

AMERICA READS FEDERAL WORK STUDY CHALLENGE

STATUS OF IVY LEAGUE AND SEVEN SISTERS SCHOOLS

IVY's

1. UPENN - yes
 2. Harvard - yes
 3. Columbia - yes
 4. Dartmouth - yes but we are still waiting for a copy of their letter *Radcliffe has letter*
 5. Brown - still reviewing
 6. Cornell - still reviewing
 7. Princeton - no
 8. Yale - no
- Wofford willing to make calls.*

Seven Sisters

1. Smith - yes
2. Radcliffe (Harvard) - yes
3. Barnard - yes
4. Bryn Mawr - still reviewing but most likely yes
5. Wellesley - still reviewing but most likely yes
6. Vassar - still reviewing
7. Mount Holyoke - no, but still working on them

Notes 1

BU

BC

Colleges Committed to America Reads Challenge

(as of June 18, 1997)

America Reads Steering Committee of College Presidents

San Francisco State University, President Robert Corrigan (*Steering Committee Chair*)
Bank Street College of Education, President Augusta Souza Kappner
California State University System, Chancellor Barry Munitz
Chicago State University, President Delores Cross
Community College of Denver, President Byron McClenney
Georgetown University, President Leo J. O'Donovan, S.J.
Gettysburg College, President Gordon A. Haaland
Miami Dade Community College, District President Eduardo Padron
Morehouse College, President Walter E. Massey
New York University, President L. Jay Oliva
Ohio State University, President E. Gordon Gee
Pennsylvania State University, President Graham Spanier
Portland State University, President Judith A. Ramaley
Southern Illinois University System, President Ted Sanders
University of Maryland, College Park, President William E. Kirwan
University of Mississippi, President Robert C. Khayat
University of Montana, President George M. Dennison
University of North Carolina at Chapel Hill, Chancellor Michael Hooker
University of Pennsylvania, President Judith Rodin
University of Texas at El Paso, President Diana S. Natalicio
Vermont State Colleges System, Chancellor Charles Bunting

Additional College Campuses

Adrian College (MI)
Alabama A&M University (AL)
Alabama State University (AL)
Allegheny College (PA)
Allegheny University of the Health Sciences (PA)
American University (DC)
Anne Arundel Community College (MD)
Angelina College (TX)
Arizona State University (AZ)
Arkansas Tech University (AR)
Art Center College of Design (CA)
Augsburg College (MN)
Baker College (MI)
Bank Street College of Education (NY)
Barry University (FL)
Bates College (ME)
Beaver College (PA)
Bellarmino College (KY)
Benedict College (SC)
Berea College (KY)
Biola University (CA)
Black Hawk College (IL)
Bowie State University (MD)
Briarwood College (CT)
Brevard Community College (FL)
Brookdale Community College (NJ)
California Institute of Technology (CA)
California State Polytechnic University, San Luis Obispo (CA)
California State Polytechnic University, Pomona (CA)
California State University System (CA)
California State University, Bakersfield (CA)
California State University, Chico (CA)
California State University, Dominguez Hills (CA)
California State University, Fresno (CA)
California State University, Hayward (CA)
California State University, Los Angeles (CA)
California State University, Monterey Bay (CA)
California State University, Northridge (CA)
California State University, Sacramento (CA)
California State University, San Bernardino (CA)
California State University, San Marcos (CA)
California State University, Stanislaus (CA)
Calvin College (MI)
Cape Fear Community College (NC)
Carteret Community College (NC)
Castleton State College (VT)

