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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Michael Schmidt
OA/Box Number: 7341

FOLDER TITLE:

School to Work Event [2]

2013-0968-S

sb38

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]

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- 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]

THE WHITE HOUSE
WASHINGTON

MEMORANDUM TO BILLY WEBSTER

From: Jeremy Ben-Ami *JA*
Subject: May 16 School to Work Event
Date: April 25, 1995

Cabinet Affairs, the National Economic Council and the Domestic Policy Council have been working together with a staff group from Education and Labor to develop an event to mark the anniversary of the School-to-Work program per Leon Panetta's instructions at a recent short term scheduling meeting.

Attached is a proposal with two options. We would be happy to discuss these options in more detail at the Wednesday short term meeting so that we can reach resolution quickly and start the planning process.

cc: Carol Rasco
Bill Galston
Gaynor McCown
Kitty Higgins
Steve Silverman
Gene Sperling
Paul Dimond
Rahm Emanuel

TO:

William Webster
Deputy Assistant to the President and Director of
Scheduling and Advance

FROM:

Rahm Emanuel
Kitty Higgins
Carol Rasco
Bill Galston
Steve Silverman
Paul Dimond

REQUEST:

For the President to participate in an event marking the anniversary of the School to Work Opportunities Act bill signing. This event would provide an opportunity to remind the public of an important accomplishment of the President's which helps kids from middle class families achieve the American dream. The accomplishments message can be coupled with the Middle Class Bill of Rights' themes of restoring opportunity for the middle class. The President's participation on May 16th would be part of a day-long symposium with STW partners focused on sharing information and furthering the development of STW.

BACKGROUND:

The School to Work Opportunities Act was signed on May 4, 1994. The legislation has fueled a grassroots movement in every state and in many communities to change the fundamental approach to education and worker preparation. Federal venture capital is leveraging millions of state and local dollars devoted to linking secondary schools, post-secondary education, and the private sector in a new partnership which prepares students for good jobs in the new economy.

Eight states and 36 local communities have received implementation grants in 1994. To further roll-out the initiative, approximately 20 additional states and 61 communities will receive grants over the summer and fall of 1995. The goal is for all states to have implementation grants by 1997.

PREVIOUS PARTICIPATION:

The President signed the STW legislation at the White House on May 4, 1994. He was joined by Mrs. Clinton, Secretaries Reich and Riley, STW

students from around the country, and members of Congress who sponsored the bill.

In December 1994, the President hosted the first meeting of the National Employer Leadership Council, chaired by Alex Trotman, CEO of Ford Motor Company.

DATE AND TIME:

May 16, 1995.

DURATION:

One to two hours.

LOCATION:

Option 1: Montgomery College Tech Prep --
Gaithersburg

This tech prep program offers approximately 2,500 high school students college level credit and work-based learning in several career areas -- biotechnology, automotive technology, graphics and printing and health services. We propose focusing on the biotechnology program: in their senior year, over 200 students in this program experience work-based learning at biotech firms such as Life Technologies, GEOM and NIS.

We recommend visiting the Life Technologies site in Gaithersburg, MD with four students currently working there because it presents the most interesting visual backdrop (high tech testing equipment, lab coats, test tubes). Life Technologies occupies two large buildings in an industrial park and therefore a large scale event would not present a problem.

Site 2: Western School of Technology and
Environmental Science

Western is the Baltimore County "magnet" school and specializes in environmental sciences and 15 other tech prep programs in science and technology for the several hundred students enrolled in the school. Several businesses offer work-based learning opportunities to the high school students in this program.

We recommend visiting one of the environmental

science businesses because of the high tech backdrop -- chemical analysis equipment, lab coats, computerized, etc. Other possible sites include Western's 42 acre on-campus "research" site and Catonsville Community College. Additionally, Maryland has identified environmental science as one of its high growth career areas for the next decade.

PARTICIPANTS:

The President; Secretaries Reich and Riley; labor union representatives, university presidents; students from the hosting school; school officials; parents; some students who attended the bill signing; and CEOs from the National Employer Leadership Council.

OUTLINE OF EVENT:

Part A. Very Brief Site Tour

Visiting a high-tech worksite where STW students are working is an important aspect of the event because it appeals visually to the media. The President would be accompanied students, possibly a university president, a business leader, community college president from the selected program and a high school educator.

Part B. Brief Roundtable Discussion

In the same setting, have the President, the Secretaries, and some combination of a college president, a labor union representative, a community college president, an employer, a teacher and a parent sit down with several STW students. The students provide the progress report for STW by telling the President what they are doing in STW and what it means to their futures.

Part C. Ceremony

After the tour and the roundtable, the President would move outdoors or into an auditorium for a ceremony to celebrate the one-year anniversary of STW and the achievements of students from programs throughout the nation. The audience would include STW students and graduates, parents, college presidents, teachers, employers, and labor

representatives. The President would make a speech about the importance of STW, its progress and the achievements of its students. In addition, the President would receive an award from the organization Jobs for America's Graduates.

REMARKS REQUIRED:

Yes.

MEDIA COVERAGE:

Yes. For example, regional press events would be organized in cities where STW has funded local programs. Also, we would arrange regional press for the students coming from nearby states for the ceremony.

VP ATTENDANCE:

Not required.

CONTACT:

Leslie Loble, Dept. of Labor 202/219-8271
Trish McNeill, Dept. of Education 202/205-5451
J.D. Hoyer, School to Work 202/401-3959

ATTACHMENT:

New York Times Op-Ed, April 20, 1995

DOE/DOL Proposal

Possible Set-Up for STW Anniversary Event

Announce the second phase of an employer survey conducted by the Wharton School's Center for the Educational Quality of the Workforce and the U.S. Census Bureau. The survey of more than 3,000 employers is the largest ever conducted that reinforces the value of School-to-Work partnerships.

Preliminary results indicate that employers investing in STW partnerships have employers with higher education levels and higher productivity -- for both the workers and the firms. These firms also spend less time and money on screening and hiring employees.

** The researchers have conducted a preliminary briefing with Secretary Riley as part of normal procedure on studies funded by the Department. However, data from the study will not be available until May 11, when the Census Bureau conducts a final review of the results and issues a final report. We recommend making a decision regarding the study at that point.

We propose to use the study to generate interest in the STW Anniversary Event through the following steps:

1. Provide exclusive stories to the New York Times and ABC News one or two days before the event. (The Times broke the story on Phase I and wants to continue the relationship; ABC also has expressed interest.)
2. Have the Secretaries conduct a press avail to discuss the event and the survey following the POTUS remarks.

Attachments: Clips from Phase 1 of the EQW study.

EMPLOYERS WARY OF SCHOOL SYSTEM

Survey Finds Broad Distrust of Younger Job Aspirants

By PETER APPLEBOME

Employers say one-fifth of American workers are not fully proficient in their jobs, and they express a lack of confidence in the ability of schools and colleges to prepare young people for the workplace, according to the first national survey ever done by the Census Bureau of hiring, training and management practices in American business.

Researchers say the study, which was produced for the Federal Department of Education, illustrates an alarming divide between the schools and the workplace even as national education and labor policy calls for closer cooperation, both to improve the skills of the nation's work force and to smooth the transition from school to work.

The study found that in selecting workers, employers tended to disregard grades and school evaluations and rely more on the job applicant's attitude, behavior and job experience. Many employers reported that they no longer hired students straight out of school and put them into career-track jobs. And they said that in training their own employees, they were far more likely to seek out equipment suppliers or private consultants than educational institutions.

On a broader level, the survey found businesses less likely than experts had expected to use innovative management practices like job rotation, self-managed teams and consistent monitoring of potential problems in the workplace, known as Total Quality Management.

Joan Willis, who specializes in work force issues at the Institute for Educational Leadership, a private, nonprofit research organization, said, "If indeed it is true, as many argue, that the organization of the workplace and the quality of the work force is going to be the central factor in keeping us competitive, there's not much evidence here that we're utilizing the best practices."

Schools, of course, serve a broader educational purpose than just train-

ing from the schools, are troubling and in stark contrast to nations like Japan, where employers and schools have common goals and strategies.

What's really scary is that you have the education folks and the employment folks, the supply side and the demand side, and they don't understand each other's language," said Nevzer Stacey, who studies education in the work force for the Education Department's Office of Educational Research and Improvement. "Employers have given up on the schools, and by giving up, they've lost their ability to influence them."

The survey, developed by the National Center on the Educational Quality of the Work Force at the University of Pennsylvania, was conducted in August and September and is scheduled to be released today. It was based on the responses of plant managers or site managers at 3,000 locations nationwide with more than 20 workers, including offices, factories and construction sites. Researchers said the survey would provide a "reality check" on practices in the workplace. "It establishes a baseline for understanding when, how and why employers invest in the skills of their workers," the survey said.

Most alarming to researchers was the skepticism that employers expressed about young, new workers.

"We were surprised at just how much animosity there is toward young people in the employer community," said Robert Zemsky, director of the Institute for Research on Higher Education at the University of Pennsylvania and co-director of the group that developed the survey and drew employers together to talk about the issues it raised.

"In the focus groups the response was almost scatological," Dr. Zemsky said. "It's not clear how much this really had to do with young people and how much it's just something in the culture now that young people get dumped upon. The trouble is if you dump on young people long enough, it becomes a self-fulfilling prophecy."

There is positive as well as troubling news in the study.

Rather than reflecting a trend some experts have predicted toward low-skill, dronelike jobs, the survey found an increasing level of skills being demanded in the workplace. Fifty-seven percent of the employers said the skill requirements of their workplaces had increased in the last three years. Only 5 percent said the requirements had decreased. The rest said they had stayed the same.

Employers said about 1 of 5 production and non-supervisory employees used computers in their jobs and 91 percent reported paying for or providing some form of formal training to workers.

Similarly, the responses reflected a healthy rate of investment in equipment, an indication that employers were investing aggressively to remain competitive. Asked about the age of their machinery or equipment, almost half said it was less than four years old.

Over all, employers said 20 percent of their workers were not fully proficient in their jobs. A third of the businesses said a quarter or more of their employees were not fully proficient in their jobs. Only 1 in 5 employers said that more than 95 percent of their employees were fully proficient.

Some analysts said the figures should be viewed in the context of a changing workplace under pressure to improve skills and standards. But more common was a sense that the proficiency level almost certainly was unacceptable for most employers.

"If you see that 20 to 25 percent of your workers are not fully proficient, that has to drive you crazy," said Lisa M. Lynch, a professor at the Fletcher School of Law and Diplomacy at Tufts University, who designed the survey. Especially for a small establishment working in a highly competitive service sector, it could mean the difference between being in business next year or not.

But despite the widely voiced view that business has to provide remedial skills in literacy and arithmetic to employees, the survey responses indicate that almost none of the employers actually do.

"There has been a fair amount of noise in the business community about establishments having to provide remedial training," said Peter Cappelli, a management professor at the Wharton School of the University of Pennsylvania and co-director with Dr. Zemsky of the group that produced the survey. But it does not appear that they're doing it. It appears to be just noise.

Also worrisome to those who have reviewed the results is the degree to which schools and employers seem to be operating on totally different tracks. Increasingly, employers use temporary employment agencies as screening tools, and many employers no longer consider young people who do not have years of experience in the work force, focus group interviews showed.

Survey (Cont'd)

6.

"A lot of employers say they have absolutely no contact with the schools," said Professor Cappelli.

"They don't hire anyone out of school. Instead, they wait until they're 26 years old, and then they'll look at them."

Specifically, when asked to rank on a scale of 1 to 5 the factors they use in making hiring decisions, employers ranked at the top applicants' attitudes, communication skills and work experience. They rank at the bottom applicants' academic performance and the reputation of schools attended, and, at the very bottom, recommendations from teachers.

Experts say those findings contrast markedly with nations like Japan, where school performance and teachers' recommendations are often critical to hiring decisions. And the lack of esteem for schools and teachers troubles researchers.

