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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. report	Afterschool Programs: Vision 2000 and Beyond (partial) (2 pages)	07/23- 24/2000	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Subject Files)
OA/Box Number: 21191

FOLDER TITLE:

Disney Video

2011-0619-S

rc269

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

July 19, 2000

Disney Institute Afterschool Symposium
Video: Vision 2000 and Beyond: Afterschool Programs

Date: Friday, July 21, 2000
Time: PM
Location: Room 459 (OEOb)
From: Ann O'Leary, Heather Howard, and Eric Morse

I. PURPOSE

To provide remarks that will challenge states to provide enriching afterschool opportunities for children throughout the state. This video will also allow you to speak about your commitment to promoting quality afterschool programs as well as highlight the significant benefits of the 21st Century Community Learning Centers.

II. BACKGROUND

In this video, you will recognize the Afterschool Alliance members, speak about the need for safe quality programs, and emphasize the Administration's challenge to Congress for an increase in funding for 21st Century Community Learning Centers.

The 21st Century Community Learning Centers Program: The 21st Century Community Learning Centers program is providing enriching after-school and summer school opportunities for 850,000 school-age children in rural and urban communities this year. Extended learning time has been shown not only to increase achievement in reading and math, but to decrease youth violence and drug use. Funding for this program more than doubled from FY99 to FY00. For FY01, the President's budget calls on Congress to double funding again, by investing \$1 billion to ensure that all children in failing schools have access to quality after-school and summer school opportunities. This proposal will double funding and triple the number of students served to 2.5 million.

III. OVERVIEW

The Afterschool Alliance includes: the Charles Stewart Mott Foundation, Department of Education, JC Penney, the Entertainment Industry Foundation, the Creative Artists Agency, the Ad Council, and People Magazine. Disney Learning Partnership and the Disney Institute are developing a 7-state meeting (July 23 and 24) of key individuals capable of making afterschool programs a reality of the children and youth in their states. The states include: California, Connecticut, Delaware, Illinois, Maryland, Mississippi, and South Carolina.

This meeting centers on creating cohesive teams of individuals who can influence policy in favor of afterschool programming and exposing them to what is currently known as best practice. In addition to young people, state invitees include individuals such as a Governor's policy director, key staff members on education committees of the legislature, a Chief State School Officer, a city afterschool director, a principal, influential business person, a community foundation member, a member from a community based organization and an arts organization, a Disney teacher, and an Afterschool Ambassador.

While only 150 people will attend this initial meeting, these teams will go back to their states to set up statewide meetings for networking on furthering the public's demand for afterschool programs. Each participant will be given a video to use in their post-symposium meetings. The video will also be used at the closing session of the 21st Century Community Learning Centers Summer Institute one week later which will reach an additional 2000 people. Finally, the video will be used in formal Afterschool Alliance events. The Alliance is a legacy organization for both the President and the Secretary of Education, carrying on public work after the Administration comes to an end. It has a mailing list of over 20,000 names and will be sending a newsletter with the transcript of the video to those individuals.

IV. REMARKS

- Provided by Laura Schiller

DISNEY INSTITUTE

Events & New Business Development

FAX
Cover Sheet

Date 07/20/2000
Number of pages including cover sheet 16

To
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From:
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Phone (407) 825-5523
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REMARKS:



Urgent



For your review



Reply ASAP



Please comment

Eric -

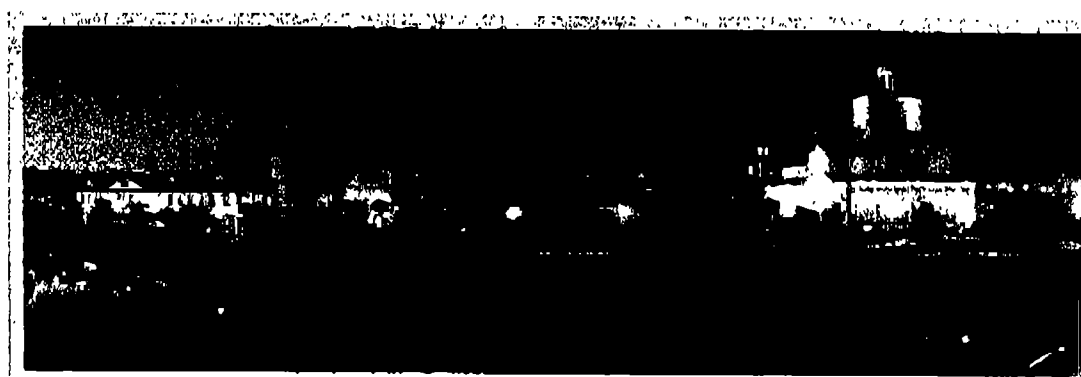
The first two pages describe (in that oh so marketing way) about the Disney Institute & the Symposium Series. The balance of the info describes each more fully.

We will forward the Event info you requested within the next hour or so. Thank you,

Kim K. Johnson

DISNEY INSTITUTE VISION...

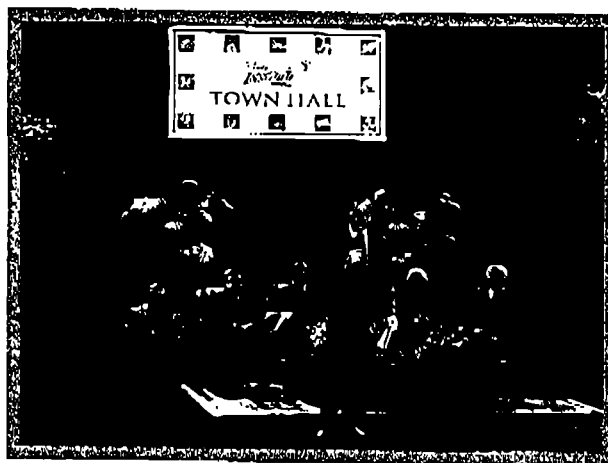
The Disney Institute is an ever-evolving, stimulating community of creative inquiry, dialogue, and learning experiences that change the way we see ourselves and the world.



Located in a secluded part of the WALT DISNEY WORLD® Resort, the Disney Institute is a community campus dedicated to the higher purpose of creativity, innovation, and learning.

