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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

OA/ID Number: 13574
Folder ID Number: 13574-011

Folder Title:
New American Schools Development Corporation 7/8/91 [OA 6035]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	2	3

NAME OF SPEECH & DATE OF SPEECH
New American Schools
Development Corporation, 7/8/91

NAME OF WRITER :

McCreary

NAME OF RESEARCHER:

Griffith

SPEECH SYNOPSIS:

Robot heads by introducing

the founding of the New American

Schools Development Corporation.

This is not a new program but a

challenge to link government,

entrepreneur and local community

together. The New American

Schools Development Corporation will

also form an education advisory

panel. Petrus wants the students

of the 21st century to be

technologically challenged. In order

to improve education, the U.S.

must have better teachers. The

schools and the teachers must meet

the challenges of the future.

Finally, Petrus will change

thought as an example of

someone who never says "no"

for an answer. An overview

obstacle that often placed in

his way.

NEW AMERICAN SCHOOLS DEVELOPMENT CORP. \ ROSE GARDEN
JULY 8, 1991 \ 10:30 A.M.

LET ME WELCOME THE SECRETARY OF EDUCATION -- LAMAR ALEXANDER -- AND HIS DEPUTY, DAVID KEARNS, WHO'S COME OVER FROM THE CORPORATE COMMUNITY TO JOIN THIS GREAT CRUSADE. // I'M PLEASSED TO SEE GOVERNOR KEAN -- CHAIRMAN OF THE NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION, AND FRANK BLOUNT [BLUNT]; ITS PRESIDENT AND CEO.

IT'S ALSO GOOD TO SEE GOV. BOOTH GARDNER, WHO HAS BEEN AN AGGRESSIVE ADVOCATE FOR EDUCATION THAT WORKS.

- 2 -

I HAD THE PRIVILEGE OF SITTING IN ON A MEETING THIS MORNING WITH BOOTH, LT. GOV. PRICHARD, AND OTHERS INVOLVED IN HIS SCHOOLS OF THE 21ST CENTURY INITIATIVE. GOOD IDEAS ARE AT WORK IN THE STATE OF WASHINGTON. / LEE AND WALTER ANNENBERG -- MORE ABOUT THEIR ROLE IN A MOMENT. / LEADERS OF THE CORPORATE WORLD, EDUCATION EXPERTS: WELCOME -- ALL OF YOU -- TO THE WHITE HOUSE.
//

I'VE ASKED YOU HERE TODAY TO MARK WITH ME A MILESTONE ON THE ROAD TO AMERICA 2000: THE FOUNDING OF THE NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION. AS I SAID WHEN I ANNOUNCED AMERICA 2000 HERE AT THE WHITE HOUSE IN APRIL, OUR NATIONAL EDUCATION STRATEGY DOES NOT CREATE A NEW PROGRAM; IT ISSUES A CHALLENGE: TO RE-INVENT AMERICAN EDUCATION -- TO SET ASIDE THE STALE PRECONCEPTIONS, TO DESIGN NEW AMERICAN SCHOOLS FOR THE YEAR 2000 AND BEYOND. //

WE SEEK NOTHING LESS THAN A NEW GENERATION OF AMERICAN SCHOOLS: SCHOOLS THAT WILL HELP EVERY STUDENT REACH WORLD CLASS STANDARDS -- SCHOOLS THAT SET THE PACE FOR THE NATION, NOW -- AND INTO THE NEXT CENTURY. //

WE TAKE OUR FIRST STEP TOWARD THESE NEW SCHOOLS WHEN WE FORGE A NEW PARTNERSHIP -- BETWEEN EDUCATORS AND ENTREPRENEURS -- BETWEEN COMMUNITIES AND THE CORPORATE WORLD -- A PARTNERSHIP THAT LINKS EVERY LEVEL OF GOVERNMENT, LOCAL, STATE AND FEDERAL -- WITH THE PEOPLE. THAT PARTNERSHIP STARTS RIGHT HERE. //

LITTLE MORE THAN TWO MONTHS HAVE PASSED SINCE WE UNVEILED AMERICA 2000, BUT ALREADY -- THANKS TO YOU -- WE'RE MAKING REAL PROGRESS. /

GOVERNOR KEAN BRIEFED ME A FEW MINUTES AGO IN THE ROOSEVELT ROOM WITH NEWS I THINK YOU WILL ALL WANT TO HEAR.

O WITHIN THE NEXT FEW WEEKS, THE NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION WILL FORM AN EDUCATION ADVISORY PANEL -- UNDER THE LEADERSHIP OF SAUL COOPERMAN, FORMER CHIEF STATE SCHOOL OFFICER FOR THE STATE OF NEW JERSEY.

O FUNDS ARE POURING IN. TOM KEAN TELLS ME YOU'VE RAISED \$30 MILLION DOLLARS -- MUCH OF IT FROM CORPORATIONS REPRESENTED HERE TODAY -- AND THAT'S EVEN BEFORE YOU'VE BEGUN THE FORMAL FUNDRAISING DRIVE. \$10 MILLION COMES FROM THE ANNENBERG FOUNDATION, IN THE FORM OF A CHALLENGE GRANT. / I KNOW I CHALLENGED YOU TO RAISE \$150 TO \$200 MILLION DOLLARS -- BUT DON'T FEEL YOU NEED TO STOP THERE. //

O THE RAND CORPORATION HAS SIGNED ON, TO PROVIDE THE NEW AMERICAN SCHOOLS CORPORATION WITH RAND'S EXPERT ANALYSIS. //

O FINALLY, THE NEW AMERICAN SCHOOLS CORP. HAS SCHEDULED ITS DESIGN CONFERENCE IN AUGUST -- TO ATTRACT REFORMERS WHOSE IDEAS ABOUT WHAT WORKS WILL MAKE THE NEW AMERICAN SCHOOLS A REALITY. // THE REVOLUTION BEGINS RIGHT HERE. WE HAVE DONE ENOUGH HAND-WRINGING ABOUT THE STATE OF OUR SCHOOLS. NOW, LET'S ACT.

LET'S APPLY AMERICA'S SPECIAL GENIUS FOR INVENTION TO OUR SCHOOLS. //

WE WON'T FIND A SHEET OF INSTRUCTIONS FOR OUR TASK. WE WILL HAVE TO CALL UPON OUR OWN RESOURCES AND INSIGHTS. WE WILL HAVE TO BREAK THE MOLD -- THROW OUT THE OLD BLUEPRINTS -- AND BUILD FOR THE NEXT CENTURY.

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ALL WE ASK IS THIS: STUDENTS IN THESE NEW AMERICAN SCHOOLS MUST DEMONSTRATE THEY CAN MEET THE NEW NATIONAL STANDARDS FOR THE FIVE CORE SUBJECTS.

MEANWHILE, THE SCHOOLS MUST MEET THEIR OWN STANDARDS: OUTSIDE OF THE COSTS OF THE INITIAL R&D, THEY MUST OPERATE ON A BUDGET COMPARABLE TO CONVENTIONAL SCHOOLS. WE DON'T WANT GOLD-PLATED SCHOOLS. WE JUST WANT GOLD-PLATED RESULTS.//

BEYOND THAT, EVERY ASPECT OF THESE NEW AMERICAN SCHOOLS MUST BE OPEN TO EXPERIMENT. TAKE A HARD LOOK AT THE WAY WE'VE BEEN DOING THINGS -- AND ASK "WHY?" / SHOULD WE OPEN OUR SCHOOLS TO PRE-SCHOOLERS? BREAK DOWN THE BARRIERS THAT SEPARATE SCHOOL FROM SOCIETY?

DOES IT MAKE SENSE, ON THE EVE OF THE 21ST CENTURY, TO PATTERN OUR SCHOOL YEAR AROUND THE RHYTHMS OF THE AGRARIAN ERA -- WHEN CHILDREN TOOK SUMMERS OFF TO HELP WITH PLANTING?

WE DON'T WANT OUR NEW AMERICAN SCHOOLS INITIATIVE TO PURCHASE BRICKS AND MORTAR. WE WANT TO ENCOURAGE AN EXPERIMENT -- A COMPETITION OF IDEAS THAT CAN BRING EVEN THE OLDEST SCHOOL BUILDING IN AMERICA ALIVE WITH LEARNING.