"What kind of message are we sending out to kids when we say their grades or the quality of their school or their teachers' recommendations are not important?" said Professor Lynch of Tufts. "It's a very troubling one. When you say to kids they should do well in school, and they say, well, no one cares how they do, in a sense, they're right."

As for personal skills and attitudes needed to succeed in work, Dr. Zemsky said that who should be teaching those skills and how are critical questions for those interested in the school-to-work transition.

In another measure of the way schools are viewed, employers were asked which sources outside their companies they used for training workers. Ranked first were equipment suppliers or buyers, cited by half of the employers. Next highest were private consultants, cited by 36 percent of employers, followed by private industry councils or other industry associations, at 34 percent. Only a third cited technical or vocational institutions.

Employers Give Schools Low Grade On Job Preparation

By JOHN J. FIALKA

Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON—Employers have a dismal view of the ways schools and universities prepare people for the workplace, a new government study indicates.

The survey of 3,347 companies, made by the Census Bureau for the Education Department, shows managers estimate that one out of every five U.S. employees isn't proficient in the job. Meanwhile, jobs require higher levels of skills as U.S. companies increasingly find themselves battling for market share with overseas competitors.

According to the survey, designed by the National Center on the Educational Quality of the Workforce at the University of Pennsylvania's Wharton School, teacher recommendations rank at the bottom of 11 criteria used for hiring, and students' grades ranked ninth.

"There is a disconnection" between the U.S. school system and employers, explained Peter Cappelli, a professor of management at Wharton and co-director of the center. The survey and focus groups assembled in connection with it, he said, show that "employers don't work with schools and have a prejudice against them."

The survey, the first of its kind, shows the U.S. bias against educators stands in stark contrast to Japanese managers, who work closely with schools and place great emphasis on academic rank and recommendations by teachers, he added.

Despite the vogue in business literature toward involving workers in management decisions and self-starting teams, the study shows only 13% of companies have experimented with self-management teams and 37% were involved with so-called total-quality management programs, which seek worker input for production methods and quality goals.

Meanwhile, employers in 57% of the businesses sampled said that the jobs they are offering required increased skills, and 42% reported that non-supervisory workers were using computers.

The three top criteria for hiring, according to the survey, were an applicant's attitude, his or her communication skills, and previous work experience. Mr. Cappelli said he believed the results were somewhat skewed by the current labor market, which has a large surplus of young people looking for jobs. "They are saying, why bother hiring an 18-year-old, when they can hire a 26-year-old with work experience for the same amount of money."

Student grades count for little with employers

By Tamara Henry
USA TODAY

Employers say schools and colleges are not preparing students for the workplace, and grades are seldom considered in hiring, says a Census Bureau study out today.

"Not surprising," responds Marc Tucker of the National Center on Education and the Economy. Tucker and H. Keith Poston of the National Alliance of Business point to the lack of academic standards in schools.

"The grades that kids have, their scores on tests, don't seem to mean anything," Tucker says. Employers think that most high school grads who aren't college bound "are likely to have a seventh-grade level education or less."

The study, sponsored by the Education Department, says that when employers are making hiring decisions they list

dead last such things as years in school, test scores, grades, a school's reputation and teacher recommendation.

Managers at 3,000 locations nationwide say what's important to them on a five-point scale are an applicant's:

- ▶ Attitude, 4.6.
- ▶ Communication skills, 4.2.
- ▶ Work experience, 4.0.
- ▶ Recommendations from previous employers, 3.4.

F. Lynn Reid of Exxon Corp. says the study results are "closer to being right on the lower level entry skills job."

Reid says job applicants at Exxon refineries or chemical plants must pass a battery of tests. Grades are not considered. Attitudes and behaviors are determined in interviews.

Tucker says one solution would be a "certificate of initial mastery" issued to 16-year-old students who have met national high standards.

① Picture - McKernan
on VHS w/ McKernan & ~~Student~~ staff after event potus will go
picture only 10

② Location -- where to go? what time? directions - holding area

③ Tow - no - no - on bus potus & students -- not even secs

④ Remarks -- who should work w/ you?

McKernan

+ names of
students
to ~~do~~
directions

McKernan
on
VHS

Ford's name 6-7

219
6004

Intro

- 100-UP
- 75-UP

10-15

12:30

272

385

(Sally Fox)
304

1971-72

VIP

Nancy Ann Kerstig

Superior, Wis. 54980

August 1971

Dear Mr. Kerstig

Thank you for your letter of August 1, 1971, regarding the matter of the Superior, Wis. 54980.

May-02-95 05:07A

P.02

POTUS SCHOOL-TO-WORK ANNIVERSARY EVENT**DATE AND TIME:** May 16th or 17th, 1995**DURATION:** One to two hours.**LOCATION:** Option 1:

Allied Signal Aerospace
9140 Old Annapolis Road
Columbia, Maryland

Company

Allied Signal Aerospace has 12 plants across the country manufacturing engines, controls for telemetry and communications systems for space shuttles and satellites, and control panels for airplanes. Corporate headquarters is located in New Jersey. CEO Larry Bassady is supporter of President Clinton.

Site

Maryland site manufactures micro electronic chips from silicon wafers. These become part of integrated circuits and semiconductors for aerospace equipment. This is a classified site, however, we can use the site for our purposes without needing to intrude on the classified areas. Access to the building for School-to-Work participants would be limited.

Program

The Allied School-to-Work program is a partnership with Baltimore County Public School System, specifically the Western School of Technology and Environmental Science (located about 10 minutes away from Allied). They currently have one student, Adam Fistler, a junior at Western, working in their Continuous Process Improvement program. Adam is writing computer programming for Allied. This is paid work experience. Adam works at Allied, 4 hours per day, 5 days per week. He has been assigned an Allied engineer as a mentor who will work with Adam all the way through college. The plan is to expand the Allied STW program by adding one additional student each year (next year there will be two students in the program).

Logistics

Allied is located in a suburban location in a very nice park setting. There is lots of green space. The building is a low one story building with partial basement. Brick construction with a center atrium and large fountain. Presents a nice, clean, modern image. Parking space may be a problem depending on number of participants. Driving time from

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White House estimated to be 40 minutes.

Plan

Proposed plan would be for POTUS to enter building through front entrance and proceed a few steps to enter the library. Allied has agreed to moving furniture and equipment to open up space to accommodate press corps. Room will easily accommodate 50 people. Allied has agreed to move or stage some high-tech equipment in the library if needed for visuals. POTUS would sit at table with six kids and have roundtable discussion about STW experiences (20 minutes). POTUS would move to room directly across hall from library for high-tech photo op. Adam would be seated at console, surrounded by high-tech equipment, and would demonstrate to POTUS some of the things he has been working on. Allied also has some sophisticated CAD programs with 3-D images of silicon wafers which Adam can also demonstrate. (10 minutes)

POTUS proceeds down short hallway and out back door to "South Lawn" behind the facility. This is a broad expanse of flat, well manicured lawn, ideal for tenting. This is well secured from the highway and surrounding buildings with woods on the backside. Parking lot runs along one side for easy exit by POTUS. POTUS enters tent and addresses invited School-to-Work audience. (30 minutes) POTUS time at Allied—one hour. Total time including travel - two hours, twenty minutes.

NOTE:

Allied Signal has indicated that they can host the event anytime on May 16th or 18th or the afternoon of the 17th. They have a top management meeting scheduled for the morning of May 17th which has been planned for two months. They would be reluctant to cancel and move this meeting because of the difficulty of getting their management people together.

Option 2:

EA Engineering, Science and Technology, Inc.
19 Loveton Circle
Sparks, Maryland

Company

EA Engineering does a variety of environmental science services for customers across the country. They are licensed to do hazardous waste analysis in 46 out of the 50 States.

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About 60% of their business is in the form of government contracts, most of which is with the Department of Defense related to base closings.

Site

The Maryland site is EA Laboratories, a 17,000 square ft. analytical chemistry laboratory that specializes in highly structured and rigorous testing of environmental samples. EA Laboratories provides customized analyses for sites with environmental problems or permitting requirements. There is a lot of very expensive high-tech equipment at the site which is used in various techniques to identify the chemical compounds. Presents several very good, easy visuals. Estimated driving time from White House to site is 60 minutes.

Corporate headquarters for EA Engineering is located about three miles away from EA Laboratories. It has a conference room with a capacity of about 200 people.

Program

The EA School-to-Work program is also a partnership with Baltimore County Public School System, specifically the Western School of Technology and Environmental Science (located about 20 miles away from EA Labs). This is an unpaid work experience for one semester for several students (4 or 5). With direction by the mentor/supervisor, the student interns observe, explore, and discuss solutions to authentic problems, as well as perform routine tasks and make necessary log entries. The students also have the opportunity to use all the expensive, industry-standard equipment. Basically, the students do the same general chemistry work as the other technicians in the lab.

Logistics

EA Labs is set in a suburban (semi-rural) industrial park with rolling green hills. There is lots of open space. The setting is very clean, modern. Parking may be a problem. EA Labs is a one-story building with a small conference room near the front entrance (this would be tight space for the roundtable with the kids). There are several labs in the building, all of which are accessible. The general chemistry lab is the biggest and could accommodate about 30 people.

Plan

Plan would be essentially the same as above, with POTUS proceeding to the general chemistry lab for roundtable with kids (20 minutes), then proceeding to an analytical lab for high-tech photo op (STW student demonstrating Gas Chromatograph/Mass Spectroscopy analysis) (10 minutes).

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POTUS then proceeds outside to tent for address to invited audience (30 minutes). Total time, including driving time--3 hours.

MEMORANDUM TO STEVE SILVERMAN AND LORRIE MCHUGH

FROM: Dept. of Education Office of Public Affairs
Dept. of Labor Office of Public Affairs and
School to Work office

RE: School to Work Event National and Regional Amplification Strategy

DATE: May 5, 1995

We are proposing a national press strategy built around the POTUS event on May 17 that will include a major media set-up piece to run before the event, a network morning show segment on the day of the event and a major media op-ed to run the week of the event in addition to the coverage the event itself generates.

The regional strategy will be anchored by the American Association of Community Colleges, which has agreed to sponsor regional STW Anniversary events at community colleges in cities throughout the nation. Cities with STW grants, NELC members, regional DOL or DOEd offices, or large media markets will be targeted.

The regional events will feature the POTUS speech live by satellite and a related local program, which may include additional speeches and/or a roundtable discussion, seminar or STW demonstration (to be determined by local hosts). The Administration will provide message and materials. See attached list of target cities.

Highlighted events (to be selected in conjunction with the White House staff) will involve Administration officials, local STW students and grantees, members of the NELC, the proposed advisory council, college presidents and other supporters. (Invitee lists will be presented separately).

Below is a calendar outlining the proposed strategy.

May 5-16

Radio. We will book several hours of radio time (news and talk shows) to promote the event in event locations. These will include Secretaries Riley and Reich, STW Director J.D. Hoyer, Assistant Secretaries Augusta Kappner and Doug Ross, and other selected officials, STW participants and college presidents.

These administration officials also will promote the event during trips and interviews prior to May 17. (Example: Education Deputy Secretary Madeleine Kunin will announce the event during a state school boards association speech and a business/education roundtable at a community college in New Hampshire on May 5.)

May 8-17

Regional op-eds. Business leaders in each community (particularly grantee and NELC communities) place an op-ed highlighting the progress of STW during its first year, the benefits of STW as a better pathway for America's young people to achieve the American Dream, and reasons STW is good for businesses, schools and communities.

Feature stories. We will pitch feature stories on STW students and program participants to regional TV stations and newspapers to highlight the one-year anniversary of STW.

May 10, 15, 16

Media Advisories: We will send three media advisories announcing the POTUS event using the agency fax networks, the Dept. of Education's Internet link with every U.S. college, and the White House Media Affairs Office's list of 1,600 colleges.

