

PHOTOCOPY
PRESERVATION

THE WHITE HOUSE
WASHINGTON

August 19, 1999

Final Draft that
was sent to the
President

MEMORANDUM TO THE PRESIDENT

FROM: Bruce Reed
Thurgood Marshall, Jr.

SUBJECT: Back to School Strategy

Over the next six weeks, we will continue the Administration-wide push to highlight our education agenda as students go back to school. In addition to your two events this week on school safety and the Baby Boom Echo report, we are planning: (1) Secretary Riley's three-day school bus tour through the South from August 30 to September 2; (2) a sustained, four-day Education Week from September 4 to 7 in which you announce \$300 million in school safety grants, lead a school construction event with organized labor on Labor Day, and sit in on an elementary school class with one of the new teachers hired under our class size reduction program; and (3) a major, forward-looking speech in late September to mark the 10th anniversary of the Charlottesville summit, perhaps at Achieve's meeting in the Palisades on Sept. 30.

I. Riley's Bus Tour and Administration-Wide Activities

As you know, Secretary Riley will tour the South in a school bus from August 30 to September 2. He will stop in Tennessee, Alabama, Georgia, South Carolina, and North Carolina. At some of his 15 stops, Education is expecting rallies of several thousand people. With four Democratic governors joining him along the way, Riley will send a consistent message that Democrats are leading the way on education.

Throughout the months of August-October, Cabinet Affairs has arranged for nearly all of your Cabinet; heads of non-Cabinet agencies such as the Peace Corps, NASA, the Smithsonian, and NEH; sub-Cabinet officials; and the Regional Administrators to fan out around the country to highlight the back to school messages. NPR has also scheduled *Federal Community Fairs* that will focus on how the federal government can support after school and youth programs.

In addition to your August 19th event on the Baby Boom Echo report, we hope to make at least one more Presidential announcement on education in late August. Ideally, you could use the August 28th radio address to announce \$95 million dollars in charter school grants for start-up funding as well as -- for the first time -- new funding the Administration secured last year to help successful charter schools share their successes with other public schools (and share their expertise with others who want to start charter schools).

II. Education Week, September 4-7

Because of time constraints, we could not pull off a full-fledged “education tour” on the scale of your New Markets tour. However, we are planning a concerted, four-day push in early September to put education at the center of the budget debate as Congress returns and students go back to school.

In your radio address on Saturday, September 4, you are scheduled to announce \$300 million in grants to 50 communities that will have won a nationwide competition to develop youth safety partnerships between schools and community, health, and law enforcement agencies. With so many winners and so much interest in the school safety, this announcement is a tremendous opportunity for regional press. Justice, Education, and HHS are planning extensive regional press briefings. You also can announce \$32 million in grants for anti-drug middle school coordinators. In addition, we are preparing an executive order to improve coordination of federal school safety efforts. We will look to highlight the back to school message by having AG Reno, Deputy AG Holder, Secretaries Riley and Shalala blanket the morning shows on September 5.

On Labor Day, September 6, in Norfolk, Virginia you will do an event combining labor and education to highlight your school construction proposal. (We will also try to give you an opportunity to “work” at the site, as you requested.) The National Education Association, the American Federation of Teachers and various labor unions are planning complementary events at schools throughout the country.

On Tuesday, September 7, you will highlight your class size reduction initiative by sitting in on an elementary school class with a new teacher who has been hired with the first installment of federal funds to reduce class size, and giving a speech to an assembly of parents. If we can find a site in the Washington area (Montgomery County may work), the First Lady may join you for the event. We are looking for alternative sites outside the Beltway, including in Rhode Island. This event will be a chance to frame the budget debate the day before Congress returns. You also can announce \$75 million in teacher quality grants.

The Vice President will also do some back-to-school events, but has not settled on any dates yet. Bill Bradley is tentatively scheduled to announce his candidacy on Wednesday, September 8.

III. Tenth Anniversary of Charlottesville

You have expressed some interest in using the 10th anniversary of the Charlottesville summit to reflect on what the country has and has not achieved over the past decade. No formal events are planned to commemorate that anniversary, which is September 26-27. But Governors Thompson and Hunt and Lou Gerstner have invited you to address Achieve’s 1999 National Education Summit in Palisades, NY on September 30 and October 1. You are scheduled to leave for California on October 1, but we are looking into whether you could speak to the summit on September 30. If that doesn’t work out, we will look for another opportunity for you to commemorate the Charlottesville summit anniversary.

