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**OA/ID Number:** 13510  
**Folder ID Number:** 13510-013

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**Folder Title:**  
American Education Week 11/14/89 [OA 3537]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>6</b>	<b>2</b>

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THE WHITE HOUSE  
WASHINGTON

AMERICAN EDUCATION WEEK SIGNING CEREMONY

DATE: NOVEMBER 14, 1989  
TIME: 1:30 P.M.  
LOCATION: ROOM 450, OEOB

THROUGH: DAVID DEMAREST  
ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

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

I. PURPOSE

To sign a proclamation designating this week as American Education Week and to accept the "Reaching for Learning and Liberty" sculpture symbolizing this year's theme.

II. BACKGROUND

American Education Week was established in 1921 by the American Legion, the U.S. Office of Education, and the National Education Association. In the 68 years since then, the list of sponsors has grown to include all of the most important national education associations for elementary and secondary education.

These organizations -- representing over three million teachers, principals, administrators, local and state school board members, and parents -- have worked together every year to focus attention on American Education Week through newsletters, mailings, and press releases.

Throughout its history, American Education Week has been recognized officially by the White House on only a few occasions. Most recently, President Reagan signed proclamations designating American Education Week in 1982 and 1985.

The American Education Week sponsors will present you with a bronze sculpture entitled "Reaching for Learning and Liberty". The sculpture depicts the hands of three children holding the "Learning and Liberty Flag". Christa McAuliffe chose the

flag as a symbolic keepsake and took 200 with her in the ill-fated Challenger flight. One flag was found intact and is now traveling the country in a permanent display.

### III. PARTICIPANTS

✓ The President  
Michelle Easton, ~~Assistant~~ Secretary, U.S.  
Department of Education  
American Legion  
National Education Association  
American Federation of Teachers  
American Association of School  
Administrators  
Council of Chief State School Officers  
National Association of State Boards of  
Education  
National Association of Elementary  
School Principals  
National Association of Secondary School  
Principals  
National School Boards Association  
National School Public Relations  
Association  
The National PTA  
10 Elementary and Secondary School Children  
Elementary and Secondary School Principals and  
Teachers  
Parents  
School Superintendents  
Elementary, Secondary, and Higher Education  
Association Representatives

### IV. SEQUENCE OF EVENTS

- The President is announced on-stage and greets representatives of 12 sponsor organizations.
- Assistant Secretary Michelle Easton makes brief remarks.
- School children unveil the statue "Reaching for Learning and Liberty."
- The President makes remarks.
- The President signs the Proclamation.
- The President departs.

### V. MEDIA COVERAGE

Open Press.

REMARKS PROVIDED BY SPEECH WRITERS.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

November 14, 1989

REMARKS BY THE PRESIDENT  
PROCLAIMING AMERICAN EDUCATION WEEK

Room 450  
Old Executive Office Building

1:38 P.M. EST

THE PRESIDENT: Thank you all very much. Before celebrating American Education Week, I was out celebrating a physical fitness day, so if I'm dripping from -- (laughter) -- I apologize. But I just ran my miles.

But first of all, I just want to thank all of you, and it's good to be back among so many leaders from our own Department of Education, to the American Legion, to the ten professional education associations that have sponsored this American Education Week -- sponsored it for so long and with such dedication. Let me also thank and welcome the representatives of the many leading educational organizations out here in the audience today. And finally, I want to thank the students among us for unveiling this beautiful statue -- this remarkable statue -- an inspiration for us, and say to them particularly, welcome to the White House.

As educators, I'm sure you'll appreciate the story about the scholar who was grading an exam shortly before Christmas, when he came across this note from a student. "God only knows the answer to this question. Merry Christmas." And the scholar returned the paper with this annotation, "God gets an A; you get an F. Happy New Year." (Laughter.)

Well, we are here today not to flunk our system, but to earn a higher grade. As a nation, we proclaim that America is serious about lifting the hopes and the dreams of young Americans, serious about education and the future.

