

PHOTOCOPY
PRESERVATION

April 20, 2000

MEMORANDUM TO ERIC LIU

FROM: Bethany Little
Ann O'Leary

SUBJECT: Teacher Recruitment Campaign

We have set up a conference call with Morgan Binswanger for Thursday, April 20 at 12:30 p.m. The goal of the call is to discuss an appropriate role for the White House and the Department of Education in a national teacher recruitment campaign. The Department of Education has suggested that it might be able to provide "back-up" materials for a national campaign such as a national job bank and information on becoming a teacher, but does not seem forthcoming with money or staff resources. Given this, some options for our participation a campaign include:

1. White House Campaign – This would be billed as a White House campaign, staffed to some degree by White House folks and controlled by the White House, with the Department and other partners participating as well.
2. Department of Education Campaign – Billed as a federal campaign, staffed by the Department of Education, controlled by the White House and the Department, with other partners participating as well. This would probably require some degree of intense persuasion from over here. The model for this might be the Partnership for Family Involvement in Education.
3. Department of Labor – The Department of Labor is in the process of establishing a "workers.gov" website that will serve as a portal for various resources. From what I have been able to determine based on preliminary inquiries, they appear to have a decent amount of support and money for this and other similar efforts (America's Learning Exchange and implementation of the Workforce Investment Act, etc.). They may be interested in taking the lead or playing a role in a campaign, including providing resources. This would probably be especially true if the campaign included a component on training other workers to be teachers, like our Transition to Teaching initiative. The model would be similar to that described for the Department of Education.
4. National Campaign – Billed as a National Campaign, organized, staffed and controlled by whatever team and mechanism Morgan pulls together (with our advice). We would be able to put some resources into this (such as Education's materials or Labor's website), but would mostly act in an advisory capacity. We could list either the White House or the relevant agencies as members of this partnership. Either way, the White House could be used as a platform to amplify the message when appropriate (announcing the campaign, releasing PSAs, etc.). We would obviously have significantly less control over the message and direction of this, but we would also have less at stake. A model might be the After School Alliance that the Mott foundation is heading up.

Given staff resources and time, we now recommend option four.

OK - we'll offer up Ed + Labor
nothing + is caution.
JP would help, too
but would be revenue for event