

Originally Processed With FOIA(s):

FOIA Number:

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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:** 13520  
**Folder ID Number:** 13520-010

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**Folder Title:**  
Presidential By-Line: Industrial Education Magazine 2/14/90 [OA 4391]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>7</b>	<b>5</b>

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FINAL

Lange/Cawley  
February 14, 1990  
4:30 p.m.  
[VOCED.DOC]

PRESIDENTIAL BY-LINE: INDUSTRIAL EDUCATION MAGAZINE

As a reader of this magazine, you're already standing on the front line of America's fight for a competitive future. You provide the skills that make America strong.

More than ever before, all of our industries -- whatever their combination of goods and services -- will rely on a skilled workforce to get the job done. The people these businesses will need to keep America strong in the future are relying on you for skills today.

The shortage of skilled workers is already apparent in a number of key industries. In some regions, managers are already scrambling to keep enough talent on the line, behind the counter, and in the field.

As we approach the new century, there is a serious possibility that the number of jobs created will outstrip the number of qualified people available to fill them.

More than half of these new jobs will require a year or more of study beyond high school. Our working men and women will need stronger job skills; stronger basic skills in reading, writing, and computing; and above all, the adaptability to be trained and retrained as technology advances and jobs change.

Some estimate that more than 50 million people will need some kind of training or retraining between now and the end of the century. That challenge -- America's competitive challenge -- rests squarely on the shoulders of those committed to excellence in vocational and technical education. Your work is building a better America.

Because of this administration's conviction that education is so crucial, we've placed special emphasis on reform for the nation's schools. We are raising our standards -- and our expectations. Encouraging choice. Promoting flexibility. And improving the accountability of teachers for what they teach, students for what they learn, and institutions of all kinds, for the results they attain.

Although the federal financial role in vocational education is relatively small, we think federal leadership can help point the way toward more effective programs. That's why we sent the Vocational Education Excellence Act of 1989 to the leaders in

Congress: to improve the Perkins Act, which sets the tone for basic vocational education assistance to the states.

The bill we offered would improve the Perkins Act in several areas:

To encourage accountability, we're calling on states to set specific goals for students, in areas like basic skills and job-market success -- and we're also asking states to use those goals to determine which programs are measuring up.

To allow for more flexibility, and to streamline and simplify wherever possible, we're emphasizing greater state and local control over how federal funds are spent.

To ensure program improvement, beyond just maintaining ongoing programs, we're calling for action in three areas: curriculum development; acquisition of instructional equipment; and the professional development of teachers, counselors, and administrators.

And finally, our bill includes new provisions to ensure that Perkins Act funds are closely tied to state and local economic development. We believe vocational training funds should train students for jobs where openings are projected -- and that

vocational education programs should be coordinated with each state's overall economic and job training strategy.

But as much as we work to improve vocational education from the federal level, the real work will be done by educators like yourselves: the administrators and teachers of this nation's crucial technical and vocational programs.

So I'd like to encourage you to think about ways to integrate vocational education with your school's traditional curriculum -- and seek out new partnerships with the private sector. Business leaders can keep you in touch with the needs of the marketplace, help you set goals, and provide expertise and role models for the students you teach. By working with the business community, you can ensure that your programs are producing the kinds of graduates America needs to succeed.

The work you do has profound consequences for our economic future. But along with our productivity, competitiveness, and the rising standards of living Americans depend on and deserve, there is another reason to make sure our vocational and technical education is second to none.

As labor markets get tighter -- and businesses turn to sources of talent once left untapped -- vocational education can

bring a vast array of individuals into the mainstream of the American dream.

That means new success stories:

- For dropouts, who see no opportunities;
- For youth at risk, who may not see the connection between school and work;
- For the underskilled, who need training;
- For older and more experienced workers, who need new skills;
- For the disabled, who only need a chance to prove their abilities;
- For dual-career families, who need flexibility;
- And for dislocated workers, who need to be retrained as jobs change.

Vocational education can enlist and develop the vast potential of these individuals. Their advancement gives us a two-fold advantage: in our competitive position in the marketplace -- and in our belief that a free society is based on opportunity.

Teddy Roosevelt once said that "The best prize life has to offer is the chance to work hard, at work worth doing." Industrial and vocational education have a rich tradition of providing that "best prize" to millions of Americans.

Working together, we can ensure that this tradition endures  
-- and that the skills you provide America's working men and  
women are truly nothing less than world class.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/13/90 ACTION/CONCURRENCE/COMMENT DUE BY: noon Thursday 02/15

SUBJECT: PRESIDENTIAL BY-LINE: INDUSTRIAL EDUCATION MAGAZINE

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<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 any comments/recommendations directly to Chriss Winston by Noon Thursday, 02/15, with a copy to my office. Thanks.