And this concern with education is to be found wherever men and women seek to extend human liberty. Just yesterday -- that's why I'm wearing my Solidarnosc bracelet here -- I met with Lech Walesa and once again was deeply impressed by the changes that are underway in Poland -- and the fervent commitment of the Polish people to make that change permanent through education.

For Americans, this vital connection between education and a strong, free nation is symbolized by the flag of Learning and Liberty. It was this same flag that Christa McAuliffe took with her on the Challenger. She appreciated this symbol, as only a teacher could. And now recovered by NASA, it is being taken to every state in the Union.

Concern for education and democracy brought me together with the nation's governors in that summit -- that recent summit there in Charlottesville, Virginia -- only the third summit of chief executives in our country's 200 years as a nation. As we worked together in Charlottesville, the handiwork of our first education president, Thomas Jefferson, was all about us. And it was Jefferson, after all, who forever linked American democracy with universal public education. He put the matter in a letter in 1816 with these words: "If a nation expects to be ignorant and free, in a state of civilization, it expects what never was and never will be."

MORE

So if there was a sense of urgency to this summit of ours, it was because, like Thomas Jefferson and then Christa McAuliffe, all the participants understood that the future of American education really is the future of America itself.

That's why we worked at the summit to reach an historic agreement -- a compact, a Jeffersonian compact -- to protect our democracy by bettering our schools. Perhaps no one expressed our aspirations in a better way than a group of teachers in North Carolina, who hung a little sign on the outside of their classrooms that read, "Quiet please -- teachers at work -- future under construction."

It is to construct a better future that we agreed to define national goals in education. We agreed to loosen rules that restrict the creativity of states and schools. And then we agreed that everyone should be accountable for the results. It is in the spirit of this compact that I'm going to sign this document today. And some may ask, "What difference, what possible difference can a proclamation make?" And it makes no difference, whatsoever, if we're satisfied with a simple declaration. But I'm not, and certainly none of you are. So we are not satisfied.

Secretary Cavazos is making a difference today, conducting a regional strategy meeting to determine how to best reform our schools with the principle of choice. And parents need the power to choose their children's schools. And schools need the power to choose knowledgeable members of the community through alternative certification of teachers.

The men and women here today are also using American Education Week to make a difference, to shine a spotlight on the millions of dedicated teachers, concerned parents and active volunteers. And during this week, November 12th to the 18th, Americans will work together on school boards, in adult learning centers, in raising funds for higher education and in countless other ways.

So this will be a week of board meetings and open houses and of special projects, plays. A week to reflect, to plan and then to act. And to kick-off American Education Week, Barbara is -- the Silver Fox we call her -- is hosting a special show on the Disney Channel, introducing 31 outstanding teachers from around the country. So just imagine that, the channel that features Mickey and Minnie now has a Silver Fox. (Laughter.)

But what this week comes down to is not just a federal effort, not just a state effort, not just a local effort. American Education Week is a national effort, and one that calls on every one of us to pitch in and to make a difference.

And this really is, then, the true spirit of American education and democracy. And this is the fondest dream of the greatest American dreamers -- from Thomas Jefferson to Christa McAuliffe. And this is what American Education Week, then, is all about.

And so I really wanted to come over here and to thank you for all that you do. May God bless your work and you. And now it will be my pleasure to sign this proclamation designating American Education Week. Thank you very much. (Applause.)

END

1:46 P.M. EST

AMERICAN EDUCATION WEEK / Rm. 450  
TUESDAY, NOV. 14, 1989 / 1:30 P.M.

I WANT TO THANK YOU ALL. IT'S GOOD TO BE BACK AMONG SO MANY LEADERS, FROM OUR OWN DEPARTMENT OF EDUCATION, TO THE AMERICAN LEGION, TO THE TEN PROFESSIONAL EDUCATIONAL ASSOCIATIONS THAT HAVE SPONSORED AMERICAN EDUCATION WEEK FOR SO LONG, AND WITH SUCH DEDICATION. LET ME ALSO THANK AND WELCOME THE REPRESENTATIVES OF THE MANY LEADING EDUCATIONAL ORGANIZATIONS IN THE AUDIENCE TODAY.