Catawba Valley Community College (NC)
Catholic University of America (DC)
Central Michigan University (MI)
Central Washington University (WA)
Centre College (KY)
Chicago State University (IL)
Chowan College (NC)
City Colleges of Chicago (IL)
City College of San Francisco (CA)
City University of New York (NY)
Cleveland Chiropractic College- Kansas City (MO)
Cleveland State University (OH)
Coastal Carolina University (SC)
Coastal Georgia Community College (GA)
Colby College (ME)
Colby Sawyer (NH)
College of Alameda (CA)
College of DuPage (IL)
College of Eastern Utah (UT)
College of Lake County (IL)
College of Notre Dame (CA)
College of West Virginia, The (WV)
Colorado Mountain College (CO)
Columbia University (NY)
Community College of Allegheny County (PA)
Community College of Denver (CO)
Community College of Philadelphia (PA)
Community College of Spokane (WA)
Community College of Vermont (VT)
Connecticut College (CT)
Contra Costa College (CA)
Cornell College (IA)
Cumberland College (KY)
Dalton College (GA)
Davis and Elkins College (WV)
Dean College (MA)
DeKalb College (GA)
Denison University (OH)
Dickinson College (PA)
Dixie College (UT)
Drake State College (AL)
Duke University (NC)
Duquesne University (PA)
East Carolina University (NC)
Eastern College (PA)
Eastern Michigan University (MI)
East Stroudsburg University (PA)
Elgin Community College (IL)
El Paso Community College (TX)
Elon College (NC)
Emporia State University (KS)
Estrella Mountain Community College (AZ)
Ferris State University (MI)

Fitchburg State College (MA)	Lansing Community College (MI)
Flathead Valley Community College (MT)	Lasell College (MA)
Florida Keys Community College (FL)	<i>Lassen Community College (CA)</i>
Florida State University (FL)	Le Tourneau University (TX)
Fordham University (NY)	Lee College (TN)
Franklin & Marshall College (PA)	Lee College (TX)
Front Range Community College (CO)	Life Chiropractic College West (CA)
Frostburg State University (MD)	Long Island University, Brooklyn Campus (NY)
Gallaudet University (DC)	Long Island University, C.W. Post Campus (NY)
Gavilan Community College (CA)	Long Island University, Southampton College Campus (NY)
George Corley Wallace State Community College (AL)	Loyola Marymount University (CA)
Georgetown University (DC)	Lyndon State College (VT)
George Washington University (DC)	Madison Area Technical College (WI)
Georgia State University (GA)	Maine College of Art (ME)
Germanna Community College (VA)	Marist College (NY)
Gettysburg College (PA)	Marion Technical College (OH)
Glendale Community College (CA)	Marshall University (WV)
<i>Grand Rapids Community College (MI)</i>	Martin Methodist College (TN)
Grand Valley State University (MI)	Marymount College (NY)
Grays Harbor College (WA)	Marymount Manhattan College (NY)
Guilford College (NC)	<i>McKendree College (IL)</i>
Hartnell College (CA)	Meridian Community College (MS)
Harvard College (MA)	Metropolitan Community Colleges (MO)
Helena College of Technology (MT)	Metropolitan State College of Denver (CO)
<i>Henderson State University (AR)</i>	Metropolitan State University (MN)
High Point University (NC)	Miami Dade Community College (FL)
Hobart and William Smith Colleges (NY)	Michigan State University (MI)
Hocking College (OH)	Milligan College (TN)
Holy Cross College (IN)	Mississippi Gulf Coast Community College (MS)
Hopkinsville Community College (KY)	Mississippi University for Women (MS)
Howard University (DC)	Montana State University, Billings (MT)
Humboldt State University (CSU)	Montana State University, Bozeman (MT)
Illinois State University (IL)	Montana State University, Northern (MT)
Illinois Wesleyan University (IL)	Montana State University College of Technology—Great Falls (MT)
Indiana University Purdue University Indianapolis (IN)	Montana Tech of the University of Montana (MT)
Itawamba Community College (MS)	Montgomery Count Community College (PA)
Jackson State University (MS)	Moorhead State University (MN)
James Madison University (VA)	Morehouse School of Medicine (GA)
John Hopkins University (MD)	<i>Morris Brown College (GA)</i>
Johnson County Community College (KS)	Mott Community College (MI)
Johnson State College (VT)	Mount Union College (OH)
<i>Joliet Junior College (IL)</i>	Mount Wachusett Community College (MA)
The Julliard School (NY)	<i>Muhlenberg College (PA)</i>
Kalamazoo College (MI)	<i>New Hampshire Community Technical College Berlin/Laconia (NH)</i>
Keystone College (PA)	New Jersey Institute of Technology (NJ)
<i>Kennesaw State University (GA)</i>	New York University (NY)
Kirkwood Community College (IA)	Norfolk State University (VA)
Kutztown University of Pennsylvania (PA)	
Lafayette College (PA)	
Lake City Community College (FL)	
Lane College (TN)	
Lane Community College (OR)	

