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# FOIA MARKER

**This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.**

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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:** 13501  
**Folder ID Number:** 13501-008

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**Folder Title:**  
American Success Awards Ceremony 9/11/89

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>4</b>	<b>7</b>

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 09/07/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON FRIDAY 09/08

SUBJECT: PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
(09/07 draft three)

	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>Mc phone</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 type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" 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"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:  
Please provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

RESPONSE:

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

89 SEP 7 P 6: 03

((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
THE ROSE GARDEN  
SEPTEMBER 11, 1989  
11:15 A.M.

((Acknowledgements))

There's an old saying: The more things change, the more things stay the same. Well, today I'm going to talk about our rapidly changing workforce, and the simple, proven ways America is preparing for the future.

During the Administration of Abraham Lincoln, the government made a strong commitment to what most people now consider a current idea: vocational-technical education. By establishing the land-grant colleges -- the Agricultural and Mechanical, or "A & M" schools -- Lincoln ensured that Americans workers were on the cutting edge of new technologies. Sound familiar? Since the days of Lincoln, America has been concerned with competitiveness in the world marketplace of technology.

Lately, there's been a bad rumor going around that the work ethic is dead. It sure isn't -- not when so many of the best new jobs in the Nation are going to Americans educated in vocational-technical schools. Sounds to me like the work ethic is alive and well.

And it's going to stay that way: Eighteen of the 20 fastest growing occupations within the next decade require vocational-technical education, and jobs for technicians will grow 38 percent by the year 2000 -- the fastest of any major occupational group.

All across America, some 26,000 vocational-technical education institutions provide 16 million Americans with marketable skills in over 150 occupations.

These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring production rates to repairing robots. <sup>And we</sup> These are people who are skilled on the production line and who know how to get things done, <sup>and craftsmen</sup> ~~one professor told Fortune magazine they were the new "blue-and-white-striped-collar-workers" of tomorrow.~~

Let's look at one of the benefits of vo-tech education: marketable graduates and lower unemployment. For example, one study found that graduates of Ohio vocational education programs earn 21 percent more money four years after graduation than high school graduates without such training. And unemployment is lower for vo-tech graduates than for those in the general work force who are the same age and have the same number of years of schooling. But even beyond the numbers -- <sup>when</sup> ~~if~~ vo-tech education ~~can~~ <sup>helps</sup> young Americans get a better start in life, then <sup>the whole</sup> ~~it has~~ <sup>Country benefits</sup> ~~been an overwhelming success.~~

Here's another benefit: improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on the job. Students in a vo-tech school taking a

*old  
skilled  
craftsmen*

"Principles of Technology" course will learn about thermal resistance not from a lab experiment with beakers and test tubes, but from working with the insulation in a house. Vo-tech schools are leading the way in educational improvement and "applied academics."

The partnerships that community colleges and vo-tech institutes have formed with businesses to provide retraining and up-to-date skills for their employees are essential. There are now 23 million adults who receive re-training through vocational-technical programs which allow them to get new or better jobs. The reality of life-long learning has arrived.

*Career ladder opp.*

Building a worldclass workforce is a national priority. Improving America's capacity to educate and train workers is critical to the future of this country. That's why today we're presenting to you the American ~~Vocation~~ Success Awards. You have become American success stories through your involvement in vocational-technical education. And you're building a better America every day.

Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

*let's present these well ~~deser~~ awards to success*

And now, we'll be presenting the ~~American Vocation Success Awards~~ . . .

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 11, 1989

REMARKS BY THE PRESIDENT  
AT AMERICAN SUCCESS AWARDS CEREMONY

The Rose Garden

11:07 A.M. EDT

THE PRESIDENT: Thank you all. I'm serious. Take off your coats if you want to. I kind of look a little more formal here, but -- thank you, Larry -- Secretary Cavazos, our able Secretary of Education. It's a great pleasure to see you here, and I certainly want to welcome Senator Kassebaum. I don't know what happened to Orrin -- Senator Orrin Hatch, but I expect he'll make the dramatic entrance any minute now. (Laughter.) But thank you so much for coming.

