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PRESERVATION

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PPS

President William Jefferson Clinton
U. S. Dream Academy Talking Points
January 20th 2000

The Vision

- Bridge the educational gap experienced by children of incarcerated parents and children failing in school
- Set-up high tech community learning centers in every major American city equipped with the technology and resources to close the gap and lay a foundation for their future educational success
- Create at least five of these high tech learning centers within the year 2000

The Facts

- 80% of those incarcerated are high school drop-outs
- 80% of the prisoners who never finished high school are functionally illiterate
- The children of prisoners are six times more likely to enter the criminal justice system than those of parents who have never been incarcerated

Assessment

- Breaking the cycle of incarceration, school failure and underachievement in school can be achieved by increasing the number of caring loving adults and educational resource support system
- Identifying these children is an easy task-The U.S. Dream Academy has access to the names and addresses of over 500,000 children of prisoners across this country

Our Mission

To provide basic skills training and enrichment in three critical areas:

- Academic tutoring and instruction for students falling behind in school
- Social enrichment through values-centered mentoring programs; and
- Technological enrichment through the use and mastery of computers and the Internet

Services

- Animated, Interactive, Online, Computerized Learning Program
 - 1) Online Assessment/Testing
 - 2) Individualized prescriptive learning modules
 - 3) Online Delivery of Master Teacher's explanatory Tutoring and Instruction
 - 4) Certification and preparation for excellence in performance on state and national achievement tests
- Mentoring
- Value-based character building curriculum
- ScholarShop (College Preparation)
- Work Keys (Job Skills Preparation)
- Health Education

Impacts of the Program

- Family
- Local Community
- Society

Current Status

- We have established a 501(c)(3) organization with three staff, governed by a 17-member board of professionals in the area of business, education and technology. Our corporate office is located in Columbia, MD.
- We have developed partnerships and excellent working relationships with: The Points of Light Foundation; Citizen's Scholarship Foundation of America (managers of the President's Student Service Scholarship Program); Futuresoft Adventist Health Care Systems; ChildU, providers of the comprehensive on-line curriculum, Tutortime, Health Magic, Worldwide Interactive Network, Child and Family Services of Washington, D.C.; and most recently the National Association for the Advancement of Colored People.
- We have received funding from; Exxon Corporation; NFL Charities, The U.S. Department of Labor and thousands of individual donors across the country who share our mission and dream
- Our first demonstration site will be operational February 7, 2000. The site is located at the Ferebee Hope Community Services Center in Southeast Washington, D.C.

Opportunities for Assistance

- Facilitate a relationship with high-tech corporations such as manufacturers of computer hardware and Internet Service Providers to provide on-going, in-kind donations of computers or connectivity services, including Microsoft, Dell, Compaq, Gateway, AOL/TimeWarner, MSN and others well established high tech companies
- Help us explore the possibility of corporations(s) developing an equity giving plan for the Dream Academy to provide on-going financial support for the organization and its mission, particularly seeking pre-IPO stocks from Internet start-up companies
- Assist in securing grants, corporate and private gifts including making a personal phone call to prospective donors when appropriate
- An important focus of our initiative is the health and health education of the families and children at risk. US Dream Academy has partnered with HealthMagic, Inc., a company that has pioneered the development of online Internet based personal health management tools. US Dream Academy along with HealthMagic, Inc. is providing HealthCompass to these children and their families. US Dream Academy is developing a suite of online health education programs that are built into this HealthCompass. The health information in HealthCompass enables the health education to be customized to the exact health needs of the consumer.

In the interest of supporting this unique portion of the US Dream Academy, we want to explore the opportunities of working with HCFA to sponsor HealthCompass to the children and youth at risk that are beneficiaries of Medicaid programs. US Dream Academy believes that if all the children and youth in Medicaid programs had access to the resources provided by this HealthCompass, healthcare costs for this population would be reduced and learning and development enhanced.

