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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

April 28, 1989

REMARKS BY THE PRESIDENT
DURING SIGNING CEREMONY
FOR
NEW EXECUTIVE ORDER ON
HISTORICALLY BLACK COLLEGES
AND UNIVERSITIES

The Rose Garden

2:10 P.M. EDT

THE PRESIDENT: First, my respects to our two Secretaries here today -- Secretary Cavazos, our Secretary of Education; Secretary Sullivan of HHS; and to our special guests -- all of you fit that description -- and particularly to the Presidents and supporters of a noble educational tradition who honor us with their presence this afternoon. All of you, welcome to the Rose Garden. Graduations are coming up, and I know you're looking forward to the free advice you'll get from the parents.

I suggest the response of one English schoolmaster: "If you promise not to believe everything your child says happens at this school, I'll promise not to believe everything he says happens at home." (Laughter.)

For over 100 years, the historically black colleges and universities have been a special part of our heritage. At a time when many schools barred their doors to black Americans, these colleges offered the best, and often the only, opportunity for a higher education. And today, thank heavens, most of those barriers have been brought down by the law, and yet, historically black colleges and universities still represent a vital component of American higher education, enriching a great tradition of educational choice and diversity in this country.

As one educator put it, "We must see that every child has an equal opportunity to become different, to realize their unique potential of body, mind and spirit.

Nine days before I became President, a number of you met with me across the way in the EOB to discuss new ways to ensure that every black child has that chance. Several of your colleagues -- Gloria Scott and Van Payton, Leroy Keith come to mind. They ask that, first and foremost, the administration establish an advisory committee to make sure that your voices continue to be heard. It was a sound idea and one that I am pleased to put into effect in a few moments when the new Executive Order I'm signing creates the President's Board of Advisors on Historically Black Colleges and Universities.

Staffed by the Department of Education, this new board will assist Secretary Cavazos in developing annual plans to increase participation by your schools in federally sponsored programs. It also guarantees that each of you, every president of a historically black college or university, be given an opportunity to comment on these plans before they reach my desk in the Oval Office. We will continue to listen. Your voices must and will be heard.

As many here have requested, today's order also incorporates the most useful provisions of its predecessor. But more importantly, it contains new initiatives that will increase the private sector role in ensuring the long-term viability of the

MORE

distinctive institutions that you represent. Now that's just bureaucratism for the volunteer spirit -- a tradition of helping one's neighbors well-known to black Americans.

This tradition was perhaps best exemplified by Bill and Camille Cosby's singular gift to Spellman last fall. The New York Times called the Cosby donation "as much a challenge as a gift." Well, we're trying to sweeten that challenge. Some of you reminded me in January that perhaps the most important support that the government can provide is through incentives to increase endowments, and that's why we have requested a total of \$60 million during the next four years over and above the existing programs for endowment matching grants for the special schools you represent.

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

These budget proposals, like the new advisory committee, our support for the crimes bill and the appointment of capable officials like Lauro Cavazos and Lou Sullivan are but another part of this administration's commitment to see that the promise of the civil rights movement, a fair society for all Americans, becomes real.

In that regard, I know that Dick Thornburgh, our Attorney General, and our nominee to head the Civil Rights Division, Bill Lucas, are unshakeable in their commitment to equal rights and to the vigorous enforcement of the laws which guarantee those rights to all Americans.

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

We've just returned from a journey across this great country -- from Florida, North Dakota to Texas -- I mean, California, Virginia -- something like 7,500 miles in less than four days. And, as we circled the continent, I thought of the coming commencements at the schools across our land, and it is a time of new beginnings -- for those kids, new dreams. And they are exciting times for all young Americans and especially, I think, for those black Americans -- those young kids that you have nurtured with a wonderful education. Out of a century that began with their people still bound by the remnants of slavery, this generation is emerging into a time rich with opportunities unimaginable to their grandparents. And you, and the teachers -- oh, God bless the teachers that work with you -- are the fulfillers of your students' dreams and of your nation's destiny.

And so bless you in your mission, and now with great pleasure and really a great sense of personal pride, I want to sign this Executive Order to launch these new initiatives, recognizing it is only a beginning. I think it's a good one. I want to work with you. God bless you all. (Applause.)