My thanks to Michael Farley, Chairman of the National Council on Vocational Education for all his hard work. And there's an old saying: The more things change, the more things stay the same. Well, today I'm going to talk about our rapidly-changing work force and the simple, proven ways America is preparing for the future.

You know, during the administration of Abraham Lincoln, the government made a strong commitment to what most people now consider a current idea: vocational-technical education. And by establishing the land-grant colleges -- the agricultural and mechanical, or "A&M" schools -- Lincoln ensured that American workers were on the cutting edge of the new technologies. Well, that sounds familiar. And since the days of Lincoln, America has been concerned with competitiveness in the world marketplace of technology.

Lately, there's a bad rumor going around that the work ethic is dead. And I don't believe that's true -- not when so many of the best new jobs in the nation are going to Americans educated in vocational-technical schools. It sounds to me like the work ethic is alive and well.

And it's going to stay that way. Eighteen of the 20 fastest-growing occupations within the next decade require vocational-technical education and jobs for technicians will grow 38 percent by the year 2000 -- the fastest of any major occupational group.

You know, there are dramatic changes in the nation's work force -- changes that point to a brighter future for our young people. Take, for example, the fact that our population is growing much more slowly now that the baby boom is over -- the same time that we're creating a record number of new jobs. The bottom line in the year 2000 -- and this is a statistic that really is staggering -- in the year 2000, every person who wants a job will have one if they have the skills. And that's where you all come in.

All across America, some 26,000 vocational-technical education institutions provide 16 million Americans with marketable skills in over 150 occupations.

These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring

MORE

production rates to repairing robots, and people who are skilled on the production line and who know how to get things done -- and craftsmen such as computer programers and electrical engineers, and practical nurses who keep our economy going strong.

Let's look at some of the benefits of vo-tech education -- marketable graduates and lower unemployment. For example, one study found that graduates of Ohio vocational education programs earn 21 percent more money four years after graduation than high school graduates without this training. And unemployment is lower for vo-tech graduates than for those in the general work force who are the same age and have the same number of years of schooling. But even beyond the numbers -- when vo-tech education can help young Americans get a better start in life, then the whole country benefits.

And here's another benefit -- improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on a job. Students in a vo-tech school taking a "Principles of Technology" course will learn about thermal resistance -- not from a lab experience with beakers and test tubes, but from working the insulation in a house. Vo-tech schools are leading the way in educational improvement and applied academics.

The partnerships that community colleges and vo-tech institutes have formed with businesses to provide retraining and skills for employees are essential. There are now 23 million adults who receive retraining through vo-tech programs which allow them to get new or better jobs. The reality of life-long learning has arrived.

We call it "career ladder opportunities" -- the kind of education that builds bridges between vocational education and higher education. It's the kind of education that puts more and more Americans on the ladder to success.

Building a world-class work force, then, must be a national priority. Improving America's capacity to educate and train workers is critical to the future of this country. And that's why today we're presenting to you -- not all of you, some of you -- the American Success Awards. You have become American success stories through your involvement in vocational-technical education. And you're building a better America every day.

Each of you has lived the American dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all and thank you all for coming today.

And now, Mike, let's present these American Success Awards. (Applause.)

END

11:12 A.M. EDT

From: Sarah DeCamp

THE WHITE HOUSE  
WASHINGTON

Sept. 8, 1989

Chriss -

A couple of things about the Voced speech on Monday that I ~~think~~ think you should take into account:

1) A big point about vocational education that the National Council is trying to make - is that Vocational Technical education does not limit opportunity but opens up opportunities including the opportunity to ~~go~~ go on to higher education. Their catch phrase is "career ladder opportunities" - which they say blends bridges between vocational education + higher education. Arguably a lot of voced grads can get well-

paying jobs which ~~make~~ enable them to afford higher education as well as skills learned on the job which make them better prepared.