North Carolina Agricultural and Technical State University (NC)
 North Carolina Central University (NC)
 North Carolina State University (NC)
 Northeastern University (MA)
 Northampton Community College (PA)
 Nova Southeastern University (FL)
 Oberlin College (OH)
Ohio State University (OH)
 Okaloosa-Walton Community College (FL)
 Old Dominion University (VA)
 Ouachita Baptist University (AR)
Ouachita Technical College (AR)
 Owensboro Community College (KY)
 Oral Roberts University (OK)
 Pace University (NY)
Palm Beach Atlantic College (FL)
 Paris Junior College (TX)
 Parkland College (IL)
Pennsylvania State University (PA)
 Piedmont Virginia Community College (VA)
 Pikes Peak Community College (CO)
 Pima Community College (AZ)
 Portland Community College (OR)
Portland State University (OR)
 Pratt Community College (KS)
 Pueblo Community College (CO)
 Queens College (NC)
 Radford University (VA)
 Red Wing/Winona Technical College (MN)
 Rend Lake College (IL)
 Rice University (TX)
 Richard Stockton College of New Jersey, The (NJ)
 Rivier College (NH)
 Riverland Community College (MN)
 Robert Morris College (IL)
 Rust College (MS)
 Saginaw Valley State University (MI)
 Saint Anselm College (NH)
 Salisbury State University (MD)
 Salt Lake Community College (UT)
Sam Houston State University (TX)
 San Diego Mesa College (CA)
 San Diego State University (CSU)
San Francisco State University (CA)
 San Jose State University (CA)
 Santa Clara University (CA)
 Shawnee State University (OH)
 Simpson College (CA)
 Slippery Rock University (PA)
Smith College (MA)
 Solano Community College (CA)
 Sonoma State University (CSU)

Southeast Missouri State University (MO)
 Southeastern Louisiana University (LA)
Southeastern University (DC)
Southern Illinois University System (IL)
 Southern Illinois University at Carbondale (IL)
 Southern Illinois University at Edwardsville (IL)
 Southside Virginia Community College (VA)
 Southwestern Oklahoma State University (OK)
 Southwest Texas State University (TX)
Southwest Wisconsin Technical College (WI)
 Springfield College (IL)
 Springfield College (MA)
Spokane Falls Community College (WA)
 St. Clair County Community College (MI)
 St. Joseph's University (PA)
 St. John's University (NY)
 St. Petersburg Junior College (FL)
 State University College of Fredonia (NY)
 State University of West Georgia (GA)
 SUNY at Old Westbury (NY)
 SUNY at Rockport (NY)
 Susquehanna University (PA)
 Sussex County Community College (NJ)
 Syracuse University (NY)
 Texas Tech University (TX)
 Texas Women's University (TX)
 Trinidad State Junior College (CO)
 Trinity College (DC)
 Trinity College of Vermont (VT)
 Truckee Meadows Community College (NV)
 Truman College (IL)
 Union University (TN)
 United States International University (CA)
 University of Akron (OH)
 University of Arizona (AZ)
 University of Arkansas, Fayetteville (AR)
 University of Alabama at Birmingham (AL)
 University of Alabama in Huntsville (AL)
 University of California, Berkeley (CA)
 University of California, Irvine (CA)
 University of California, Davis (CA)
 University of California, Los Angeles (CA)
 University of California, Santa Barbara (CA)
 University of Central Florida (FL)
 University of Denver (CO)
 University of Detroit-Mercy (MI)
 University of Evansville (IN)
University of Florida (FL)
 University of Great Falls (MI)
 University of Illinois at Urbana-Champaign (IL)
University of Maryland, College Park (MD)
University of Maryland, Baltimore County (MD)
 University of Miami (FL)
 University of Michigan (MI)