May 14 and 15 or 15 and 16

Set up piece on the EQW study: A copy of a Dept. of Education funded study by the Center for the Educational Quality of the Workplace at the University of Pennsylvania and the U.S. Census Bureau may be offered as an exclusive to the New York Times and discussed further during a media policy briefing the following day. The study -- a survey of more than 3,000 employers -- verifies that education pays off for firms through higher productivity, as well as for workers through higher wages. (A decision on Secretarial involvement will be made May 11, when the final report is received.) The first phase of this study received front page coverage in the New York Times in January.

May 17

Morning Shows. We will try to book John F. Kennedy Jr. (if he agrees) along with other School-to-Work spokesperson (either Secretary Riley, Reich or a Hill original sponsor) on a network morning show to preview the day's event. Our first target would be the Today show, which did an extensive piece on STW at the time of the bill signing. We will offer them STW kids to speak to and also research what happened to the kids featured in last year's piece in case they want to do an update story.

Press availability. Following the President's remarks, Secretaries Riley and Reich would be available for local and national press interviews to discuss the EQW survey and answer questions about School to Work.

Network evening news. In order to get straight news coverage from the event on the evening news, we may need to contrast the Administration's position on STW with the Hill's expected floor debate on rescissions, the Budget Committees' mark-ups or other timely news hooks.

In addition, well in advance of the event we will talk to producers of Eye on America and the American Agenda segments and pitch profile stories of students, employers and teachers

involved in STW. Footage from the event could be used as an intro piece these packages.

Business media. We will pitch Secretary Reich to appear on business television programs including CNN Moneyline and Nightly Business Report. If Ford CEO Alex Trotman attends, we could pitch a joint appearance.

Regional news. We will arrange regional coverage of students, employers, college presidents and others invited to attend the POTUS and regional events in conjunction with the White House radio and regional desks.

May 18

National Op-ed. Alex Trotman has been working on a STW op-ed for several weeks. The POTUS event offers a good news hook for placement of this piece. Likely targets include the Washington Post, Wall Street Journal, and the LA Times.

Week of May 15-19.

Feature stories. We also will work with education and labor reporters from news magazines, hill publications, and television and radio networks to place STW feature stories to run anytime during the week of the POTUS event. This will help ensure that if the White House reporters from these outlets do not cover the STW event, we may be able to get in from a different angle. Specific targets include the Wall Street Journal, National Journal, Knight-Ridder, National Public Radio, MacNeil-Lehrer, Newsweek, US News and World Report, Business Week and AP.

Columnists/editorial support. We will pitch STW as an example of a program that should be lauded not lacerated by budget cuts to syndicated columnists and editorial writers including Marianne Means (Hearst), Barbara Reynolds (USA Today), Michael Kinsley (The New Republic), Carl Rowan (Washington Post), Michael Binstein, William Raspberry (Washington Post), Bob Herbert (New York Times) and E.J. Dionne and Peter Milius of the Washington Post.

School-to-Work Opportunities
Bill Signing Ceremony
May 4, 1994

Certificate of Honor

awarded to

Jody I. Franklin

***In recognition of your outstanding achievement
in an exemplary school-to-work program and
your participation in a movement
to create opportunities and lifelong learning
for America's young people.***

Bill Clinton

**Proposed Targeted Cities
for May 17 Regional STW Anniversary Events**

Atlanta
Austin, Texas
Boston
(T) Denver
Miami
Minneapolis
Omaha
Portland, Oregon
Rochester, N.Y.
San Francisco
York, Pa.

JOINT DOL/DOE PROPOSAL: Presidential School to Work Event

PURPOSE: Show and celebrate progress in national School to Work (STW) movement. Last May, President Clinton signed legislation providing federal support for STW.

SITE: High tech business in Washington metropolitan area where students are working as part of their involvement in STW.

FORMAT:

- 1) STW student worker gives POTUS demonstration of job skills learned through STW involvement (photo).
- 2) POTUS participates in brief (15 min) roundtable discussion with STW students, business and school partners. Students tell how STW has helped them; school, worker and business reps tell why STW works.
- 3) Formal speaking program that includes POTUS, student, and others (Possibly including: John F. Kennedy Jr., Gov. McKernan, Ford CEO Alex Trotman. See below.)

NEWS HOOKS:

1) Announce STW progress snapshot for eight leading edge states and 36 communities including numbers of students, employers, schools and private dollars leveraged. Announce projections for future years.

\$280 million 2nd round grants?

2) Announce second round of funding for 8 states that received initial grants. Announce that 20 more states will receive funding in the Fall.

Governor Voinovich as next head of JAG

3) Governor McKernan gives the President an award on behalf of Jobs for America's graduates.

4) Announce that John F. Kennedy Jr. will be national STW spokesperson. *possible - already on STW board*

5) Formally announce membership of National Employer Leadership Council (Ford Motor Co., etc.) and possibly members' commitment to recruit 125 additional business members. *u-penn - already going on*

6) Announce Phase 2 of DOE-funded Wharton School national employer survey showing that employers believe partnerships between schools and business (i.e. like STW) are the most important factor in higher productivity. Announcement of Phase 1 in February received front page NYT coverage. We propose releasing Phase 2 one or two days prior to a Presidential event to help "prime the pump" and generate press interest. Both the NYT and ABC News have expressed interest in the Phase 2 announcement.

JOHN R. McKERNAN, JR.
Governor of Maine
(1987-1995)

John R. McKernan, Jr. has just completed his second four-year term as Maine's 70th Governor. Before his inauguration as Governor in 1987, he represented Maine's First Congressional District for two terms in the U.S. House of Representatives in Washington, D.C.

Governor McKernan has won national recognition for leadership and innovation in education and human resources. The National Alliance of Business honored him in 1993 with the first annual School-to-Work Transition award and in 1989 by naming Maine State of the Year. The Governor was also recognized as Outstanding Governor in 1992 by the American Society for Training and Development.

In 1991-1992 he served as a member of the Secretary of Labor's National Advisory Commission on Work-Based Learning and is on the Advisory Board for Jobs for the Future's National Youth Apprenticeship Initiative. He also chairs Jobs for America's Graduates, a nationwide school-to-work transition organization, and in 1993 replaced President Clinton as the Governor's Representative to the Scholastic, Inc., Advisory Board.

In 1994, Governor McKernan completed a one year term as Chairman of the National Education Goals Panel. He has also served as Chairman of the ECS: the Coalition of Northeastern Governors, the New England Governors' Conference, and the Republican Governors' Association.

Governor McKernan was born May 20, 1948 in Bangor, Maine. He graduated from Dartmouth College in 1970, and the University of Maine School of Law in 1974. He began his legislative service in 1972 while in law school, when he won election to the Maine House of Representatives representing Bangor. In 1974, Governor McKernan was re-elected to a second term and served as Assistant Republican Floor Leader.

Governor McKernan is married to U.S. Senator Olympia J. Snowe (R-Maine) and is currently Chairman and CEO of McKernan Enterprises and Nottingham Equity, Inc., a merchant banking company. He is also Chairman of The Stonybrook Group, a public relations consulting business. He has offices in Portland, Maine and Washington, D.C.



FAX TRANSMITTAL
US DEPARTMENT OF LABOR (DOL)
OFFICE OF INFORMATION AND PUBLIC AFFAIRS (OIPA)

FAX NO. (202) 219-8699
OFFICE NO. (202) 219-7316

TO: Jeremy Ben-Ami
FROM: Jody Franklin/Bridget McMin

COMMENTS: Copy of McKernan bio
has been reviewed.
RE: STW event, May 17

PAGES TO FOLLOW: 1

7431
456-~~5584~~

AGENDA
Planning Meeting, May 8, 1995

SCHOOL TO WORK ANNIVERSARY EVENT
MAY 17, 1995

- 1) Site ✓
- 2) Amplification Plan ✓
- AACC role
- 3) Newshooks
- 4) Governors ✓
- 5) Event Program ✓
- 6) Commemorative item ✓
- White House Certificate
- 7) Invitation List Management ✓

Attachments:

- Site description
- National/Regional Amplification Plan
- Proposed Target Cities
- Newshook Descriptions
 - * STW State/Local Grantee Progress Survey
 - * State Grant Funding
 - * STW National Employer Leadership Council
 - * Jobs for America's Graduate Award to POTUS
 - * EQW National Employer Survey Announcement
 - * John Fitzgerald Kennedy, Jr. Role

Potential Site for POTUS School-to-Work Event

Automated Graphic Systems
4590 Graphics Drive
White Plains, MD 20695
(301) 843-1800, Fax (301) 843-6339
Contact: Mark Edgar

Description: AGS is an employee owned company of approximately 270 people. They have three physical plants: White Plains, MD, Solon, OH and a Kinko-type operation in downtown Washington, D.C. The AGS White Plains operation is a high-tech, soup-to-nuts printing and graphics company. They do everything from printing and binding, to desk top publishing and CD-Rom production.

Substance: AGS is an active participant in the southern Maryland school-to-work program. They have approximately 4 - 6 current students in the workplace and several graduates who are now employed with the company. The students are trained in a variety of areas, but most work in the higher tech parts of the operation.

AGS, through the Southern Maryland Career Connections Partnership, works with St. Mary's and Calvert County public schools and Charles County Community College in providing work-based learning and placement for students and graduates. Before partnering with the schools, AGS had a hard time filling positions because applicants lacked the skills to work in the high-tech graphics/printing industry. AGS believes that training is critical to the success of this employee-owned business. They actively promote life-long learning for all their employees and provide at least partial tuition reimbursement. They are active partners with the school system in developing curriculum and assuring that school-based and work-based learning are integrated.

Visual: The physical plant in White Plains is 70,000 square feet. There is plenty to see at AGS in terms of visuals. We could easily set up a couple of shots in one of the "high-tech" production areas where one could see STV students/graduates working in CD-Rom production and desk top publishing or doing high-speed, electronic processing. Once out of the high-tech area, we could do a very brief walk-thru of the production floor area where one would see large printing and binding machines.

Physical Space: As previously stated, there is 70,000 square feet of space at this place. However, they would have to move materials in order to create an area large enough to accommodate a speech for 200 people. The backdrop for the speech would be large printing machines.

Vetting: We have thoroughly vetted AGS and have found no problems. We spoke to the Graphic Communications International Union who say they will not oppose our visit to AGS.

MEMORANDUM TO STEVE SILVERMAN AND LORRIE MCHUGH

FROM: Dept. of Education Office of Public Affairs
Dept. of Labor Office of Public Affairs and
School to Work office

RE: School to Work Event National and Regional Amplification Strategy

DATE: May 5, 1995

We are proposing a national press strategy built around the POTUS event on May 17 that will include a major media set-up piece to run before the event, a network morning show segment on the day of the event and a major media op-ed to run the week of the event in addition to the coverage the event itself generates.

The regional strategy will be anchored by the American Association of Community Colleges, which has agreed to sponsor regional STW Anniversary events at community colleges in cities throughout the nation. Cities with STW grants, NELC members, regional DOL or DOEd offices, or large media markets will be targeted.

The regional events will feature the POTUS speech live by satellite and a related local program, which may include additional speeches and/or a roundtable discussion, seminar or STW demonstration (to be determined by local hosts). The Administration will provide message and materials. See attached list of target cities.

Highlighted events (to be selected in conjunction with the White House staff) will involve Administration officials, local STW students and grantees, members of the NELC, the proposed advisory council, college presidents and other supporters. (Invitee lists will be presented separately).

Below is a calendar outlining the proposed strategy.

May 5-16

Radio. We will book several hours of radio time (news and talk shows) to promote the event in event locations. These will include Secretaries Riley and Reich, STW Director J.D. Hoyer, Assistant Secretaries Augusta Kappner and Doug Ross, and other selected officials, STW participants and college presidents.

These administration officials also will promote the event during trips and interviews prior to May 17. (Example: Education Deputy Secretary Madeleine Kunin will announce the event during a state school boards association speech and a business/education roundtable at a community college in New Hampshire on May 5.)

May 8-17

Regional op-eds. Business leaders in each community (particularly grantee and NELC communities) place an op-ed highlighting the progress of STW during its first year, the benefits of STW as a better pathway for America's young people to achieve the American Dream, and reasons STW is good for businesses, schools and communities.