DISNEY INSTITUTE WORLD AND COMMUNITY SYMPOSIUM SERIES

In the spirit of our corporate heritage—where innovation led the way to Technicolor, theme parks, and broadcast—the Disney Institute is taking The Walt Disney Company through the year 2000 with a new programming initiative focused on generating provocative dialogue around issues relevant to our world. Through collaborations with leading organizations in the fields of health, economy, education, and conservation, the Disney Institute is committed to bringing together panelists and leading experts from these respective fields to begin a debate that will spawn change in the way our world addresses these issues. In tandem with the Walt Disney World Millennium Celebration, fifteen such conferences and symposiums will be produced by the Disney Institute, employing the most innovative thinking.



A COMMUNITY RESORT ENVIRONMENT

The Disney Institute is a 117-acre campus resort community complete with recreation, a full-service spa, fitness center, and an 18-hole golf course. Opened in 1996, the Disney Institute offers guests opportunities for fun, relaxation, personal growth, and enrichment.



PROGRAMMING: PERSONAL ENRICHMENT

The Disney Institute offers programs and experiences that really get guests involved and inspired. For people who have special interests in areas like cooking, gardening, photography, animation, and television and video, it is an environment in which to learn and explore—surrounded by others who share their passions. In our hands-on programs, guests learn by doing and are taught by instructors who are experts in their fields. In addition to programs offered year-round, a variety of themed special events is held throughout the year that showcase visiting experts and celebrities in a multi-day experience.



PROGRAMMING: PROFESSIONAL DEVELOPMENT

"The Disney Approach Business & Management Programs" gives guests a chance to venture behind the scenes and discover proven Disney business strategies that can work in their organizations. Regardless of the businesses they are in or the industries they represent, guests will find proven success strategies when organizations discover the business behind the magic.



PROGRAMMING: YOUTH

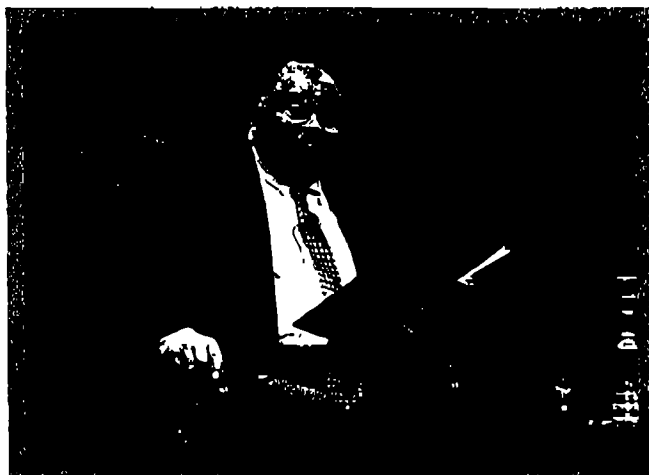
Disney Youth Education Series (Y.E.S.) programs offer students the opportunity to gain a rich understanding of classroom principles through interactive and idea-sparking, facilitated, field-study programs. Course facilitators use a mixture of thought-provoking information and breathtaking experiences throughout WALT DISNEY WORLD® Resort to open students' eyes to classroom principles in hands-on adventures they will never forget.





PROGRAMMING: PERFORMANCES, FILMS, AND FELLOWS

The Disney Institute—a creative learning campus—continues to bring unique entertainment to the WALT DISNEY WORLD® Resort by focusing on the creative inspiration behind the artistic expression. Since its opening in 1996, the Disney Institute has played host to such artists-in-residence as John Denver, Andy Garcia, Michael Graves, and James Earl Jones.



Former Artists-in-Residence:

Eddie Adams
Alvin Ailey Repertory Ensemble
John Amos
B-52s
Beauty & the Beast Touring Cast
Betty Buckley
Chicago City Limits
Anita Cochran
Mario Cuomo
John Denver
Michael Eisner
Andy Garcia
Henry Louis Gates
Newt Gingrich
Jane Goodall
Amy Grant
Michael Graves
James Earl Jones
John Landis
The Lion King Broadway Cast
Leonard Maltin
Maureen McGovern
Storey Musgrave
Edward James Olmos
Bill Plympton
Tito Puente
Charlie Rose
Arturo Sandoval
Stephen Schwartz
Martin Scorsese
Mel Torme
Jon Turteltaub
Trisha Yearwood

A SAMPLE OF CONFERENCES & SYMPOSIUMS TO DATE

Sep 1997

Strategies for Preventing Heart Disease

Collaborator: Cleveland Clinic

Audience: Healthcare professionals

Moderated by Charlie Rose, who later broadcast the forum on PBS, panelists distinguished in the field of cardiology and preventative care debated on the strategies that exist for preventing heart disease today. Not only is heart disease the number one killer in America, it is also the most preventable disease. The debate focused on the whys that impede preventing heart disease. As a result of this conference, Hyperion Press and the Cleveland Clinic have released, in fall 1999, a consumer-based book identifying ways to prevent heart disease.

Oct 1997

*What's Next? The Future of Entertainment, Media, and Our Culture*Collaborator: *The New Yorker Magazine*

Audience: Top U.S. influencers and decision-makers

Who controls creativity? What is the future of media? How will the changing face of our entertainment impact our culture as we currently know it? Al Gore, Barry Diller, Diane Sawyer, Michael Eisner, and Tina Brown were among the panelists brought together with the Disney Institute to debate these questions. *The New Yorker Magazine* concurrently dedicated an issue to this topic.

Feb 1998

*Women's Millennium*Collaborator: McDonalds Communications and *Working Mother Magazine*

Audience: Influential women

At the turn of the 20th century, women were campaigning for the right to vote in the United States. Now as we travel into the next millennium, women have shifted the paradigm of influence on the consumer marketplace and now control the buying power, as described to conference participants by Tom Peters. This discussion, moderated by Linda Ellerbee, which was based on case studies from IBM, NIKE, and the United States Postal Service, was broadcast live nationally to more than 5,000 downlink sites, reaching tens of thousands of viewers.

Jun 1998

Ethical Issues of Apes in Captivity With Jane Goodall

Collaborator: Disney's Animal Kingdom™ Park

Audience: Leading animal conservationists

Jane Goodall has dedicated nearly her entire life to the study of apes. In collaboration with Disney's Animal Kingdom™, the Disney Institute brought in leading conservationists and activists, in addition to Dr. Goodall, to debate the ethical issues regarding apes in captivity.