University of Mississippi (MS)
University of Montana (MT)
 University of Nebraska at Kearney (NE)
 University of Nebraska at Lincoln (NE)
 University of Nebraska at Omaha (NE)
 University of Nevada at Las Vegas (NV)
 University of North Carolina - Asheville (NC)
University of North Carolina at Chapel Hill (NC)
 University of North Carolina - Greensboro (NC)
 University of North Carolina - Wilmington (NC)
 University of Northern Colorado (CO)
 University of Northern Iowa (IA)
University of Pennsylvania (PA)
 University of Pittsburgh (PA)
 University of Puget Sound (WA)
 University of Redlands (CA)
 University of Rio Grande/Rio Grande Community College (OH)
 University of San Diego (CA)
University of San Francisco (CA)
 University of Science and Arts of Oklahoma (OK)
 University of Southern California (CA)
 University of South Florida (FL)
 University of Tennessee at Chattanooga (TN)
University of Texas at El Paso (TX)

University of Texas Pan American (TX)
 University of Texas at Dallas (TX)
 University of Toledo (OH)
University of Utah (UT)
 University of Virginia, Charlottesville (VA)
 University of Washington (WA)
 University of Wisconsin-Platteville (WI)
 University of Wisconsin-Whitewater (WI)
 Valparaiso University (IN)
Vermont State Colleges System (VT)
 Vermont Technical College (VT)
 Wake Forest University (NC)
 Washburn University (KS)
 Washington State University (WA)
 Washtenaw Community College (MI)
 Wayne County Community College (MI)
Weber State University (UT)
 Western Michigan University (MI)
 Western New England College (MA)
 West Shore Community College (MI)
 West Texas A&M University (TX)
 West Virginia Wesleyan College (WV)
 Wheaton College (MA)
 Wheelock College (MA)
 Williams College (MA)
 Wilson College (PA)
Winthrop University (SC)
 Yakima Valley Community College (WA)

Total colleges and universities committed to the America Reads Challenge: 357

*Colleges and universities in bold lettering are steering committee members.

**Colleges and universities in italics are new additions.



Michael Cohen
06/16/97 08:42:00 PM

Record Type: Record

To: Robert M. Shireman/OPD/EOP
cc: William R. Kincaid/OPD/EOP
Subject: Boston reading event

I met with Ann Lewis tonight about the June 30 Boston education event. We are aiming for a reading event heading that will highlight America Reads and reinforce the notion that our reading initiative will help prepare kids to meet the national standards and do well on the national test that Mass. has signed up for. Ann is interested in an event in which 3rd and 4th graders read to the President -- demonstrating the success of Boston Reads. I believe that Carol Rasco's staff has been working with Jumpstart to figure out an event site. And I understand the ED may have some work-study related announcements for June 30, though Bill is checking on this.

Now that it is clear that POTUS will be doing a reading event, we should sit down together tomorrow and make sure that this becomes a joint NEC/DPC event, and that it reflects Gene's views. Except for an event time -- 10:00am, nothing is set in stone.

X

SCHEDULING PROPOSAL

*there is a redraft
for your review.*

TODAY'S DATE: 6/17/97

☐ ACCEPT

☐ REGRET

☐ PENDING

TO:

Stephanie Streett
Deputy Assistant to the President &
Director of Scheduling

FROM:

REQUEST:

Visit the JumpStart program in Boston to highlight the America Reads Challenge with policy announcements for the Federal Work-Study program (FW-S).

PURPOSE:

- (1) Highlight the new policy (previously announced) allowing a 25 percent match waiver for students participating in America Reads Challenge tutoring programs by announcing allocation of academic year 1997-98 FW-S on July 1;
- (2) Encourage more colleges and universities to join the America Reads Honor Roll by showcase an effective FW-S tutoring program that meets the goals of the America Reads Challenge; and
- (3) Announce policies that will enable colleges and universities to encourage and assign more students to work in community service literacy positions during the summer.