August 18, 1999

EDUC -
Back To Schools
Strategy

MEMORANDUM TO THE PRESIDENT

FROM: Bruce Reed
Thurgood Marshall, Jr.

SUBJECT: Back to School Strategy

Over the next six weeks, we will continue the Administration-wide push to highlight our education agenda as students go back to school. In addition to your two events this week on school safety and the Baby Boom Echo report, we are planning: (1) Secretary Riley's three-day school bus tour through the South from Aug. 30 to Sept. 2; (2) a sustained, four-day Education Week from Sept. 4 to 7 in which you announce \$300 million in school safety grants, lead a school construction event with organized labor on Labor Day, and sit in on an elementary school class with one of the new teachers hired under our class size reduction program; and (3) a major, forward-looking speech in late September to mark the 10th anniversary of the Charlottesville summit, perhaps at Achieve's meeting in the Palisades on Sept. 30.

I. Riley's School Bus Tour and Administration-Wide Activities

As you know, Secretary Riley will tour the South in a school bus from August 30 to September 2. He will stop in Tennessee, Alabama, Georgia, South Carolina, and North Carolina. At some of his 15 stops, Education is expecting rallies of several thousand people. With four Democratic governors joining him along the way, Riley will send a consistent message that Democrats are leading the way on education.

Throughout the months of August through October, Cabinet Affairs has arranged for a panoply of Administration officials to fan out across the country. They include nearly all of your Cabinet, numerous sub-Cabinet officials, non-Cabinet agency heads (from agencies such as the Peace Corps, NASA, the Smithsonian, and NEH), and Regional Administrators. The National Performance Review has also scheduled *Federal Community Fairs* that will focus on how the federal government can support after-school and youth programs.

In addition to your Aug. 19th event on the Baby Boom Echo report, we hope to make at least one more Presidential announcement on education in late August. Ideally, you could use the Aug. 28th radio address to announce \$95 million dollars in charter school grants for start-up funding as well as -- for the first time -- new funding the Administration secured last year to help successful charter schools share their successes with other public schools (and share their expertise with others who want to start charter schools).

II. Education Week, Sept. 4-7

Because of time and travel budget constraints, we could not pull off a full-fledged “education tour” on the scale of your New Markets tour. However, we are planning a concerted, four-day push in early September to put education at the center of the budget debate as Congress returns and students go back to school.

In your radio address on Saturday, Sept. 4, you are scheduled to announce \$300 million in grants to 50 communities that will have won a nationwide competition to develop youth safety partnerships between schools and community, health, and law enforcement agencies. With so many winners and so much interest in the school safety, this announcement is a tremendous opportunity for regional press. Justice, Education, and HHS are planning extensive regional press briefings. You also can announce \$32 million in grants for anti-drug middle school coordinators. In addition, we are preparing an executive order to improve coordination of federal school safety efforts. On Sept. 5, we will try to put Attorney General Reno, Eric Holder, Secretaries Riley and Shalala on the Sunday shows.

On Labor Day, Sept. 6, you will do an event combining labor and education to highlight your school construction proposal. We are looking for a location within a short helicopter ride of Camp David, but the details are still being worked out. (We will also try to give you an opportunity to “work” at the site, as you requested.) The National Education Association, the American Federation of Teachers and various labor unions are planning complementary events at schools throughout the country.

On Tues., Sept. 7, you will highlight your class size reduction initiative by sitting in on an elementary school class with a new teacher who has been hired with the first installment of federal funds to reduce class size, and giving a speech to an assembly of parents. If we can find a site in the Washington area (Montgomery County may work), the First Lady may join you for the event. We are looking for alternative sites outside the Beltway, including in Rhode Island. This event will be a chance to frame the budget debate the day before Congress returns. You also can announce \$75 million in teacher quality grants.

The Vice President also will do some back-to-school events, but has not settled on any dates yet. Bill Bradley is tentatively scheduled to announce his candidacy on Wed., Sept. 8.

III. Tenth Anniversary of Charlottesville

You have expressed some interest in using the 10th anniversary of the Charlottesville summit to reflect on what the country has and has not achieved over the past decade. No formal events are planned to commemorate that anniversary, which is Sept. 26-27. But Govs. Thompson and Hunt and Lou Gerstner have invited you to address Achieve’s 1999 National Education Summit in Palisades, N.Y. on Sept. 30 and Oct. 1. You are scheduled to leave for California on Oct. 1, but we are looking into whether you could speak to the summit on Sept. 30. If that doesn’t work out, we will look for another forum that week.