- 2 -

AND FINALLY, I WANT TO THANK THE STUDENTS AMONG US, FOR UNVEILING THIS REMARKABLE STATUE, AN INSPIRATION FOR US ALL. WELCOME TO THE WHITE HOUSE.

((AS EDUCATORS, I'M SURE YOU'LL APPRECIATE THE STORY ABOUT THE SCHOLAR WHO WAS GRADING AN EXAM SHORTLY BEFORE CHRISTMAS, WHEN HE CAME ACROSS THIS NOTE FROM A STUDENT: "GOD ONLY KNOWS THE ANSWER TO THIS QUESTION, MERRY CHRISTMAS."

THE SCHOLAR RETURNED THE PAPER WITH THIS ANNOTATION:  
"GOD GETS AN A. YOU GET AN F. HAPPY NEW YEAR.))\ \

WELL, WE ARE HERE TODAY NOT TO FLUNK OUR SYSTEM,  
BUT TO EARN A HIGHER GRADE. AS A NATION, WE PROCLAIM  
THAT AMERICA IS SERIOUS ABOUT LIFTING THE HOPES AND  
DREAMS OF YOUNG AMERICANS, SERIOUS ABOUT EDUCATION AND  
THE FUTURE.

THIS CONCERN WITH EDUCATION IS TO BE FOUND WHEREVER  
MEN AND WOMEN SEEK TO EXTEND HUMAN LIBERTY.

JUST YESTERDAY, I MET WITH LECH WALESZA AND ONCE AGAIN  
WAS DEEPLY IMPRESSED BY THE CHANGES UNDERWAY IN  
POLAND -- AND THE FERVENT COMMITMENT OF THE POLISH  
PEOPLE TO MAKE THAT CHANGE PERMANENT THROUGH EDUCATION.

FOR AMERICANS, THIS VITAL CONNECTION BETWEEN  
EDUCATION AND A STRONG, FREE NATION IS SYMBOLIZED BY  
THE FLAG OF LEARNING AND LIBERTY. IT WAS THIS SAME  
FLAG THAT CHRISTA MCAULIFFE TOOK WITH HER ON THE  
CHALLENGER.


**SHE APPRECIATED THIS SYMBOL, AS ONLY A TEACHER COULD. NOW RECOVERED BY NASA, IT IS BEING TAKEN TO EVERY STATE IN THE UNION.**

**CONCERN FOR EDUCATION AND DEMOCRACY BROUGHT ME TOGETHER WITH THE NATION'S GOVERNORS IN A SUMMIT IN CHARLOTTESVILLE -- ONLY THE THIRD SUMMIT OF CHIEF EXECUTIVES IN OUR 200 YEARS AS A NATION. AS WE WORKED TOGETHER IN CHARLOTTESVILLE, THE HANDIWORK OF OUR FIRST EDUCATION PRESIDENT, THOMAS JEFFERSON, WAS ALL ABOUT US.**

**IT WAS JEFFERSON, AFTER ALL, WHO FOREVER LINKED AMERICAN DEMOCRACY WITH UNIVERSAL PUBLIC EDUCATION. HE PUT THE MATTER IN A LETTER IN 1816 WITH THESE WORDS: "IF A NATION EXPECTS TO BE IGNORANT AND FREE, IN A STATE OF CIVILIZATION, IT EXPECTS WHAT NEVER WAS AND NEVER WILL BE."**

SO IF THERE WAS A SENSE OF URGENCY TO OUR SUMMIT, IT WAS BECAUSE, LIKE THOMAS JEFFERSON AND CHRISTA McAULIFFE, ALL THE PARTICIPANTS UNDERSTOOD THAT THE FUTURE OF AMERICAN EDUCATION IS THE FUTURE OF AMERICA ITSELF.

THAT IS WHY WE WORKED AT THE SUMMIT TO REACH AN HISTORIC AGREEMENT -- A COMPACT, A JEFFERSONIAN COMPACT -- TO PROTECT OUR DEMOCRACY BY BETTERING OUR SCHOOLS.