END

2:18 P.M. EDT

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/26/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4/27/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
EXECUTIVE ORDER SIGNING CEREMONY

	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 <i>been out of town → will try to look at it when she gets back</i>	<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 <i>out of town → Be back at 4:30</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER <i>Picked up copy last night</i>	<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 <i>[Green scribble]</i>	<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, no later than NOON, Thursday, April 27, 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

(McNally/Martin)
April 26, 1989
1000 APR 5:00 p.m.
Draft Two
(B:COLLEGES)

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

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

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

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

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

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

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

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

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

(0115)

3 incorporates the most useful provisions of the previous executive order on Historically Black Colleges and Universities.

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

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

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

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

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

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

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

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

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

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THE WHITE HOUSE

WASHINGTON

April 27, 1989

MEMORANDUM TO CHRISS WINSTON

FROM: RAE NELSON

THROUGH: WILLIAM B. ROPER *wbr*

SUBJECT: Historically Black Colleges Speech Draft

We have an additional comment on the HBCU speech concerning a possible factual inconsistency.

Pg. 3, para. 1, line 2

The draft states that "today's order reauthorizes Executive Order 12320." The last sentence of the new Executive Order states "Executive Order No. 12320 of September 15, 1981, is revoked."

If not already done, we would appreciate your resolving this inconsistency.

cc: John Gardner

THE WHITE HOUSE

WASHINGTON

April 27, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: MICHAEL J. ASTRUE *MA*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Signing Ceremony for
Executive Order Concerning Historically
Black Colleges and Universities

Counsel's Office has reviewed the above-referenced remarks. We object strongly to the third paragraph of the first page. Aside from the fact that the point of the attempted joke is murky, we feel that it is likely to be construed as offensive.

Otherwise, we have no objections to the remarks.

cc: James W. Cicconi

14A

THESE BUDGET PROPOSALS -- LIKE THE NEW ADVISORY COMMITTEE, OUR SUPPORT FOR THE HATE CRIMES BILL, AND THE APPOINTMENT OF CAPABLE OFFICIALS LIKE LAURO CAVAZOS, AND LOUIS SULLIVAN --ARE BUT ANOTHER PART OF THIS ADMINISTRATION'S COMMITMENT TO SEE THAT THE PROMISE OF THE CIVIL RIGHTS MOVEMENT -- A FAIR SOCIETY FOR ALL AMERICANS -- BECOMES REAL.

14B

IN THAT REGARD, I KNOW THAT OUR ATTORNEY GENERAL, DICK THORNBURGH, AND OUR NOMINEE TO HEAD THE CIVIL RIGHTS DIVISION, BILL LUCAS, ARE UNSHAKABLE IN THEIR COMMITMENT TO EQUAL RIGHTS AND TO THE VIGOROUS ENFORCEMENT OF THE LAWS WHICH GUARANTEE THOSE RIGHTS TO ALL AMERICANS.

YOU AND THE TEACHERS WHO WORK WITH YOU ARE THE
FULFILLERS --OF YOUR STUDENT'S DREAMS -- AND OF YOUR
NATION'S DESTINY.

GOD BLESS YOU IN YOUR MISSION. AND NOW, WITH GREAT
PLEASURE AND GREAT PRIDE, I WILL SIGN THIS EXECUTIVE
ORDER TO LAUNCH THESE NEW INITIATIVES.

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14A

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THESE BUDGET PROPOSALS -- LIKE THE NEW ADVISORY
COMMITTEE, OUR SUPPORT FOR THE HATE CRIMES BILL, AND
THE APPOINTMENT OF CAPABLE OFFICIALS LIKE LAURO
CAVAZOS, ^{and} LOUIS SULLIVAN ^{most recently,} AND ~~WILLIAM LUCAS~~ --ARE BUT
ANOTHER PART OF THIS ADMINISTRATION'S COMMITMENT TO SEE
THAT THE PROMISE OF THE CIVIL RIGHTS MOVEMENT -- A FAIR
SOCIETY FOR ALL AMERICANS -- BECOMES REAL. ~~Their commitment~~

In ^{that regard,} ~~that regard,~~ I know that ~~the commitment of~~ our Attorney General,
Dick Thornburgh, and our nominee to head the Civil rights division,
Bill Lucas, are unshakable in their commitment to equal rights and
to the vigorous enforcement of the laws which guaranteed those rights for
all Americans.