RESPONSE: *No comment*

90 FEB 14 P3:17

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

Lange/Cawley  
February 12, 1990  
[VOCED.DOC]

1990 FEB 13 PM 3.44

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Every day, your work is providing opportunity for millions. In the coming years, it will be crucial for millions more. Working together, we can ensure that the skills you provide America's working men and women are nothing less than world class.

1pm

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/13/90 ACTION/CONCURRENCE/COMMENT DUE BY: noon Thursday 02/15

SUBJECT: PRESIDENTIAL BY-LINE: INDUSTRIAL EDUCATION MAGAZINE

	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>NK</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>DARMAN</u> <i>n/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
<u>BATES</u>	<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"/>	<u>PINKERTON</u> <i>Austen</i>	<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"/>	<u>                    </u> <i>2645</i>	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>                    </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>                    </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by Noon Thursday, 02/15, with a copy to my office. Thanks.

RESPONSE:

*Drop dead tomorrow*

90 FEB 14 48:36

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

Lange/Cawley  
February 12, 1990  
[VOCED.DOC]

1990 FEB 13 PM 3:44

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*shortage of skilled workers*  
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In the coming years, it will be crucial for millions more.

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*Please add bracketed quote  
submitted by Labor*

Document No. 113673

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/13/90

ACTION/CONCURRENCE/COMMENT DUE BY: noon Thursday 02/15

SUBJECT: PRESIDENTIAL BY-LINE: INDUSTRIAL EDUCATION MAGAZINE

	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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<del>BATES</del>	<del><input type="checkbox"/></del>	<del><input type="checkbox"/></del>	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 any comments/recommendations directly to Chriss Winston by Noon Thursday, 02/15, with a copy to my office. Thanks.

RESPONSE:

Dept. of Education — no comment  
Dept. of Labor — See memo

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

456-2397  
Speedwriting

Comments from  
Dept. of Labor.

TO: ~~Marnie Raines~~

FR: Kerry Tymchuk

RE: Industrial Education Magazine

A couple of thoughts for possible use:

\*Workforce is growing at only 1% annually--slowest rate of growth in forty years. And that slow rate of growth is projected to continue into the next century.

\*This slow growth does provide us with an opportunity to fulfill a long-awaited dream: That every American who wants a job, can have a job--but only if they have the skills.

\*My Secretary of Labor, Elizabeth Dole, has announced an ambitious seven point "Call to Quality," which will unite education, government, business, and labor behind a common goal of building a quality workforce.

One final thought would be to make the ending a bit punchier, perhaps with a quote:

*quote*  
Teddy Roosevelt once said that "The best prize life has to offer is the chance to work hard at work worth doing." Industrial and vocational education have a rich tradition of providing that "best prize" to millions of Americans.

Working together, we can ensure that this tradition endures, and that American's working men and women are truly nothing less than world class.

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**RESPONSE:**

*OK*

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

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**RESPONSE:**

N/C 2/15/90  
90 FEB 15 PM 12:26

James W. Cicconi  
Assistant to the President  
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Ext. 2702

Lange/Cawley  
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THE WHITE HOUSE  
WASHINGTON

February 14, 1990

Memorandum to Chriss Winston

From: Jim Pinkerton

Re: Industrial Education Magazine

A few thoughts:

1,3 I hate to see the President get mixed up in demographic theorizing, especially in the area of jobs and jobs growth. Hence I would replace "Baby Bust" with "shortage of skilled workers" or something similarly neutral.

3,5,3 Do we really believe vocational training funds should only train students.... These seem like reasonable enough thoughts, but they also sound like they are freighted with policy implications

4,5 second bullet Replace "don't" with "may not."

#

Chriss:

Enjoyed your comments on  
the epochal New Paradigm speech.  
Turnabout is not only fair play, it  
gets the competitive juices  
going. Watch this space.  
JP

90 FEB 14 12:00

*Dave's comments*

*OK to start*

Lange/Cawley  
February 12, 1990  
[VOCED.DOC]

PRESIDENTIAL BY-LINE: INDUSTRIAL EDUCATION MAGAZINE

If you're a reader of this magazine, you're already standing on the front line of America's fight for a competitive future. You provide the skills that make America strong.

More than ever before, **all** of our industries -- whatever their combination of goods and services -- will rely on a skilled workforce to get the job done. ~~And~~<sup>T</sup> the people these businesses will need to keep America strong in the future, are relying on you for skills today.

The long-awaited "Baby-bust" is already <sup>apparent</sup> ~~being felt~~ in a number of key industries. In some regions, managers are already scrambling to keep enough talent on the line, behind the counter, and in the field.

As we approach the new century, there is a serious possibility that the number of jobs created will outstrip the number of qualified people available to fill them.