Jun 1999

Future of Communicating With Computers

Collaborator: *Discover Magazine*

Audience: Media

Communication through email as opposed to phones takes away the voice inflections that define our words; videophones add the visual expressions to our everyday conversations; teleconferences eliminate the need for travel. How have these changes in our communication methods already impacted our society? What changes are on the horizon that will further impact our human interactions? Moderated by Bran Ferren, President of Creative Technology for Walt Disney Imagineering, a panel including Marvin Minsky, known as the "father of artificial intelligence"; Danny Hillis, computer scientist; and Astronaut Storey Musgrave evaluated the future of communicating with computers.

Sep 1999

The Business of Prevention

Collaborator: Cleveland Clinic

Audience: Healthcare professionals

What began with the Disney Institute and the Cleveland Clinic in 1997 was further evaluated by asking the question, "Who pays for preventative healthcare?" A panel of leading authorities, including representatives from the fields of cardiology, ethics, corporate America, and managed care were moderated by journalist Carole Simpson in a lively discussion debating the potential scenarios, including the real question, "Who pays?"

Nov 1999

Androids in Your Home: The Social Impact of Robotics in Society

Collaborator: *Discover Magazine*

Audience: *Discover Magazine* subscribers, Central Florida robotics professionals

In collaboration with *Discover Magazine*, Disney Institute brought together scientists, engineers, ethicists, and academia including Marvin Minsky to discuss how androids will change our society in the years to come, moderated by Charles Petit of *U.S. News & World Report*.

Dec 1999

The Future of Peace: A Youth Perspective, With Archbishop Desmond Tutu

Collaborators: United States Institute of Peace and the University of Central Florida

Audience: Central Florida high school students, Walt Disney World Community & Government Relations guests

In collaboration with the United States Institute of Peace and the University of Central Florida, Disney Institute examined the future promise for peace through successful models of international, youth-based projects. Included in this workshop and town hall meeting were Archbishop Desmond Tutu, the United Nations' Olaro Otunnu and youth peacemakers from Liberia, Nigeria, Colombia, Kosovo, and Bosnia.

Feb 2000

Corporate America Health Summit: Envisioning and Achieving a Healthy Workforce

Collaborators: United States Chamber of Commerce, Rippe Health Assessment at Celebration Health, and Roche Laboratories Inc.

Audience: Fortune 1000 senior human resource executives

In collaboration with the U.S. Chamber of Commerce and Rippe Health Assessment at Celebration Health, Disney Institute presented a working session that engaged the scientific community and prominent business leaders from a variety of Fortune 500 companies. Prior to the conference, a survey of Fortune 1000 companies was conducted by Towers Perrin to identify the top health issues facing corporate America in the new millennium. These executives were tasked to develop action plans to examine what these lifestyle/health issues are and how they impact corporate employee health and the bottom line. Speakers included C. Everett Koop, former U.S. Surgeon General, and Tom Donohue, President of the U.S. Chamber of Commerce. Through this conference, an action plan was created for corporate America in the new millennium.

Feb 2000

Latin America and the United States: 21st Century Perspectives

Collaborators: Global Connections for Central Florida and the United States Department of State

Audience: Central Florida business and political leaders

In collaboration with Global Connections for Central Florida, Disney Institute presented a United States Department of State Town Meeting to examine the relationship between Latin America and the United States, with special emphasis on Florida. Speakers included Philip Chicola, Director of Andean Affairs, Bureau of Western Hemisphere Affairs; Allan Jury, Director of the Office of Policy and Resource Planning, Bureau of Population, Refugees, and Migration; and Milton Drucker, Deputy Assistant Secretary of State, Regional Economic and Mexican Affairs. Dialogue between presenters and audience sparked how Central Floridians can more actively participate in their government policy as it directly pertains to their personal and business livelihood.

Mar 2000

Primate Taxonomy Conference: An Action Plan for Saving the World's Most Endangered Species

Collaborators: Margo Marsh Biodiversity Fund and Disney's Animal Kingdom™

Audience: Leading primatologists

In collaboration with Margo Marsh Biodiversity Fund and Disney's Animal Kingdom™, Disney Institute hosted this first-ever gathering of 24 of the world's foremost primatologists and field biologists, including Dr. Russell Mittermeier, President of Conservation International. Through provocative dialogue, these leaders worked toward agreement on nearly 600 types of primates that are or should be classified as endangered species, of which 10% are critically endangered of becoming extinct in the next decade. As will be published in several scientific journals and highlighted in a news conference in Washington, D.C., an international conservation action plan has been created out of this conference to draw attention to the world's most endangered species and develop conservation action plans to save the species and their habitats.

Mar 2000

Innovations in Communication: Activating the Healthcare Consumer

Collaborator: *The Pfizer Journal*®

Audience: Thought-leaders in the healthcare industry

In collaboration with *The Pfizer Journal*®, Disney Institute presented a working roundtable discussion with leaders from the healthcare industry, including the Policy Advisor for Interactive Health Communication with the U.S. Department of Health and Human Services, the current Dean of Wayne State University College of Nursing, and the Assistant Vice President for the Division of Outreach and Strategic Planning at Children's Television Workshop, among others. Over two days, these innovators were tasked with uncovering the means to better communicate and educate consumers about their healthcare options. From the seed of this session, policy will be influenced, government agencies will be approached, and consumers will be better informed and protected around this critical issue of healthcare education.

CONTINUING THE DIALOGUE: 2000 & BEYOND

April 3, 2000

"The Environment and Youth: An Old Concern Meets a New Generation"

In collaboration with the Jane Goodall Institute and Disney's Animal Kingdom™, Disney Institute presents a daylong symposium to inspire environmental commitment from middle and high school children. To start the day, Dr. Jane Goodall will inspire Central Florida young people to become active participants in her internationally acclaimed Roots & Shoots program and take them on Disney's Animal Kingdom™ Kilimanjaro Safaris and to Conservation Station. In the afternoon, these youth will gather together at Disney Institute to create a plan for the future, as they become the responsible generation for protecting our Earth and all of its natural resources. Through their initiatives, created in hands-on workshops at the Disney Institute, these students will design and implement programs and inspire others in their homes and schools for a better tomorrow.

