

File: Philanthropy

Potential deliverables for a Presidential event:

- Youth and Philanthropy initiative -- possible \$1-2 million announcement by a combination of funders toward seeding youth giving funds around the country
- CEA report (due July 28)
- Nonprofit Task Force report on model approaches for federal agencies to work with the nonprofit sector (fall)
- First meeting of the Nonprofit Task Force
- Independent Sector study on nonitemizers
- Release of 10 minute video drawn from the White House conference and featuring the voice-over of Paul Newman

Could do an East Room event, but possible venues outside the White House:

- Independent Sector conference in Washington DC Oct. 22-24
- e-philanthropy conference (organized in direct response to the White House conference) in San Jose, September 24 & 25
- community where philanthropy has made a difference
- Minnesota Public Radio conference (also organized in direct response to the White House conference) in St. Paul September 7 and 8

Other dates to tie to:

- AmeriCorps swearing in, usually the third week of October
- Make a Difference Day (done same weekend as AmeriCorps swearing in)
- Thanksgiving (don't want to wait this long, but it is considered a day of giving)

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THE WHITE HOUSE

January 18, 2000

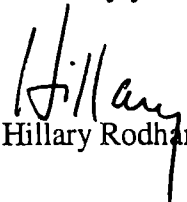
Mr. Daniel Yankelovich
1855 Spindrift Drive
La Jolla, California 92037

Dear Dan:

I am sorry it has taken me so long to thank you for the memo you sent to me after the philanthropy conference. I appreciate your ideas about improving community colleges and have shared the memo with several members of our domestic policy staff. Thanks, too, for your participation last fall. I am glad you agree that the conference was so successful and it was good hearing from you again.

With warm regards and best wishes for all good things in this new year, I remain

Sincerely yours,


Hillary Rodham Clinton

cc: Shirley Sagawa
Ann O'Leary ✓

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R yet?**FAX****Date:** 10/31/99**To:** Mrs. Clinton**Fax #:** 202 456 6244**No. of Pages (including cover):** 4**From:** Daniel Yankelovich

Your philanthropy conference was a smashing success! I held back from commenting at the meeting since many people were eager to speak and time was limited. But I do want to add a few points on how to implement the President's strategic focus on those excluded from our nation's great wave of prosperity. No goal is more important politically, ethically or competitively.

The most effective strategy, I believe, is to make our community colleges a major target of philanthropy - both to enhance their reach and to upgrade their status as more than a mere stepping stone to a four year college.

The four points I sketch below need elaboration, but I hope they convey the germ of a strategy of great promise:

An indispensable institution. The nation is fortunate in its large and sprawling network of community colleges. Our surveys show that students equate the quality of education at two-year community colleges to that of four year colleges, except that four year colleges have more prestige. Many community colleges do an extraordinary job in imparting the skills people need for the new economy. At the same time, however, their overall performance is ragged and uneven. Drop-out rates vary from 25% to 80% -- a range of variability so huge as to suggest that mechanisms for spreading best practice are lacking.

There is no better way, in my view to include the excluded in the nation's economic bonanza than a large scale effort to upgrade the status,

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performance and reach of the nation's community colleges. Upgrading means:

- spreading best practice from those who have learned how to serve this target population to those who haven't,
- underwriting scholarships to reduce dropouts for economic reasons,
- organizing volunteers to offer mentoring and to impart entrepreneurial skills (e.g., running small businesses),
- finding ways to link Howard Gardner's concept of multiple intelligences to the broad range of skills community colleges impart, in the interests of showing that they fill a distinctive role, not a lesser one,
- providing the resources to extend the reach of community college to neglected rural areas,
- through "second chance" programs, providing opportunities for those who missed out when they were younger,
- making an all-out effort to impart greater status and respect to these institutions, equivalent to that enjoyed by average four year colleges.

A new reality. Up to the past decade or so, it was possible for average Americans to make a good living without having special skills and/or educational credentials. Increasingly, this is no longer so. Today, the prospect for young Americans without skills is as grim as the prospects for those with the right skills is glowing. People are just beginning to absorb this new reality, and it is making them anxious, even desperate, about the educational opportunities for their children. Our institutions and our political thinking lag behind this stunning new reality.

Respect as well as skills. With only one out of four Americans age 25 and older who are graduates of four year colleges, the great majority of Americans are up against an invidious class distinction as rigid as that of old

1855 Spindrift Drive La Jolla, CA 92037 ~ Phone: 619-456-6337 ~ Fax: 619-456-7047

424 WEA, 7F New York, NY 10024 ~ Phone: 212-595-7803 ~ Fax: 212-875-0144

dyankelov@aol.com

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Europe. Indeed, it may be more rigid. It has crept up on us, and we are largely unaware of its pervasiveness, unfairness and lack of justification.

The skill training devoted to the non-college majority carries labels such as "vocational" that automatically assigns second-class status. In recent years, our respect for quality of workmanship and technical competence has eroded in favor of a status system based on how much money you make and what your educational credentials are. These tendencies contradict America's core values.

Winning public support. To win enduring public support, any strategy must be consonant with core American values. Our studies show that the public has a fierce sense of fairness built around the traditional American values of equality of opportunity and education as the means to achieve it. Americans admire those who make the effort and do the hard work needed to take advantage of the opportunities presented to them.

Even in the face of a growing income gap between those on the top and everyone else, Americans are not envious of the winners or pressing for redistribution of income. But they want a fair chance for themselves and their children to succeed in the new economy. The strategy sketched above will provide that chance and in so doing, reinforce the best traditions of our American heritage.

Once again, congratulations on a wonderful new initiative.



Daniel Yankelovich