Feature stories. We will pitch feature stories on STW students and program participants to regional TV stations and newspapers to highlight the one-year anniversary of STW.

May 10, 15, 16

Media Advisories: We will send three media advisories announcing the POTUS event using the agency fax networks, the Dept. of Education's Internet link with every U.S. college, and the White House Media Affairs Office's list of 1,600 colleges.

May 14 and 15 or 15 and 16

Set up piece on the EQW study: A copy of a Dept. of Education funded study by the Center for the Educational Quality of the Workplace at the University of Pennsylvania and the U.S. Census Bureau may be offered as an exclusive to the New York Times and discussed further during a media policy briefing the following day. The study -- a survey of more than 3,000 employers -- verifies that education pays off for firms through higher productivity, as well as for workers through higher wages. (A decision on Secretarial involvement will be made May 11, when the final report is received.) The first phase of this study received front page coverage in the New York Times in January.

May 17

Morning Shows. We will try to book John F. Kennedy Jr. (if he agrees) along with other School-to-Work spokesperson (either Secretary Riley, Reich or a Hill original sponsor) on a network morning show to preview the day's event. Our first target would be the Today show, which did an extensive piece on STW at the time of the bill signing. We will offer them STW kids to speak to and also research what happened to the kids featured in last year's piece in case they want to do an update story.

Press availability. Following the President's remarks, Secretaries Riley and Reich would be available for local and national press interviews to discuss the EQW survey and answer questions about School to Work.

Network evening news. In order to get straight news coverage from the event on the evening news, we may need to contrast the Administration's position on STW with the Hill's expected floor debate on rescissions, the Budget Committees' mark-ups or other timely news hooks.

In addition, well in advance of the event we will talk to producers of Eye on America and the American Agenda segments and pitch profile stories of students, employers and teachers

involved in STW. Footage from the event could be used as an intro piece these packages.

Business media. We will pitch Secretary Reich to appear on business television programs including CNN Moneyline and Nightly Business Report. If Ford CEO Alex Trotman attends, we could pitch a joint appearance.

Regional news. We will arrange regional coverage of students, employers, college presidents and others invited to attend the POTUS and regional events in conjunction with the White House radio and regional desks.

May 18

National Op-ed. Alex Trotman has been working on a STW op-ed for several weeks. The POTUS event offers a good news hook for placement of this piece. Likely targets include the Washington Post, Wall Street Journal, and the LA Times.

Week of May 15-19.

Feature stories. We also will work with education and labor reporters from news magazines, hill publications, and television and radio networks to place STW feature stories to run anytime during the week of the POTUS event. This will help ensure that if the White House reporters from these outlets do not cover the STW event, we may be able to get in from a different angle. Specific targets include the Wall Street Journal, National Journal, Knight-Ridder, National Public Radio, MacNeil-Lehrer, Newsweek, US News and World Report, Business Week and AP.

Columnists/editorial support . We will pitch STW as an example of a program that should be lauded not lacerated by budget cuts to syndicated columnists and editorial writers including Marianne Means (Hearst), Barbara Reynolds (USA Today), Michael Kinsley (The New Republic), Carl Rowan (Washington Post), Michael Binstein, William Raspberry (Washington Post), Bob Herbert (New York Times) and E.J. Dionne and Peter Milius of the Washington Post.

**Proposed Targeted Cities
for May 17 Regional STW Anniversary Events**

Atlanta
Austin, Texas
Boston
(T) Denver
Miami
Minneapolis
~~Omaha~~
Portland, Oregon
Rochester, N.Y.
San Francisco
York, Pa.

Portland ME
San Diego
Milwaukee
Valdosta GA
Detroit
Conisville

(4) Pass back

Brief Description
STW State/Local Grantee Progress Survey

o The School-to-Work Opportunities Act provides multiple methods by which States and local partnerships can build school-to-work systems. These include grants and waivers to provisions in existing job training and education programs.

o Grants under the legislation are considered to be venture capital for States and local communities to design and implement a school-to-work system that builds upon proven features of apprenticeship, cooperative education, career academies, and tech prep.

o Awards comes in competitive annual "waves" starting with States and localities that are already undertaking education reform action and ending with those that are now just starting the process. Limited federal funds go first to States where they can have the most significant impact, building the STW "movement" nationally and creating laboratories to generate and test new ideas from which others can learn. State implementation grants last five years. By 1997, all States will have received an implementation grant.

o The intent is to capitalize on leading edge pioneer innovation, not to create a permanent federal program. STW grant funds system must leverage other federal State local and private resources in order to fully implement and sustain a system.

o In 1994 the first round of competitive venture capital grants were awarded to 8 States. By the end of next month (June 30, 1995) these 8 pioneer States project the following:

95,436	Students
38,282	Employers
2,464	Schools involved
3:1	Leveraged dollars (non-grant to grant)

o Also in 1994 the first round of competitive venture capital grants to 36 local partnerships (21 of which went to urban/rural areas of high poverty) was awarded. By the end of next month (June 30, 1995) the 64% of those local grantees reporting project the following:

20,915	Students
3,490	Employers
266	Schools involved
3:1	Leveraged dollars (non-grant to grant)

2
Press Pack

**Brief Description
State Grant Funding Newshook**

o The School-to-Work legislation did not create a program but rather, provides venture capital for States and local communities to build a school-to-work system. Funds for school-to-work system building must leverage other resources from other federal, State, local and private sources in order to fully implement and sustain a system.

o Implementation of school-to-work systems throughout American comes in competitive "waves" starting with the States that are already undertaking education reform action and ending with those that are just now starting the process. In this way, limited federal funds go first to States where they can have the most significant impact. By 1997 all States will have received a School-to-Work Implementation Grant.

o In July of 1994 The Secretaries of Labor and Education announced the first round of competitive State Grants. \$43 Million was awarded to the following eight States:

KENTUCKY	\$ 4.0M
MAINE	\$ 2.0M
MASSACHUSETTS	\$ 5.5M
MICHIGAN	\$ 8.0M
NEW JERSEY	\$ 6.0M
NEW YORK	\$10.0M
OREGON	\$ 3.0M
WISCONSIN	\$ 4.5M

o The President can announce the second year of funding for each of these first wave States at the May 17 event. This second year at least DOUBLES THE AMOUNT OF FUNDS FOR EACH STATE LISTED ABOVE.

o In May, the Federal School-to-Work Office will announce a second round of competition for State Grants. Approximately \$86 million has been set aside for the award of approximately 20 new State Grants. Awards will be made in September of this year.

Brief Description
STW National Employer Leadership Council Newshook

o On December 6, 1994 President Clinton met at the White House with 13 CEOs from the nation's leading companies.

o The President and the CEOs announced the creation of a School-to-Work National Employer Leadership Council (NELC). Members of the Fortune 500, Fortune 100 and small business are represented on the NELC.

o Members have agreed to implement school-to-work programs in their own companies; to encourage their suppliers and other businesses to do so; to increase NELC membership; to serve as advocates for the school-to-work "movement"; and to increase the number of work-based learning opportunities available to American students moving through State and local school-to-work systems.

o Currently, Ford Motor Company CEO Alex Trotman Chairs the NELC. The other 17 "founding members" include CEOs from the following companies:

AMEX/Cook Travel
BellSouth
Ceridian Corp
Cybernet Systems
Eastman Kodak
Immunogen, Inc.
Manpower, Inc.
McDonald's USA

New England Medical Center
Peavey Electronics
Philips Display
Charles Schwab & Co.
Siemens Corp.
The Taubman Company
Thom McAn Shoe Co.
UNUM Corp.
Will-Burt Co.

o Currently, each CEO is attempting to recruit an additional 6 companies for the Council. Several current members are deeply involved in running STW programs themselves (McDonald's, Siemens, Ford, Kodak).

o At the May 17 event the NELC could provide a progress report to the President and could lay out the "business case" for STW involvement. Each company has already been asked by CEO Trotman to draft such a statement.

o This would complement the soon-to-be released (May 15) results of the National Center on the Educational Quality of the Workforce (EQW) National Employer Survey.

Brief Description
Jobs For America's Graduate Award To POTUS Newshook

- o Jobs for America's Graduates (JAG), Inc. is a national, non-profit public service corporation. Its mission is to assist at risk and disadvantaged youth in graduating from high school and there after, in finding and keeping quality jobs through a State supported school to work system.
- o The organization has State affiliates in Arizona, California, Delaware, Florida, Georgia, Massachusetts, Maine, Michigan, Missouri, Mississippi, Montana, New Hampshire, Ohio, Pennsylvania, South Carolina Tennessee, Virginia, Vermont, Washington State, and the Virgin Islands.
- o Former Maine Governor John R. McKernan Jr. is the Chairman of the Board for JAG.
- o The Departments of Labor and Education are proposing former Governor McKernan to be the Chair of the National School-to-Work Advisory Board which will provide stakeholder guidance to the administration's school-to-work initiative.
- o JAG would like to present the President with its first annual award. The award would be for his pioneering leadership in championing School-to-Work opporutnities for our nation's youth.
- o The award could be presented by McKernan at the May 17 event.

Get McKernan's
bio

Brief Description
EQW National Employer Survey Announcement

- o The National Center for the Quality of the Workforce (EQW) will announce the findings of a Department of Education-funded study focusing on the importance of education and STW systems to more than 3,000 employers.
- o The study shows that firms working with schools are cutting-edge firms. They use schools to screen employees and build other partnerships, such as internships, co-ops and other programs included in the STW system. These firms, through investment in education, boost productivity. Further, students involved in the programs have higher education levels and earn higher wages.
- o The first phase of the EQW study received front-page coverage in the New York Times, which initially expressed interest in reporting these findings.
- o The study would serve as a newshook to generate interest in the STW Anniversary Event. Tentative plans call for exclusive media coverage on May 14 and a policy briefing involving the researchers and STW Director J.D. Hoyer on May 15. A decision regarding Secretarial involvement will be made May 11, when final results of the study are made available.

Brief Description

JOHN F. KENNEDY, JR. ROLE

- o John F. Kennedy, Jr. has been supportive of School to Work as an example of the continuing legacy and commitment to education by his father.
- o He attended the historic School to Work bill signing ceremony at the White House on May 4, 1994. His continued visibility with this initiative is a natural.
- o His presence and participation itself creates a opportunity for news coverage.
- o We envision that he would have a speaking role in the ceremony and also be available for press interviews

version 2 check w/ Theo on Budget

<u>ACTION ITEM</u>	<u>ACTIONS/PRODUCTS</u>	<u>FOLLOW-UP</u>
1. Site Confirmation	- Nicole running political vet on site - Look at agenda for policy concerns	Nicole (6-6481) WH Contact Julie Gibson, DOL, Agency Contact
2. Satellite Sites	- Expand site list - DOL/Ed write up specifics on each site -- who is coordinating each site and who is invited - Coordination with AACC - Release Satellite Coordinates	Kerri, DOEd, is coordinating (401-3383) <i>- satellite coordinates sent out</i>
3. Talking Points on Republican Proposals	Create Talking Points for speechwriter, POTUS on Republican STW proposals	Steve Tegger, STW, (401-6219)
4. Vignettes on Student Participants	Create paragraph-length vignettes on each student participant for speechwriting, POTUS	Steve Tegger, STW Ivette Rodriguez, DOL
5. Positive Language/Spin on STW debate on Hill	Get language from Secretary Reich on positive aspects of STW debate	Dan from DOL Speechwriting <i>David Shipley getting stuff from Dan</i>
6. Tie in Mayors at sites	- WH Intergovernmental link up with DOL, DOEd Intergovernmental to ensure participation of Mayors/elected officials at satellite site locations - Agencies contact SRR's (Secretary's Regional Reps) for each site	Bill Daily, Anna Winderbaum from WH Alina Walker, DOL, (219-4161) Amy Siebold, DoEd, 401-0404
7. Invitations to Members of Congress	Contact Members of Congress to gauge interest in attending event -- send out invitations	Ann Cattalini WH Leg Affairs (6-2230)