More than half of these new jobs will require a year or more of study beyond high school. Our working men and women will need

stronger job skills; stronger basic skills in reading, writing, and computing; and above all, the adaptability to be trained and retrained as technology advances and jobs change.

Some estimate that more than 50 million people will need some kind of vocational training between now and the end of the century. That challenge -- America's competitive challenge -- rests squarely on the shoulders of those committed to excellence in vocational and technical education. Your work is building a better America.

Because of this administration's conviction that education is so crucial, we've placed special emphasis on reform for the nation's schools. We are raising our standards -- and our expectations. Encouraging choice. Promoting flexibility. And improving the accountability of teachers for what they teach, students for what they learn, and institutions of all kinds, for the results they attain.

Although the federal financial role in vocational education is relatively small, we think federal leadership can help point the way toward more effective programs. That's why we sent the Vocational Education Excellence Act of 1989 to the leaders in Congress: to improve the Perkins Act, which sets the tone for basic vocational education assistance to the states.

The bill we offered would improve the Perkins Act in several areas:

To encourage accountability, we're encouraging states to set specific goals for students, in areas like basic skills and job-market success -- and we're calling for states to use those goals to determine which programs are measuring up.

To allow for more flexibility, and to streamline and simplify wherever possible, we're emphasizing greater state and local control over how federal funds are spent.

To ensure program improvement, beyond just maintaining ongoing programs, we're calling for action in three areas: curriculum development; acquisition of instructional equipment; and the professional development of teachers, counselors, and administrators.

And finally, our bill includes new provisions to ensure that Perkins Act funds are closely tied to state and local economic development. We believe vocational training funds should only train students for jobs where openings are projected -- and that vocational education programs should be coordinated with each state's overall economic and job training strategy.

But as much as we work to improve vocational education from the federal level, the real work will be done by educators like

yourselves: the administrators and teachers of this nation's crucial technical and vocational programs.

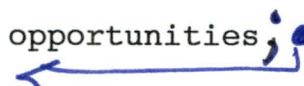
So I'd like to encourage you to think about ways to integrate vocational education with your school's traditional curriculum -- and seek out new partnerships with the private sector. Business leaders can keep you in touch with the needs of the marketplace, help you set goals, and provide expertise and role models for the students you teach. By working with the business community, you can ensure that your programs are producing the kinds of graduates America needs to succeed.

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As labor markets get tighter -- and businesses turn to sources of talent once left untapped -- vocational education can bring a vast array of individuals into the mainstream of the American dream.

That means new success stories: • For dropouts, who see no opportunities; • For youth at risk, who don't see the connection between school and work; • For the underskilled, who need training; • For older and more experienced workers, who need new

*make these bullets*



skills; For the disabled, who only need a chance to prove their abilities; For dual-career families, who need flexibility; And for dislocated workers, who need to be retrained as jobs change.

~~It is crucial that~~ vocational education <sup>can</sup> enlist and develop the <sup>vast</sup> ~~unlimited~~ potential of these individuals. Their advancement gives us a two-fold advantage: in our competitive position in the marketplace -- and in our belief that a free society is based on opportunity.

Every day, your work is providing opportunity for millions. In the coming years, it will be ~~even more~~ crucial for millions more. Working together, we can ensure that the skills you provide America's working men and women are nothing less than world class.

THE WHITE HOUSE  
WASHINGTON



February 15, 1990

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR COMMUNICATIONS

FROM: NELSON LUND   
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential By-Line: Industrial Education  
Magazine

At the request of James W. Cicconi, Counsel's office has reviewed the captioned matter. We have no legal objections. Minor editorial suggestions are marked on the attached hard copy.

We appreciate having had the opportunity to review this matter.

Attachment  
cc: James W. Cicconi

90 FEB 15 11:58

Lange/Cawley  
February 12, 1990  
[VOCED.DOC]

1990 FEB 13 PM 3:44

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THE WHITE HOUSE  
WASHINGTON

February 14, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*  
SUBJECT: Presidential By-Line: Industrial Education  
Magazine

Good article. I have no comments from a policy standpoint and approve of the draft in its current form.

cc: James W. Cicconi

90 FEB 15 4:30

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/13/90 ACTION/CONCURRENCE/COMMENT DUE BY: noon Thursday 02/15

SUBJECT: PRESIDENTIAL BY-LINE: INDUSTRIAL EDUCATION MAGAZINE

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	<del>PORTER</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input 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 any comments/recommendations directly to Chriss Winston by Noon Thursday, 02/15, with a copy to my office. Thanks.

**RESPONSE:**

*sk*

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

Lange/Cawley  
February 12, 1990  
[VOCED.DOC]

1990 FEB 13 PM 3:44

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