SDUC -
Back to School

August 18, 1999

MEMORANDUM TO THE PRESIDENT

FROM: Bruce Reed
Thurgood Marshall Jr.

SUBJECT: Back to School Strategy

Over the next six weeks, we will launch an Administration-wide push to highlight our education agenda as students go back to school. In addition to your two events this week on school safety and the Baby Boom Echo report, we are planning: (1) Secretary Riley's three-day school bus tour through the South from Aug. 30 to Sept. 2; (2) a sustained, four-day Education Week from Sept. 4 to 7 in which you announce \$300 million in school safety grants, lead a school construction event with organized labor on Labor Day, and sit in on an elementary school class with one of the new teachers hired under our class size reduction program; and (3) a major, forward-looking speech in late September to mark the 10th anniversary of the Charlottesville summit, perhaps at Achieve's meeting in the Palisades on Sept. 30.

I. Riley's School Bus Tour

As you know, Secretary Riley will tour the South in a school bus from August 30 to September 2. He will stop in Tennessee, Alabama, Georgia, South Carolina, and North Carolina. At some of his 15 stops, Education is expecting rallies of several thousand people. With four Democratic governors joining him along the way, Riley will send a consistent message that Democrats are leading the way on education.

At the same time, Cabinet Affairs has arranged for a number of other Cabinet and sub-Cabinet officials (and representatives of some non-Cabinet agencies like the Peace Corps, NASA, the Smithsonian, and NEH) to fan out around the country. The National Performance Review has also scheduled *Federal Community Fairs* that will focus on how the federal government can support after school and youth programs.

In addition to your Aug. 19th event on the Baby Boom Echo report, we hope to make at least one more Presidential announcement on education in late August. Ideally, you could use the Aug. 28th radio address to announce \$95 million dollars in charter school grants for start-up funding as well as -- for the first time -- new funding the Administration secured last year to help successful charter schools share their successes with other public schools (and share their expertise with others who want to start charter schools).

II. Education Week, Sept. 4-7

Because of time and travel budget constraints, we could not pull off a full-fledged “education tour” on the scale of your New Markets tour. However, we are planning a concerted, four-day push in early September to put education at the center of the budget debate as Congress returns and students go back to school.

In your radio address on Saturday, Sept. 4, you are scheduled to announce \$300 million in grants to 50 communities that will have won a nationwide competition to develop youth safety partnerships between schools and community, health, and law enforcement agencies. With so many winners and so much interest in the school safety, this announcement is a tremendous opportunity for regional press. Justice, Education, and HHS are planning extensive regional press briefings. You also can announce \$32 million in grants for anti-drug middle school coordinators. In addition, we are preparing an executive order to improve coordination of federal school safety efforts. On Sept. 5, we will try to put Attorney General Reno, Eric Holder, Secretaries Riley and Shalala on the Sunday shows.

On Labor Day, Sept. 6, you will do an event combining labor and education to highlight your school construction proposal. We are looking for a location within a short helicopter ride of Camp David, but the details are still being worked out. (We will also try to give you an opportunity to “work” at the site, as you requested.) The National Education Association, the American Federation of Teachers and various labor unions are planning complementary events at schools throughout the country.

On Tues., Sept. 7, you will highlight your class size reduction initiative by sitting in on an elementary school class with a new teacher who has been hired with the first installment of federal funds to reduce class size, and giving a speech to an assembly of parents. If we can find a site in the Washington area (Montgomery County may work), the First Lady may join you for the event. We are looking for alternative sites outside the Beltway, including in Rhode Island. This event will be a chance to frame the budget debate the day before Congress returns. You also can announce \$75 million in teacher quality grants.

The Vice President also will do some back-to-school events, but has not settled on any dates yet. Bill Bradley is tentatively scheduled to announce his candidacy on Wed., Sept. 8.

III. Tenth Anniversary of Charlottesville

You have expressed some interest in using the 10th anniversary of the Charlottesville summit to reflect on what the country has and has not achieved over the past decade. No formal events are planned to commemorate that anniversary, which is Sept. 26-27. But Govs. Thompson and Hunt and Lou Gerstner have invited you to address Achieve’s 1999 National Education Summit in Palisades, N.Y. on Sept. 30 and Oct. 1. You are scheduled to leave for California on Oct. 1, but we are looking into whether you could speak to the summit on Sept. 30. If that doesn’t work out, we will look for another forum that week.

