



CRITICAL LINKAGES CONSULTING

Betty L. McCormick
PRESIDENT

May 16, 1995

Ms. Gaynor McCown
Domestic Policy Council, OEOP 218
The White House
Washington, DC 20500

Dear Gaynor:

It was good to see you again and I appreciated your taking the time to meet with me last Monday. There is so much going on in education these days, you could spend full time just networking trying to keep up to date.

After seeing you, I went to AASA for a meeting and we did a little more brainstorming on the possibility of turning the 1996 TQE conference into a White House Conference. The states have provided the grassroots support for four years and there are now 17 states with some level of state-wide TQE initiative. Now is the time to move beyond the states to a truly national emphasis. Attached are some initial thoughts on how that might play out. This would not require any taxpayer dollars as all funding is provided by corporations and registration fees. I will be getting more information about potential sites in the Washington area and will send you a more formal document at that time. Are there ever White House conferences that aren't in Washington? If space is hard to get in Washington, Florida, Maryland, or Pennsylvania would be other possibilities.

Per your request, enclosed are copies of the Texas, Colorado and New Mexico TQE conference brochures. I have asked the Minnesota folks to send you a copy of their brochure and the outcomes report that sums up the efforts of the first three years.

Please let me know if you have any other thoughts about the possibility of hosting the 1996 conference. Thanks again for your time and interest.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Betty', written in black ink.

Betty McCormick
National Education Quality Deployment Group

NATIONAL GOVERNOR'S CONFERENCES ON TOTAL QUALITY MANAGEMENT IN SCHOOLS

BACKGROUND:

In 1991, Governors began hosting conferences focused on the National Education Goals, usually keying in on one specific goal, like the Ready to Learn Conference in Ohio. In early 1992, Texas Governor Ann Richards felt the issue was of such importance that she decided to host a large national conference on Total Quality Management in Schools. She believed TQM could be the "missing method" for achieving the National Education Goals. Fifteen hundred people from 40 states attended her conference in Houston in November, 1992. Since then three other Governors have hosted similar conferences:

- 11/93 Roy Romer, Denver
- 04/94 Arne Carlson, Minneapolis
- 04/95 Gary Johnson, Albuquerque

The conferences have been designed to raise the awareness of educators and their partners of the potential of this management system to achieve the educational restructuring needed for the 21st century. They have all drawn a large national audience, usually around 1000 people.

An ad hoc group called the National Education Quality Deployment Group provides annual conference program and marketing support. Members of the group are the leaders in the quest for improving schools through TQM. They come from the previous conference sponsoring states and national education and business organizations supporting the quality in education movement. In total there is a collaboration of over 80 organizations with a national interest in seeing this effort succeed.

PROPOSAL FOR 1996 CONFERENCE:

For 1996, the annual governor's conference becomes **The White House Conference on Total Quality Management in Schools or GOALS 2000--the Missing Method**. This would transcend any state initiative and bring focus at the national level. The audience for such a conference would be expected to reach 2000. Educators would continue to be targeted as the primary audience, with business and community leaders secondary. This would be the first conference on the east coast and would attract new people from that area. The 1997 conference will be held in either Connecticut or North Carolina.

POTENTIAL SPONSORS/PARTNERS:

National Education Goals Panel--they have supported the previous conferences and could use this event to run a parallel track on GOALS 2000 success stories.

National Institute of Science and Technology--will have just completed the pilot program for education of the Malcolm Baldrige National Quality Award and this would be an excellent opportunity to present the results.

American Society for Quality Control--has supported previous conferences and has a newly formed education division.

National Alliance of Business--has supported all previous conferences and has recently published a book on TQM in schools. They could tie their annual business/education forum to this event.

Dept. of Labor--obvious TQM connections with school-to-work initiatives would make this event a good showcase for successful programs.

Other previous conference sponsors--**National Governor's Association, American Association for School Administrators, Education Commission of the States, National Education Association, etc.**

Other new potential sponsors--DOE, HHS, ASCD, ASTD, NAPE, Federal Quality Institute.

FUNDING:

Around \$200, 000 is raised from these organizations. Together with registration fees of about \$200, the conference is fully funded without taxpayer dollars.

From previous conferences--

- National Center for Manufacturing Sciences (major contributor)
- AT&T
- Bank of America
- Boeing Corp.
- GE Foundation
- Ford Motor Company
- Honeywell
- Intel

- IBM
- JC Penney
- Jostens
- Lockheed Martin
- Los Alamos National Laboratory
- Motorola
- National Computer Systems
- Sandia National Laboratory
- Southwestern Bell
- Texas Instruments
- 3M
- United Technologies
- US West
- Westinghouse Foundation

WHITE HOUSE REQUIREMENTS:

Having a White House conference will provide additional visibility and support for this initiative. It is also very consistent with the current Reinventing Government work underway in the administration.

The actual program content, conference marketing and management will be conducted by the National Education Quality Deployment Group and a professional conference management company that has been involved with the previous conferences.

President Clinton or Vice President Gore would only be required to provide the opening welcome address.

Cabinet officers Reich, Riley and Shalala would be featured speakers.