May 8-10, 2000

"Millennium Dreamers: A Symposium Celebrating Creativity and Achievement of Youth As Part of the Epcot® Millennium Celebration"

In collaboration with McDonald's Corporation and United Nations Educational, Societal, and Cultural Organization (UNESCO), Disney Institute will develop the media event and focus for the three-day celebration at Epcot®. The Millennium Dreamers program has taken six months to identify 2,000 youth from around the world to be recognized for their contributions to community. At the conclusion of their three-day trip to Walt Disney World® Resort, Disney Institute will gather leading experts, child champions, advocates, role models, and heroes to examine the common threads of achievement in these youth who come from such diverse locations and cultures across our planet. The persistence and honesty of young people making a difference today will become inspiration for adults and youth to prepare a better tomorrow.

June 2000

"The Future of Internets"

In collaboration with *Discover* magazine, Disney Institute examines the future of the Internet by bringing together leading thinkers and innovators from around the world to share common themes in this industry's growth that will lead to achievement worldwide. Internet2 is already in the works. This collaboration between 160 member universities, government, and industry exploits the potential of the next generation of broadband networks and speed technology. Internationally, corporations are studying the next phase of this enormous communication vehicle for the benefit of their own bottom lines. How will this technology next reinvent itself? Who is on the "bleeding edge" of development? Discussions on breaking research with leading experts from major university and industry laboratories will be moderated by Disney Fellow Bran Ferren.

July 2000**"Future Directions of Education in the United States"**

In collaboration with The Walt Disney Company Learning Partnership, U.S. Department of Education, and the C.S. Mott Foundation, Disney Institute presents a national conference on the new role of after-school programs in our schools and in our communities. Disney Institute will bring together top educators, community leaders, and nationally recognized experts to engage in significant dialogue that explores the significant needs and new model of after-school programs in the 21st century.

August 2000**"The Future of Aging: Is It Optional?"**

In collaboration with *Discover* Magazine, Disney Institute will create in-depth dialogue on the potential life expectancy of the human body as we move into the 21st century. With more than 100 million people now over 100 years of age, gerontologists now suggest our bodies could last 150 years. How can the planet sustain a population with such a high birthrate if most newborns will live a century or more? Perhaps the most provocative question is whether aging as we know it will soon be optional. If we understand growing older as a series of hormonal and metabolic changes, we face the very real possibility that genetic engineering will allow us to arrest-and even reverse-the aging process. This exploration of birth, death, and the quality of life in between will involve geneticists, medical researchers, and social scientists.

September 2000**"Breast Cancer Awareness: 15 Years Running-Where Do the Problems Lie?"**

In collaboration with National Breast Cancer Awareness Month Board of Sponsors, Disney Institute will present a forum of more than 150 thought leaders to examine current and to develop future strategies for breast cancer awareness communications. October 2000 marks the 15th anniversary of National Breast Cancer Awareness Month. In honor of that milestone, this Board of Sponsors which includes the American Academy of Family Physicians, the American Cancer Society, The Susan G. Komen Breast Cancer Foundation, and the Center for Disease Control, among others, will discuss and work to break through their challenges in communicating the need for breast cancer screening among all women. From this conference, Disney Institute and the National Breast Cancer Awareness Month Board of Sponsors will present a long-range communication plan of breast cancer prevention for the next twelve months following the conference.

FUTURE CONFERENCES

"Dismantling the Ceiling: A National Conference Bringing Together Women and People of Color With the Sports Business World"

In collaboration with Northeastern University's Center for the Study of Sport in Society, Institute for International Sport, Street and Smith's Sports Business Journal, and the National Association of College Directors of Athletics, Disney Institute presents this first-of-its-kind conference to bring together sports decision-makers and professional organizations which represent women and people of color. As the 1998 Racial and Gender Report Card shows, women and people of color are vastly underrepresented in professional positions in the business side of sports. This conference is designed to develop real strategies that will enable the business of sports to become more diverse in the new millennium by helping the decision-makers know where to find the diverse professionals they are looking for with speed and efficiency.

"Corporate Conservation Summit: The Responsibility of Corporate America"

In collaboration with World Bank Institute and the Jane Goodall Institute, Disney Institute will evaluate conservation and related international issues that pose an even greater challenge in the 21st century, by examining successful programs and partnerships that have enabled certain corporations to become leaders and role models for conservation. Executives who are directly responsible to their Fortune 500 companies for ensuring leadership with regard to environmental issues will enter working sessions where model programs will collectively be created. With Dr. Jane Goodall and Roy E. Disney leading the vision, these business leaders will make their companies and the world a better place for future generations. This program will also incorporate the children of these executive participants, who will share their vision of the future.

"The Changing Nature of Family and Community in the New Millennium"

In collaboration with the Chautauqua Institution, Disney Institute will examine how community has changed in this country, what has influenced those changes, and what predictions and expectations are for the community of the future. Speakers will include entertainers, academic experts, sociologists, and leading theorists of family and community.

COLLABORATORS

FAST COMPANY MAGAZINE*DISCOVER* MAGAZINE

U.S. INSTITUTE OF PEACE

UNESCO

NIKON

KODAK

RIPPE HEALTH ASSESSMENT/CELEBRATION HEALTH

CHAUTAUQUA INSTITUTION

NATIONAL CONFERENCE OF COMMUNITY AND JUSTICE (NCCJ)

CONSERVATION INTERNATIONAL

MCDONALD'S CORPORATION

THE WALT DISNEY COMPANY LEARNING PARTNERSHIP

U.S. DEPARTMENT OF EDUCATION

CLEVELAND CLINIC

THE NEW YORKER MAGAZINE*WORKING MOTHER* MAGAZINE

ARTHUR ANDERSEN

UNIVERSITY OF CENTRAL FLORIDA



What is the Afterschool Alliance?

The Afterschool Alliance was launched publicly in September 1999 by Secretary Richard Riley as a coalition of public, private, and nonprofit organizations dedicated to raising awareness of the importance of afterschool programs and advocating for quality, affordable programs for all children.

The Alliance was formed on the belief that afterschool programs are critical to children and families today, and that the need for programs is not adequately addressed. As many as 15 million children have no place to go after the school bell rings. These children are at significant risk of getting poor grades, being victims of crime, or participating in anti-social behaviors that have grave consequences and costs to society. They are also missing significant opportunities to learn and grow.

Creating more afterschool programs, increasing program quality, and moving toward long-term sustainability requires building strong public will in support of afterschool. The Alliance was created to conduct this public awareness and advocacy work. Its purpose is to serve as a public resource on and voice for afterschool by:

- researching, collecting, and disseminating key data and lessons learned;
- providing public education through ongoing awareness efforts;
- engaging local practitioners and community residents in outreach and advocacy efforts; and
- promoting investment in afterschool initiatives at the national, state, and local levels.