CLEARLY, OUR SCHOOLS AND STUDENTS MUST PASS THE TECHNOLOGICAL CHALLENGE. / AS CITIZENS OF THE 21ST CENTURY, OUR CHILDREN MUST HANDLE A COMPUTER KEYBOARD WITH AS MUCH EASE AS THE CHILDREN OF THE 19TH CENTURY HANDLED A BUGGY WHIP OR STEERED A PLOW. / BUT AS I SAID WHEN I ANNOUNCED AMERICA 2000, THE NEW AMERICAN SCHOOLS WE CREATE TOGETHER MUST BE MORE THAN SHRINES WHERE WE WORSHIP THE STATE-OF-THE-ART -- MORE THAN ROOMS FULL OF KIDS SITTING AT COMPUTER TERMINALS.

IN SOME CASES, THE NEW AMERICAN SCHOOL MAY REQUIRE ADDITION -- PROVIDING SOMETHING MISSING IN OUR SCHOOLS -- A NEW TECHNOLOGY OR A DOSE OF TRADITIONAL VALUES. // IN OTHER CASES, THE SOLUTION MAY CALL FOR SUBTRACTION -- CLEARING AWAY OBSTACLES TO LEARNING, CLEARING SOME SPACE FOR THE ONE INDISPENSABLE ELEMENT IN EDUCATION: THE TEACHER WHO CAN TEACH. IN EACH INSTANCE, WE WILL NEED THE HELP OF PARENTS AND OTHERS.

THEY MUST REINFORCE OUTSIDE THE SCHOOLS THE VALUES WE WILL STRESS INSIDE OUR SCHOOLS. //

WE USED TO TALK ABOUT THE THREE R'S IN EDUCATION: READING, WRITING, AND 'RITHMETIC. BUT WE NEED TO ADD A FOURTH "R," ONE I HAVE TALKED ABOUT OFTEN IN THE PAST: RESPECT. WE ALL RESPECT EDUCATION'S IMPORTANCE. WE NOW MUST BUILD RESPECT FOR OUR EDUCATIONAL PRODUCT -- THROUGH RESULTS WE CAN MEASURE AND CAN BUILD UPON. //

NO ONE WILL CONDUCT OUR EDUCATIONAL REVOLUTION FOR US. WE MUST DO IT OURSELVES. OUR NEW NOMINEE FOR THE SUPREME COURT, JUDGE CLARENCE THOMAS, OFFERS A STIRRING TESTAMENT TO WHAT PEOPLE CAN DO WHEN THEY REFUSE TO TAKE "NO" FOR AN ANSWER; WHEN, THROUGH SHEER DETERMINATION, THEY OVERCOME OBSTACLES THAT OTHERS HAVE PLACED IN THEIR WAY. HE OUTDISTANCED POVERTY AND RACISM BECAUSE HE POSSESSED THE GREATEST TREASURES OF ALL: THE LOVE OF FAMILY, THE FAITH OF TEACHERS, THE BELIEF IN HIMSELF.

WITH THAT EXAMPLE, LET'S AGREE THAT WE WON'T TAKE "NO" FOR AN ANSWER, EITHER. LET US VOW TO CREATE SCHOOLS THAT CAN MEET THE CHALLENGES OF THE FUTURE.

WHETHER YOU ARE A CIVIC LEADER OR A CEO, AN EDUCATOR OR ELECTED OFFICIAL, EACH ONE OF YOU IS A PIONEER -- READY TO LEAD OUR CHILDREN TO A NEW WORLD OF POSSIBILITY. // I AM CONFIDENT THE NEW AMERICAN SCHOOLS WILL SHAPE THE NEXT AMERICAN CENTURY. //

THANK YOU FOR ALL YOU'VE DONE SO FAR -- AND FOR ALL
YOU'RE DESTINED TO DO. GOOD LUCK -- AND MAY GOD BLESS
THE UNITED STATES OF AMERICA.

#



THE PRESIDENT HAS SEEN
7/8/91

THE WHITE HOUSE
WASHINGTON

91 JUL -3 PM 8:49

July 3, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW TS

FROM: DAN MCGROARTY *DMG*

SUBJECT: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

Final - Perhaps delete computer joke
Too many 1st Person singulars

On Tuesday, July 8th, at 10:00 a.m. in the Rose Garden, you will deliver remarks (8 minutes, on cards) announcing the New American Schools Development Corporation and its chairman, Governor Kean. Attendees include approximately 250 business and education leaders, along with several congressmen and governors.

Your remarks focus on the challenge of reinventing American education, highlighting ways in which the Corporation is already moving towards that goal. Your speech explains how the Corporation's mission fits in with the America 2000 Education Strategy, emphasizing the importance of creative, progressive solutions to today's educational needs.

*My mom 'd
kill me*

*Besides it's
long enough -
I'd guess more
than 8 minutes*

*as
7-*

91 JUL -5 AM 10:57

McGroarty/Grossman
July 5, 1991
10:30 am
[NEWSCHOOLS.TS]

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the
Secretary of Education -- Lamar Alexander -- and his deputy,
David Kearns, who's come over from the corporate community to
join this great crusade. // I'm pleased to see Governor Kean -
- Chairman of the New American Schools Development Corporation.
It's also good to see Gov. Booth Gardner, who has been an
aggressive advocate for education that works. / Ambassador
Annenberg -- more about his role in a moment. / Key members of
the Congress, Governors, leaders of the corporate world,
education experts: Welcome -- all of you -- to the White House.
//

7 [[Before I go further, I want to give Lamar and the rest of
you an update on my own personal attempt to prepare for the 21st
Century: my computer lessons. I'm making progress. I used to
make a lot of typing mistakes with my old typewriter -- now, with
the computer, I'm able to make those mistakes five times faster.
One thing I've learned already: to err is human -- but to foul
up in a really big way / you need a computer. //]]

I've asked you here today to mark with me a milestone on the
road to America 2000: the founding of the New American Schools
Development Corporation. As I said when I announced America 2000

here at the White House in April, our national education strategy does not create a new program; it issues a challenge: To re-invent American education -- to set aside the stale preconceptions, to design New American Schools for the year 2000 and beyond. //

We seek nothing less than a New Generation of American Schools: schools that will help every student reach World Class Standards -- schools that set the pace for the Nation, now -- and into the next century. //

We take our first step toward these new schools when we forge a new partnership -- between educators and entrepreneurs - - between communities and the corporate world -- a partnership that links every level of government, local, state and federal - - with the people. That partnership starts right here. //

Little more than two months have passed since we unveiled America 2000, but already -- thanks to you -- we're making real progress. / Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll ^{the new American 2000} form an Education Advisory Panel ~~for New American Schools~~ -- under the leadership of Saul Cooperman, former Chief State School Officer for the State of New Jersey.

o Funds are pouring in. Tom Kean tells me you've raised \$30 million dollars -- much of it from corporations represented here today -- and that's even before you've begun the formal fundraising drive. \$10 million comes from the Annenberg

education's importance. We now must build respect for our educational product -- through results we can measure and can build upon. //

No one will conduct our educational revolution for us. We must do it ourselves. Our new nominee for the Supreme Court, Judge Clarence Thomas, offers a stirring testament to what people can do when they refuse to take "no" for an answer; when, through sheer determination, they overcome obstacles that others have placed in their way. ~~Clarence Thomas didn't get much government help when he was young.~~ He outdistanced poverty and racism because he possessed the greatest treasures of all: the love of family, the faith of teachers, the belief in himself.

With that example, let's agree that we won't take "no" for an answer, either. Let us vow to create schools that can meet the challenges of the future.

Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a pioneer -- ready to lead our children to a new world of possibility. // I am confident the **New American Schools** will shape the next American century.