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

SECRETARY CAVAZOS, SECRETARY SULLIVAN -- AND
ESPECIALLY OUR SPECIAL GUESTS, THE PRESIDENTS AND
SUPPORTERS OF A NOBLE EDUCATIONAL TRADITION WHO HONOR
US WITH THEIR PRESENCE THIS AFTERNOON. WELCOME TO THE
ROSE GARDEN.

- 2 -

GRADUATIONS ARE COMING UP, AND I KNOW YOU'RE
LOOKING FORWARD TO THE FREE ADVICE YOU'LL GET FROM
PARENTS. I SUGGEST THE RESPONSE OF ONE ENGLISH
SCHOOLMASTER: "IF YOU PROMISE NOT TO BELIEVE
EVERYTHING YOUR CHILD SAYS HAPPENS AT THIS SCHOOL --
I'LL PROMISE NOT TO BELIEVE EVERYTHING HE SAYS HAPPENS
AT HOME."

- 3 -

FOR OVER 100 YEARS THE HISTORICALLY BLACK COLLEGES AND UNIVERSITIES HAVE BEEN A SPECIAL PART OF AMERICA'S HERITAGE. AT A TIME WHEN MANY SCHOOLS BARRED THEIR DOORS TO BLACK AMERICANS, THESE COLLEGES OFFERED THE BEST, AND OFTEN THE ONLY OPPORTUNITY FOR A HIGHER EDUCATION.

- 4 -

TODAY, MOST OF THOSE BARRIERS HAVE BEEN BROUGHT DOWN BY THE LAW. AND YET, HISTORICALLY BLACK COLLEGES AND UNIVERSITIES STILL REPRESENT A VITAL COMPONENT OF AMERICAN HIGHER EDUCATION -- ENRICHING A GREAT TRADITION OF EDUCATIONAL CHOICE AND DIVERSITY IN THIS COUNTRY.

AS ONE EDUCATOR PUT IT, WE MUST SEE THAT EVERY CHILD HAS AN EQUAL OPPORTUNITY -- "TO BECOME DIFFERENT" -- TO REALIZE THEIR UNIQUE POTENTIAL OF BODY, MIND AND SPIRIT.

NINE DAYS BEFORE I BECAME PRESIDENT, A NUMBER OF YOU MET WITH ME HERE AT THE WHITE HOUSE TO DISCUSS NEW WAYS TO ENSURE THAT EVERY BLACK CHILD HAS THAT CHANCE.

SEVERAL OF YOUR COLLEAGUES -- GLORIA SCOTT, BENJAMIN PAYTON AND LEROY KEITH COME TO MIND -- ASKED THAT, FIRST AND FOREMOST, THE ADMINISTRATION ESTABLISH AN ADVISORY COMMITTEE TO MAKE SURE YOUR VOICES CONTINUE TO BE HEARD.

- 7 -

IT WAS A SOUND IDEA, AND ONE THAT I AM PLEASED TO
PUT INTO EFFECT IN A FEW MOMENTS -- WHEN THE NEW
EXECUTIVE ORDER I AM SIGNING CREATES THE PRESIDENT'S
BOARD OF ADVISORS ON HISTORICALLY BLACK COLLEGES AND
UNIVERSITIES.

- 8 -

STAFFED BY THE DEPARTMENT OF EDUCATION, THIS NEW
BOARD WILL ASSIST SECRETARY CAVAZOS IN DEVELOPING
ANNUAL PLANS TO INCREASE PARTICIPATION BY YOUR SCHOOLS
IN FEDERALLY SPONSORED PROGRAMS.

IT ALSO GUARANTEES THAT EACH OF YOU -- EVERY PRESIDENT OF A HISTORICALLY BLACK COLLEGE OR UNIVERSITY -- BE GIVEN AN OPPORTUNITY TO COMMENT ON THESE PLANS BEFORE THEY REACH MY DESK. WE WILL CONTINUE TO LISTEN. YOUR VOICES MUST BE HEARD.

AS MANY HERE HAVE REQUESTED, TODAY'S ORDER ALSO INCORPORATES THE MOST USEFUL PROVISIONS OF ITS PREDECESSOR. BUT MORE IMPORTANTLY, IT CONTAINS NEW INITIATIVES THAT WILL INCREASE THE PRIVATE SECTOR ROLE IN ENSURING THE LONG-TERM VIABILITY OF THE DISTINCTIVE INSTITUTIONS YOU REPRESENT.