Working under this strategy, the Alliance strives to advance an ambitious vision: to ensure that every child has access to quality, affordable afterschool programs by the year 2010.

Goals:

The Alliance was created to fulfill a need for a national voice and resource on afterschool that could:

- serve as information broker on afterschool programs, promising practices, data, and resources;
- raise awareness of the need for afterschool programs at the national, state, and local levels;
- support and strengthen the grassroots constituency for afterschool; and
- secure public and private resources to support activities and advance the afterschool movement.

Operation:

Growing out of the Mott Foundation's unprecedented, public-private partnership with the U.S. Department of Education to expand afterschool through 21st Century Community Learning Centers, (21st CCLC), the Alliance has operated as a "virtual" campaign with no formal structure. Initial participants, Mott and the Department of Education, along with JCPenney, Entertainment Industry Foundation, Creative Artists Agency Foundation, Advertising Council, and *People Magazine*, provide in-kind and cash contributions to support Alliance activities with Mott currently underwriting the majority of operating costs, including staff, and JCPenney underwriting key program activities.

The Alliance works in coordination with the 21st CCLC initiative and other networks of afterschool providers. Administered by the Department of Education, the 21st CCLC is the fastest growing provider of afterschool programs in the country, offering grants to school districts for afterschool and summer school programs in partnership with community organizations. Through the training component of this initiative conducted by the National Center for Community Education, the Alliance has provided practitioners in more than 3,600 local schools in 50 states with communications tools to promote afterschool locally and to build local capacity to engage in a national afterschool movement.

It is envisioned that Alliance efforts and resources will grow substantially as a freestanding, nonprofit initiative and that it will engage an increasingly broad spectrum of other funders, nonprofit organizations, and networks that share its interest in advancing quality, affordable afterschool programs. Under the direction of a steering committee of interested parties, the Alliance is now being incorporated with an eye toward it serving as a ten-year initiative resulting in universal afterschool. A work group of the steering committee is in the process of structuring a Board of Directors representing committed individuals from diverse sectors to govern the Alliance.

Scope of Work:

The Alliance seeks to promote afterschool nationally and support afterschool programs through:

Research

- National polls
- Target state data
- Data on afterschool programs and needs
- Afterschool case study development

Public Awareness Building-Dissemination of research, promising programs

- Issue briefings, mailings, e-communications
- National PSA campaign with local targeting
- Special events
- Media outreach
- Focus activity in target states

Encouraging a Grassroots Constituency

- Afterschool program and advocate networks
- Local voices (Afterschool Ambassadors)
- Communications training and technical assistance
- Toolkits and training materials

Expanding Resources

- Partner recruitment
- Identification and procurement of public funding

Highlights of Activity to Date

- Public launch in September 1999 at a special rally in Atlanta featuring Secretary of Education Riley, JCPenney's CEO, and kids from local afterschool programs.
- Released a national poll of parents and adults funded by JCPenney and the Mott Foundation showing that 9 out of 10 Americans want afterschool for all kids. Poll findings have been—and continue to be—featured in national and local media, White House and federal government presentations, and reports and releases generated by community, youth, and parent groups.
- An afterschool rally at a local school with Vice President Gore and the NFL. Washington Redskins played with school kids while parents, kids, and teachers talked with the Vice President and players about the difference afterschool has made in their lives.
- Met with over 100 leaders of national women's, children's, science, education, business, labor, recreation, law enforcement, and government associations on the afterschool issue. Briefings on afterschool and the Alliance attracted groups such as the Girl Scouts; U.S. Chamber of Commerce; National PTA; Association of Science-Technology Centers; Big Brothers and Big Sisters; Discovery Channel; National Governors Association; American Association of University Women; and National Science Foundation.
- Award-winning ad firm Doner agreed to develop pro bono creative for a three-year Ad Council PSA campaign. The campaign, set to launch in 2000, will be placed in all media venues. It will be comprised of two tracks, one will target adults while a second track will focus on getting youth excited about afterschool.
- Signed JCPenney to provide roughly \$4 million to the Alliance and over \$33 million to afterschool generally. JCPenney has promoted its afterschool commitment in the press, store catalogs and advertising inserts and through a successful in-store promotion that raised funds for its afterschool initiative.
- The 21st Century Community Learning Center initiative became the fastest growing afterschool provider, supporting 3,500 schools in 50 states. Congress raised funding for the program to \$453 million—up from \$40 million just two years ago.
- Created an Afterschool Action Kit to help parents, guardians, grandparents, and other concerned citizens locate or create an afterschool program. The kit is being distributed through 1-800-USA-LEARN, a hotline run by the Department of Education.
- Shared 25,000 afterschool polling reports with local programs, concerned organizations, and decisionmakers documenting support for afterschool and the benefits parents and non-parents see in afterschool.
- Talked with major print and television media about the issue, earning media coverage in national and education press.
- Presented the Alliance and new data to advocates and program practitioners at more than 10 major conferences.
- Launched Afterschool Ambassador project, a program that awards stipends to inspirational program directors to help them to raise their voices in support of afterschool for all.

Alliance Steering Committee Members

U.S. Department of Education—The department created the 21st Century Community Learning Center program to fund local communities to create afterschool programs. Currently, there are more than 900 21st Century Community Learning Center grantees located in all 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, and Micronesia. These grants support afterschool programs in over 3,600 schools. Roughly 650,000 children and 250,000 adults are participating in the initiative. Over a period of four years, the program has grown from \$1 million to \$40 million to \$200 million to \$453 million for 2000. The U.S. Departments of Health and Human Services, Justice, and Labor are working closely with this initiative.

C.S. Mott Foundation—The Foundation was established in 1926 with a mission to support efforts that promote a just, equitable, and sustainable society. During its 60 years of funding community education, Mott has provided more than \$200 million locally, nationally, and internationally for the development of community-school partnerships. Mott has committed \$95.2 million over seven years to afterschool and the 21st Century Community Learning Center afterschool program initiative for training, technical assistance, evaluation, and public awareness building. (Work group member.)