//

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

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McGroarty/Grossman
July 5, 1991
10:30 am
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o Within the next few weeks, we'll form an **Education Advisory Panel** for New American Schools -- under the leadership of Saul Cooperman, former Chief State School Officer for the State of New Jersey.

o **Funds are pouring in.** Tom Kean tells me you've raised **\$30 million dollars** -- much of it from corporations represented here today -- and that's **even before** you've begun the formal fundraising drive. \$10 million comes from the Annenberg

Foundation, in the form of a challenge grant. / I know I challenged you to raise \$150 to \$200 million dollars -- but don't feel you need to stop there. //

o The **Rand Corporation** has signed on, to provide the New American Schools Corporation with Rand's expert analysis. //

o Finally, The New American Schools Corp. has scheduled its **design conference** in August -- to attract reformers whose ideas about what works will make the New American Schools a reality. //

The revolution begins right here. We have done enough hand-wringing about the state of our schools. Now, let's act. Let's apply America's special genius for invention to our schools. //

We won't find a **sheet of instructions** for our task. We will have to call upon our own resources and insights. We will have to break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can **meet the new national standards for the five core subjects**. Meanwhile, the schools must meet their own standards: Outside of the costs of the initial R&D, they must operate on a budget comparable to conventional schools. We don't want gold-plated schools. We just want gold-plated results.//

Beyond that, every aspect of these New American Schools must be **open to experiment**. Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to

pattern our school year around the rhythms of the agrarian era -
- when children took summers off to help with planting?

We don't want our New American Schools initiative to purchase bricks and mortar. We want to encourage an **experiment - a competition of ideas that can bring even the oldest school building in America alive with learning.**

Clearly, our schools and students must pass the **technological challenge.** / As citizens of the 21st Century, our children must handle a computer keyboard with as much ease as the children of the 19th Century handled a buggy whip or steered a plow. / But as I said when I announced America 2000, the New American Schools we create together must be **more than shrines where we worship the state-of-the-art -- more than rooms full of kids sitting at computer terminals.**

In some cases, the New American School may require addition -- providing **something missing** in our schools -- a new technology or a dose of traditional values. // In other cases, the solution may call for subtraction -- clearing away obstacles to learning, clearing some space for the one **indispensable element in education: the teacher who can teach.** In each instance, we will need the help of parents and others. They must reinforce outside the schools the values we will stress inside our schools.
//

We used to talk about the **three R's in education: reading, writing, and 'rithmetic.** But we need to add a fourth "R," one I have talked about often in the past: Respect. We all respect

education's importance. We now must build respect for our educational product -- through results we can measure and can build upon. //

No one will conduct our educational revolution for us. We must do it ourselves. Our new nominee for the Supreme Court, Judge Clarence Thomas, offers a stirring testament to what people can do when they refuse to take "no" for an answer; when, through sheer determination, they overcome obstacles that others have placed in their way. Clarence Thomas didn't get much government help when he was young. He outdistanced poverty and racism because he possessed the greatest treasures of all: the love of family, the faith of teachers, the belief in himself.

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Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

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Don't know if it's true
NAACP convention
civil rights

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91 JUL 5 12:03

WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/5/91 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL REMARKS: NEW AMER. SCHOOLS DEVELOPMENT CORPORATION

	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 type="checkbox"/>	PETERSMEYER	<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"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input 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"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>SNOW</u>	<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"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

91 JUL -5 AM 10:57

McGroarty/Grossman
July 5, 1991
10:30 am
[NEWSCHOOLS.TS]

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the
Secretary of Education -- Lamar Alexander -- and his deputy,
David Kearns, who's come over from the corporate community to
join this great crusade. // I'm pleased to see Governor Kean -
- Chairman of the New American Schools Development Corporation.
It's also good to see Gov. Booth Gardner, who has been an
aggressive advocate for education that works. / Ambassador
Annenberg -- more about his role in a moment. / Key members of
the Congress, Governors, leaders of the corporate world,
education experts: Welcome -- all of you -- to the White House.

//

[[Before I go further, I want to give Lamar and the rest of
you an update on my own personal attempt to prepare for the 21st
Century: my computer lessons. I'm making progress. I used to
make a lot of typing mistakes with my old typewriter -- now, with
the computer, I'm able to make those mistakes five times faster.
One thing I've learned already: to err is human -- but to foul
up in a really big way / you need a computer. //]]

I've asked you here today to mark with me a milestone on the
road to America 2000: the founding of the New American Schools
Development Corporation. As I said when I announced America 2000

here at the White House in April, our national education strategy does not create a new program; it issues a challenge: To re-invent American education -- to set aside the stale preconceptions, to design New American Schools for the year 2000 and beyond. //

We seek nothing less than a New Generation of American Schools: schools that will help every student reach World Class Standards -- schools that set the pace for the Nation, now -- and into the next century. //

We take our first step toward these new schools when we forge a new partnership -- between educators and entrepreneurs - - between communities and the corporate world -- a partnership that links every level of government, local, state and federal - - with the people. That partnership starts right here. //

Little more than two months have passed since we unveiled America 2000, but already -- thanks to you -- we're making real progress. / Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll form an Education Advisory Panel for New American Schools -- under the leadership of Saul Cooperman, former Chief State School Officer for the State of New Jersey.

o Funds are pouring in. Tom Kean tells me you've raised \$30 million dollars -- much of it from corporations represented here today -- and that's even before you've begun the formal fundraising drive. \$10 million comes from the Annenberg

Foundation, in the form of a challenge grant. / I know I challenged you to raise \$150 to \$200 million dollars -- but don't feel you need to stop there. //

o The Rand Corporation has signed on, to provide the New American Schools Corporation with Rand's expert analysis. //

o Finally, The New American Schools Corp. has scheduled its design conference in August -- to attract reformers whose ideas about what works will make the New American Schools a reality. //

The revolution begins right here. We have done enough hand-wringing about the state of our schools. Now, let's act. Let's apply America's special genius for invention to our schools. //

We won't find a sheet of instructions for our task. We will have to call upon our own resources and insights. We will have to break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can meet the new national standards for the five core subjects. Meanwhile, the schools must meet their own standards: Outside of the costs of the initial R&D, they must operate on a budget comparable to conventional schools. We don't want gold-plated schools. We just want gold-plated results.//

Beyond that, every aspect of these New American Schools must be open to experiment. Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to

pattern our school year around the rhythms of the agrarian era -
 - when children took summers off to help with planting?

We don't want our New American Schools initiative to
 purchase bricks and mortar. We want to encourage an **experiment** -
 - a **competition of ideas** that can bring even the oldest school
building in America alive with learning.

Clearly, our ^{schools} schools and students must pass the
technological challenge. / As citizens of the 21st Century, our
 children must handle a computer keyboard with as much ease as the
 children of the 19th Century handled a buggy whip or steered a
 plow. / But as I said when I announced America 2000, the New
 American Schools we create together must be **more than shrines**
where we worship the state-of-the-art -- more than rooms full of
kids sitting at computer terminals.

In some cases, the New American School may require addition
 -- providing something missing in our schools -- a new technology
 or a dose of traditional values. // In other cases, the
 solution may call for subtraction -- clearing away obstacles to
 learning, clearing some space for the one indispensable element
in education: the teacher who can teach. In each instance, we
 will need the help of parents and others. They must reinforce
outside the schools the values we will stress inside our schools.

//

We used to talk about the three R's in education: reading,
 writing, and 'rithmetic. But we need to add a fourth "R," one I
 have talked about often in the past: Respect. We all respect

education's importance. We now must build respect for our educational product -- through results we can measure and can build upon. //

No one will conduct our educational revolution for us. We must do it ourselves. Our new nominee for the Supreme Court, Judge Clarence Thomas, offers a stirring testament to what people can do when they refuse to take "no" for an answer; when, through sheer determination, they overcome obstacles that others have placed in their way. Clarence Thomas didn't get much government help when he was young. He outdistanced poverty and racism because he possessed the greatest treasures of all: the love of family, the faith of teachers, the belief in himself.

With that example, let's agree that we won't take "no" for an answer, either. Let us vow to create schools that can meet the challenges of the future.

Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a pioneer -- ready to lead our children to a new world of possibility. // I am confident the New American Schools will shape the next American century.

//

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

#

McGroarty/Grossman
July 5, 1991
10:30 am
[NEWSCHOOLS.TS]

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

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[[Before I go further, I want to give Lamar and the rest of you an update on my own personal attempt to prepare for the 21st Century: my computer lessons. I'm making progress. I used to make a lot of typing mistakes with my old typewriter -- now, with the computer, I'm able to make those mistakes five times faster. One thing I've learned already: to err is human -- but to foul up in a really big way / you need a computer. //]]

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Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a **pioneer** -- ready to lead our children to a new world of possibility. // I am confident the **New American Schools** will shape the next American century.

//

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

#

THE WHITE HOUSE

WASHINGTON
91 JUN 1 P4:25

July 2, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RP*

SUBJECT: Presidential Remarks: New American Schools
Development Corporation

We have reviewed the attached remarks and have noted several suggested changes on the draft.