<u>ACTION ITEM</u>	<u>ACTIONS/PRODUCTS</u>	<u>FOLLOW-UP</u>
8. One Pagers on STW Progress Survey, State Funding piece (\$250 Million)	DOL/DOEd STW Office will bring disk version of one pagers on progress survey, State Funding (\$250 Million)	Steve Tegger, STW <i>disk</i>
9. NELC Press Release on new businesses recruited	NELC will do a press release on the number of new businesses they have recruited to be a part of the STW network	Steve Tegger, STW <i>Give MS info? letter from file</i>
10 Decision on whether or not to use, release employer survey	Decide whether or not to do early release on employer survey on STW and whether or not to use in POTUS remarks	JD Hoyt & Sharon Robinson, Augusta Kapner, Nevser Stacy to make decision, brief Secretary Reich on Friday
11. Invitation list	Complete invitation list <i>- Bridgett 218-7316 Drafting - send to Nicole EKm 6-6208</i>	Steve Tegger, STW is contacting students, employers, educators Audrey Huchinson, DoEd, is compiling list of possible regional guests and NELC members Alina Walker, DOL, is coordinating all lists
12. Secure Alex Trotman's participation	Invite Alex Trotman (Ford) to participate in the event	Doug Ross, DOL, is contacting alternate candidates, since Trotman is out of the country. Possibilities include CEO of Kodak, Bell South
13. Paragraph write up on Jobs for America's Graduates Award	Write a paragraph on the Jobs for America's Graduates Award for the Press Pack	Steve Tegger, STW
14. Decision on Roundtable meeting -- pre or post event	<i>up to them</i>	

<u>ACTION ITEM</u>	<u>ACTIONS/PRODUCTS</u>	<u>FOLLOW-UP</u>
15. JFK Jr. Participation?		DOEd/DOL
16. Financing Event	• Decide who pays for event	JD Hoyt, STW -- Steve Tegger is contact
17. News Releases	• Draft News Releases for Event	Ivette Rodriguez (DOL) and Sarah (DOEd are drafting
(18) Regional Confcalls	Cori McHugh - Kerri setting up	

media To target citier with Reilly Reich, Ross

STW MAP - in color? to USA Today?

to Rahm

old site
new site
checking w POL

version 1

<u>ACTION ITEM</u>	<u>ACTIONS/PRODUCTS</u>	<u>FOLLOW-UP</u>
1. Site Confirmation	- Nicole running political vet on site - Look at agenda for policy concerns	Nicole (6-6481) 6/21/99 BK on - POL - Julie Gibson agency point
2. Satellite Sites	- Expand site list - DOL/Ed write up specifics on each site -- who is coordinating each site and who is invited - Coordination with AACC - Release Satellite Coordinates	DOL/DOED Dennis - Downlinking financing of Kerri 401-3383
3. Talking Points on Republican Proposals	Create Talking Points for speechwriter, POTUS on Republican STW proposals	JD Hoyt (401-6222) 6/22/99 Dennis 3859 - Dennis Liebman
4. Vignettes on Student Participants	Create paragraph-length vignettes on each student participant for speechwriting, POTUS	JD Hoyt Dennis 389
5. Positive Language/Spin on STW debate on Hill	Get language from Secretary Reich on positive aspects of STW debate	Dan from DOL Speechwriting
6. Tie in Mayors at sites do we have sites forms	WH Intergovernmental link up with DOL, DOED Intergovernmental to ensure participation of Mayors/elected officials at satellite site locations	Bill Daily 66581 - Anna Winderkann - Alina Walker - POL - talking to SLR
7. Invitations to Members of Congress	Contact Members of Congress to gauge interest in attending event -- send out invitations	Ann Catalini WH Leg Affairs Catalini 62230 219 4161

who is get

Kennedy
- Department
Teams
to do process

- Budget proposals
- Bill to block grant adult job training working - Mexico
- Factor in to media pitches

Amy Siebold - inkyou
401-0404

<u>ACTION ITEM</u>	<u>ACTIONS/PRODUCTS</u>	<u>FOLLOW-UP</u>
8. One Pagers on STW Progress Survey, State Funding piece (\$250 Million)	• DOL/DOEd STW Office will bring disk version of one pagers on progress survey, State Funding (\$250 Million)	JD Hoyt? Dennis Done on Thursday
9. NELC Press Release on new businesses recruited <i>for piece done on Thurs.</i>	• NELC will do a press release on the number of new businesses they have recruited to be a part of the STW network	JD Hoyt Dennis <i>checking</i> - hunches they want
10 Decision on whether or not to use, release employer survey	• Decide whether or not to do early release on employer survey on STW and whether or not to use in POTUS remarks	
11. Invitation list	• Complete invitation list	DOEd/DOL <i>STW - Dennis</i>
12. Secure Alex Trotman's participation	• Invite Alex Trotman (Ford) to participate in the event	DoEd/DOL/STW <i>JD</i>
13. Paragraph write up on Jobs for America's Graduates Award	• Write a paragraph on the Jobs for America's Graduates Award for the Press Pack	DOL/DOEd
14. Decision on Roundtable meeting -- pre or post event	<i>none unless big MD visit</i>	
15. JFK Jr. Participation?		
16. Financing Event	• Decide who pays for event	JD Hoyt
17 News releases	• Draft news releases for event on 2nd yr funding, other issues	Ivette & Sarah

2 Steve Tegen

401 6219

*in China
2 other members
Dong (lost)
Fisher (lost)
Bill South*

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. fax	Automated Graphic Systems SSN's & DOBs [partial] (1 page)	5/11/95	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Michael Schmidt
OA/Box Number: 7341

FOLDER TITLE:

School to Work Event [2]

2013-0968-S

sb38

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]

2-2 401 6211

401 6211

Newark

BD SS

401 3130 Hackett

Automated Graphic Systems

ike Tervis

Sherwood Reynolds attends Calvert County Vocational Center and will graduate in May of 1995. He was hired on a part-time basis as a Folder Helper on May 2, 1995, and will become a full-time employee upon his graduation. Sherwood has plans of attending Charles County Community College as a part-time student in the Fall of 1995.

(b)(6)

ick Epstein

Denicole Young attends Calvert County Vocational Center and will join the company as a part-time Office Assistant upon her graduation in May 1995. Denicole will be attending Charles County Community College on a part-time basis beginning with the 1995 Fall semester furthering her studies in the graphic arts field.

(b)(6)

ick Epstein

Nancyann Kesting is currently a student at St. Mary's County Technical Center. Nancy joined our company on September 28, 1994 as a part-time Office Assistant. Upon her graduation in June of 1995, Nancy will become a full-time employee in the Customer Service Department. Nancy will be attending Charles County Community College on a part-time basis in the Fall of 1995.

(b)(6)

Jim Bender

Starr Banister is a graduate of the St. Mary's County Technical Center and began her employment with our company on January 16, 1995 as a full-time employee of the Composition Department. Starr is currently working in Service Bureau as a Scanner.

(b)(6)

Bill Gois

Scott Barbour is currently a student at the St. Mary's Technical Center and joined our company on November 28, 1994 as a part-time File Clerk in the Customer Service Department. Scott will continue to work part-time as he furthers his education at Charles County Community College.

(b)(6)

STAN Kozloski

John Mills graduated from St. Mary's Technical Center and began work with our company on April 11, 1994. He became a full-time Platemaker after his graduation in June 1994.

(b)(6)

Cheryl Poole

Jessica Greer is currently a student at St. Mary's Technical Center and will graduate in June of 1995. Jessie began work in our Mailroom on a part-time basis on March 21, 1995.

(b)(6)

Paul Kozloski

Paul Simonson is a 1992 graduate of St. Mary's Technical Center. He began work with our company after his high school graduation in the Camera department. Paul has been attending community college on a part-time basis since his graduation.

(b)(6)

Jim Bender

Lori Long attended St. Mary's Technical Center and graduating in June of 1993. She became a full-time employee of our company in July 1993, first working in the Proofreading Department and then transferring to the Scanning Department in January of 1994.

(b)(6)



SCHOOL-TO-WORK ANNIVERSARY EVENT

WHITE HOUSE PLANNING MEETING

THURSDAY, MAY 11, 1995

AGENDA

- 1. Event Program**
- 2. Invitation List**
- 3. Regional Amplification Strategy**
- 4. National Press Coverage**
- 5. Other Business**



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

cc: Mike
Schmidt

FAX TRANSMITTAL

TO: LORRIE McHugh / Monica
White House / Pilkey or
 ORGANIZATION: _____
 PHONE NUMBER: _____ David Watson-
Please share with
NORMA!
 FAX NUMBER: _____

FROM: Kerri MORGAN
 PHONE NUMBER: 401-3383

MESSAGE: This is what went out
yesterday. We hope to
have coordinates today
so that the White House, DOE
& DOE can send media advisers.
Thanks, Kerri

CONFIDENTIALITY NOTICE

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1 PAGE(S) TO FOLLOW

**Proposed Targeted Cities
for May 17 Regional STW Anniversary Events**

~~Atlanta~~ - DOL
~~Boston~~ - DOL
~~Concord, N.H.~~ - DOL
~~Chicago~~ - DOL
~~Baltimore~~
~~Detroit~~
~~Lansing, Mich.~~ - DOL
~~Louisville, Ky.~~ - DOL
~~Miami~~ - Statewide coverage - DOL
~~Milwaukee~~ - DOL
~~Minneapolis~~
~~Modesto, Ca.~~
~~Philadelphia~~ - allentown
~~Portland, Maine~~ - DOL
~~Portland, Oregon~~
~~Rochester, N.Y.~~ - westchester county
~~San Diego~~
~~San Francisco~~ - 3 downlinks - no event
~~York, Pa.~~

yes

New York
 Austin
 Saginaw

AGENDA FOR MAY 11 SCHOOL-TO-WORK EVENT MEETING

I. Update on Satellite Sites and Regional Events

- A. Contact persons, potential invitees, and level of interest at each regional site
- B. Release of satellite coordinates and feedback on possible downlink-events
- C. Intergovernmental tie-in of elected officials at regional sites

II. Event Agenda

- 1st to last*
- ~~A.~~ Schedule of events
 - ~~B.~~ Program participants and order of speakers (JFK Jr.?)
 - ~~C.~~ CEO Participation

III. Invitation Lists

- 1st to WH*
- ~~A.~~ Audience Lists from DoEd, DOL
 - ~~B.~~ List of program participants
 - ~~C.~~ Invitations to Members of Congress, Governor, other elected officials

IV. Press Pack Items/Other Written Materials

- A. Student vignettes
- B. Talking points on Republican proposals
- C. One-pagers on STW progress report, STW Fact Sheet, State-by-State funding
- D. Letter from NELC on new businesses recruited
- E. JAG Write-up
- F. STW - site map
- G. News Releases

V. Other Items

- A. Regional media conference calls
- B. Event financing
- C. Employer Survey



SCHOOL TO WORK
OPPORTUNITIES

National School To Work Survey Results*

May 1995

116,361	Students
41,772	Employers
2,730	Schools
50 States	Designing School To Work Statewide Plans
8 States	Creating Statewide School To Work Systems
36 Communities	Creating Local School To Work Systems
\$3 - To - \$1	Return on Venture Capital Investment

U.S. Department of Education

U.S. Department of Labor



* Survey conducted with 8 states and 36 local partnerships during the week of May 1-5, 1995.