② Joyce Winterton, my contact at the National Council, thinks that we should delete the ~~quote~~ by the professor which says something about "white + blue striped collar workers." She says those people are very sensitive to any stereotype + that ~~the~~ phrase conjures up the image of old stereotypes - even though hers obviously trying to blur the distinction between the two types of workers.

③ ~~There will~~ <sup>An American</sup> silver medalist in the International Vocational Ed. Competition will be in the crowd. Denise Schwartz from Bates' office is sending ~~it~~ <sup>it</sup>.

THE WHITE HOUSE  
WASHINGTON

*Copy to  
speech  
writer*

September 8, 1989

*OK*

*CB*

*9-9*

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*

FROM: MARY KATE GRANT *MKG*

SUBJECT: AMERICAN SUCCESS AWARDS CEREMONY  
FOR VOCATIONAL-TECHNICAL EDUCATION

I. SUMMARY

Attached for your review are brief remarks for the vocational-technical education awards ceremony, to be held on Monday, September 11, at 11:15 a.m. in the Rose Garden.

II. DISCUSSION

You will be making brief remarks from cards (5-7 minutes) at the awards ceremony, after which Mike Farley, the chairman of the National Council for Vocational-Technical Education, will present the awards.

The National Council serves at your appointment. It is currently involved in a public awareness campaign to improve the image of vo-tech education. The remarks stress the importance of having a skilled workforce for a strong economy.

*Please work in <sup>speaking</sup> one sentence about future 'more jobs than people' - (demographic change)*

((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: AMERICAN SUCCESS AWARDS  
THE ROSE GARDEN  
SEPTEMBER 11, 1989  
11:15 A.M.

((Acknowledgements))

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Lately, there's been a bad rumor going around that the work ethic is dead. It sure isn't -- not when so many of the best new jobs in the Nation are going to Americans educated in vocational-technical schools. Sounds to me like the work ethic is alive and well.

And it's going to stay that way: Eighteen of the 20 fastest growing occupations within the next decade require vocational-technical education, and jobs for technicians will grow 38 percent by the year 2000 -- the fastest of any major occupational group.

*you know, there are dramatic changes  
in our nation's workforce - changes that point*

to a brighter future for our young  
people. Take for example - the fact  
that our population is growing  
much more slowly now than the  
baby-boom is over - at the same  
time that we're creating record  
numbers of new jobs - the bottom  
line? <sup>In the year 2000</sup> Every person who wants a  
job, will have one - if they  
have the skills.

That's where you come  
in.

2

All across America, some 26,000 vocational-technical education institutions provide 16 million Americans with marketable skills in over 150 occupations.

These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring production rates to repairing robots. People who are skilled on the production line and who know how to get things done -- and craftsmen such as computer programers, electrical engineers, and practical nurses who keep our economy going strong.

Let's look at one of the benefits of vo-tech education: marketable graduates and lower unemployment. For example, one study found that graduates of Ohio vocational education programs earn 21 percent more money four years after graduation than high school graduates without such training. And unemployment is lower for vo-tech graduates than for those in the general work force who are the same age and have the same number of years of schooling. But even beyond the numbers -- when vo-tech education can help young Americans get a better start in life, then the whole country benefits.

Here's another benefit: improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on the job. Students in a vo-tech school taking a

3

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Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, let's present these awards to success . . .

# # #

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	ACTION FYI			ACTION FYI	
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REMARKS:  
 Please provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

RESPONSE:

*See comments #2.  
 9/8/89  
 See page 1:  
 and insert at end.*

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

39 SEP 7 P6:03

((Grant))  
September 7, 1989  
Draft three

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THE ROSE GARDEN  
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abor.

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These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring production rates to repairing robots. These are people who are skilled on the production line and who know how to get things done -- one professor told Fortune magazine they were the new "blue-and-white-striped-collar-workers" of tomorrow.