Please let us know if you have any questions or if we may help in any other way.

Please see my outbursts. Thanks, DMR

DAN'S TAKERS + REJECTS marked in green

cc: Phillip D. Brady

- MASTER -

*SEE MEMO FROM ARSHR (DDET)

Suggested Speech Insert -- Page 1, Paragraph 3

✓✓
The Corporation's charge is to provide the resources for innovators to get to work developing "break the mold" prototypes for a new generation of schools. And then to encourage communities to tap into this much needed R&D and build New American Schools -- in fact, I've called for 535 schools by 1996.

Document No. 25088755

WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/1/91 ACTION/CONCURRENCE/COMMENT DUE BY: TUESDAY, 7/2/91 4:00pm

SUBJECT: PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

	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 type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<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"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TUESDAY, JULY 2, with a copy to this office. Thank you.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

McGroarty/Grossman
July 1, 1991
4:00 pm
[NEWSCHOOLS]

91 JUN 31 PM 4:38

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the Secretary of Education -- Lamar Alexander -- and his deputy, David Kearns, who's come over from the corporate community to join this great crusade. // I'm pleased to see Governor Kean -- Chairman of the New American Schools Development Corporation. / Ambassador Annenberg -- more about his role in a moment. / Key members of the Congress, Governors, leaders of the corporate world, education experts: Welcome -- all of you -- to the White House. //

450:
Governor Alexander
w/ "Schools for the
21st Century"

[[Before I go any further, I want to give Lamar and the rest of you an update on my own personal attempt to prepare for the 21st Century: my computer lessons. I'm making progress. I used to make a lot of typing mistakes with my old typewriter -- now, with the computer, I'm able to make those mistakes five times faster. One thing I've learned already: to err is human -- but to foul up in a really big way / you need a computer. //]]

Note: Is this appropriate to encourage learning?
In fact, with a computer typing mistakes can be corrected faster + easier.

I've asked you here today to mark with me a milestone on the road to America 2000: the founding of the New American Schools Development Corporation. [Possible INSERT ATTACHED] As I said when I announced America 2000 here at the White House in April, at the center of our national

(OMB)
✓

Here's the real reason this is cut!!

What is the problem w/ Revo?

education strategy is not a program but a challenge: To re-invent American education -- to set aside the stale old preconceptions, go back to the drawing board and design New American Schools for the year 2000 and beyond. //

Already ~~thanks to you~~ ^{YOUR} we've making real progress. Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll be forming an Education Advisory Committee for New American Schools -- under the leadership of Saul Cooperman, former Commissioner of Education for the State of New Jersey.

o Funds are ^{already} pouring in. Tom Kean tells me you've raised \$30 million dollars -- much of it from corporations represented here today -- and that's even before you've begun the formal fundraising drive. \$10 million comes from the Annenberg Foundation, in the form of a challenge grant. / I know I challenged you to raise \$150^{\$200} million dollars -- ~~but don't fear~~ ^{you are on a} ~~you need to stop there.~~ _{Can't track} //

o The Rand Corporation has signed on, to provide the New American Schools ^{development} Corporation with its expert analysis. //

o Finally, The New American Schools ^{development} Corp. has scheduled its first design conference in early August -- to attract reformers whose ^{OCA} ~~revolutionary~~ ideas will make the New Americans Schools a reality. //
 about what works (OCA)

This is somewhat unclear

This implies top-down rather than bottom-up reform (OCA)

~~The (revolution) begins right here.~~ All of us have done enough hand-wringing about the state of our schools. We know

it's time to act -- time to unleash America's special genius for invention on our schools. //

There is no sheet of instructions for the work you'll be doing. You know your mission: break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can meet the new national standards for the five core subjects. And outside of the costs of the initial R&D, these schools can't break the budget: they must operate on a budget comparable to conventional schools. //

Beyond that, every aspect of these New American Schools must be open to experiment. Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to pattern our school year around the rhythms of the agrarian era - - when children took summers off to help with planting?

The point of our New American Schools initiative isn't to buy bricks and mortar. We want to fuel an experiment -- a competition of ideas that can bring even the oldest school building in America alive with learning.

(OCA)
General Comment:
NO! Our students needs to meet Nat'l goals
In some cases that will meet tech; other things are more important.
(OCA)

Yes!?!
That's what these words mean.

schools and students must pass the enge / As citizens of the 21st Century, our e a computer keyboard with as much ease as the h Century handled a buggy whip or steered a said when I announced America 2000, the New

Gen. Comment: This theme should be elaborated. Too much of the speech implies that what we need is something new. Not enough about schools that already work. Not enough about standards, testing, a core curriculum, and excellence (OCA)

American Schools we create together must be more than shrines where we worship the state-of-the-art -- more than rooms full of kids sitting at computer terminals.

In some cases, ^a ~~the~~ New American School may require addition -- providing something now missing in our schools -- whether a quantum leap forward in technology, or a return to traditional values. // In others cases, the solution may call for

subtraction -- clearing away obstacles to learning, clearing some space for the one indispensable element in education: the teacher who can teach. And in each instance, we'll need the dedication of parents and others who will reinforce ^{outside} ~~in the~~ ^{community/schools} what's happening ~~inside~~ our New American Schools.

We used to talk about the three R's in education: reading, writing, and 'rithmetic. ~~(The time has come to add a fourth "R": it's time for a ^{renaissance} ~~revolution~~ in American education.)~~ // Gardner

Each one of you has taken up a tremendous challenge. Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a pioneer -- ready to discover a new world of possibility in our children. // I am confident the New American Schools you help create will shape the next American century to come. //

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

* revolution goes too far. (OCA)

↑
Tell it to
Thos. Jefferson!

Problem
↓ w/ this is
that during the
campaign, POTUS
repeatedly used a
similar line, but the "4th R
was "respect". Will sound
odd to press + others who
remember.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/1/91

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SUBJECT: PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

	ACTION FYI			ACTION FYI	
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
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REMARKS:

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RESPONSE:

See comments. Thanks.

Paul Korfonta
07/02/91

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

91 JUN 31 PH 4:38

McGroarty/Grossman
July 1, 1991
4:00 pm
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(OCA)
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No! Our students need to meet national goals in some cases that will meet technology; in others, other things are more important.

COCA
General Comment: This theme should be elaborated. Too much of the speech implies that what we need is something new. Not enough about schools that already work. Not enough about standards, testing, a core curriculum, and excellence.

American Schools we create together must be **more than shrines where we worship the state-of-the-art -- more than rooms full of kids sitting at computer terminals.**

In some cases, the New American School may require addition -- providing **something now missing** in our schools -- whether a quantum **leap forward in technology**, or a **return to traditional values**. // In others cases, the solution may call for subtraction -- clearing away obstacles to learning, clearing some space for the one **indispensable element in education: the teacher who can teach.** //

General Comment.
(OCA)
This call for revolution goes so far.

We used to talk about the **three R's in education: reading, writing, and 'rithmetic**. The time has come to add a **fourth "R": it's time for a revolution in American education.** //

Each one of you has taken up a tremendous challenge. Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a **pioneer** -- ready to discover a new world of possibility in our children. // I am confident the **New American Schools** you help create will shape the **next American century to come.** //

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

#

THE WHITE HOUSE

WASHINGTON

July 3, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW TS

FROM: DAN MCGROARTY *DMG*

SUBJECT: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

On Tuesday, July 8th, at 10:00 a.m. in the Rose Garden, you will deliver remarks (8 minutes, on cards) announcing the New American Schools Development Corporation and its chairman, Governor Kean. Attendees include approximately 250 business and education leaders, along with several congressmen and governors.

Your remarks focus on the challenge of reinventing American education, highlighting ways in which the Corporation is already moving towards that goal. Your speech explains how the Corporation's mission fits in with the America 2000 Education Strategy, emphasizing the importance of creative, progressive solutions to today's educational needs.