Brief Description State Grant Funding Newshook

o The School-to-Work legislation did not create a program but rather, provides venture capital for States and local communities to build a school-to-work system. Funds for school-to-work system building must leverage other resources from other federal, State, local and private sources in order to fully implement and sustain a system.

o Implementation of school-to-work systems throughout American comes in competitive "waves" starting with the States that are already undertaking education reform action and ending with those that are just now starting the process. In this way, limited federal funds go first to States where they can have the most significant impact. By 1997 all States will have received a School-to-Work Implementation Grant.

o In July of 1994 The Secretaries of Labor and Education announced the first round of competitive State Grants. \$43 Million was awarded to the following eight States:

KENTUCKY	\$ 4.0M
MAINE	\$ 2.0M
MASSACHUSETTS	\$ 5.5M
MICHIGAN	\$ 8.0M
NEW JERSEY	\$ 6.0M
NEW YORK	\$10.0M
OREGON	\$ 3.0M
WISCONSIN	\$ 4.5M

o The President can announce the second year of funding for each of these first wave States at the May 17 event. This second year at least **DOUBLES THE AMOUNT OF FUNDS FOR EACH STATE LISTED ABOVE.**

o In May, the Federal School-to-Work Office will announce a second round of competition for State Grants. Approximately \$86 million has been set aside for the award of approximately 20 new State Grants. Awards will be made in September of this year.

* Austin, Texas STW program is doing an event.

**Proposed Targeted Cities
For May 17 Regional STW Anniversary Events**

* For satellite
coordinates, call
728-0200 ext. 201
(for automatic information)

Atlanta, GA

Atlanta Metropolitan College
1630 Stewart Avenue, SW
Atlanta, GA 30310
Tel: 404/756-4441
Fax: 404/756-4460
Leatrice T. Bell, Continuing Ed.

Bauder College
3500 Peachtree Road
Atlanta, GA 30326
Tel: 404/237-7573
Fax: 404/237-1642
Gail Cunnion, Academic Affairs

Dept. of Technical & Adult Education
1800 Century Place, Suite 400
Atlanta, GA 30345-4304
Tel: 404/679-1600
Fax: 404/679-1610
Helen Mathis, Community Relations

Boston, MA

Bunker Hill Community College
250 New Rutherford Avenue
Boston, MA 02129-2991
Tel: 617/241-8600
Fax: 617/589-0666
William H. Craft, Community Relations

Fisher College
118 Beacon Street
Boston, MA 02116
Tel: 617/236-8800
Fax: 617/236-8858
Roberta E. Cantor, Community Relations

Denver, Colorado

Colorado CC & Occ. Ed. System
1391 North Speer Blvd., Suite 600
Denver, CO 80204-2554
Tel: 303/620-4000
Fax: 303/825-4295
Patsy Krechel, Community Relations

CC of Denver
1068 North Street
POB 173363, Campus Box 250
Denver, CO 80217-3363
Tel: 303/556-2411
Fax: 303/556-8555
Mary Kelly O'Donnell, Community Relations

Detroit, Michigan

Wayne County Community College
801 West Fort Street
Detroit, MI 48226
Tel: 313/496-2500
Fax: 313/961-9439
George C. Swan, III, Community Relations

Lansing, Michigan

Lansing Community College
PO Box 40010
419 North Capitol
Lansing, MI 48933
Tel: 517/483-1957
Fax: 517/483-1854
Paula Cunningham, Community Relations

Louisville, Kentucky

Jefferson Community College
109 East Broadway
Louisville, KY 40202
Tel: 502/584-0181
Fax: 502/584-0181
Lea Ann Johnson, Community Relations

Miami, Florida

Miami-Dade Community College
300 NE 2nd Avenue
Miami, FL 33132
Tel: 305/237-3221
Fax: 305/237-3761
Janet Gavarrette, Community Relations

Miami-Dade Community College
Kendall Campus
11011 SW 104th Street
Miami, FL 33176
Tel: 305/237-2000
Fax: 305/347-2658
Zoila de Zayas, Community Relations

Miami-Dade Community College
Medical Center
950 NW 20th Street
Miami, FL 33127
Tel: 305/237-4000
Fax: 305/347-4170
Kenny L. Krentz, Community Relations

Miami-Dade Community College
North Campus
11380 NW 27th Avenue
Miami, FL 33167
Tel: 305/237-1153
Fax: 305/347-1899
Sonia Cohen, Community Relations

Miami-Dade Community College
Wolfson Campus
300 NE 2nd Avenue
Miami, FL 33132
Tel: 305/237-3000
Fax: 305/237-3724
Bernadette Morris, Community Relations

Milwaukee, Wisconsin

Milwaukee Area Technical College
700 West State Street
Milwaukee, WI 53233
Tel: 414/278-6600
Fax: 414/278-6503
Robert Hartung, Community Relations

Minneapolis, Minnesota

Minneapolis Community College
1501 Hennepin Avenue
Minneapolis, MN 55403-1779
Tel: 612/341-7000
Fax: 612/341-7075
Laura Fedock, Community Relations

Modesto, California

Modesto Junior College
College Avenue
Modesto, CA 95350
Tel: 209/575-6067
Fax: 209/575-6630
Myra E. Rush, Community Relations

Philadelphia, Pennsylvania

Community College of Philadelphia
1700 Spring Garden Street
Philadelphia, PA 19130
Tel: 215/751-8000
Fax: 215/751-8033
Robin D. Cunningham, Community Relations

Peirce College
1420 Pine Street
Philadelphia, PA 19102
Tel: 215/545-6400
Fax: 215/546-5996
Karen Theveny, Community Relations

South Portland, Maine

Southern Maine Technical College
Fort Road
South Portland, ME 04106
Tel: 207/767-9500
Fax: 207/767-2731
Penny J. Cary, Community Relations

Portland, Oregon

Portland Community College
PO Box 19000
Portland, OR 97280-0990
Tel: 503/244-6111
Fax: 503/452-4960
Jan Coulton, Community Relations

Portland Community College
Cascade Campus
705 North Killingsworth
Portland, OR 97217
Tel: 503/240-5318
Fax: 503/240-5318
Myrna Y. Williams, Learning Resources

Portland Community College
Rock Creek Campus
PO Box 19000
Portland, OR 97280-0990
Tel: 503/244-6111
Fax: 503/614-7319
Steve Rathman, Academic Affairs

Portland Community College
Sylvania Campus
12000 SW 49th Avenue
Portland, OR 97219
Tel: 503/977-4357
Fax: 503/452-4960
Shirley Anderson, Academic Affairs

Rochester, New York

Monroe Community College
1000 East Henrietta Road
PO Box 9811
Rochester, NY 14623-2749
Tel: 716/292-2000
Fax: 716/427-2749
Cynthia Cooper, Community Relations

San Diego, California

Kelsey-Jenney College
201 A Street
San Diego, CA 92101
Tel: 619/549-5370
Fax: 619/549-2886
Wendi Bremermann, Academic Affairs

San Diego City College
1313 12th Avenue
San Diego, CA 92101
Tel: 619/230-2400
Fax: 619/230-2063
Shirley Cannon, Community Relations

San Diego Community College District
3375 Camino Del Rio South
San Diego, CA 92108
Tel: 619/584-6500
Fax: 619/584-7311
Janet Fialho, Community Relations

San Diego Mesa College
7250 Mesa College Drive
San Diego, CA 92111
Tel: 619/627-2600
Fax: 619/571-5839
Merleen O'Connor, Community Relations

San Diego, California (Cont'd.)

**San Diego Miramar College
10440 Black Mountain Road
San Diego, CA 92126-2999
Tel: 619/536-7800
Fax: 619/536-7837
Sandi Trevisan, Community Relations**



RECOMMENDATIONS TO STEERING COMMITTEE
Attendees At May 17 STW Event

<u>Stakeholder Group</u>	<u>Number</u>
Students	75
Employers	25
Parents/Teachers	25
Organized Labor	
Educators	
Congressional	
State/Local Officials	
TOTAL	200

Automated Graphic Systems

Sherwood Reynolds attends Calvert County Vocational Center and will graduate in May of 1995. He was hired on a part-time basis as a Folder Helper on May 2, 1995, and will become a full-time employee upon his graduation. Sherwood has plans of attending Charles County Community College as a part-time student in the Fall of 1995.

Denicole Young attends Calvert County Vocational Center and will join the company as a part-time Office Assistant upon her graduation in May 1995. Denicole will be attending Charles County Community College on a part-time basis beginning with the 1995 Fall semester furthering her studies in the graphic arts field.

* Nancyann Kesting is currently a student at St. Mary's County Technical Center. Nancy joined our company on September 28, 1994 as a part-time Office Assistant. Upon her graduation in June of 1995, Nancy will become a full-time employee in the Customer Service Department. Nancy will be attending Charles County Community College on a part-time basis in the Fall of 1995.

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NEWSHOOKS

LATEST UPDATE

5/10/95

12:00 Noon

State Grants: Ivette Rodriquez and Sarah Newcomb preparing news release for the announcement of second-year funding for States.

Progress Report: Howard Waddell, Dennis Lieberman, and Audrey Hutchison are working on the one-page progress report. Will do one-pager highlighting numbers on one side with narrative explanation on reverse.

NELC: Alex Trotman not available (traveling in China). Has agreed to inviting George Fisher from KODAK as stand-in. NELC will do brief letter outlining their progress.

EQW Study: Final results from the EQWE study are expected Thursday. DOE Assistant Secretaries Sharon Robinson and Augusta Kappner, along with JD Hoyer and Nevzer Stacey will review and make recommendation on whether the Secretaries should release at May 15 policy briefing. (Secretary Reich will be briefed Friday.)

NOTE: Please call Kerri at 401-3383 if you would like to join the 11 a.m. daily conference call. If the number exceeds our conferencing capability, we'll have an operator place it.

STW ANNIVERSARY EVENT**Planning Schedule****5/9/95**

Today: REGIONAL EVENTS: DOE (Kerri, Tom Lyon) coordinating with AACC.

AACC buying 11:30 a.m. to 1 p.m. block of time, providing all equipment and staff at uplink location. Will have coordinates by Wednesday -- Agencies will distribute through media advisory and provide to all notification networks, including AACC, STW and WH Media Affairs.

Provided information on the Anniversary Event for AACC "Community College Times," which was sent to 1,100 members today.

Updated list of target cities for AACC and WH Media Affairs (attached).

Today: REGIONAL EVENTS: DOE and DOL intergovernmental offices holding internal meetings and notifying Secretaries' Regional Representatives of event. Will coordinate SRR involvement, assistant secretary travel and events in targeted locations.

DOL contact: Alina Walker, DOE contact: Amy Theobald

Today: STW GRANTEES: STW grantees were notified of the regional events by fax.

Today: INVITE LISTS: STW (Steve) is preparing a list of students, educators, employers and parents from the tri-county area to be invited to the event. DOL has a master list from the bill signing; DOE (Audrey Hutchinson) has prepared a list of possible guests for all cities with grantees, NELC members or regional offices. Alina will coordinate the master list. She needs everything by COB Wednesday.

Today: PROGRESS REPORT: Howard Waddell of DOL, Dennis Lieberman of STW and Audrey Hutchinson of DOE met to work on the one-year progress report. Will do one-pager highlighting the numbers.

Today: STUDENT PROFILES: Ivette Rodriguez of DOE is working with Steve Tegger of STW and Ann Smith of CCCC to identify and interview students and graduates of the AGS program. Ivette will interview and write profiles of the students and recommend a student to introduce the POTUS. (We need a final recommendation by Friday.)

Today: **STW MAP:** Sarah Newcombe STW and Jim Newman of DOE are updating the map.

Today: **NELC:** Since Trotman will not be available, DOL (Doug, Sally) are contacting BellSouth and Kodak CEOs. STW is updating the NELC press material.

Today: **MESSAGE:** J.D. Hoyer and staff are preparing bullets and vignettes for the WH speechwriter. DOE shared its new focus group report on public attitudes on education, policy and message.

Wed: **MEDIA ADVISORY:** An advisory announcing the event and providing satellite coordinates will be issued and shared with all parties. (Two more advisories will follow.)

Wed.: **SITE VISIT:** DOL Scheduling Director Julie Gibson continues as point person for agencies. Josh Pertulla of DOE's scheduling office will be doing the White House advance for this event. A WH site visit is scheduled at 9:30 a.m. Wednesday.