NOW, THAT'S JUST BUREAUCRATESE FOR THE "VOLUNTEER SPIRIT" --A TRADITION OF HELPING ONE'S NEIGHBORS WELL KNOWN TO BLACK AMERICANS. THIS TRADITION WAS PERHAPS BEST EXEMPLIFIED BY BILL AND CAMILLE COSBY'S SINGULAR GIFT TO SPELMAN COLLEGE LAST FALL. THE NEW YORK TIMES CALLED THE COSBY'S DONATION "AS MUCH A CHALLENGE AS A GIFT."

WELL, WE ARE TRYING TO SWEETEN THAT CHALLENGE. SOME OF YOU REMINDED ME IN JANUARY THAT PERHAPS THE MOST IMPORTANT SUPPORT THE GOVERNMENT CAN PROVIDE IS THROUGH INCENTIVES TO INCREASE ENDOWMENTS.

THAT'S WHY WE HAVE REQUESTED A TOTAL OF \$60 MILLION DURING THE NEXT FOUR YEARS -- OVER AND ABOVE EXISTING PROGRAMS -- FOR ENDOWMENT MATCHING GRANTS FOR THE SPECIAL SCHOOLS YOU REPRESENT.

THEY SAY THE UNIVERSITY'S USUAL STATE CAN BE SUMMED UP BY THE LADY WHO NOTED: "I HAVE ENOUGH MONEY TO LAST ME THE REST OF MY LIFE -- UNLESS I BUY SOMETHING."

WELL, THE NEW ENDOWMENTS PROGRAM REPRESENTS A COMMITMENT TO THE LONG TERM. IT'S NOT A QUICK FIX. AND IT'S FLEXIBLE -- PRODUCING NEW CONTRIBUTIONS AND ULTIMATELY NEW INCOME -- PERMITTING EACH OF YOUR SCHOOLS TO DECIDE WHERE ITS MONEY IS BEST SPENT.

- 15 -

AND FINALLY, IT DOESN'T DO MUCH GOOD TO EDUCATE OUR YOUNG PEOPLE IF THEY CAN'T GET GOOD JOBS WHEN THEY GET OUT. THEY NEED WORK OPPORTUNITIES WHILE STILL STUDENTS -- WHICH CAN ALSO PROVIDE ANOTHER WAY TO HELP FINANCE THEIR EDUCATION.

- 16 -

BY THIS ORDER, WE ALSO DIRECT THAT THE OFFICE OF PERSONNEL MANAGEMENT -- WORKING TOGETHER WITH SECRETARIES CAVAZOS AND DOLE -- DEVELOP A PROGRAM TO IMPROVE RECRUITMENT OF YOUR STUDENTS FOR PART-TIME AND SUMMER POSITIONS IN THE FEDERAL GOVERNMENT. AMERICA NEEDS AND WANTS THEIR CREATIVITY, THEIR TALENT AND THEIR DIVERSITY.

- 17 -

WE'VE JUST RETURNED FROM A JOURNEY ACROSS AMERICA
-- NORTH DAKOTA TO TEXAS, CALIFORNIA TO FLORIDA --
SOMETHING LIKE 7,500 MILES IN LESS THAN FOUR DAYS. AND
AS WE CIRCLED THE CONTINENT I THOUGHT OF THE COMING
COMMENCEMENTS AT THE SCHOOLS ACROSS OUR LAND. IT IS A
TIME OF NEW BEGINNINGS. A TIME OF DREAMS.

- 18 -

AND THEY ARE EXCITING TIMES FOR ALL YOUNG AMERICANS
-- AND ESPECIALLY FOR THOSE BLACK AMERICANS YOU HAVE
NURTURED WITH AN EDUCATION. OUT OF A CENTURY THAT
BEGAN WITH THEIR PEOPLE STILL BOUND BY THE REMNANTS OF
SLAVERY, THIS GENERATION IS EMERGING INTO A TIME RICH
WITH OPPORTUNITIES UNIMAGINABLE TO THEIR GRANDPARENTS.

YOU AND THE TEACHERS WHO WORK WITH YOU ARE THE FULFILLERS --OF YOUR STUDENT'S DREAMS -- AND OF YOUR NATION'S DESTINY.

GOD BLESS YOU IN YOUR MISSION. AND NOW, WITH GREAT PLEASURE AND GREAT PRIDE, I WILL SIGN THIS EXECUTIVE ORDER TO LAUNCH THESE NEW INITIATIVES.