PERHAPS NO ONE EXPRESSED OUR ASPIRATIONS IN A BETTER WAY THAN A GROUP OF TEACHERS IN NORTH CAROLINA, WHO HUNG A LITTLE SIGN ON THE OUTSIDE OF THEIR CLASSROOMS THAT READ: "QUIET PLEASE . . . TEACHERS AT WORK . . . FUTURE UNDER CONSTRUCTION."

IT IS TO CONSTRUCT A BETTER FUTURE THAT WE AGREED TO DEFINE NATIONAL GOALS IN EDUCATION. WE AGREED TO LOOSEN RULES THAT RESTRICT THE CREATIVITY OF STATES AND SCHOOLS. AND THEN WE AGREED THAT EVERYONE SHOULD BE ACCOUNTABLE FOR THE RESULTS.

IT IS IN THE SPIRIT OF THIS COMPACT THAT I WILL SIGN THIS DOCUMENT TODAY. SOME MAY ASK, "WHAT DIFFERENCE DOES A PROCLAMATION MAKE?" IT MAKES NO DIFFERENCE WHATSOEVER -- IF WE ARE SATISFIED WITH A SIMPLE DECLARATION. BUT WE ARE NOT.

SECRETARY CAVAZOS IS MAKING A DIFFERENCE TODAY, CONDUCTING A REGIONAL STRATEGY MEETING TO DETERMINE HOW TO BEST REFORM OUR SCHOOLS WITH THE PRINCIPLE OF CHOICE.




PARENTS NEED THE POWER TO CHOOSE THEIR CHILDREN'S SCHOOLS. AND SCHOOLS NEED THE POWER TO CHOOSE KNOWLEDGEABLE MEMBERS OF THE COMMUNITY THROUGH ALTERNATIVE TEACHER CERTIFICATION.

THE MEN AND WOMEN HERE TODAY ARE ALSO USING AMERICAN EDUCATION WEEK TO MAKE A DIFFERENCE, TO SHINE A SPOTLIGHT ON MILLIONS OF DEDICATED TEACHERS, CONCERNED PARENTS AND ACTIVE VOLUNTEERS.

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AND DURING THIS WEEK, NOVEMBER 12TH TO THE 18TH, AMERICANS WILL WORK TOGETHER ON SCHOOL BOARDS, IN ADULT LEARNING CENTERS, IN RAISING FUNDS FOR HIGHER EDUCATION AND IN COUNTLESS OTHER WAYS.

THIS WILL BE A WEEK OF BOARD MEETINGS, OPEN HOUSES, OF SPECIAL SCHOOL PROJECTS AND PLAYS -- A WEEK TO REFLECT, TO PLAN AND TO ACT. AND TO KICK-OFF AMERICAN EDUCATION WEEK, BARBARA IS HOSTING A SPECIAL SHOW ON THE DISNEY CHANNEL, INTRODUCING 31 OUTSTANDING TEACHERS FROM AROUND THE COUNTRY.



((SO JUST IMAGINE THAT -- THE CHANNEL THAT FEATURES MICKEY AND MINNIE NOW HAS THE SILVER FOX.))\ \

WHAT THIS WEEK COMES DOWN TO IS NOT JUST A FEDERAL EFFORT; NOT JUST A STATE EFFORT; NOT JUST A LOCAL EFFORT. AMERICAN EDUCATION WEEK IS A NATIONAL EFFORT, ONE THAT CALLS ON EVERY ONE OF US TO PITCH IN, TO MAKE A DIFFERENCE.

THIS IS IN THE TRUE SPIRIT OF AMERICAN EDUCATION AND DEMOCRACY.