Wed.: **STW FACT SHEET:** STW (Dennis, Sarah) working on fact sheet for J.D. Hoyer's approval. DOE will format and distribute for clearance on Wednesday. Public Affairs staff needs this document to begin pitching event to media.

Wed.: **NEWS RELEASE:** Ivette and Sarah preparing news release for the announcement of second-year funding for states.

Wed.: **STEERING COMMITTEE:** 2 p.m. in Mike Smith's conference room (5th floor at end of hall). Agenda is attached.

Thurs.: **WH MEETING:** 3 p.m., room 248. We should have information to support final decisions about the site, program, guests, news hooks and targeted regional events.

Thurs.: **NEWS RELEASE:** Ivette and Sarah preparing first draft of news release for event.

Thurs.: **EQW STUDY:** Final results from the EQW study are expected. DOE Assistant Secretaries Sharon Robinson and Augusta Kappner, along with J.D. Hoyer and Nevzer Stacey, will review and make recommendation on whether the Secretaries should release at May 15 policy briefing. (Secretary Reich will be briefed Friday.)



UNITED STATES DEPARTMENT OF LABOR

FACSIMILE TRANSMISSION

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FROM: NANCY KIRSHNER

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MESSAGE:

*here's a list with a little more information.
On Monday at 11:30 we'll have a call
with our Sec. Reps. & have specific details
on all events. I've spoken to Anna W,
about following up with Electeds -
We'll work it out on Monday at 12noon*

MEMORANDUM TO EDWARD AUGUSTUS

FROM: David Boundy
DATE: May 12, 1995
RE: May 17th STW Regional Events
CC: School To Work Office

The Department of Labor, in close conjunction with your office is, is organizing regional events on May 17th in the cities listed below. Below each name is the location of the event, an additional contact person, and the Department of Labor Secretary's Representative working on the event.

Attached, for your information, is the list of Secretary's Representatives and our public affairs staff with their phone numbers and addresses.

City:	Boston, MA	Location:	UMass Boston
Sec Rep:	Sean King	Contact:	Lois Ann Porter, Boston PIC (Protech)
Press:	John Chavez		

We've contacted the Mayor's office and requested his participation. We are lining up both the local STW business partners and students for the event.

City:	Portland, ME	Location:	Southern Maine Technical College
Sec Rep:	Tom Davis	Contact:	Penny Cary, SMTC
Press:	John Chavez		

City:	Westchester, NY	Location:	Westchester Community College
Sec Rep:	Hulbert James	Contact:	Tom Pitkin
Press:	Chester Fultz		

City:	Salem, NJ	Location:	Salem Community College
Sec Rep:	Hulbert James	Contact:	Bill Adam
Press:	Kate Dugan		

City:	Allentown, PA	Location:	Lehigh Valley Community College
Sec Rep:	Pat Halpin-Murphy	Contact:	Jim Davis, President, LVCC
Press:	Kate Dugan		

City:	Atlanta, GA	Location:	Clayton State College
Sec Rep:	Barbara Kelly	Contact:	State College President
Press:	Dan Fuqua		

We've contacted Mayor Bill Campell about participating

City: Miami, FL Location: Miami-Dade Community College
Sec Rep: Barbara Kelly Contact: Janet Gavarette, Community Relations
Press: Dan Fuqua

John Johnson, Asst Superintendent for the Miami/Dade County System and the staff of the STW program are putting the event together with Janet Gavarette.

City: Louisville Location: University of Louisville, or a Local HS
Sec Rep: Barbara Kelly Contact: Beth Brinly
Press: Dan Fuqua

We are bringing this event together with Stephen Daeschner, the Jefferson County School System Superintendent. We've also contacted Mayor Abramson.

City: Milwaukee, WI Location: Milwaukee Area Technical College
Sec Rep: Lois O'Keefe Contact: Jim Davis
Press: Brad Mitchell

We have asked Mayor Nordquist to play a role at this event.

City: San Francisco, CA Location: City College of San Francisco
Sec Rep: Rick Sawyer Contact: Bob Gabriner
Press: Tino Serrano

City: Los Angeles, CA Location: L.A. Community College
Sec Rep: Rick Sawyer Contact: Walter Backstrom (SEIU)
Press: Tino Serrano

LA Unified School district has an outstanding STW program. SEIU LOCAL 99, which has an excellent relationship with LA Unified's STW team, has agreed to put this event together.

DOL Regional Directors for Public Affairs

John Chavez

Regional Director for Public Affairs - Boston

Phone: 617-656-2075

Chester Fultz

Regional Director for Public Affairs - New York

Phone: 212-337-2319

Kate Dugan

Regional Director for Public Affairs - Philadelphia

Phone: 215-596-1147

Dan Fuqua

Regional Director for Public Affairs - Atlanta

Phone: 404-347-4495

Brad Mitchell

Regional Director for Public Affairs - Chicago

Phone: 312-353-4807

Tino Serrano

Acting Regional Director for Public Affairs - San Francisco

Phone: 415-744-6673

Michael Shimizu

Regional Director for Public Affairs - Seattle

Phone: 206-553-7620

DEPARTMENT OF LABOR SECRETARY'S REPRESENTATIVES

REGION I
BOSTON

MR. THOMAS DAVIS
MR. SEAN KING, Deputy
SECRETARY'S REPRESENTATIVE
ONE CONGRESS STREET
BOSTON, MASSACHUSETTS 02203

TELEPHONE: (617) 565-2281 WK
TELEPHONE: (617) 491-0722 HM-KING
TELEPHONE: (617) 938-7575 HM-DAVIS
FACSIMILE: (617) 565-2280

REGION II
NEW YORK

MR. HULBERT JAMES
SECRETARY'S REPRESENTATIVE
201 VARICK STREET
SUITE 605
NEW YORK, NEW YORK 10014-4811

TELEPHONE: (212) 337-2387 WK
TELEPHONE: (708) 622-1184 HM
FACSIMILE: (212) 337-2386

REGION III
PHILADELPHIA

MS. PATRICIA HALPIN-MURPHY
SECRETARY'S REPRESENTATIVE
3535 MARKET STREET
Room 14120
PHILADELPHIA, PENNSYLVANIA 19104-3309

TELEPHONE: (215) 596-1116 WK
TELEPHONE: (215) 842-0528 HM
FACSIMILE: (215) 596-4168

REGION IV
ATLANTA

MS. BARBARA KELLY
SECRETARY'S REPRESENTATIVE
1371 PEACHTREE STREET, N.E.
ROOM 624
ATLANTA, GEORGIA 30367

TELEPHONE: (404) 347-4366 WK
TELEPHONE: (404) 876-0309 HM
FACSIMILE: (404) 347-4305

**REGION V
CHICAGO**

MS. LOIS O'KEEFE
SECRETARY REPRESENTATIVE
230 SOUTH DEARBORN STREET
Suite 3810
CHICAGO, ILLINOIS 60604

TELEPHONE: (312) 353-4703 WK
TELEPHONE: (414) 962-1775 HM
FACSIMILE: (312) 353-8679

**REGION VII
KANSAS CITY**

MR. RICHARD RUNNING
CENTER CITY SQUARE
1100 MAIN STREET
SUITE 1225
KANSAS CITY, MISSOURI 64105

TELEPHONE: (816) 426-6371 WK
TELEPHONE: (319) 396-8994 HM
FACSIMILE: (816) 426-2405

**REGION IX
SAN FRANCISCO**

MR. RICHARD F. SAWYER
SECRETARY'S REPRESENTATIVE
71 STEVENSON STREET
SUITE 1035
SAN FRANCISCO, CALIFORNIA 94105

TELEPHONE: (415) 744-6596 WK
TELEPHONE: (408) 268-3202 HM
FACSIMILE: (415) 744-6627

**REGION X
SEATTLE**

MS. PATRICIA STELL
SECRETARY'S REPRESENTATIVE
1111 THIRD AVENUE
SUITE 920
SEATTLE, WASHINGTON 98101

TELEPHONE: (206) 553-0574 WK (553-8668/cc)
TELEPHONE: (206) 545-3521 HM (5145-BACK-LINE)
FACSIMILE: (206) 553-2086



UNITED STATES DEPARTMENT OF LABOR

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FROM: David Boundy
DATE: May 12, 1995
RE: May 17th STW Regional Events
CC: School To Work Office

The Department of Labor, in close conjunction with your office is, is organizing regional events on May 17th in the cities listed below. Below each name is the location of the event, an additional contact person, and the Department of Labor Secretary's Representative working on the event.

Attached, for your information, is the list of Secretary's Representatives and our public affairs staff with their phone numbers and addresses.

City:	Boston, MA	Location:	UMass Boston
Sec Rep:	Sean King	Contact:	Lois Ann Porter, Boston PIC (Protech)
Press:	John Chavez		

We've contacted the Mayor's office and requested his participation. We are lining up both the local STW business partners and students for the event.

City:	Portland, ME	Location:	Southern Maine Technical College
Sec Rep:	Tom Davis	Contact:	Penny Cary, SMTC
Press:	John Chavez		

City:	Westchester, NY	Location:	Westchester Community College
Sec Rep:	Hulbert James	Contact:	Tom Pitkin
Press:	Chester Fultz		

City:	Salem, NJ	Location:	Salem Community College
Sec Rep:	Hulbert James	Contact:	Bill Adam
Press:	Kate Dugan		

City:	Allentown, PA	Location:	Lehigh Valley Community College
Sec Rep:	Pat Halpin-Murphy	Contact:	Jim Davis, President, LVCC
Press:	Kate Dugan		

City:	Atlanta, GA	Location:	Clayton State College
Sec Rep:	Barbara Kelly	Contact:	State College President
Press:	Dan Fuqua		

We've contacted Mayor Bill Campell about participating

City: Miami, FL Location: Miami-Dade Community College
Sec Rep: Barbara Kelly Contact: Janet Gavarette, Community Relations
Press: Dan Fuqua

John Johnson, Asst Superintendent for the Miami/Dade County System and the staff of the STW program are putting the event together with Janet Gavarette.

City: Louisville Location: University of Louisville, or a Local HS
Sec Rep: Barbara Kelly Contact: Beth Brinly
Press: Dan Fuqua

We are bringing this event together with Stephen Daeschner, the Jefferson County School System Superintendent. We've also contacted Mayor Abramson.

City: Milwaukee, WI Location: Milwaukee Area Technical College
Sec Rep: Lois O'Keefe Contact: Jim Davis
Press: Brad Mitchell

We have asked Mayor Nordquist to play a role at this event.

City: San Francisco, CA Location: City College of San Francisco
Sec Rep: Rick Sawyer Contact: Bob Gabriner
Press: Tino Serrano

City: Los Angeles, CA Location: L.A. Community College
Sec Rep: Rick Sawyer Contact: Walter Backstrom (SEIU)
Press: Tino Serrano

LA Unified School district has an outstanding STW program. SEIU LOCAL 99, which has an excellent relationship with LA Unified's STW team, has agreed to put this event together.