BACKGROUND:

America Reads Challenge/Federal Work-Study: Colleges and universities throughout the nation will receive their 35 percent increase in FW-S funding July 1. Previously, the president challenged all colleges and universities to join The America Reads Challenge Honor Roll by pledging 50 percent of this FW-S increase for tutoring preschool through elementary school children in reading. As an incentive, we have waived the traditional requirement for these colleges to match 25 percent of their FW-S funding for students who serve as reading tutors. The goal is to enlist at least 100,000 college students to help with reading.

JumpStart: JumpStart, an AmeriCorps program in Boston, is a service model that allows college students participating in FW-S to serve in their communities as literacy tutors. Founded by two Yale undergraduates in 1993, JumpStart has grown from 16 volunteers to more than 150 Corps members who work one-to-one with children in Head Start and other preschool programs.

In 1996, JumpStart became a part of Mayor Menino's *ReadBoston!* initiative, and its members will spend more than 72,000 hours over a 20-month period working with children to improve their reading skills. A key to JumpStart's growth and success is its use of FW-S students. JumpStart works with the Financial Aid Offices at 13 colleges and universities in Boston and New Haven. The offices post job openings, arrange tracking and pay, and encourage students to work in their local communities. As a result of this effort, more than half of the 150 AmeriCorps members in the Boston and New Haven communities participate in FW-S. An additional benefit to FW-S students is the opportunity to work in community service positions, an option they might not have been able to afford otherwise. JumpStart has also shown to be effective and attractive to FW-S students; nearly 75 percent have returned for a second year of service.

New Policy Announcements: These are being finalized by the Department of Education, but potentially include the following: (1) allowing FW-S schools to retain unused academic calendar year allocation of funds specifically to fund summer reading programs rather than returning them for re-allocation as currently required; (2) issuing a technical assistance guide to help FW-S programs more easily establish partnerships with local agencies involved in literacy; (3) announcing academic-year incentives for students to engage in tutoring programs in low income areas not easily accessible to their campuses.

PREVIOUS PARTICIPATION:	None
DATE AND TIME:	June 30, 1997 at 10:00 a.m.
BRIEFING TIME:	
DURATION:	1 hour
LOCATION:	A Boston-area JumpStart literacy program site to be determined
PARTICIPANTS:	To be determined. Tentative list would include: Mayor Menino; JumpStart founders; FW-S students; children from JumpStart program; financial aid administrators; AmeriCorps Members
OUTLINE OF EVENT:	The President will visit the program and interact with participants. He will then deliver remarks.

REMARKS REQUIRED: Brief remarks provided by speech writers.

MEDIA COVERAGE: Open Press

FIRST LADY'S ATTENDANCE: No

VICE PRESIDENT'S ATTENDANCE: No

RECOMMENDED BY: Carol H. Rasco
William Kincaid
Bob Shireman

CONTACT:

ORIGIN OF PROPOSAL:

SECOND LADY'S ATTENDANCE: No

SOURCE OF PAYMENT:

SCHEDULING PROPOSAL

TODAY'S DATE: 6/17/97

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- (3) Announce policies that will enable colleges and universities to encourage and assign more students to work in community service literacy positions during the summer.

BACKGROUND: America Reads Challenge/Federal Work-Study: Colleges and universities throughout the nation will receive their 35 percent increase in FW-S funding July 1. Previously, the president challenged all colleges and universities to join The America Reads Challenge Honor Roll by pledging 50 percent of this FW-S increase for tutoring preschool through elementary school children in reading. As an incentive, we have waived the traditional requirement for these colleges to match 25 percent of their FW-S funding for students who serve as reading tutors. The goal is to enlist at least 100,000 college students to help with reading.