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**THIS IS THE FONDEST DREAM OF THE GREATEST AMERICAN  
DREAMERS, FROM THOMAS JEFFERSON TO CHRISTA MCAULIFFE.  
AND THIS IS WHAT AMERICAN EDUCATION WEEK IS ALL ABOUT.**

**THANK YOU FOR ALL YOU DO. MAY GOD BLESS YOU ALL.  
AND NOW IT WILL BE MY PLEASURE TO SIGN THIS  
PROCLAMATION DESIGNATING AMERICAN EDUCATION WEEK.**

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/13/89 ACTION/CONCURRENCE/COMMENT DUE BY: -----

PRESIDENTIAL REMARKS: AMERICAN EDUCATION WEEK  
OEOB, ROOM 450

SUBJECT: TUESDAY, NOVEMBER 14, 1989  
1:30 PM

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

1989 NOV 13 PM 8:05

Nov. 13, 1989

INFORMATION

**MEMORANDUM FOR THE PRESIDENT**

Through:       CHRISS WINSTON *ew*  
From:           MARK DAVIS *MD*  
Subject:        American Education Week

I. SUMMARY: You will sign a proclamation designating this as American Education Week. Representatives from a dozen organizations (including the American Legion, the American Federation of Teachers and the National PTA) will be on hand in Room 450, along with students -- about 150 people in all. Your remarks are on cards.

II. DISCUSSION: This speech touches on the 68-year tradition of American Education Week, and uses it as a platform to discuss the Charlottesville summit. It honors the flag of Learning and Liberty, which Christa McAuliffe took with her on the Challenger (and was recovered by NASA divers). And it mentions the First Lady's participation with the Disney Channel's show recognizing outstanding teachers.

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: Three

**PRESIDENTIAL ADDRESS: AMERICAN EDUCATION WEEK, Rm. 450  
1:30 p.m., TUESDAY, NOV. 14, 1989**

((Acknowledgements to come -- 12 organizations that have supported American Education Week through 68 years of achievement.))

((Last week I learned how the expectations of youth can compare in a very odd way with one's adult life. You see, I returned to my high school for the first time in two years. And it struck me, leafing through the yellowed pages of my old yearbook, that I only came in third in "best athlete" and completely missed out in two other categories -- "best politician" and "most likely to succeed.))\ \

But the expectations of youth should always be great. And we are here today, as a nation, to proclaim that America is serious about lifting the hopes and dreams of young Americans, serious about education and the future.

This concern with education is to be found wherever men and women seek to extend human liberty. Just yesterday, I met with Lech Walesa and was deeply impressed by the changes underway in Poland -- and the fervent commitment of the Polish people to make that change permanent through education.

For Americans, this vital connection between education and a strong, free nation is symbolized by the flag of Learning and

Liberty. It was this same flag that Christa McAuliffe took with her on the Challenger. She appreciated this symbol, as only a teacher could. Now recovered by NASA, it is being taken to every state in the Union.

Concern for education and democracy brought me together with the nation's governors in a summit in Charlottesville -- only the third summit of chief executives in our 200 years as a nation. As we worked together in Charlottesville, the handiwork of our first education president, Thomas Jefferson, was all about us. It was Jefferson, after all, who forever linked American democracy with universal public education. He put the matter in a letter in 1816 with these words: "If a nation expects to be ignorant and free, in a state of civilization, it expects what never was and never will be."

So if there was a sense of urgency to our summit, it was because, like Thomas Jefferson and Christa McAuliffe, all the participants understood that the future of American education is the future of America itself.

That is why we worked at the summit to reach an historic agreement -- a compact, a Jeffersonian compact -- to protect our democracy by bettering our schools. Perhaps no one expressed our aspirations in a better way than a group of teachers in North Carolina, who hung a little sign on the outside of their classrooms that read: "Quiet please . . . teachers at work . . . future under construction."

It is to construct a better future that we agreed to define national goals in education. We agreed to loosen rules that restrict the creativity of states and schools. And then we agreed that everyone should be accountable for the results. It is in the spirit of this compact that I have signed this document today. Some may ask, "what difference does a proclamation make?" It makes no difference whatsoever -- if we are satisfied with a simple declaration. But we are not.

Secretary Cavazos is making a difference today, conducting a regional strategy meeting to determine how to best reform our schools with the principle of choice. Parents need the power to choose their children's schools. And schools need the power to choose knowledgeable members of the community through alternative teacher certification.

The men and women here today are also using American Education Week to make a difference, to shine a spotlight on millions of dedicated teachers, concerned parents and active volunteers. And during this week, November 12th to the 18th, Americans will work together on school boards, in adult learning centers, in raising funds for higher education and in countless other ways.