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Here's another benefit: improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on the job. Students in a vo-tech school taking a

✓  
Mention  
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Craftsmen

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Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, we'll be presenting the American ~~Vocation~~-Success Awards <sup>for Vocational Technical education.</sup>

\* may want to mention Voc-Ed can <sup># # #</sup> be used as a vehical for a Career ladder and lead to further ~~Education~~ and advanced degrees.

\* Silver medals -

THE WHITE HOUSE  
WASHINGTON

CABINET AFFAIRS STAFFING MEMORANDUM

Date: \_\_\_\_\_ Number: \_\_\_\_\_ Due By: \_\_\_\_\_

Subject: \_\_\_\_\_

ALL CABINET MEMBERS	Action	FYI		Action	FYI
Vice President	<input type="checkbox"/>	<input type="checkbox"/>	CEA	<input type="checkbox"/>	<input type="checkbox"/>
State	<input type="checkbox"/>	<input type="checkbox"/>	CEQ	<input type="checkbox"/>	<input type="checkbox"/>
Treasury	<input type="checkbox"/>	<input type="checkbox"/>	OSTP	<input type="checkbox"/>	<input type="checkbox"/>
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Justice	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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Agriculture	<input type="checkbox"/>	<input type="checkbox"/>	Scowcroft	<input type="checkbox"/>	<input type="checkbox"/>
Commerce	<input type="checkbox"/>	<input type="checkbox"/>	Porter	<input type="checkbox"/>	<input type="checkbox"/>
Labor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Breeden	<input type="checkbox"/>	<input type="checkbox"/>
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HUD	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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Education	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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OMB	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
USTR	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Chief of Staff	<input type="checkbox"/>	<input type="checkbox"/>	Executive Secretary for:		
UN	<input type="checkbox"/>	<input type="checkbox"/>	DPC	<input type="checkbox"/>	<input type="checkbox"/>
CIA	<input type="checkbox"/>	<input type="checkbox"/>	EPC	<input type="checkbox"/>	<input type="checkbox"/>
National Drug Policy	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
EPA	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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SBA	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

*See comments*

REMARKS:

*- Justice.*

RETURN TO:

David Q. Bates  
Cabinet Secretary  
456-2174  
(1st Floor, West Wing)

Associate Director  
Office of Cabinet Affairs  
456-2800  
(Room 235, OE0B)



Vocational Industrial Clubs of America  
Post Office Box 3000  
Leesburg, Virginia 22075  
(703) 777-8810

FOR IMMEDIATE RELEASE

CONTACT: Tom Holdsworth  
(703) 777-8810

LOCAL STUDENT WINS IN INTERNATIONAL SKILL OLYMPICS

LEESBURG, Va., September 8, 1989 -- Bill Foglia (20) of Virginia Beach, Virginia, represented the United States during the International Youth Skill Olympics in Birmingham, England the week of August 28.

Bill won the silver medallion in Advertising Design. He was one of the 16-member USA team fielded by the Vocational Industrial Clubs of America (VICA), sponsored by American business, and trained by American business and vocational education. He is attending the Rose Garden Ceremony with his teacher and trainer Judy Doyle.

Youths from 22 other nations competed in 38 skilled trades contests during the week-long event. The team's participation is made possible through grants from the Coca-Cola Company, The Technical Foundation of America and 15 other corporations and trade associations including General Motors. VICA is a nationwide partnership of business and industry, vocational students and instructors. Its principal goals are to motivate students and teach leadership skills, assist teachers in providing quality occupational training, and help businesses recruit motivated workers.

###

*This young man  
will be in the audience*

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 09/07/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON FRIDAY 09/08

SUBJECT: PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS

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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" 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 provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

**RESPONSE:**

OK  
9/15/89  
89 SEP 8 12:12 PM

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

89 SEP 7 P6:03

((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
THE ROSE GARDEN  
SEPTEMBER 11, 1989  
11:15 A.M.