McGroarty/Grossman
July 3, 1991
8:00 pm
[NEWSCHOOLS.ts]

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the
Secretary of Education -- Lamar Alexander -- and his deputy,
David Kearns, who's come over from the corporate community to
join this great crusade. // I'm pleased to see Governor Kean -
- Chairman of the New American Schools Development Corporation. *Gov. Gardner*
/ Ambassador Annenberg -- more about his role in a moment. /
Key members of the Congress, Governors, leaders of the corporate
world, education experts: Welcome -- all of you -- to the White
House. //

[[Before I go further, I want to give Lamar and the rest of
you an update on my own personal attempt to prepare for the 21st
Century: my computer lessons. I'm making progress. I used to
make a lot of typing mistakes with my old typewriter -- now, with
the computer, I'm able to make those mistakes five times faster.
One thing I've learned already: to err is human -- but to foul
up in a really big way / you need a computer. //]]

I've asked you here today to mark with me a milestone on the
road to America 2000: the founding of the New American Schools
Development Corporation. As I said when I announced America 2000
here at the White House in April, our national education strategy
does not create a new program; it issues a challenge: To re-

invent American education -- to set aside the stale preconceptions, to design New American Schools for the year 2000 and beyond. //

We seek nothing less than a New Generation of American Schools: schools that will help every student reach World Class Standards -- schools that set the pace for the Nation, now -- and into the next century. //

We take our first step toward these new schools when we forge a new partnership -- between educators and entrepreneurs - - between communities and the corporate world -- a partnership that links every level of government, local, state and federal - - with the people. That partnership starts right here. //

Little more than two months have passed since we unveiled America 2000, but already -- thanks to you -- we're making real progress. / Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll form an **Education Advisory Panel** for New American Schools -- under the leadership of Saul Cooperman, former Chief State School Officer for the State of New Jersey.

o **Funds are pouring in.** Tom Kean tells me you've raised \$30 million dollars -- much of it from corporations represented here today -- and that's even before you've begun the formal fundraising drive. \$10 million comes from the Annenberg Foundation, in the form of a challenge grant. / I know I

challenged you to raise \$150 to \$200 million dollars -- but don't feel you need to stop there. //

o The **Rand Corporation** has signed on, to provide the New American Schools Corporation with Rand's expert analysis. //

o Finally, The New American Schools Corp. has scheduled its **design conference** in August -- to attract reformers whose **revolutionary ideas** will make the New American Schools a reality.

9 //

about what works

✓ The revolution begins right here. We have done enough hand-wringing about the state of our schools. Now, let's **act**. Let's apply America's special genius for invention to our schools. //

You won't find a **sheet of instructions** for your task. You'll have to call upon your own resources and insights. You'll have to break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can **meet the new national standards for the five core subjects**. Meanwhile, the schools must meet their own standards: Outside of the costs of the initial R&D, they must operate on a budget comparable to conventional schools. We don't want gold-plated schools. We just want gold-plated results.//

Beyond that, every aspect of these New American Schools must be **open to experiment**. Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to

pattern our school year around the rhythms of the agrarian era -
- when children took summers off to help with planting?

We don't want our New American Schools initiative to purchase bricks and mortar. We want to encourage an **experiment** - a **competition of ideas** that can bring **even the oldest school building in America alive with learning.**

Clearly, our schools and students must pass the **technological challenge.** / As citizens of the 21st Century, our children must handle a computer keyboard with as much ease as the children of the 19th Century handled a buggy whip or steered a plow. / But as I said when I announced America 2000, the New American Schools we create together must be **more than shrines where we worship the state-of-the-art -- more than rooms full of kids sitting at computer terminals.**

In some cases, the New American School may require addition -- providing **something missing** in our schools -- a new technology or a dose of traditional values. // In other cases, the solution may call for subtraction -- clearing away obstacles to learning, clearing some space for the one **indispensable element in education: the teacher who can teach.** //

We used to talk about the **three R's in education: reading, writing, and 'rithmetic.** I have talked about the importance of respect for education. But we must add another "R": it's time for a **revolution in American education.** //

No one will conduct this revolution for us. We must accept full responsibility for ourselves. Our new nominee for the

Supreme Court, Judge Clarence Thomas, offers a stirring testament of the incredible things people can do when they devote themselves to education; when, through sheer determination, they overcome the obstacles that stand in their way to achieve their distant dreams. Clarence Thomas outdistanced poverty and racism because he possessed the greatest treasures of all: the love of family, the faith of teachers, the belief in himself.

Let us tackle our educational challenges with those kinds of values and that kind of verve. Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a pioneer -- ready to discover a new world of possibility in our children. // I am confident the **New American Schools** you help create will shape the next American century to come. //

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

#

THE WHITE HOUSE

WASHINGTON

July 2, 1991

91 JUN 2 09:19

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: New American Schools
Development Corporation

We have reviewed the attached remarks and have noted several suggested changes on the draft.

Please let us know if you have any questions or if we may help in any other way.

cc: Phillip D. Brady

Suggested Speech Insert -- Page 1, Paragraph 3

The Corporation's charge is to provide the resources for innovators to get to work developing "break the mold" prototypes for a new generation of schools. And then to encourage communities to tap into this much needed R&D and build New American Schools -- in fact, I've called for 535 schools by 1996.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/1/91 ACTION/CONCURRENCE/COMMENT DUE BY: TUESDAY, 7/2/91 4:00pm

SUBJECT: PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

	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 type="checkbox"/>	PETERSMEYER	<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"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<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"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TUESDAY, JULY 2, with a copy to this office. Thank you.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

McGroarty/Grossman
July 1, 1991
4:00 pm
[NEWSCHOOLS]

91 JUN 31 PM 4:39

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the
Secretary of Education -- Lamar Alexander -- and his deputy,
David Kearns, who's come over from the corporate community to
join this great crusade. // I'm pleased to see Governor Kean -
Chairman of the New American Schools Development Corporation.
/ Ambassador Annenberg -- more about his role in a moment. /
Key members of the Congress, Governors, leaders of the corporate
world, education experts: Welcome -- all of you -- to the White
House. //

[[Before I go any further, I want to give Lamar and the rest
of you an update on my own personal attempt to prepare for the
21st Century: my computer lessons. I'm making progress. I used
to make a lot of typing mistakes with my old typewriter -- now,
with the computer, I'm able to make those mistakes five times
faster. One thing I've learned already: to err is human -- but
to foul up in a really big way / you need a computer. ///]]

I've asked you here today to mark with me a milestone on the
road to America 2000: the founding of the New American Schools
Development Corporation. ^ As I said when I announced America 2000
here at the White House in April, at the center of our national

Also:
Governor Grossman
and "Schools for the
21st Century"



Need sentence explaining NASDC [Possible INSERT ATTACHED]

education strategy is not a program but a challenge: To re-invent American education -- to set aside the stale old preconceptions, go back to the drawing board and design New American Schools for the year 2000 and beyond. //

Already ~~thanks to you~~ ^{YOUR} we're making real progress.

Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll be forming an **Education Advisory Committee** for New American Schools -- under the leadership of Saul Cooperman, former Commissioner of Education for the State of New Jersey.

o Funds are ^{already} pouring in. Tom Kean tells me you've raised \$30 million dollars -- much of it from corporations represented here today -- and that's even before you've begun the formal fundraising drive. \$10 million comes from the Annenberg Foundation, in the form of a challenge grant. / I know I challenged you to raise \$150^{to \$200} million dollars -- ^{you are on a} ~~but don't feel~~ ~~you need to stop there.~~ _{fast track} //

o The **Rand Corporation** has signed on, to provide the New American Schools ^{Development} Corporation with its expert analysis. //

o Finally, The New American Schools ^{Development} Corp. has scheduled its first design conference in early August -- to attract reformers whose revolutionary ideas will make the New Americans Schools a reality. //

~~The revolution begins right here.~~ All of us have done enough hand-wringing about the state of our schools. We know

This implies top-down rather than bottom-up reform.]

This is somewhat unclear.]

it's time to act -- time to unleash America's special genius for invention on our schools. //

There is no **sheet of instructions** for the work you'll be doing. You know your mission: break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can **meet the new national standards for the five core subjects.** And outside of the costs of the initial R&D, these schools can't break the budget: they must operate on a budget comparable to conventional schools. //

Beyond that, every aspect of these New American Schools must be **open to experiment.** Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to pattern our school year around the rhythms of the agrarian era - - when children took summers off to help with planting?

The point of our New American Schools initiative isn't to buy bricks and mortar. We want to fuel an **experiment -- a competition of ideas** that can bring **even the oldest school building in America alive with learning.**

Clearly, our schools and students must pass the **technological challenge** / As citizens of the 21st Century, our children must handle a computer keyboard with as much ease as the children of the 19th Century handled a buggy whip or steered a plow. / But as I said when I announced America 2000, the New

American Schools we create together must be more than shrines where we worship the state-of-the-art -- more than rooms full of kids sitting at computer terminals.