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In 1996, JumpStart became a part of Mayor Menino's *ReadBoston!* initiative, and its members will spend more than 72,000 hours over a 20-month period working with children to improve their reading skills. A key to JumpStart's growth and success is its use of FW-S students. JumpStart works with the Financial Aid Offices at 13 colleges and universities in Boston and New Haven. The offices post job openings, arrange tracking and pay, and encourage students to work in their local communities. As a result of this effort, more than half of the 150 AmeriCorps members in the Boston and New Haven communities participate in FW-S. An additional benefit to FW-S students is the opportunity to work in community service positions, an option they might not have been able to afford otherwise. JumpStart has also shown to be effective and attractive to FW-S students; nearly 75 percent have returned for a second year of service.

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REMARKS REQUIRED: Brief remarks provided by speech writers.

MEDIA COVERAGE: Open Press

FIRST LADY'S ATTENDANCE: No

VICE PRESIDENT'S ATTENDANCE: No

RECOMMENDED BY: Carol H. Rasco
William Kincaid
Bob Shireman

CONTACT:

ORIGIN OF PROPOSAL:

SECOND LADY'S ATTENDANCE: No

SOURCE OF PAYMENT:

SCHEDULING PROPOSAL

TODAY'S DATE: 6/17/97

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**PREVIOUS
PARTICIPATION:**

None

DATE AND TIME:

June 30, 1997 at 10:00 a.m.

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1 hour

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Mayor Menino; JumpStart founders; FW-S students; children from JumpStart program; financial aid administrators; AmeriCorps Members

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VICE PRESIDENT'S ATTENDANCE: No

RECOMMENDED BY: Carol H. Rasco
William Kincaid
Bob Shireman

CONTACT:

ORIGIN OF PROPOSAL:

SECOND LADY'S ATTENDANCE: No

SOURCE OF PAYMENT:

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PARTICIPANTS:	To be determined. Tentative list would include: Mayor Menino; JumpStart founders; FW-S students; children from JumpStart program; financial aid administrators; AmeriCorps Members
OUTLINE OF EVENT:	The President will visit the program and interact with participants. He will then deliver remarks.

REMARKS REQUIRED: Brief remarks provided by speech writers.

MEDIA COVERAGE: Open Press

FIRST LADY'S ATTENDANCE: No

VICE PRESIDENT'S ATTENDANCE: No

RECOMMENDED BY: Carol H. Rasco
William Kincaid
Bob Shireman

CONTACT:

ORIGIN OF PROPOSAL:

SECOND LADY'S ATTENDANCE: No

SOURCE OF PAYMENT:

SCHEDULING PROPOSAL

TODAY'S DATE: 6/17/97

*this is a redraft
for your review.*

☐ ACCEPT

☐ REGRET

☐ PENDING

TO: Stephanie Streett
Deputy Assistant to the President &
Director of Scheduling

FROM:

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RECOMMENDED BY: Carol H. Rasco
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Bob Shireman

CONTACT:

ORIGIN OF PROPOSAL:

SECOND LADY'S ATTENDANCE: No

SOURCE OF PAYMENT:



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: BILL KINKAID

PHONE: 456.2857 FAX: 456.7028

of pages including cover 4 DATE: 6/16/97

FROM: Carol H. Rasco Janet V. Green Laura Wood
Diane Jones Debbie Fine

AMERICA READS CHALLENGE (202) 401-8888

Office of the Secretary, U.S. Department of Education, 600 Independence Ave. S.W.
Room 6100, Washington, D.C. 20202-0110 FAX: 202-401-0596

MESSAGE:

Here it is as of 2:30
with out OPE —
JV6

Confidentiality Notice

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Our mission is to ensure equal access to education and to promote educational excellence throughout the Nation.

NO. 1574 P. 1

OFFICE OF SECRETARY

JUN 16 1997 1:28PM



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: Bill Kincaid

ORGANIZATION: _____

PHONE NUMBER: _____

FAX NUMBER: 456 7431

FROM: Carol Rasco

PHONE NUMBER: _____

MESSAGE: _____

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15 PAGE(S) TO FOLLOW



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

June 5, 1997

MEMORANDUM FOR GENE SPERLING, BRUCE REED, DON BAER AND MARIA ECHAVESTE

FROM: Carol Rasco

SUBJECT: America Reads Event with CEOs

Attached is a letter to the President from Arthur Tannenbaum offering to organize an event to help recruit CEOs in support of the America Reads Challenge. The letter was initially sent in February, proposing an event in May or June. The offer outlined still stands -- with a more flexible timeframe and a slightly revised purpose. We recommend this as a wonderful opportunity to build and highlight support for the America Reads Challenge.