((Acknowledgements))

There's an old saying: The more things change, the more things stay the same. Well, today I'm going to talk about our rapidly changing workforce, and the simple, proven ways America is preparing for the future.

During the Administration of Abraham Lincoln, the government made a strong commitment to what most people now consider a current idea: vocational-technical education. By establishing the land-grant colleges -- the Agricultural and Mechanical, or "A & M" schools -- Lincoln ensured that Americans workers were on the cutting edge of new technologies. Sound familiar? Since the days of Lincoln, America has been concerned with competitiveness in the world marketplace of technology.

Lately, there's been a bad rumor going around that the work ethic is dead. It sure isn't -- not when so many of the best new jobs in the Nation are going to Americans educated in vocational-technical schools. Sounds to me like the work ethic is alive and well.

And it's going to stay that way: Eighteen of the 20 fastest growing occupations within the next decade require vocational-technical education, and jobs for technicians will grow 38 percent by the year 2000 -- the fastest of any major occupational group.

All across America, some 26,000 vocational-technical education institutions provide 16 million Americans with marketable skills in over 150 occupations.

These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring production rates to repairing robots. These are people who are skilled on the production line and who know how to get things done -- one professor told Fortune magazine they were the new "blue-and-white-striped-collar-workers" of tomorrow.

Let's look at one of the benefits of vo-tech education: marketable graduates and lower unemployment. For example, one study found that graduates of Ohio vocational education programs earn 21 percent more money four years after graduation than high school graduates without such training. And unemployment is lower for vo-tech graduates than for those in the general work force who are the same age and have the same number of years of schooling. But even beyond the numbers -- if vo-tech education can help young Americans get a better start in life, then it has been an overwhelming success.

Here's another benefit: improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on the job. Students in a vo-tech school taking a

"Principles of Technology" course will learn about thermal resistance not from a lab experiment with beakers and test tubes, but from working with the insulation in a house. Vo-tech schools are leading the way in educational improvement and "applied academics."

The partnerships that community colleges and vo-tech institutes have formed with businesses to provide retraining and up-to-date skills for their employees are essential. There are now 23 million adults who receive re-training through vocational-technical programs which allow them to get new or better jobs. The reality of life-long learning has arrived.

Building a worldclass workforce is a national priority. Improving America's capacity to educate and train workers is critical to the future of this country. That's why today we're presenting to you the American Vocation Success Awards. You have become American success stories through your involvement in vocational-technical education. And you're building a better America every day.

Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, we'll be presenting the American Vocation Success Awards ...

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 09/07/89 ACTION/CONCURRENCE/COMMENT DUE BY: 89 SEP 8 NOON FRIDAY 09/08 2:13

SUBJECT: PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS

(09/07 draft three)

	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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DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<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 provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

**RESPONSE:**

*See comments  
9/8/89*  
89 SEP 8 P2:17

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

39 SEP 7 P6:03

((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
THE ROSE GARDEN  
SEPTEMBER 11, 1989  
11:15 A.M.

((Acknowledgements))

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Here's another benefit: improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on the job. Students in a vo-tech school taking a

*Mention  
skilled  
craftsmen,*

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Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, we'll be presenting the American ~~Vocation~~ Success Awards <sup>for Vocational Technical education.</sup>

\* may want to mention Voc-Ed can <sup>##</sup> be used as a vehicle for a Career ladder and lead to further ~~Education~~ and advanced degrees.

\* Silver medals -

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 09/07/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON FRIDAY 09/08

SUBJECT: PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
(09/07 draft three)

	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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BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
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FITZWATER	<input type="checkbox"/>	<input checked="" 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 provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

RESPONSE: *No Comments.*

89 SEP 8 12:20

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

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 09/07/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON FRIDAY 09/08

SUBJECT: PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS

(09/07 draft three)

	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 provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

**RESPONSE:**

*No comments or recommendations.*

*-Rob Portman 9/8/89*

89 SEP 8 12:05

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

*Mention Members*

*We will call in those who attend.*

THE WHITE HOUSE  
WASHINGTON

September 8, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: STEPHEN G. RADEMAKER *SR*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Vocational Education Awards

Pursuant to James Cicconi's request, Counsel's Office has reviewed the above-referenced matter and has no objection to the Presidential Remarks as drafted.