JCPenney Company, Inc.—JCPenney is one of America's largest department store, drugstore, catalog, and e-commerce retailers. The company operates nearly 1,150 JCPenney department stores in all 50 states, Puerto Rico, and Mexico. Eckerd Drugstores is comprised of nearly 2,900 drugstores located in the Southeast, Sunbelt, and Northeast regions of the U.S. With a 98-year history of supporting education and families, JCPenney has made a multi-year, \$30 million dollar commitment to increase the number of high quality, affordable afterschool programs in communities through the JCPenney Afterschool Program. As part of that effort, JCPenney is contributing more than \$4 million for Alliance activities, plus donating advertising and outreach efforts on afterschool. (Work group member.)

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Fax: 1-202-456-2878 **Pages:** 13 total pages

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Afterschool Programs: Vision 2000 and Beyond

Sunday-July 23, 2000

Resort and Symposium Registration throughout the day
Location: Disney Institute Welcome Center

5:00 p.m.
Opening General Session
Location: Performance Center

Moderator: Terry K. Peterson
Counselor to the U.S. Secretary of Education
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"Components of an Exemplary Afterschool Program"

- ♦ **Dr. An-Me Chung**
Program Officer
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Dinner immediately following general session.
Location: Seasons Dining Room
Assigned Seating: Please check your credential for table number.

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Monday-July 24, 2000

7:00 – 8:00 a.m.

Continental Breakfast

Location: Seasons Dining Room

8:00 – 10:00 a.m.

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Senior Vice President
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- ♦ **Summary and Conclusions**
- ♦ **Call to Action**
- ♦ **Voice of Youth**

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Disney Learning Partnership seeks to support the grassroots genius of American educators in solving some of the critical learning challenges facing the nation. With this new flagship philanthropic initiative, The Walt Disney Company hopes to ignite the spark of creativity and the joy of learning in every child.

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Disney Learning Partnership was founded as an outgrowth of Disney's American Teacher Awards, which has honored hundreds of extraordinary teachers over the past ten years. Now, significantly expanding on the company's investment in teaching and learning, Disney Learning Partnership will extend its work in three areas: providing increased support to teachers through recognition and professional development programs, fostering collaborative school-wide learning initiatives through grants and other assistance, and strengthening parent-teacher connections by improving school-family partnerships. This will enable educators, individually and collaboratively, to design and implement creative teaching strategies and learning environments that will enrich student learning and meet the learning challenges facing their schools and classrooms.

Building on a Base of Knowledge

Disney Learning Partnership's mission has its foundation in three areas:

- ◆ It reflects The Walt Disney Company's core values. The "magic" of Disney lies in its ability to engage children and families in exciting activities and fascinating stories that stimulate their sense of wonder and connect to their natural curiosity. Creative teaching strategies can similarly spark the imagination of virtually every child, and build on these magic moments to engage them deeply in learning.
- ◆ The initiative builds on the real classroom experiences of the American Teacher Award Honorees, whom Disney has honored since the program's inception in 1989. The success of these teachers provides solid evidence that creative teaching strategies can improve student performance.
- ◆ The growing base of knowledge on effective teaching and learning confirms what masterful teachers know from experience: creative approaches to teaching and learning maximize every student's intellectual potential and their enjoyment of learning. Virtually all children are far more capable of identifying and solving complex problems than previously thought and teachers, parents and others can foster children's effective engagement in learning when provided appropriate resources, materials and support.

Teacher Recognition and Professional Development

As a cornerstone program of Disney Learning Partnership, Disney's American Teacher Awards recognizes and supports outstanding creative practice across the profession. Extending beyond the awards ceremony itself, Disney's American Teacher Awards has been expanded to create a nationwide network of innovative teachers who are engaging kids in learning with creative strategies in their classrooms. This year's Honorees will participate in a unique professional development experience, a comprehensive Summer Institute where, supported by experts from Bank Street College, they will continue their own learning and improve their classroom practice by collaboratively exploring creative pedagogy. Further, drawing on the expertise of the Center for Collaborative Education, the focus of professional development will be teacher leadership. This program will enable these teachers to become teacher-leaders, and to return to their schools and districts to facilitate professional development with other teachers. Through these expanded efforts, thousands of teachers will be exposed to new professional development opportunities that will increase their capacity to engage their students deeply in learning.

Additionally extending the outreach to America's teachers, a partnership with Harvard University Project Zero will produce a series of professional development videotapes and written materials highlighting best practices in creative teaching. This resource will be made available to schools throughout the country wherein teachers actively participate in professional learning in their schools. Finally, Disney Learning Partnership's website, www.DisneyLearning.org, has been created as a comprehensive education resource designed to strengthen teachers' understanding of effective teaching and learning and help build a community of teachers to meet, share ideas, access curriculum resources and engage in professional development workshops. Its Teacher Center will be a dynamic meeting ground for teachers who share a commitment to engage their students in exploration and imagination as springboards to effective learning.

Collaborative School-Wide Learning Initiatives

Individually, well-trained teachers can make a vast difference in student learning, while in collaboration, they can make all the difference in creating a school-wide learning community. As the centerpiece of Disney Learning Partnership's school-wide initiatives, the Creative Learning Communities grant program will support teachers and administrators in designing and implementing innovative approaches to learning that improve student performance, especially in underserved communities.

In its first major round of funding, the Creative Learning Communities grant program will invest \$6 million over three years to support 32 schools across the country that have developed creative approaches to specific learning challenges faced by their student populations. In response to problems in the areas of literacy, mathematics, science and other disciplines, grant funds will support a variety of approaches including creation of project-based curricula, applied learning in real world contexts, and the use of art forms to integrate subject areas. All strive to create engaging learning environments in their schools to enable students to learn with deeper understanding. Funded projects will also provide parents with innovative opportunities to support their children's learning and engage teachers in sustained, collaborative professional development. Many have formed critical partnerships with external resources in their communities, including museums, libraries and universities. The UCLA National Center for Research on Evaluation, Standards and Student Testing will assess the projects' effectiveness in reaching their goals for improving student performance.



What is the Afterschool Alliance?

The Afterschool Alliance was launched publicly in September 1999 by Secretary Richard Riley as a coalition of public, private, and nonprofit organizations dedicated to raising awareness of the importance of afterschool programs and advocating for quality, affordable programs for all children.

The Alliance was formed on the belief that afterschool programs are critical to children and families today, and that the need for programs is not adequately addressed. As many as 15 million children have no place to go after the school bell rings. These children are at significant risk of getting poor grades, being victims of crime, or participating in anti-social behaviors that have grave consequences and costs to society. They are also missing significant opportunities to learn and grow.