In some cases, ^a ~~the~~ New American School may require addition -- providing something now missing in our schools -- whether a quantum leap forward in technology, or a return to traditional values. // In others cases, the solution may call for subtraction -- clearing away obstacles to learning, clearing some

space for the one indispensable element in education: the teacher who can teach. *And in each instance, we'll need the dedication of // parents AND others who will reinforce OUTSIDE our schools whats happening INSIDE our New American Schools.*

We used to talk about the three R's in education: reading, writing, and 'rithmetic. The time has come to add a fourth "R": it's time for a ^{renaissance} ~~revolution~~ in American education. //

Each one of you has taken up a tremendous challenge. Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a pioneer -- ready to discover a new world of possibility in our children. // I am confident the New American Schools you help create will shape the next American century to come. //

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

#

WHITE HOUSE STAFFING MEMORANDUM

91 JUN 31 P5:29

DATE: 7/1/91

ACTION/CONCURRENCE/COMMENT DUE BY: TUESDAY, 7/2/91 4:00pm

SUBJECT: PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<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"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TUESDAY, JULY 2, with a copy to this office. Thank you.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

91 JUN 31 PM 4:38

McGroarty/Grossman
July 1, 1991
4:00 pm
[NEWSCHOOLS]

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the Secretary of Education -- Lamar Alexander -- and his deputy, David Kearns, who's come over from the corporate community to join this great crusade. // I'm pleased to see Governor Kean -- Chairman of the New American Schools Development Corporation. / Ambassador Annenberg -- more about his role in a moment. / Key members of the Congress, Governors, leaders of the corporate world, education experts: Welcome -- all of you -- to the White House. //

[[Before I go any further, I want to give Lamar and the rest of you an update on my own personal attempt to prepare for the 21st Century: my computer lessons. I'm making progress. I used to make a lot of typing mistakes with my old typewriter -- now, with the computer, I'm able to make those mistakes five times faster. One thing I've learned already: to err is human -- but to foul up in a really big way / you need a computer. ///]]

I've asked you here today to mark with me a milestone on the road to America 2000: the founding of the New American Schools Development Corporation. As I said when I announced America 2000 here at the White House in April, at the center of our national

education strategy is not a program but a challenge: To re-invent American education -- to set aside the stale old preconceptions, go back to the drawing board and design New American Schools for the year 2000 and beyond. //

Already -- thanks to you -- we're making real progress. Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll be forming an **Education Advisory Committee** for New American Schools -- under the leadership of Saul Cooperman, former Commissioner of Education for the State of New Jersey.

o **Funds are pouring in.** Tom Kean tells me you've raised \$30 million dollars -- much of it from corporations represented here today -- and that's **even before** you've begun the formal fundraising drive. \$10 million comes from the Annenberg Foundation, in the form of a challenge grant. / I know I challenged you to raise \$150 million dollars -- but don't feel you need to stop there. //

o The **Rand Corporation** has signed on, to provide the New American Schools Corporation with its expert analysis. //

o Finally, The New American Schools Corp. has scheduled its first **design conference** in early August -- to attract reformers whose revolutionary ideas will make the New Americans Schools a reality. //

The revolution begins right here. All of us have done enough hand-wringing about the state of our schools. We know

it's time to act -- time to unleash America's special genius for invention on our schools. //

There is no **sheet of instructions** for the work you'll be doing. You know your mission: break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can meet the **new national standards for the five core subjects**. And outside of the costs of the initial R&D, these schools can't break the budget: they must operate on a budget comparable to conventional schools. //

Beyond that, every aspect of these New American Schools must be **open to experiment**. Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to pattern our school year around the rhythms of the agrarian era - - when children took summers off to help with planting?

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McGroarty/Grossman
July 2, 1991
3:00 pm
[NEWSCHOOLS]

****INCLUDES CHANGES BASED ON ARSHT MEMO*******

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
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Gov. Booth
Gardner
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We seek nothing less than a New Generation of American
 Schools: schools that will help every student reach World Class
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#


THE WHITE HOUSE

WASHINGTON

91 JUN 1 P3:36

July 2, 1991

MEMORANDUM FOR TONY SNOW
DEPUTY ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS AND DIRECTOR OF SPEECHWRITING

FROM: NELSON LUND 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: New American Schools
Development Corporation

At your request, Counsel's office has reviewed the captioned remarks. We have no legal objections.

We appreciate the opportunity to review these remarks.

cc: Phillip D. Brady

30:29 1 JUL 10

THE WHITE HOUSE
WASHINGTON

Date: 7/2

TO: *Christina Tony*

FROM: **JOHN S. GARDNER**
Special Assistant to the President
and Assistant Staff Secretary

*Please see comment on last
page.*

Thanks, JG

✓
McGroarty/Grossman
July 1, 1991
4:00 pm
[NEWSCHOOLS]

PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT
CORPORATION
THE ROSE GARDEN
JULY 8, 1991
10:00 A.M.

[Introductory acknowledgements.] Let me welcome the Secretary of Education -- Lamar Alexander -- and his deputy, David Kearns, who's come over from the corporate community to join this great crusade. // I'm pleased to see Governor Kean -- Chairman of the New American Schools Development Corporation. / Ambassador Annenberg -- more about his role in a moment. / Key members of the Congress, Governors, leaders of the corporate world, education experts: Welcome -- all of you -- to the White House. //

[[Before I go any further, I want to give Lamar and the rest of you an update on my own personal attempt to prepare for the 21st Century: my computer lessons. I'm making progress. I used to make a lot of typing mistakes with my old typewriter -- now, with the computer, I'm able to make those mistakes five times faster. One thing I've learned already: to err is human -- but to foul up in a really big way / you need a computer. //]]

I've asked you here today to mark with me a milestone on the road to America 2000: the founding of the New American Schools Development Corporation. As I said when I announced America 2000 here at the White House in April, at the center of our national

education strategy is not a program but a challenge: To re-invent American education -- to set aside the stale old preconceptions, go back to the drawing board and design New American Schools for the year 2000 and beyond. //

Already -- thanks to you -- we're making real progress. Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll be forming an **Education Advisory Committee** for New American Schools -- under the leadership of Saul Cooperman, former Commissioner of Education for the State of New Jersey.

o **Funds are pouring in.** Tom Kean tells me you've raised **\$30 million dollars** -- much of it from corporations represented here today -- and that's **even before** you've begun the formal fundraising drive. \$10 million comes from the Annenberg Foundation, in the form of a challenge grant. / I know I challenged you to raise \$150 million dollars -- but don't feel you need to stop there. //

o The **Rand Corporation** has signed on, to provide the New American Schools Corporation with its expert analysis. //

o Finally, The New American Schools Corp. has scheduled its first **design conference** in early August -- to attract reformers whose revolutionary ideas will make the New Americans Schools a reality. //

The revolution begins right here. All of us have done enough hand-wringing about the state of our schools. We know

it's time to act -- time to unleash America's special genius for invention on our schools. //

There is no **sheet of instructions** for the work you'll be doing. You know your mission: break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can **meet the new national standards for the five core subjects.** And outside of the costs of the initial R&D, these schools can't break the budget: they must operate on a budget comparable to conventional schools. //

Beyond that, every aspect of these New American Schools must be **open to experiment.** Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to pattern our school year around the rhythms of the agrarian era -- when children took summers off to help with planting?