Thank you for bring this matter to our attention.

cc: James W. Cicconi

89 SEP 8 11:30

# WHITE HOUSE STAFFING MEMORANDUM

**DATE:** 09/07/89      **ACTION/CONCURRENCE/COMMENT DUE BY:** NOON FRIDAY 09/08

**SUBJECT:** PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
(09/07 draft three)

	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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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**  
 Please provide any comments/recommendations directly to Chriss Winston by noon on Friday, 09/08, with a copy to my office. Thanks.

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

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

39 SEP 7 P6:03

((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: VOCATIONAL EDUCATION AWARDS  
THE ROSE GARDEN  
SEPTEMBER 11, 1989  
11:15 A.M.

((Acknowledgements))

There's an old saying: The more things change, the more things stay the same. Well, today I'm going to talk about our rapidly changing workforce, and the simple, proven ways America is preparing for the future.

During the Administration of Abraham Lincoln, the government made a strong commitment to what most people now consider a current idea: vocational-technical education. By establishing the land-grant colleges -- the Agricultural and Mechanical, or "A & M" schools -- Lincoln ensured that Americans workers were on the cutting edge of new technologies. Sound familiar? Since the days of Lincoln, America has been concerned with competitiveness in the world marketplace of technology.

Lately, there's been a bad rumor going around that the work ethic is dead. It sure isn't -- not when so many of the best new jobs in the Nation are going to Americans educated in vocational-technical schools. Sounds to me like the work ethic is alive and well.

And it's going to stay that way: Eighteen of the 20 fastest growing occupations within the next decade require vocational-technical education, and jobs for technicians will grow 38 percent by the year 2000 -- the fastest of any major occupational group.

All across America, some 26,000 vocational-technical education institutions provide 16 million Americans with marketable skills in over 150 occupations.

These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring production rates to repairing robots. These are people who are skilled on the production line and who know how to get things done -- one professor told Fortune magazine they were the new "blue-and-white-striped-collar-workers" of tomorrow.

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"Principles of Technology" course will learn about thermal resistance not from a lab experiment with beakers and test tubes, but from working with the insulation in a house. Vo-tech schools are leading the way in educational improvement and "applied academics."

The partnerships that community colleges and vo-tech institutes have formed with businesses to provide retraining and up-to-date skills for their employees are essential. There are now 23 million adults who receive re-training through vocational-technical programs which allow them to get new or better jobs. The reality of life-long learning has arrived.

Building a worldclass workforce is a national priority. Improving America's capacity to educate and train workers is critical to the future of this country. That's why today we're presenting to you the American Vocation Success Awards. You have become American success stories through your involvement in vocational-technical education. And you're building a better America every day.

Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, we'll be presenting the American Vocation Success Awards ...

# # #

THE WHITE HOUSE  
WASHINGTON

September 8, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *CW*  
FROM:               MARY KATE GRANT *MKG*  
SUBJECT:            AMERICAN SUCCESS AWARDS CEREMONY  
                      FOR VOCATIONAL-TECHNICAL EDUCATION

I.    SUMMARY

Attached for your review are brief remarks for the vocational-technical education awards ceremony, to be held on Monday, September 11, at 11:15 a.m. in the Rose Garden.

II.   DISCUSSION

You will be making brief remarks from cards (5-7 minutes) at the awards ceremony, after which Mike Farley, the chairman of the National Council for Vocational-Technical Education, will present the awards.

The National Council serves at your appointment. It is currently involved in a public awareness campaign to improve the image of vo-tech education. The remarks stress the importance of having a skilled workforce for a strong economy.