- Your schedule permitting attend an official opening of one of our sites
- Assign a White House Staff person for continued follow-up
- Summary

Contact Information:
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C. Diane Wallace-Booker JD, Senior V.P.
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Columbia, MD
21045
410-772-7143 or 1-800-US-DREAM
email address: usdreamacademy@msn.com

- Feb 7 visit
- Orig Ori - etc

hundreds

< local ♀ was caught to help mounts & birds

① we will work when we a
visit - either after-school or Orig Ori
or we if we are put in track w/ Ed + put notes

THE WHITE HOUSE

WASHINGTON

January 19, 2000

MEETING WITH WINTLEY PHIPPS

DATE: January 20, 2000
LOCATION: Oval Office
EVENT TIME: 9:45am – 10:00am
FROM: Karen Tramontano
Bruce Reed
Eric Liu

I. PURPOSE

To fulfill Wintley Phipps' request to meet with you to discuss the U.S. Dream Academy.

II. BACKGROUND

You will be meeting with Wintley Phipps. Phipps is President of the U.S. Dream Academy, an extended learning time program for at-risk youth. As you know, he is also a Grammy-nominated singer and a minister. Phipps was last at the White House last November 9, to sing at the ceremony honoring the Little Rock Nine. This memo provides background on the U.S. Dream Academy, describes the nature of his request, and lays out three options for action.

U.S. Dream Academy

The Academy is an after-school program in Columbia, Maryland for students who are academically at-risk. The Academy works primarily with students whose parents are incarcerated. Research indicates that these children are likely to become incarcerated themselves: more than 60 percent of people currently incarcerated come from families where there was criminal activity. The U.S. Dream Academy works to break this cycle.

Churches play a major role in the Academy's work, which has a significant faith and values component. Phipps also wants private sector entities to play a greater role, particularly because he is focusing on teaching technology skills and using technology to deliver high-quality content. There are substantial costs associated with these activities.

Last year the Department of Labor's Employment and Training Administration awarded the academy a one-year grant of \$100,000 that Phipps is hoping to renew for two additional years. NFL Charities have also donated \$15,000, and Exxon has provided

\$25,000 in computer equipment. The Academy is now using this funding to start a demonstration site in Southeast Washington, DC that Phipps hopes to open this spring. Phipps' long-term vision is to start academies in cities across the country, linking them interactively and using online content for instruction.

Meeting Agenda

This meeting is the outgrowth of a letter that Phipps sent you recently asking to meet and discuss the U.S. Dream Academy. Phipps needs more funding to get the demonstration site off the ground. He is planning to brief you on developments to date and ask you for additional support.

Options you can offer Phipps

- After-school: Because the academy provides supplemental learning, Phipps may be able to work with local schools and secure an after-school/summer school grant from the 21st Century Community Learning Centers program at the Education Department. The fact that the program is not housed in a school may be problematic, but you can suggest that Phipps pursue this source. Bear in mind, however, that this program -- like the Labor Department program that currently funds the Academy -- is run on a competitive grant basis and is not one whose selections we could properly influence.
- Charter schools: Although charter school laws vary by state, in many states what Phipps is creating would qualify as a charter school. You can suggest that he investigate trying to open the U.S. Dream Academy as a charter school and access funds that way. In the District of Columbia, where his demonstration site is located, charter schools receive 100 percent of the per-pupil expenditure.
- Your personal support: A show of support from you, indicating that you share Phipps's commitment to the Academy's mission, could also help him as he works to secure private sector support. You could offer to write a letter, record a video, or in some other way publicly indicate support for the academy.

III. PARTICIPANTS

YOU

Wintley Phipps, President, U.S. Dream Academy
Karen Tramontano
Bruce Reed or Eric Liu
Andrew Rotherham

IV. PRESS PLAN

Closed press.

V. SEQUENCE OF EVENTS

- **YOU** will greet Wintley Phipps and have a brief meeting with him.
- Wintley Phipps will depart.

VI. REMARKS

None required.