Creating more afterschool programs, increasing program quality, and moving toward long-term sustainability requires building strong public will in support of afterschool. The Alliance was created to conduct this public awareness and advocacy work. Its purpose is to serve as a public resource on and voice for afterschool by:

- researching, collecting, and disseminating key data and lessons learned;
- providing public education through ongoing awareness efforts;
- engaging local practitioners and community residents in outreach and advocacy efforts; and
- promoting investment in afterschool initiatives at the national, state, and local levels.

Working under this strategy, the Alliance strives to advance an ambitious vision: to ensure that every child has access to quality, affordable afterschool programs by the year 2010.

Goals:

The Alliance was created to fulfill a need for a national voice and resource on afterschool that could:

- serve as information broker on afterschool programs, promising practices, data, and resources;
- raise awareness of the need for afterschool programs at the national, state, and local levels;
- support and strengthen the grassroots constituency for afterschool; and
- secure public and private resources to support activities and advance the afterschool movement.

Operation:

Growing out of the Mott Foundation's unprecedented, public-private partnership with the U.S. Department of Education to expand afterschool through 21st Century Community Learning Centers, (21st CCLC), the Alliance has operated as a "virtual" campaign with no formal structure. Initial participants, Mott and the Department of Education, along with JCPenney, Entertainment Industry Foundation, Creative Artists Agency Foundation, Advertising Council, and *People Magazine*, provide in-kind and cash contributions to support Alliance activities with Mott currently underwriting the majority of operating costs, including staff, and JCPenney underwriting key program activities.

The Alliance works in coordination with the 21st CCLC initiative and other networks of afterschool providers. Administered by the Department of Education, the 21st CCLC is the fastest growing provider of afterschool programs in the country, offering grants to school districts for afterschool and summer school programs in partnership with community organizations. Through the training component of this initiative conducted by the National Center for Community Education, the Alliance has provided practitioners in more than 3,600 local schools in 50 states with communications tools to promote afterschool locally and to build local capacity to engage in a national afterschool movement.

It is envisioned that Alliance efforts and resources will grow substantially as a freestanding, nonprofit initiative and that it will engage an increasingly broad spectrum of other funders, nonprofit organizations, and networks that share its interest in advancing quality, affordable afterschool programs. Under the direction of a steering committee of interested parties, the Alliance is now being incorporated with an eye toward it serving as a ten-year initiative resulting in universal afterschool. A work group of the steering committee is in the process of structuring a Board of Directors representing committed individuals from diverse sectors to govern the Alliance.

Scope of Work:

The Alliance seeks to promote afterschool nationally and support afterschool programs through:

Research

- National polls
- Target state data
- Data on afterschool programs and needs
- Afterschool case study development

Public Awareness Building-Dissemination of research, promising programs

- Issue briefings, mailings, e-communications
- National PSA campaign with local targeting
- Special events
- Media outreach
- Focus activity in target states

Encouraging a Grassroots Constituency

- Afterschool program and advocate networks
- Local voices (Afterschool Ambassadors)
- Communications training and technical assistance
- Toolkits and training materials

Expanding Resources

- Partner recruitment
- Identification and procurement of public funding

Highlights of Activity to Date

- Public launch in September 1999 at a special rally in Atlanta featuring Secretary of Education Riley, JCPenney's CEO, and kids from local afterschool programs.
- Released a national poll of parents and adults funded by JCPenney and the Mott Foundation showing that 9 out of 10 Americans want afterschool for all kids. Poll findings have been—and continue to be—featured in national and local media, White House and federal government presentations, and reports and releases generated by community, youth, and parent groups.
- An afterschool rally at a local school with Vice President Gore and the NFL. Washington Redskins played with school kids while parents, kids, and teachers talked with the Vice President and players about the difference afterschool has made in their lives.
- Met with over 100 leaders of national women's, children's, science, education, business, labor, recreation, law enforcement, and government associations on the afterschool issue. Briefings on afterschool and the Alliance attracted groups such as the Girl Scouts; U.S. Chamber of Commerce; National PTA; Association of Science-Technology Centers; Big Brothers and Big Sisters; Discovery Channel; National Governors Association; American Association of University Women; and National Science Foundation.
- Award-winning ad firm Doner agreed to develop pro bono creative for a three-year Ad Council PSA campaign. The campaign, set to launch in 2000, will be placed in all media venues. It will be comprised of two tracks, one will target adults while a second track will focus on getting youth excited about afterschool.
- Signed JCPenney to provide roughly \$4 million to the Alliance and over \$33 million to afterschool generally. JCPenney has promoted its afterschool commitment in the press, store catalogs and advertising inserts and through a successful in-store promotion that raised funds for its afterschool initiative.
- The 21st Century Community Learning Center initiative became the fastest growing afterschool provider, supporting 3,500 schools in 50 states. Congress raised funding for the program to \$453 million—up from \$40 million just two years ago.
- Created an Afterschool Action Kit to help parents, guardians, grandparents, and other concerned citizens locate or create an afterschool program. The kit is being distributed through 1-800-USA-LEARN, a hotline run by the Department of Education.
- Shared 25,000 afterschool polling reports with local programs, concerned organizations, and decisionmakers documenting support for afterschool and the benefits parents and non-parents see in afterschool.
- Talked with major print and television media about the issue, earning media coverage in national and education press.
- Presented the Alliance and new data to advocates and program practitioners at more than 10 major conferences.
- Launched Afterschool Ambassador project, a program that awards stipends to inspirational program directors to help them to raise their voices in support of afterschool for all.

Alliance Steering Committee Members

U.S. Department of Education—The department created the 21st Century Community Learning Center program to fund local communities to create afterschool programs. Currently, there are more than 900 21st Century Community Learning Center grantees located in all 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, and Micronesia. These grants support afterschool programs in over 3,600 schools. Roughly 650,000 children and 250,000 adults are participating in the initiative. Over a period of four years, the program has grown from \$1 million to \$40 million to \$200 million to \$453 million for 2000. The U.S. Departments of Health and Human Services, Justice, and Labor are working closely with this initiative.