August 18, 1999

MEMORANDUM TO THE PRESIDENT

FROM: Bruce Reed
Thurgood Marshall, Jr.

SUBJECT: Back to School Strategy

Over the next six weeks, we will continue the Administration-wide push to highlight our education agenda as students go back to school. In addition to your two events this week on school safety and the Baby Boom Echo report, we are planning: (1) Secretary Riley's three-day school bus tour through the South from Aug. 30 to Sept. 2; (2) a sustained, four-day Education Week from Sept. 4 to 7 in which you announce \$300 million in school safety grants, lead a school construction event with organized labor on Labor Day, and sit in on an elementary school class with one of the new teachers hired under our class size reduction program; and (3) a major, forward-looking speech in late September to mark the 10th anniversary of the Charlottesville summit, perhaps at Achieve's meeting in the Palisades on Sept. 30.

I. Riley's School Bus Tour and Administration-Wide Activities

As you know, Secretary Riley will tour the South in a school bus from August 30 to September 2. He will stop in Tennessee, Alabama, Georgia, South Carolina, and North Carolina. At some of his 15 stops, Education is expecting rallies of several thousand people. With four Democratic governors joining him along the way, Riley will send a consistent message that Democrats are leading the way on education.

Throughout the months of August-October, Cabinet Affairs has arranged for nearly all of your Cabinet, nonCabinet Agency Heads such as the Peace Corps, NASA, the Smithsonian, and NEH, sub-Cabinet officials, and the Regional Administrators to fan out around the country. The National Performance Review has also scheduled *Federal Community Fairs* that will focus on how the federal government can support after school and youth programs.

In addition to your Aug. 19th event on the Baby Boom Echo report, we hope to make at least one more Presidential announcement on education in late August. Ideally, you could use the Aug. 28th radio address to announce \$95 million dollars in charter school grants for start-up funding as well as -- for the first time -- new funding the Administration secured last year to help successful charter schools share their successes with other public schools (and share their expertise with others who want to start charter schools).

II. Education Week, Sept. 4-7

Because of time and travel budget constraints, we could not pull off a full-fledged “education tour” on the scale of your New Markets tour. However, we are planning a concerted, four-day push in early September to put education at the center of the budget debate as Congress returns and students go back to school.

In your radio address on Saturday, Sept. 4, you are scheduled to announce \$300 million in grants to 50 communities that will have won a nationwide competition to develop youth safety partnerships between schools and community, health, and law enforcement agencies. With so many winners and so much interest in the school safety, this announcement is a tremendous opportunity for regional press. Justice, Education, and HHS are planning extensive regional press briefings. You also can announce \$32 million in grants for anti-drug middle school coordinators. In addition, we are preparing an executive order to improve coordination of federal school safety efforts. On Sept. 5, we will try to put Attorney General Reno, Eric Holder, Secretaries Riley and Shalala on the Sunday shows.

On Labor Day, Sept. 6, you will do an event combining labor and education to highlight your school construction proposal. We are looking for a location within a short helicopter ride of Camp David, but the details are still being worked out. (We will also try to give you an opportunity to “work” at the site, as you requested.) The National Education Association, the American Federation of Teachers and various labor unions are planning complementary events at schools throughout the country.

On Tues., Sept. 7, you will highlight your class size reduction initiative by sitting in on an elementary school class with a new teacher who has been hired with the first installment of federal funds to reduce class size, and giving a speech to an assembly of parents. If we can find a site in the Washington area (Montgomery County may work), the First Lady may join you for the event. We are looking for alternative sites outside the Beltway, including in Rhode Island. This event will be a chance to frame the budget debate the day before Congress returns. You also can announce \$75 million in teacher quality grants.

The Vice President also will do some back-to-school events, but has not settled on any dates yet. Bill Bradley is tentatively scheduled to announce his candidacy on Wed., Sept. 8.

III. Tenth Anniversary of Charlottesville

You have expressed some interest in using the 10th anniversary of the Charlottesville summit to reflect on what the country has and has not achieved over the past decade. No formal events are planned to commemorate that anniversary, which is Sept. 26-27. But Govs. Thompson and Hunt and Lou Gerstner have invited you to address Achieve’s 1999 National Education Summit in Palisades, N.Y. on Sept. 30 and Oct. 1. You are scheduled to leave for California on Oct. 1, but we are looking into whether you could speak to the summit on Sept. 30. If that doesn’t work out, we will look for another forum that week.