((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: AMERICAN SUCCESS AWARDS  
THE ROSE GARDEN  
SEPTEMBER 11, 1989  
11:15 A.M.

((Acknowledgements))

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We call it "career ladder opportunities" -- the kind of education that builds bridges between vocational education and higher education. It's the kind of education that puts more and more Americans on the ladder to success.

Building a worldclass workforce is a national priority. Improving America's capacity to educate and train workers is critical to the future of this country. That's why today we're presenting to you the American Vocation Success Awards. You have become American success stories through your involvement in vocational-technical education. And you're building a better America every day.

Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, let's present these awards to success . . .

# # #

**WHITE HOUSE STAFFING MEMORANDUM**DATE: 9/9/89ACTION/CONCURRENCE/COMMENT DUE BY: ---PRESIDENTIAL REMARKS: AMERICAN SUCCESS AWARDS CEREMONY  
FOR VOCATIONAL-TECHNICAL EDUCATION  
THE ROSE GARDEN

SUBJECT: \_\_\_\_\_

SEPTEMBER 11, 1989  
(9/7 - draft three)

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

## REMARKS:

The attached has been forwarded to the President.

## RESPONSE:

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

THE WHITE HOUSE

WASHINGTON

1000 SEP 10 11 01

September 8, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *CW*  
FROM:               MARY KATE GRANT *MKG*  
SUBJECT:            AMERICAN SUCCESS AWARDS CEREMONY  
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((Grant))  
September 7, 1989  
Draft three

PRESIDENTIAL REMARKS: AMERICAN SUCCESS AWARDS  
THE ROSE GARDEN  
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((Acknowledgements))

There's an old saying: The more things change, the more things stay the same. Well, today I'm going to talk about our rapidly changing workforce, and the simple, proven ways America is preparing for the future.

During the Administration of Abraham Lincoln, the government made a strong commitment to what most people now consider a current idea: vocational-technical education. By establishing the land-grant colleges -- the Agricultural and Mechanical, or "A & M" schools -- Lincoln ensured that Americans workers were on the cutting edge of new technologies. Sound familiar? Since the days of Lincoln, America has been concerned with competitiveness in the world marketplace of technology.

Lately, there's been a bad rumor going around that the work ethic is dead. It sure isn't -- not when so many of the best new jobs in the Nation are going to Americans educated in vocational-technical schools. Sounds to me like the work ethic is alive and well.

And it's going to stay that way: Eighteen of the 20 fastest growing occupations within the next decade require vocational-technical education, and jobs for technicians will grow 38 percent by the year 2000 -- the fastest of any major occupational group.

All across America, some 26,000 vocational-technical education institutions provide 16 million Americans with marketable skills in over 150 occupations.

These students will be the high-tech computer programmers and operators, equipment assemblers and communications specialists who stand at the cutting edge of our economy. As we rely more and more on automation in our industries, employers will be looking for smart workers who can communicate and solve problems, from monitoring production rates to repairing robots. People who are skilled on the production line and who know how to get things done -- and craftsmen such as computer programers, electrical engineers, and practical nurses who keep our economy going strong.

Let's look at one of the benefits of vo-tech education: marketable graduates and lower unemployment. For example, one study found that graduates of Ohio vocational education programs earn 21 percent more money four years after graduation than high school graduates without such training. And unemployment is lower for vo-tech graduates than for those in the general work force who are the same age and have the same number of years of schooling. But even beyond the numbers -- when vo-tech education can help young Americans get a better start in life, then the whole country benefits.

Here's another benefit: improved learning skills. Job training and academics are not contradictory. Actually, many people learn academic subjects better in the context of how to use them on the job. Students in a vo-tech school taking a

"Principles of Technology" course will learn about thermal resistance not from a lab experiment with beakers and test tubes, but from working with the insulation in a house. Vo-tech schools are leading the way in educational improvement and "applied academics."