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Building on a Base of Knowledge

Disney Learning Partnership's mission has its foundation in three areas:

- ◆ It reflects The Walt Disney Company's core values. The "magic" of Disney lies in its ability to engage children and families in exciting activities and fascinating stories that stimulate their sense of wonder and connect to their natural curiosity. Creative teaching strategies can similarly spark the imagination of virtually every child, and build on these magic moments to engage them deeply in learning.
- ◆ The initiative builds on the real classroom experiences of the American Teacher Award Honorees, whom Disney has honored since the program's inception in 1989. The success of these teachers provides solid evidence that creative teaching strategies can improve student performance.
- ◆ The growing base of knowledge on effective teaching and learning confirms what masterful teachers know from experience: creative approaches to teaching and learning maximize every student's intellectual potential and their enjoyment of learning. Virtually all children are far more capable of identifying and solving complex problems than previously thought and teachers, parents and others can foster children's effective engagement in learning when provided appropriate resources, materials and support.

Teacher Recognition and Professional Development

As a cornerstone program of Disney Learning Partnership, Disney's American Teacher Awards recognizes and supports outstanding creative practice across the profession. Extending beyond the awards ceremony itself, Disney's American Teacher Awards has been expanded to create a nationwide network of innovative teachers who are engaging kids in learning with creative strategies in their classrooms. This year's Honorees will participate in a unique professional development experience, a comprehensive Summer Institute where, supported by experts from Bank Street College, they will continue their own learning and improve their classroom practice by collaboratively exploring creative pedagogy. Further, drawing on the expertise of the Center for Collaborative Education, the focus of professional development will be teacher leadership. This program will enable these teachers to become teacher-leaders, and to return to their schools and districts to facilitate professional development with other teachers. Through these expanded efforts, thousands of teachers will be exposed to new professional development opportunities that will increase their capacity to engage their students deeply in learning.

Additionally extending the outreach to America's teachers, a partnership with Harvard University Project Zero will produce a series of professional development videotapes and written materials highlighting best practices in creative teaching. This resource will be made available to schools throughout the country wherein teachers actively participate in professional learning in their schools. Finally, Disney Learning Partnership's website, www.DisneyLearning.org, has been created as a comprehensive education resource designed to strengthen teachers' understanding of effective teaching and learning and help build a community of teachers to meet, share ideas, access curriculum resources and engage in professional development workshops. Its Teacher Center will be a dynamic meeting ground for teachers who share a commitment to engage their students in exploration and imagination as springboards to effective learning.

Collaborative School-Wide Learning Initiatives

Individually, well-trained teachers can make a vast difference in student learning, while in collaboration, they can make all the difference in creating a school-wide learning community. As the centerpiece of Disney Learning Partnership's school-wide initiatives, the Creative Learning Communities grant program will support teachers and administrators in designing and implementing innovative approaches to learning that improve student performance, especially in underserved communities.

In its first major round of funding, the Creative Learning Communities grant program will invest \$6 million over three years to support 32 schools across the country that have developed creative approaches to specific learning challenges faced by their student populations. In response to problems in the areas of literacy, mathematics, science and other disciplines, grant funds will support a variety of approaches including creation of project-based curricula, applied learning in real world contexts, and the use of art forms to integrate subject areas. All strive to create engaging learning environments in their schools to enable students to learn with deeper understanding. Funded projects will also provide parents with innovative opportunities to support their children's learning and engage teachers in sustained, collaborative professional development. Many have formed critical partnerships with external resources in their communities, including museums, libraries and universities. The UCLA National Center for Research on Evaluation, Standards and Student Testing will assess the projects' effectiveness in reaching their goals for improving student performance.

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AfterSchool Programs: Vision 2000 and Beyond

A National Symposium To Launch Afterschool Alliance State Activity

July 23-24, 2000

Overview

As families and communities have changed and evolved throughout the 20th century, so too has the field of education and its role in preparing today's youth to become successful, productive citizens of tomorrow. With technology redefining our world more rapidly than ever, parents, educators and community leaders are taking a fresh look at the needs and opportunities that contemporary life presents students at the dawn of the 21st century. The focus of the symposium is on how best to create and sustain effective afterschool programs to ensure that all children have access to quality, affordable afterschool programs by 2010. Through an exploration of the models which have been successful in gaining public commitment to afterschool programs at the state level, and an examination of successful community program models operating throughout the nation, the future vision for afterschool will be shaped and advanced at the Disney Institute. The symposium will launch the Afterschool Alliance state activity in 7 target states: California, Connecticut, Delaware, Illinois, Maryland, Mississippi and South Carolina. Education representatives from the state of Florida will also be in attendance. Ten people from each of the 7 target states will be invited to participate in state teams to develop recommendations and workable models for state level afterschool initiatives. They will work collaboratively with afterschool education resource experts from the US Department of Education, student ambassadors from AfterSchool Alliance, and a broad spectrum of teachers and principals from the Disney Learning Partnership

Program Participants:

This interactive event will include top representatives from the U.S. Department of Education, nationally respected leaders and influential experts involved in innovative learning programs, state policy makers, school officials, business and community leaders, teachers and students. Among the invited panelists and participants will be practitioners of promising practices, educational grant recipients, and distinguished educators whose work has been recognized with Disney's coveted *American Teacher Award*. A total of 150 invitees are expected to

The Disney institute. often Public/Private Partnership

Learning Vacation

Provide opportunities for people to do creative things.
Symposium is trying to elevate the issues.

Facilitators for issues:

Creative producer facilitates.

Natalia

AfterSchool Programs: Vision 2000 and Beyond

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participate.

Program Components:	This is a two-day symposium that will take place in July 23-24, 2000. The symposium will include a number of case study reviews and interactive workshops, which give participants the opportunity to engage proactively in the development of model programs and make recommendations for afterschool programs in the new century. The symposium will conclude with a provocative overview presentation and discussion in which leading educators and experts discuss and debate their recommendations for the future. Program elements include: ◆ Results of national poll on afterschool programming (DLP) ◆ Celebrity welcome and address by representatives of Entertainment Industry Foundation ◆ Case studies (California & South Carolina) ◆ Working sessions to address key afterschool issues: Funding; Staffing; Partnerships; Involvement of families; Linkages between Day school and After school; Communication Opportunities; Education enrichment opportunities. ◆ State team work sessions ◆ Student, Teacher & Principal work sessions design model program ◆ Keynote address by national leader
Program Collaborators:	Disney Institute Disney Learning Partnership, The Walt Disney Company U.S. Department of Education Charles Stewart Mott Foundation: Afterschool Alliance National Community Education Association
Program Underwriters:	Entertainment Industry Foundation Disney Institute Disney Learning Partnership
Dates:	July 23-24, 2000