This will be a week of board meetings, open houses, of special school projects and plays -- a week to reflect, to plan and to act. And to kick-off American Education Week, Barbara is hosting a special show on the Disney Channel, introducing 31 outstanding teachers from around the country. ((So just imagine

that -- the Channel that features Mickey and Minnie now has the Silver Fox.))\

What this week comes down to is not just a federal effort; not just a state effort; not just a local effort. American Education Week is a **national** effort, one that calls on every one of us to pitch in, to make a difference.

This is in the true spirit of American education and democracy. This is the fondest dream of the greatest American dreamers, from Thomas Jefferson to Christa McAuliffe. And this is what American Education Week is all about.

Thank you for all you do. May God bless you all.

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Chris / Krista -

Could we please add a sentence at the end referencing the proclamation signing?

Thanks, J.S.

1983 NOV 13 PM 8:05

INFORMATION

MEMORANDUM FOR THE PRESIDENT

Through: CHRISS WINSTON CW  
From: MARK DAVIS MD  
Subject: American Education Week

Chris  
Fine - Let's  
get another  
opener - I  
to talk about  
myself - what  
Mother  
called  
Tuesday 1:30 p.m.

I. SUMMARY: You will sign a proclamation designating this as American Education Week. Representatives from a dozen organizations (including the American Legion, the American Federation of Teachers and the National PTA) will be on hand in Room 450, along with students -- about 150 people in all. Your remarks are on cards.

the  
"Big I am"  
9

II. DISCUSSION: This speech touches on the 68-year tradition of American Education Week, and uses it as a platform to discuss the Charlottesville summit. It honors the flag of Learning and Liberty, which Christa McAuliffe took with her on the Challenger (and was recovered by NASA divers). And it mentions the First Lady's participation with the Disney Channel's show recognizing outstanding teachers.

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: Three

**PRESIDENTIAL ADDRESS: AMERICAN EDUCATION WEEK, Rm. 450  
1:30 p.m., TUESDAY, NOV. 14, 1989**

((Acknowledgements to come -- 12 organizations that have supported American Education Week through 68 years of achievement.))

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*a little  
too much  
And ego*

But the expectations of youth should always be great. And we are here today, as a nation, to proclaim that America is serious about lifting the hopes and dreams of young Americans, serious about education and the future.

This concern with education is to be found wherever men and women seek to extend human liberty. Just yesterday, I met with Lech Walesa and <sup>once again</sup> was deeply impressed by the changes underway in Poland -- and the fervent commitment of the Polish people to make that change permanent through education.

For Americans, this vital connection between education and a strong, free nation is symbolized by the flag of Learning and

Liberty. It was this same flag that Christa McAuliffe took with ~~on~~ her on the Challenger. She appreciated this symbol, as only a teacher could. Now recovered by NASA, it is being taken to every state in the Union.

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Thank you for all you do. May God bless you all.

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THE WHITE HOUSE  
WASHINGTON

Nov. 13, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

Through:       CHRISS WINSTON *cw*  
From:           MARK DAVIS *MD*  
Subject:        American Education Week

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Secretary Cavazos is making a difference today, conducting a regional strategy meeting to determine how to best reform our schools with the principle of choice. Parents need the power to choose their children's schools. And schools need the power to choose knowledgeable members of the community through alternative teacher certification.

The men and women here today are also using American Education Week to make a difference, to shine a spotlight on millions of dedicated teachers, concerned parents and active volunteers. And during this week, November 12th to the 18th, Americans will work together on school boards, in adult learning centers, in raising funds for higher education and in countless other ways.

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Thank you for all you do. May God bless you all.

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/8/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00 PM, THURS., NOV. 9  
 PRESIDENTIAL REMARKS: AMERICAN EDUCATION WEEK  
TUESDAY, NOVEMBER 14, 1989  
ROOM 450 (11/7 - draft: two)

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

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>6563</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>No answer</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<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"/>	WINSTON	<input type="checkbox"/>	<input checked="" 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 comments/edits directly to Chriss Winston, Room 122, x2930, by 5:00 PM, THURSDAY, NOVEMBER 9, with a copy to my office. Thank you.