The point of our New American Schools initiative isn't to buy bricks and mortar. We want to fuel an **experiment** -- a **competition of ideas** that can bring **even the oldest school building in America alive with learning.**

Clearly, our schools and students must pass the **technological challenge** / As citizens of the 21st Century, our children must handle a computer keyboard with as much ease as the children of the 19th Century handled a buggy whip or steered a plow. / But as I said when I announced America 2000, the New

American Schools we create together must be **more than shrines** where we worship the **state-of-the-art** -- more than rooms full of **kids sitting at computer terminals.**

In some cases, the New American School may require addition -- providing **something now missing** in our schools -- whether a **quantum leap forward in technology**, or a **return to traditional values.** // In others cases, the solution may call for subtraction -- clearing away obstacles to learning, clearing some space for the one **indispensable element in education:** the teacher who can teach. //

We used to talk about the **three R's in education: reading, writing, and 'rithmetic.** ~~The time has come to add a fourth "R": it's time for a revolution in American education.~~ //

Each one of you has taken up a tremendous challenge. Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a **pioneer** -- ready to discover a new world of possibility in our children. // I am confident the **New American Schools** you help create will shape **the next American century to come.** //

Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

#

Problem w/ this is that during the campaign, Pres. repeatedly used a similar line, but the "fourth R" was "respect." Will sound odd for press and others who remember.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/1/91 ACTION/CONCURRENCE/COMMENT DUE BY: TUESDAY, 7/2/91 4:00pm

SUBJECT: PRESIDENTIAL REMARKS: NEW AMERICAN SCHOOLS DEVELOPMENT CORPORATION

	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 type="checkbox"/>	PETERSMEYER	<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"/>
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BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
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DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TUESDAY, JULY 2, with a copy to this office. Thank you.

RESPONSE:

See comments

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

91 JUN 31 PM 4:39

McGroarty/Grossman
July 1, 1991
4:00 pm
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Note: Is this appropriate to encourage learning?
In fact, with a computer, typing mistakes can be corrected faster + easier.
Selfridge
X 6150

Scully
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WHITE HOUSE STAFFING REQUEST

Subject

Presidential Remarks: New American Schools
Development Corporation

Date/Time Received:

RESPONSE DUE:

7/1 5:30 P.M.

Tues., 7/2
3:00 P.M.

Response due to Director's Office Support Group, Room 254, Ext. 3060.
 Please respond to every staffing request, even if you have no comment.

Distribution Within OMB

<u>Action</u>	<u>FYI</u>	<u>Action</u>	<u>FYI</u>
_____ Director	_____	_____ Hodson, F.	_____
_____ Deputy Director	_____	_____ Howard, R.	_____
_____ Al-Samarrie, A.	_____	_____ Legis. Affairs	_____
_____ Anderson, B.	_____	_____ Lieberman, S.	_____
_____ Burman, A.	_____	_____ MacRae, J.	_____
_____ Dale, E.	_____	_____ Martin, B.	_____
<u>✓ NC</u> _____ Damus, R.	_____	_____ Murr, J.	<u>✓</u>
<u>✓ NC</u> _____ Grady, R.	_____	<u>✓ ✓</u> _____ Scully, T.	_____
_____ Hale, J.	_____	_____ (Other)	_____

Comments:

See comments

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Joint Resolution
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us—and anyone who wonders what the century will look like can find the answer in America's classrooms.

Nothing better defines what we are and what we will become than the education of our children. To quote the landmark case *Brown versus Board of Education*, "It is doubtful that any child may reasonably be expected to succeed in life if he is denied the opportunity of an education."

Education has always meant opportunity. Today, education determines not just which students will succeed but also which nations will thrive in a world united in pursuit of freedom in enterprise. Think about the changes transforming our world: the collapse of communism and the cold war, the advent and acceleration of the Information Age. Down through history, we've defined resources as soil and stones, land and the riches buried beneath. No more. Our greatest national resource lies within ourselves—our intelligence, ingenuity—the capacity of the human mind.

Nations that nurture ideas will move forward in years to come. Nations that stick to stale old notions and ideologies will falter and fail. So I'm here today to say America will move forward. The time for all the reports and rankings, for all the studies and the surveys about what's wrong in our schools is past. If we want to keep America competitive in the coming century, we must stop convening panels to report on ourselves. We must stop convening panels that report the obvious. And we must accept responsibility for educating everyone among us, regardless of background or disability.

If we want America to remain a leader, a force for good in the world, we must lead the way in educational innovation. And if we want to combat crime and drug abuse, if we want to create hope and opportunity in the bleak corners of this country where there is now nothing but defeat and despair, we must dispel the darkness with the enlightenment that a sound and well-rounded education provides.

Think about every problem, every challenge we face. The solution to each starts with education. For the sake of the future of our children, and of the Nation's, we

Across this country, people have started to transform the American school. They know that the time for talk is over. Their slogan is: Don't dither, just do it. Let's push the reform effort forward. Use each experiment, each advance to build for the next American century—new schools for a new world.

As a first step in this strategy, we must challenge not only the methods and the means that we've used in the past but also the yardsticks that we've used to measure our progress. Let's stop trying to measure progress in terms of money spent. We spend 33 percent more per pupil in 1991 than we did in 1981—33 percent more in real, constant dollars—and I don't think there's a person anywhere who would say—anywhere in the country—who would say that we've seen a 33-percent improvement in our schools' performance.

Dollar bills don't educate students. Education depends on committed communities, determined to be places where learning will flourish; committed teachers, free from the noneducational burdens; committed parents, determined to support excellence; committed students, excited about school and learning. To those who want to see real improvement in American education, I say: There will be no renaissance without revolution.

We who would be revolutionaries must accept responsibilities for our schools. For too long, we've adopted a no-fault approach to education. Someone else is always to blame. And while we point fingers out there, trying to assign blame, the students suffer. There's no place for a no-fault attitude in our schools. It's time we held our schools—and ourselves—accountable for results.

Until now, we've treated education like a manufacturing process, assuming that if the gauges seemed right—if we had good pay scales, the right pupil-teacher ratios—good students would just pop out of our schools. It's time to turn things around—to focus on students, to set standards for our schools—and let teachers and principals figure out how best to meet them.

to you,
Roger
Porter
←

startup funds for each of the 535 New American Schools—at least one in every congressional district—and have them up and running by 1996.

The New American Schools must be more than rooms full of children seated at computers. If we mean to prepare our children for life, classrooms also must cultivate values and good character—give real meaning to right and wrong.

We ask only two things of these architects of our New American Schools: that their students meet the new national standards for the five core subjects, and that outside of the costs of the initial research and development, the schools operate on a budget comparable to conventional schools. The architects of the New American Schools should break the mold. Build for the next century. Reinvent—literally start from scratch and reinvent the American school. No question should be off limits, no answers automatically assumed. We're not after one single solution for every school. We're interested in finding every way to make schools better.

There's a special place in inventing the New American School for the corporate community, for business and labor. And I invite you to work with us not simply to transform our schools but to transform every American adult into a student.

Fortunately, we have a secret weapon in America's system of colleges and universities—the finest in the entire world. The corporate community can take the lead by creating a voluntary private system of world-class standards for the workplace. Employers should set up skill centers where workers can seek advice and learn new skills. But most importantly, every company and every labor union must bring the worker into the classroom and bring the classroom into the workplace.

We'll encourage every Federal agency to do the same. And to prove no one's ever too old to learn, Lamar, with his indefatigable determination and leadership, has convinced me to become a student again myself. Starting next week, I'll begin study-

be computer literate, and I'm not. I have a lot of kids, thank God, that are. And I want to learn, and I will.

The workplace isn't the only place we must improve opportunities for education. Across this nation, we must cultivate communities where children can learn—communities where the school is more than a refuge, more than a solitary island of calm amid chaos. Where the school is the living center of a community where people care—people care for each other and their futures—not just in the school but in the neighborhood, not just in the classroom but in the home.

Our challenge amounts to nothing less than a revolution in American education—a battle for our future. And now, I ask all Americans to be Points of Light in the crusade that counts the most: the crusade to prepare our children and ourselves for the exciting future that looms ahead.

What I've spoken about this afternoon are the broad strokes of this national education strategy: accountable schools for today, a new generation of schools for tomorrow, a nation of students committed to a lifetime of learning, and communities where all our children can learn.

There are four people here today who symbolize each element of this strategy and point the way forward for our reforms. Esteban Pagan—Steve—an award-winning eighth-grade student in science and history at East Harlem Tech, a choice school. Steve? Right here, I think. Stand up, now.

Mike Hopkins, lead teacher in the Saturn School in St. Paul, Minnesota, where teachers have already helped reinvent the American school. Mike, where are you? Right here, sir. Thank you.

David Kelley, a high-tech troubleshooter at the Michelin Tire plant in Greenville, South Carolina. David has spent the equivalent of 1 full year of his 4 years at Michelin back at his college expanding his skills. David? There he is.