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(McNally/Martin)
April 27, 1989
7:00 p.m.
Draft Three
(B:COLLEGES)

PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES EXEC. ORDER
ROSE GARDEN SIGNING CEREMONY
FRIDAY, APRIL 28, 1989
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Secretary Cavazos, Secretary Sullivan -- and especially our special guests, the presidents and supporters of a noble educational tradition who honor us with their presence this afternoon. Welcome to the Rose Garden.

Graduations are coming up, and I know you're looking forward to the free advice you'll get from parents. I suggest the response of one English schoolmaster: "If you promise not to believe everything your child says happens at this school -- I'll promise not to believe everything he says happens at home."

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

Today, most of those barriers have been brought down by the law. And yet, Historically Black Colleges and Universities still represent a vital component of American higher education -- enriching a great tradition of educational choice and diversity in this country. As one educator put it, we must see that every

child has an equal opportunity -- "to become different" -- to realize their unique potential of body, mind and spirit.

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

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

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

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

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

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THE PRESIDENT HAS SEEN

4/27/89

(McNally/Martin)

April 26, 1989

1989 APR 26 5:00 p.m.

Draft Two

(B:COLLEGES)

PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES EXEC. ORDER
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I Don't get it

Please explain to me

2

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

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

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4

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

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#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/26/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4/27/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
EXECUTIVE ORDER SIGNING CEREMONY

	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, no later than NOON, Thursday, April 27, 1989, with an info copy to my office. Thank you.

RESPONSE:

addition on page 1

Od Sw

4/27

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

(McNally/Martin)

April 26, 1989

1200 APR 5:00 p.m.

Draft Two

(B:COLLEGES)

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

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April 27, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM; DENISE SCHWARZ
OFFICE OF CABINET AFFAIRS

SUBJECT; PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES
AND UNIVERSITIES EXECUTIVE ORDER SIGNING CEREMONY

LOG #030866SS

We have reviewed the attached and have incorporated our comments.

Attachment

cc: Jim Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/26/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4/27/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
EXECUTIVE ORDER SIGNING CEREMONY

	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:

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RESPONSE:

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

(McNally/Martin)

April 26, 1989

1989 APR 5:00 p.m.

Draft Two

(B:COLLEGES)

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

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

Let me assure you that each Exec Agency Head will work with you so that your institutions can continue to provide such opportunities for your students.

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

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EXECUTIVE ORDER SIGNING CEREMONY

	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"/>
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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"/>

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RESPONSE:

See changes

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

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

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

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Reed
75600

interpretes the most useful provisions of the previous Executive order on historically black colleges and universities

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Holen
5178

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(McNally/Martin)
April 26, 1989
5:00 p.m.
Draft Two
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Historically Black Colleges & Univ. Speech

Steve Studdert x 2421

He has the speech w/ him & is out of the office until 4:30 today. Secretary will call back later today.

^{cmm} Bonnie Newman - has been out out town

Connie Newman - 632-6106

Secretary does not recall receiving the speech -- she is looking for it and will call back.

Darman

Office will get back to us.

Rec'd 12:30 pm

Received 1:00 p.m.

Bates -

On their way over w/ the comments

McClure

Peter Brightville will be calling us back.

Rec'd 1:20

Written comments on way

Called at 1:20 - Everything is fine, but would add "the Today Show" on ~~last~~ 1st page, 2nd ¶, last line.

China. Soviet Georgia. El Salvador.
The Cosby Show and the Today Show

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/26/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4/27/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
EXECUTIVE ORDER SIGNING CEREMONY

	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, no later than NOON, Thursday, April 27, 1989, with an info copy to my office. Thank you.

OK

RESPONSE:

Comments by phone
JW

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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THE WHITE HOUSE

WASHINGTON

April 27, 1989

MEMORANDUM TO CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
WILLIAM L. ROPER *wlr*
JIM PINKERTON *JP*

SUBJECT: Historically Black Colleges Speech Draft

We only have one comment on this speech, but it is an important one.

Pg.2, para. 1, lines 3-8

The "not to become equal, but to become different" line poses a risk. Aside from the echo of "separate but equal," it is probably risky to equate the voluntary choice of Jews, Catholics, and Mormons to set up sectarian schools with the involuntary choice of the black race to set up these schools over a century ago.

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cc: John Gardner