'99 AUG 19 PM 5:56

EDUC -
THE WHITE HOUSE
WASHINGTON

August 19, 1999

MEMORANDUM TO THE PRESIDENT

THE PRESIDENT HAS SEEN
8-30-99

Copied
Reed
Marsh
Podest

FROM: Bruce Reed
Thurgood Marshall, Jr.

SUBJECT: Back to School Strategy

Over the next six weeks, we will continue the Administration-wide push to highlight our education agenda as students go back to school. In addition to your two events this week on school safety and the Baby Boom Echo report, we are planning: (1) Secretary Riley's three-day school bus tour through the South from August 30 to September 2; (2) a sustained, four-day Education Week from September 4 to 7 in which you announce \$300 million in school safety grants, lead a school construction event with organized labor on Labor Day, and sit in on an elementary school class with one of the new teachers hired under our class size reduction program; and (3) a major, forward-looking speech in late September to mark the 10th anniversary of the Charlottesville summit, perhaps at Achieve's meeting in the Palisades on Sept. 30.

I. Riley's Bus Tour and Administration-Wide Activities

As you know, Secretary Riley will tour the South in a school bus from August 30 to September 2. He will stop in Tennessee, Alabama, Georgia, South Carolina, and North Carolina. At some of his 15 stops, Education is expecting rallies of several thousand people. With four Democratic governors joining him along the way, Riley will send a consistent message that Democrats are leading the way on education.

Throughout the months of August-October, Cabinet Affairs has arranged for nearly all of your Cabinet; heads of non-Cabinet agencies such as the Peace Corps, NASA, the Smithsonian, and NEH; sub-Cabinet officials; and the Regional Administrators to fan out around the country to highlight the back to school messages. NPR has also scheduled *Federal Community Fairs* that will focus on how the federal government can support after school and youth programs.

In addition to your August 19th event on the Baby Boom Echo report, we hope to make at least one more Presidential announcement on education in late August. Ideally, you could use the August 28th radio address to announce \$95 million dollars in charter school grants for start-up funding as well as -- for the first time -- new funding the Administration secured last year to help successful charter schools share their successes with other public schools (and share their expertise with others who want to start charter schools).

8-30-99

II. Education Week, September 4-7

Because of time constraints, we could not pull off a full-fledged "education tour" on the scale of your New Markets tour. However, we are planning a concerted, four-day push in early September to put education at the center of the budget debate as Congress returns and students go back to school.

In your radio address on Saturday, September 4, you are scheduled to announce \$300 million in grants to 50 communities that will have won a nationwide competition to develop youth safety partnerships between schools and community, health, and law enforcement agencies. With so many winners and so much interest in the school safety, this announcement is a tremendous opportunity for regional press. Justice, Education, and HHS are planning extensive regional press briefings. You also can announce \$32 million in grants for anti-drug middle school coordinators. In addition, we are preparing an executive order to improve coordination of federal school safety efforts. We will look to highlight the back to school message by having AG Reno, Deputy AG Holder, Secretaries Riley and Shalala blanket the morning shows on September 5.

On Labor Day, September 6, in Norfolk, Virginia you will do an event combining labor and education to highlight your school construction proposal. (We will also try to give you an opportunity to "work" at the site, as you requested.) The National Education Association, the American Federation of Teachers and various labor unions are planning complementary events at schools throughout the country.

On Tuesday, September 7, you will highlight your class size reduction initiative by sitting in on an elementary school class with a new teacher who has been hired with the first installment of federal funds to reduce class size, and giving a speech to an assembly of parents. If we can find a site in the Washington area (Montgomery County may work), the First Lady may join you for the event. We are looking for alternative sites outside the Beltway, including in Rhode Island. This event will be a chance to frame the budget debate the day before Congress returns. You also can announce \$75 million in teacher quality grants.

The Vice President will also do some back-to-school events, but has not settled on any dates yet. Bill Bradley is tentatively scheduled to announce his candidacy on Wednesday, September 8.

III. Tenth Anniversary of Charlottesville

You have expressed some interest in using the 10th anniversary of the Charlottesville summit to reflect on what the country has and has not achieved over the past decade. No formal events are planned to commemorate that anniversary, which is September 26-27. But Governors Thompson and Hunt and Lou Gerstner have invited you to address Achieve's 1999 National Education Summit in Palisades, NY on September 30 and October 1. You are scheduled to leave for California on October 1, but we are looking into whether you could speak to the summit on September 30. If that doesn't work out, we will look for another opportunity for you to commemorate the Charlottesville summit anniversary.

good
I could
do in
C. 1.1.5