DOL Regional Directors for Public Affairs

John Chavez

Regional Director for Public Affairs - Boston

Phone: 617-656-2075

Chester Fultz

Regional Director for Public Affairs - New York

Phone: 212-337-2319

Kate Dugan

Regional Director for Public Affairs - Philadelphia

Phone: 215-596-1147

Dan Fuqua

Regional Director for Public Affairs - Atlanta

Phone: 404-347-4495

Brad Mitchell

Regional Director for Public Affairs - Chicago

Phone: 312-353-4807

Tino Serrano

Acting Regional Director for Public Affairs - San Francisco

Phone: 415-744-6673

Michael Shimizu

Regional Director for Public Affairs - Seattle

Phone: 206-553-7620

DEPARTMENT OF LABOR SECRETARY'S REPRESENTATIVES

**REGION I
BOSTON**

MR. THOMAS DAVIS
MR. SEAN KING, Deputy
SECRETARY'S REPRESENTATIVE
ONE CONGRESS STREET
BOSTON, MASSACHUSETTS 02203

TELEPHONE: (617) 565-2281 WK
TELEPHONE: (617) 491-0722 HM-KING
TELEPHONE: (617) 938-7575 HM-DAVIS
FACSIMILE: (617) 565-2280

**REGION II
NEW YORK**

MR. HULBERT JAMES
SECRETARY'S REPRESENTATIVE
201 VARICK STREET
SUITE 605
NEW YORK, NEW YORK 10014-4811

TELEPHONE: (212) 337-2387 WK
TELEPHONE: (708) 622-1184 HM
FACSIMILE: (212) 337-2386

**REGION III
PHILADELPHIA**

MS. PATRICIA HALPIN-MURPHY
SECRETARY'S REPRESENTATIVE
3535 MARKET STREET
Room 14120
PHILADELPHIA, PENNSYLVANIA 19104-3309

TELEPHONE: (215) 596-1116 WK
TELEPHONE: (215) 842-0528 HM
FACSIMILE: (215) 596-4168

**REGION IV
ATLANTA**

MS. BARBARA KELLY
SECRETARY'S REPRESENTATIVE
1371 PEACHTREE STREET, N.E.
ROOM 624
ATLANTA, GEORGIA 30367

TELEPHONE: (404) 347-4366 WK
TELEPHONE: (404) 876-0309 HM
FACSIMILE: (404) 347-4305

**REGION V
CHICAGO**

MS. LOIS O'KEEFE
SECRETARY REPRESENTATIVE
230 SOUTH DEARBORN STREET
Suite 3810
CHICAGO, ILLINOIS 60604

TELEPHONE: (312) 353-4703 WK
TELEPHONE: (414) 962-1775 HM
FACSIMILE: (312) 353-8679

**REGION VII
KANSAS CITY**

MR. RICHARD RUNNING
CENTER CITY SQUARE
1100 MAIN STREET
SUITE 1225
KANSAS CITY, MISSOURI 64105

TELEPHONE: (816) 426-6371 WK
TELEPHONE: (319) 396-8994 HM
FACSIMILE: (816) 426-2405

**REGION IX
SAN FRANCISCO**

MR. RICHARD F. SAWYER
SECRETARY'S REPRESENTATIVE
71 STEVENSON STREET
SUITE 1035
SAN FRANCISCO, CALIFORNIA 94105

TELEPHONE: (415) 744-6596 WK
TELEPHONE: (408) 268-3202 HM
FACSIMILE: (415) 744-6627

**REGION X
SEATTLE**

MS. PATRICIA STELL
SECRETARY'S REPRESENTATIVE
1111 THIRD AVENUE
SUITE 920
SEATTLE, WASHINGTON 98101

TELEPHONE: (206) 553-0574 WK (553-8668/cc)
TELEPHONE: (206) 545-3521 HM (5145-BACK-LINE)
FACSIMILE: (206) 553-2086

Agenda for May 15 School-to-Work Event Meeting, Room 180 OEOB

- I. Schedule
- II. Program
- III. Attendees
- IV. Message of Potus Speech and other participants
- V. Paper *- media*
- VI. Amplification and Communications Strategy
- VII. Other Issues

*EQW
- Report*

David Shipley

6-2777

DRAFT 5/15/95

PRESIDENT WILLIAM J. CLINTON
REMARKS ON THE FIRST ANNIVERSARY OF
THE SCHOOL-TO WORK OPPORTUNITIES ACT
AUTOMATED GRAPHIC SYSTEMS, WHITE PLAINS, MD.
MAY 17, 1995

[Acknowledgments to come]

Imagine yourself back 200 years. You're a young person living in a settlement in Maryland -- say, in Port Tobacco, which back then was the big town around here. Yours is a promising new country, and you are hopeful about the future: George Washington is President, John Adams is Vice-President. Not a bad line-up.

But it is not only the leadership of your country that makes you optimistic; it is the work tradition of your community. For, like young people everywhere, you want a long-term, well-paying job -- you want to learn a trade. So, following a time-honored practice, and taking on the responsibilities that will make you a self-sustaining adult, you go out and seek work as an apprentice.

You head into town. You walk down the unpaved main street, past the whitewashed houses, until you come to where the tradespeople keep their workshops: the blacksmith, the carpenter, and, of course, the printer. You knock on a door and offer an exchange: in return for your hard work, the craftsman will teach you his skills. After a few years of good, tough sweat, you are able to set up your own shop. Soon, young people are knocking on your door.

We must learn from our history, and forge our policies out of what we know has worked. In Maryland in 1795 -- in fact in all of America back then -- this was how one generation kept faith with the next.

The School-to-Work program carries that heritage forward into the modern world. School-to-Work -- the community policy of apprenticeship -- is an idea as old and time-proven as the family business itself. The apprenticeship tradition, rooted in values that go far deeper than today's political fashions, has been updated in the School-to-Work program to prepare youngsters for a world in which skilled workers win.

Two-hundred years ago, this local kid could simply walk up to a door and knock on it. But in our changing world, where commerce is business-to-business rather than neighbor-to-neighbor, things aren't so simple. That's why we need a government program that reinvents a valuable neighborhood tradition. That's how we ensure that the next generation is able not just to put food on their

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own table but to make the most of their intelligence and fulfill the promise of America.

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I'm sure the early Marylanders would not have been surprised at our success. The grants awarded to our eight pioneer states in the first year of our School-to-Work program reached out to almost 100,000 students, nearly 40,000 employers -- including some of the largest, most successful companies in the country -- and almost 2,500 schools. The Act made grants to local partnerships, many of them in poor areas, and gave thousands of poor students the chance to show what their hard work can do.

And we will do more. I'm proud to announce that this year we're doubling the School-to-Work funding for the states that already have programs, and that grants will go out to more than 20 new states. By 1997, programs in every state in our country will be up and running.

Thanks to School-to-Work, academic skills are being joined with job skills; classroom learning with on-the-job training. Every student in the program receives not only a high school diploma but an occupational skills certificate as well, which is recognized nationwide as a ticket to a young person's first high-wage job.

School-to-Work is for all types of students. After high-school, many will go straight into a job. Others will go on to college. Some who hadn't planned on more education will, thanks to the program, change their minds, and decide to go on to technical schools or community colleges. But no matter what path School-to-Work graduates choose, all will have the high-level academic skills and the technical knowledge to meet the challenges of the Information Age.

We are on the edge of the most exciting, most prosperous century in our history. But to realize fully the promise of the future, we must be prepared. And being prepared means seeing to it that all Americans and their children have the education and training to meet the challenges of the 21st century.

Success in the new global economy -- an economy in which jobs and capital, technology and ideas, flow across borders at lightning speed -- demands smart, flexible workers. Flexibility demands education and training. Just as we needed to know more than our parents, our children need to know more than we do.

Think about it. Earnings for high-school dropouts have fallen at a breathtaking rate in the last 15 years. Earnings for high-school graduates have dropped at a less dramatic rate. The only people for whom earnings have increased steadily are those with at least two years of post-high school education and training. The unmistakable fault-line in American society is education and

training. Those who have it are doing well. Those who don't are paying. The future offers more of the same at a faster rate.

We know what we must do: provide all Americans with the life-long learning skills they need to realize the American Dream. To do less would be a violation of a sacred trust -- the promise to pass on to our children and their children the same opportunities our parents and grandparents left us.

School-to-Work is part of that promise. But only part. We are fighting for the future of the American working family on every possible front. We are doing everything we can to see to it that more Americans enter the middle class than leave it.

That's why we're knocking down the barriers that keep American workers from getting more training and education. We proposed to consolidate nearly 70 government training programs and create a skill grant -- a training voucher for people who are unemployed or underemployed. Instead of having these Americans negotiate a maze of inaccessible government programs, let them receive the voucher. Let them take it to their local community college or training center. Let them choose the program that will get them the skills they know they need to improve their lives. No one in Washington is more of an expert on what training you need than you are yourself.

That's why we proposed a tax deduction for all education and training after high school. Just as we make mortgage interest tax deductible because we want people to own their own homes, we should make higher education and training deductible because we want Americans to own their own destiny. This is precisely the kind of tax cut we need -- small, targeted to the middle class, and focused like a laser on education.

That's why we dramatically reformed the college loan program. That's why we want to allow people to take money out of their retirement accounts to pay for education and training without being penalized. That's why we expanded Pell Grants and started Americorps, which allows young people to earn money for education by serving their communities.

All these programs work together toward the same goal: to ensure that every American who works hard and plays by the rules has the opportunity to realize his or her God-given abilities. These programs are our arsenal for the future.

They also represent the good that government can do. In every one of these programs, the national government is a partner with people. In every one of these programs the government -- your government -- does what it does best: sets goals and standards, shares tools and resources, helps people get together and get started, and gives them a hand when they need it. But like

School-to-Work, every one of these programs is a partnership, not a Jurassic bureaucracy. The job of building these programs, making them work, is yours. This is real empowerment. Washington is the catalyst. You do the rest. And from what I see today, you're doing great.

I want to draw a distinction between this vision and what some in the new Congress are trying to do. In the seductive name of smaller government, they are trying to shift power to the states. But in their plans, that's nothing more than passing the buck from one bureaucracy to the next. What's revolutionary about that? They want to shift power from government to government. Working as partners, we want to send power from government to the people. To me, that's real change.]

There's something else many in this new Congress don't seem to realize: we have a twin deficit. We've got a budget deficit, and we've got an education and training deficit. In the last two years, we have worked relentlessly to zero-out both these deficits. We've worked with Republicans and Democrats alike. And we've made great strides.

Unfortunately, the proposals running around Capitol Hill these day aren't just blind to this second deficit of education and training -- they'd actually make it worse. Many in the new Congress want to cut education and training dramatically in order to pay for large tax cuts and meet arbitrary and unrealistic deficit reduction targets. This is false economy. And it is wrong.

Timetable

This is no time cut back on education when the economic future of this country is at stake. Slashing education and training today would be like cutting defense at the height of the cold war. And I will not let it happen.

Congress wants to get rid of School-to-Work, denying the 20 new states the opportunity to join the program this year. I want to expand it. On this, we disagree.

Congress wants to make middle-class families pay more for student loans. I want even more students and schools to benefit from our direct lending reforms. On this, we disagree.

Congress wants to scrap Americorps. I want to encourage more young Americans to learn to take responsibility for their country and their lives. On this, we disagree.

There are other stark contrasts. Congress wants a \$20,000 tax cut for the wealthiest 1 percent. I want a tax deduction so middle-class families can get the education and job training they need.

Congress wants to eliminate training opportunities for more than

2 million American workers. I want to free workers from top-heavy government programs by giving them vouchers to get the training they need.

Congress wants to abolish the Department of Education. I think getting rid of the Department of Education now would be like abolishing the Department of Defense in the middle of the Cold War.

On all this, we just plain disagree.

The fight for education is not a luxury; it is the fight for the American Dream itself. Now, I will cut the deficit; my administration has already cut it by more than \$600 billion. My new budget reduces the deficit by another \$81 billion. And I will work with Congress to cut more. We are scaling back government where it is intrusive to let the cleansing light of opportunity shine through.

But make no mistake: a skilled, educated, trained work force, able to take advantage of lifelong learning opportunities, is essential to maintaining our way of life in the future. And I will not let short-sighted politics chip away at that way of life. I won't do it.

Let me say ^{child} something to the parents of this nation. I believe that your ^{or her} kid leaving school today deserves the same chance to turn hard work into hard skills that his counterpart had two centuries ago. That you had two decades ago. Every hardworking ~~kid~~ deserves the chance to reach for that bright ring -- a solid future -- if he is willing to stretch himself to the very limit. That's what everyone here has done; that's no less than what the youth of America deserves.

There are those who want to take away that chance. I tell you now, and let the nation hear me: I will not let them. As long as any American is willing to make his dreams real by the sweat of his brow, the nation's dreams -- your chance to become apprentices to a better life -- will not die on my watch.

Thank you. And God bless you.