CABINET AFFAIRS

SUBJECT; TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL  
LOG #021170SS

We have reviewed the attached and have no comments.

Attachment



cc: Chriss Winston

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

**RESPONSE:**

James W. Cicconi  
 Assistant to the President  
 and Deputy to the Chief of Staff  
 Ext. 2702

THE WHITE HOUSE

WASHINGTON

March 29, 1989

MEMORANDUM FOR

FROM: DENISE SCHWARZ  
CABINET AFFAIRS  
THE WHITE HOUSE

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

Please review the attached remarks and give me a call with your comments by 3:30 p.m. today, Wednesday, March 29, 1989, on 456-2174.

Thank you for your prompt response.

Attachment

April 5, 1989

**THE PRESIDENT'S PROPOSAL FOR IMPROVING EDUCATION  
TALKING POINTS**

- o The President today announced his intention to transmit to Congress the **"Educational Excellence Act of 1989,"** a bill to provide incentives to improve education in America.
  - o Greater educational achievement promotes sustained economic growth, enhances the nation's competitive position in world markets, increases productivity, and leads to higher incomes for all Americans. The nation must invest in its young people, giving them the knowledge, skills, and values to live productive lives. The **"Educational Excellence Act of 1989"** would move us toward these goals.
  - o **This legislation is based upon four principles:**
    - o **Recognition of excellence:** Recognizing and rewarding our best schools and our best teachers will serve as an incentive for all schools, teachers, and students to improve their performance.
    - o **Addressing need:** This Administration believes that Federal dollars should assist those most in need.
    - o **Flexibility and choice:** Greater flexibility and choice in education -- both parental choice in selecting schools for their children and local school systems' choice of teachers and principals -- are important to providing the means and incentives for achieving educational excellence.
    - o **Accountability:** The Administration supports objective measurement and reward of progress toward quality education.
  - o The **"Educational Excellence Act"** includes **seven legislative initiatives** aimed at fulfilling these important principles:
  - o The **Presidential Merit Schools program** would reward schools that have made substantial progress in raising students' educational achievement, creating a safe and drug-free school environment, and reducing the drop-out rate. Public and private elementary and secondary schools would be eligible for these cash awards. This program would provide a powerful incentive for all schools to improve these areas.
- Funding:** The legislation would authorize \$250 million for fiscal year 1990, increasing to \$500 million by 1993; these funds would be allocated by formula to the States.

- o **A new Magnet Schools of Excellence** program would support the establishment, expansion, or enhancement of magnet schools, without regard to the presence of desegregation plans in applicant districts. Currently, the Department of Education makes Magnet Schools Assistance grants to school systems undergoing court-ordered or voluntary desegregation. These magnet schools have been successful in increasing parental choice and improving educational quality; this program would provide incentives for other schools to do as well.

**Funding:** The bill would authorize \$100 million for Magnet Schools of Excellence for fiscal year 1990 and each of the three succeeding fiscal years.

- o **The Alternative Certification of Teachers and Principals** program would assist States interested in broadening the pool of talent from which to recruit teachers and principals. Funds would support such activities as training, program development, and evaluation. The bill would provide incentives for States to develop, expand or improve flexible certification systems designed to draw into education talented professionals who have demonstrated their subject area competence or leadership qualities.

**Funding:** The legislation would authorize \$25 million for fiscal year 1990 only, for one-time grants to States.

- o **President's Awards for Excellence in Education** would be given to public and private school teachers in every State who meet the highest standards of excellence, because excellent teachers deserve public recognition, respect and appropriate financial rewards. Each award would be for \$5000, and teachers receiving awards would be permitted to use their awards for any purpose.

**Funding:** The bill would authorize \$7.6 million for each of the fiscal years 1990 through 1993.

- o **Drug-free schools Urban Emergency Grants** would provide special assistance to urban school districts that are disproportionately affected by drug trafficking and abuse. Prevention and education programs are frequently inadequate in urban areas with the most severe drug problems; these funds would be used for a comprehensive range of services appropriate to the needs of individual communities. This bill would amend the Drug-Free Schools and Communities Act of 1986 to authorize this urban grant program.

**Funding:** The bill would authorize \$25 million for each of the fiscal years 1990-1993 for Urban Emergency Grants.

- o **A National Science Scholars** program would provide scholarships to high school seniors who have excelled in the sciences and mathematics. These scholarships would recognize recipients' academic achievement and encourage them to continue their education in science, mathematics, and engineering at the postsecondary level. The President would select recipients after considering recommendations made by Senators and members of the House of Representatives. Scholars would receive up to \$10,000 a year for each year of undergraduate study.

**Funding:** The bill would authorize \$5 million for fiscal year 1990. The amount authorized would increase in increments of \$5 million per year to a total authorization of \$20 million for fiscal year 1993. These funding levels would ensure that the scholars would be supported throughout their undergraduate study and that a new group of 570 scholars would be selected each year.

- o **Historically Black Colleges and Universities** would be provided with additional endowment matching grants. HBCUs play a vital role in the American system of higher education by offering many Black Americans a wider range of educational choice, and in some cases, their only opportunity for a higher education. This bill would strengthen HBCUs by building endowments, an especially effective way to create financial strength and long-term financial security.

**Funding:** The bill would provide additional authorization of \$10 million for fiscal year 1990, \$20 million for both fiscal year 1991 and fiscal year 1992, and \$10 million for fiscal year 1993.

- o The President is urging prompt and favorable action by the Congress on this legislation . These seven initiatives, which will add \$422.6 million to the 1990 budget, will help us to accomplish the goal of a better-educated America.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/30/89 4:00 PM

SUBJECT: TALKING POINTS ON PRESIDENT'S EDUCATION PROPOSAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments to Chriss Winston, Rm. 122, x2930, by 4:00 PM, Thursday, March 30, 1989, with an info copy to my office. Thank you.

*no comments*

RESPONSE:

*JW*

James W. Cicconi  
 Assistant to the President  
 and Deputy to the Chief of Staff  
 Ext. 2702

April 5, 1989

**THE PRESIDENT'S PROPOSAL FOR IMPROVING EDUCATION  
TALKING POINTS**

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1989 APR 29 11 01

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