Finally, Michelle Moore, of Missouri, a single mother active in Missouri's Parents as



UNITED STATES DEPARTMENT OF EDUCATION

91 JUN 1 AIO: 41

OFFICE OF THE SECRETARY

July 2, 1991

MEMORANDUM TO DAN MCGROARTY

FROM: LESLYE A. ARSHT *LA*

These are the first five pages -- the cover and the first four pages of a brochure for the New American Schools Development Corporation (NASDC), which capture the energy and importance of the American schools project, for use in the President's remarks as we discussed.

Thanks.

Attachment

July 1, 1991 PM DRAFT

[FRONT COVER]

"For tomorrow's students, the next generation, we must create a
New Generation of American Schools."

George Bush
April 18, 1991

[PANEL ONE]

Imagine a New Generation of American Schools...

schools that are light years beyond those of today,

schools that help every child to reach World Class

Standards in five core subjects,

schools that set the pace for the Nation --

and for the world.

Context

Imagine a new partnership between communities, inventors, educators, and entrepreneurs...a new partnership between the private sector and government...a partnership to create these New American Schools.

A New Generation of American Schools is NOT about...

bricks & mortar

model schools

an award or recognition program

incremental reform

throwing money at problems

top-down change...

It's about bringing America's creative genius to bear on the most pressing challenge before this Nation -- creating "moonshot" schools, schools that leapfrog the competition, schools that outperform those of any other nation. And doing it the only way it can be done -- community by community.

point made

[PANEL TWO]

It begins with the New American Schools Development Corporation...

The catalyst for creating these New American Schools is a new, non-profit corporation, formed by American business at the request of the President. It is called the New American Schools Development Corporation, and its mission is straightforward: to jump start and underwrite the design of new high-performance learning environments for American children. The Development Corporation will raise \$150 to \$200 million for the support of up to seven Design Teams.

About the Design Teams...

No two Design Teams will look alike. Each will draw together a unique assemblage of talent, drawing on knowledgeable individuals and experienced organizations from domains such as organizational behavior, instructional technology, community organizing, curriculum development, cognitive science, as well as expert teachers and veteran school reformers.

The challenge for each Team of experts is to answer the question:

What would it take to create the best schools in the world, schools that enable all students to reach World Class Standards in five core subjects -- English, mathematics, science, history, and geography?

How Designs Teams begin...

They'll begin by ~~sweeping aside the assumptions~~ commonly held about schooling, characteristics and constraints such as...

point made

- the 50-minute class period
- the 6-hour school day & the 180-day school year
- students grouped by age & grade
- a uniform pace of teaching for all students

one teacher per class

lessons in classrooms and school buildings

textbooks and workbooks

once-a-month after school professional development for teachers

technology limited to the computer lab & principal's office

parents and teachers talking with each other once or twice a year -- unless a child's in trouble

the community as something outside and apart from the school

policies that discourage risk taking and offer few rewards for improved learning

Thus, Teams begin by breaking the mold. Their design work may draw on promising projects in place today and on ideas from research that have accumulated over the past 25 years. Some designs may rely on interactive videodiscs, distance learning, and other modern tools; some may alter human relationships and organizational structures. Whatever the approach, all successful designs will have a common goal: to produce extraordinary gains in student learning, without spending appreciably more once they are up and running.

*✓
point
made*

After 2-3 years of design and prototype development, the new high-performance learning designs will be unveiled. Successful Design Teams will then move on to an even greater challenge: helping communities adapt those designs to their own needs and priorities, and create their own New American Schools.

Helping Communities break the mold...

At least 535 communities across the country will receive services from the Design Team they select. To qualify for such services, a community must become an AMERICA 2000 Community.

To earn that designation, a community must do four things. It must:

1. Adopt the National Education Goals as its own.
2. Develop a community-wide strategy for reaching those goals.
3. Devise a report card for monitoring its progress.
4. Agree to create and support a New American School.

]

we've done this many times before.

A community that takes those four steps is declared an AMERICA 2000 Community by its Governor.

At least 535 AMERICA 2000 Communities -- one in each congressional district, plus two per state -- will receive federal assistance to help cover start-up costs and to get their New American Schools up and running. Communities will be selected based on their commitment as demonstrated in their plan to reach the National Education Goals and the quality of their plan for creating their own New American School.

McGroarty/Grossman
July 5, 1991
10:30 am
[NEWSCHOOLS.TS]

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join this great crusade. // I'm pleased to see Governor Kean -
- Chairman of the New American Schools Development Corporation.
AND FRANK BLOUNT, President and CEO.
It's also good to see Gov. Booth Gardner, who has been an
aggressive advocate for education that works. I had the
privilege of sitting in on meeting this morning with Booth in
which I heard about his Schools of the 21st Century initiative.
Good ideas are at work in the state of Washington. It's also
nice to see Governor Prichard. / Lee and Walter Annenberg --
more about their role in a moment. / ~~Key members of the~~
~~Congress, Governors,~~ **Leaders of the corporate world, education**
experts: Welcome -- all of you -- to the White House. //

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We seek nothing less than a New Generation of American Schools: schools that will help every student reach World Class Standards -- schools that set the pace for the Nation, now -- and into the next century. //

We take our first step toward these new schools when we forge a **new partnership** -- between educators and entrepreneurs -- between communities and the corporate world -- a partnership that links every level of government, local, state and federal -- with the people. **That partnership starts right here.** //

Little more than two months have passed since we unveiled America 2000, but already -- thanks to you -- we're making real progress. / Governor Kean briefed me a few minutes ago in the Roosevelt Room with news I think you will all want to hear.

o Within the next few weeks, we'll form an **Education Advisory Panel** for New American Schools -- under the leadership of Saul Cooperman, former Chief State School Officer for the State of New Jersey.

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The revolution begins right here. We have done enough hand-wringing about the state of our schools. Now, let's **act**. Let's apply America's special genius for invention to our schools. //

We won't find a **sheet of instructions** for our task. We will have to call upon our own resources and insights. We will have to break the mold -- throw out the old blueprints -- and build for the next century. //

All we ask is this: students in these New American Schools must demonstrate they can **meet the new national standards for the five core subjects**. Meanwhile, the schools must meet their own standards: Outside of the costs of the initial R&D, they must operate on a budget comparable to conventional schools. We don't want gold-plated schools. We just want gold-plated results.//

Beyond that, every aspect of these New American Schools must be open to experiment. Take a hard look at the way we've been doing things -- and ask "Why?" / Should we open our schools to pre-schoolers? Break down the barriers that separate school from society? Does it make sense, on the eve of the 21st Century, to pattern our school year around the rhythms of the agrarian era - - when children took summers off to help with planting?

We don't want our New American Schools initiative to purchase bricks and mortar. We want to encourage an **experiment - - a competition of ideas that can bring even the oldest school building in America alive with learning.**

Clearly, our schools and students must pass the **technological challenge.** / As citizens of the 21st Century, our children must handle a computer keyboard with as much ease as the children of the 19th Century handled a buggy whip or steered a plow. / But as I said when I announced America 2000, the New American Schools we create together must be **more than shrines where we worship the state-of-the-art -- more than rooms full of kids sitting at computer terminals.**

In some cases, the New American School may require addition -- providing something missing in our schools -- a new technology or a dose of traditional values. // In other cases, the solution may call for subtraction -- clearing away obstacles to learning, clearing some space for the one **indispensable element in education: the teacher who can teach.** In each instance, we will need the help of parents and others. They must reinforce

outside the schools the values we will stress inside our schools.

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We used to talk about the **three R's in education: reading, writing, and 'rithmetic.** But we need to add a fourth "R," one I have talked about often in the past: Respect. We all respect education's importance. We now must build respect for our educational product -- through results we can measure and can build upon. //

No one will conduct our educational revolution for us. We must do it ourselves. Our new nominee for the Supreme Court, Judge Clarence Thomas, offers a stirring testament to what people can do when they refuse to take "no" for an answer; when, through sheer determination, they overcome obstacles that others have placed in their way. Clarence Thomas didn't get much government help when he was young. He outdistanced poverty and racism because he possessed the greatest treasures of all: the love of family, the faith of teachers, the belief in himself.

With that example, let's agree that we won't take "no" for an answer, either. Let us vow to create schools that can meet the challenges of the future.

Whether you are a civic leader or a CEO, an educator or elected official, each one of you is a **pioneer** -- ready to lead our children to a new world of possibility. // I am confident the **New American Schools** will shape the next American century.

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Thank you for all you've done so far -- and for all you're destined to do. Good luck -- and may God bless the United States of America.

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