## RESPONSE:

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

1989 NOV -8 PM 8:01

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

**PRESIDENTIAL ADDRESS: AMERICAN EDUCATION WEEK, Rm. 450  
1:30 p.m., TUESDAY, NOV. 14, 1989**

((Acknowledgements to come -- 12 organizations that have supported American Education Week through 68 years of achievement.))

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

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## RESPONSE:

See Comments  
11/9/89

89 OCT 9 PM 6:10 68

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

Unfortunately, Secretary Cavazos is unable to be here today. He is in Charlotte, North Carolina, conducting a regional strategy meeting on the issue of "choice" in schools, one of the most promising endeavors to reform American education. Choice is the cornerstone of our efforts to restructure our educational system, and to provide our nation's children with the quality education they need and deserve.

*Suggested  
insert from  
Education*

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

1989 NOV -8 PM 8:01

**PRESIDENTIAL ADDRESS: AMERICAN EDUCATION WEEK, Rm. 450  
1:30 p.m., TUESDAY, NOV. 14, 1989**

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 PRESIDENTIAL REMARKS: AMERICAN EDUCATION WEEK  
 TUESDAY, NOVEMBER 14, 1989  
 SUBJECT: ROOM 450 (11/7 - draft: two)

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" 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 comments/edits directly to Chriss Winston, Room 122, x2930, by 5:00 PM, THURSDAY, NOVEMBER 9, with a copy to my office. Thank you.

**RESPONSE:**

*No comments -  
 see suggestion, p.1*

*11/9/89*

10:34 6 130 68

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

1989 NOV -8 PM 8:01

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

**PRESIDENTIAL ADDRESS: AMERICAN EDUCATION WEEK, Rm. 450  
1:30 p.m., TUESDAY, NOV. 14, 1989**

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THE WHITE HOUSE  
WASHINGTON

November 9, 1989

89 OCT 9 P4: 01

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

FROM: LLEWELLYN M. FISCHER *lmf*  
ASSISTANT COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: American Education Week

The remarks are legally unobjectionable. The following are non-legal editorial suggestions.

The first anecdote on the President's visit to his high school is presented in a manner that does not fit with the general theme of the relationship between democracy and education. Instead, it represents more of a commentary on how wrong one's high school peers can be in predicting career success. Perhaps it could be tied in better with the general theme of the remarks by substituting the following for the first sentence. "Last week, I took a trip that reinforced for me in a very personal way the role education plays in achieving youthful expectations. It also reminded me that one should take advantage of educational opportunities and keep those expectations in the forefront. Even if those expectations are at odds with the judgments of one's classmates. It struck me, leafing through the yellowed pages....."

On page 2, the reference to Christa McAuliffe may set the wrong tone. More than reminding the listener that she was a teacher, it may be a reminder of a terrible technological failure. If the reference is retained, it may still be better not to link Thomas Jefferson and Christa McAuliffe together as important figures in American education.

The reference on page 3 to Mrs. Bush hosting a show on the Disney channel and the observation that the channel that features Mickey and Minnie now has the Silver Fox, might be improved by substituting "Tinkerbell" for Mickey and Minnie. The use of Mickey may be unwise because of the pejorative connotation of "mickey mouse".

The last sentence on page 3 and the first sentence on page 4 seem to use inconsistent descriptive terms. The notion that Education Week is not just a federal, state or local effort conveys the idea of government. The assertion that it is a "national" effort would follow more appropriately from the introduction that "(w)hat this week comes down to is not just an effort of

government at the federal, state, and local level. American Education Week is a **national** effort, one that calls on every one (note that 'everyone' should be two separate words in this usage) to pitch in, to make a difference."

We hope you find these comments useful.

cc: James W. Cicconi  
Assistant to the President and  
Deputy to the Chief of Staff

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/8/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00 PM, THURS., NOV. 9  
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## RESPONSE:

OK

Bruce Zann for Dig Rogich

89 OCT 9 6 100 68

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

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

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Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

**PRESIDENTIAL ADDRESS: AMERICAN EDUCATION WEEK, Rm. 450  
1:30 p.m., TUESDAY, NOV. 14, 1989**

((Acknowledgements to come -- 12 organizations that have supported American Education Week through 68 years of achievement.))