The partnerships that community colleges and vo-tech institutes have formed with businesses to provide retraining and up-to-date skills for their employees are essential. There are now 23 million adults who receive re-training through vocational-technical programs which allow them to get new or better jobs. The reality of life-long learning has arrived.

We call it "career ladder opportunities" -- the kind of education that builds bridges between vocational education and higher education. It's the kind of education that puts more and more Americans on the ladder to success.

Building a worldclass workforce is a national priority. Improving America's capacity to educate and train workers is critical to the future of this country. That's why today we're presenting to you the American Vocation Success Awards. You have become American success stories through your involvement in vocational-technical education. And you're building a better America every day.

Each of you has truly lived the American Dream, and each one of you deserves our congratulations and thanks for your work in vocational-technical education. God bless you all. Thank you.

And now, let's present these awards to success . . .

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There is another vital reform. Yes, Gramm-Rudman-Hollings has been profoundly helpful, but let us take its goal of a balanced budget and make it permanent. Let us do now what so many States do to hold down spending and what 32 State legislatures have asked us to do. Let us heed the wishes of an overwhelming plurality of Americans and pass a constitutional amendment that mandates a balanced budget and forces the Federal Government to live within its means.

Reform of the budget process—including the line-item veto and balanced budget amendment—will, together with real restraint on government spending, prevent the Federal budget from ever again ravaging the family budget.

Let's ensure that the Federal Government never again legislates against the family and the home. Last September I signed an Executive order on the family requiring that every department and agency review its activities in light of seven standards designed to promote and not harm the family. But let us make certain that the family is always at the center of the public policy process not just in this administration but in all future administrations. It's time for Congress to consider, at the beginning, a statement of the impact that legislation will have on the basic unit of American society, the family.

And speaking of the family, let's turn to a matter on the mind of every American parent tonight: education. We all know the sorry story of the sixties and seventies—soaring spending, plummeting test scores—and that hopeful trend of the eighties, when we replaced an obsession with dollars with a commitment to quality, and test scores started back up. There's a lesson here that we all should write on the blackboard a hundred times: In a child's education, money can never take the place of basics like discipline, hard work, and, yes, homework.

As a nation we do, of course, spend heavily on education—more than we spend on defense. Yet across our country, Governors like New Jersey's Tom Kean are giving classroom demonstrations that how we spend is as important as how much we spend. Opening up the teaching profession to all qualified candidates, merit pay—so

that good teachers get A's as well as apples—and stronger curriculum, as Secretary Bennett has proposed for high schools—these imaginative reforms are making common sense the most popular new kid in America's schools.

How can we help? Well, we can talk about and push for these reforms. But the most important thing we can do is to reaffirm that control of our schools belongs to the States, local communities and, most of all, to the parents and teachers.

My friends, some years ago, the Federal Government declared war on poverty, and poverty won. [Laughter] Today the Federal Government has 59 major welfare programs and spends more than \$100 billion a year on them. What has all this money done?

Well, too often it has only made poverty harder to escape. Federal welfare programs have created a massive social problem. With the best of intentions, government created a poverty trap that wreaks havoc on the very support system the poor need most to lift themselves out of poverty: the family. Dependency has become the one enduring heirloom, passed from one generation to the next, of too many fragmented families.

It is time—this may be the most radical thing I've said in 7 years in this office—it's time for Washington to show a little humility. **There are a thousand sparks of genius in 50 States and a thousand communities around the Nation. It is time to nurture them and see which ones can catch fire and become guiding lights.**

States have begun to show us the way. They've demonstrated that successful welfare programs can be built around more effective child support enforcement practices and innovative programs requiring welfare recipients to work or prepare for work. Let us give the States more flexibility and encourage more reforms. Let's start making our welfare system the first rung on America's ladder of opportunity, a boost up from dependency, not a graveyard but a birthplace of hope.

And now let me turn to three other matters vital to family values and the quality of family life. The first is an untold American success story. Recently, we released our annual survey of what graduating high