((Last week I learned how the expectations of youth can compare in a very odd way with one's adult life. You see, I returned to my high school for the first time in two years. And it struck me, leafing through the yellowed pages of my old yearbook, that I only came in third in "best looking," third in "most likable," third in "most respected," third in "best athlete" and "most popular," and completely missed out in two other categories -- "best politician" and "most likely to succeed."))\\

But the expectations of youth should always be great. And we are here today, as a nation, to proclaim that America is serious about lifting the hopes and dreams of young Americans, serious about education and the future.

This concern with education is to be found wherever men and women seek to extend human liberty. Just yesterday, I met with Lech Walesa and was deeply impressed by the changes underway in Poland -- and the fervent commitment of the Polish people to make that change permanent through education.

For Americans, this vital connection between education and a strong, free nation is symbolized by the flag of Learning and Liberty. It was this same flag that Christa McAuliffe took with her on the Challenger. She appreciated this symbol, as only a teacher could. Now recovered by NASA, it is being taken to every state in the Union.

Concern for education and democracy brought me together with the nation's governors in a summit in Charlottesville -- only the third summit of chief executives in our 200 years as a nation. As we worked together in Charlottesville, the handiwork of our first education president, Thomas Jefferson, was all about us. It was Jefferson, after all, who forever linked American democracy with universal public education. He put the matter in a letter in 1816 with these words: "If a nation expects to be ignorant and free, in a state of civilization, it expects what never was and never will be."

So if there was a sense of urgency to our summit, it was because, like Thomas Jefferson and Christa McAuliffe, all the participants understood that the future of American education is the future of America itself.

That is why we worked at the summit to reach an historic agreement -- a compact, a Jeffersonian compact -- to protect our democracy by bettering our schools. Perhaps no one expressed our aspirations in a better way than a group of teachers in North Carolina, who hung a little sign on the outside of their

classrooms that read: "Quiet please . . . teachers at work . . . future under construction."

It is to construct a better future that we agreed to define national goals in education. We agreed to loosen rules that restrict the creativity of states and schools. And then we agreed that everyone should be accountable for the results. It is in the spirit of this compact that I have signed this document today.

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/8/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00 PM, THURS., NOV. 9  
 PRESIDENTIAL REMARKS: AMERICAN EDUCATION WEEK  
 TUESDAY, NOVEMBER 14, 1989  
 ROOM 450 (11/7 - draft: two)

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

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<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"/>	WINSTON	<input type="checkbox"/>	<input checked="" 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 comments/edits directly to Chriss Winston, Room 122, x2930, by 5:00 PM, THURSDAY, NOVEMBER 9, with a copy to my office. Thank you.

## RESPONSE:

*No comment*

61 : 5 6 100 68

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

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

1989 NOV -8 PM 8:01

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1:30 p.m., TUESDAY, NOV. 14, 1989**

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THE WHITE HOUSE

WASHINGTON

November 9, 1989

Memorandum to Chriss Winston

From: Jim Pinkerton   
Subject: American Education Week

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A fine speech. We urge a more complete accounting of the concrete education policies of the President. In particular, the President's policies of increased parental choice -- a policy that has powerful resonance with the public, is sweeping the country, and which ought to be fully identified with the President -- should be mentioned, as well as alternative certification of teachers and principals. These two policies set this Administration apart from the defenders of the educational status quo, and they are explicitly endorsed in the Charlottesville Joint Statement [attached].

The logical place to reaffirm these positions is therefore in the passage describing the joint statement on page 3, paragraph 2.

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89 OCT 9 6 100 68

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/8/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00 PM, THURS., NOV. 9  
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*NC*

89 OCT 14 4 9:35

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 and Deputy to the Chief of Staff  
 Ext. 2702

Davis/Martin  
Date: Nov. 7, 1989  
Title: PTA  
Draft: two

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