PROPOSAL

To invite the President to a reception or meeting with corporate CEOs, organized by Arthur Tannenbaum. The purpose of the event would be to encourage these CEOs to accept the America Reads Challenge by becoming involved in a reading tutoring program in their community, or to thank them for commitments solicited and finalized before the gathering. Everybody Wins is one example of such a program, but it would not be the only option. The event as proposed would occur in New York City at the Equitable Life building.

BACKGROUND

Everybody Wins! was founded in 1991 in NYC, and has since expanded to many other cities and states. The program primarily matches companies with local schools, pairing employees as reading partners with elementary school children. The companies encourage employees to volunteer for the program once a week by going to the school, reading, talking and having lunch with a student. The company pays a certain amount per employee participating to Everybody Wins in order to fund the program. In some states and cities, the program is structured not through companies but through elected officials. In DC, for example, Senator Jeffords, other Members, and Congressional staff tutor at a school near the Capitol. The program and where it is currently operating is detailed in the attached summary.

As described in the attached letter, companies already involved in and supporting Everybody Wins! include Bear Stearns, Colgate Palmolive, Equitable Life, General Electric, and Goldman Sachs among others. Arthur Tannenbaum is a retired business executive who founded Everybody Wins!

ACTION

Pending feedback from you, we are happy to draft a scheduling request for such an event. Debbie Fine will follow up with your office. In the meantime, if you have any questions, please contact her at 401-2993. Thank you.

ATTACHMENTS

- Letter from Arthur Tannenbaum
- Background on Everybody Wins!

cc: Bob Shireman
Mike Cohen
Bill Kincaid
Bill White
Peter O'Keefe



February 19, 1997

The Honorable Bill Clinton
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear President Clinton:

We are planning an Event at Equitable Life in New York City in May or June to promote a large scale expansion of Everybody Wins in support of your call for 1,000,000 reading tutors. We believe that your presence would result in the recruitment of thousands of additional reading partners for children in the early grades.

Building on the success of our programs in New York City, and Washington, D.C., where Senator Jeffords and several Congressmen participate, we are presently expanding nationally, in collaboration with The Library of Congress, the American Bar Association, the Junior League and a group of major national corporations who have agreed to become corporate sponsors. This means that they encourage their employees to participate wherever they have facilities, and that they support the program financially. These companies include Bear Stearns, Colgate Palmolive, Coopers & Lybrand, Equitable Life, General Electric, Goldman Sachs and Morgan Stanley.

We anticipate that dozens of corporate CEOs would attend this Event, and will agree to become corporate sponsors.

Please let me know as soon as possible if you will be able to attend. We will of course select a date when you are available.

Sincerely,

A handwritten signature in dark ink, appearing to read "Arthur Tannenbaum".

Arthur Tannenbaum
President and Founder

Enclosures



FACT SHEET

What is the Everybody Wins Foundation?

Founded in 1991 by Arthur Tannenbaum, Everybody Wins is a privately funded, nonprofit organization dedicated to promoting children's literacy and increasing their prospects for success in school and life.

What is the Power Lunch program?

The Power Lunch is a unique literacy and mentoring program which partners corporate volunteers with elementary school children. Once a week the *reading partners* share school lunch, conversation, and a good book. The goal is to reach children while they are young and stimulate their interest in reading and writing. The response to the program has been overwhelmingly positive, with 1500 volunteers from 60 organizations serving 1300 students in the New York metropolitan area.

The program is now being replicated around the country, in collaboration with the Center for the Book in The Library of Congress and General Electric. Already programs have been initiated in fifteen cities, including Washington, D.C., where several Senators and Congressmen, along with 400 staff members have volunteered to be reading partners for students in a school near the Capitol.

How does the Power Lunch help?

A 1985 report from the Commission of Reading, *Becoming a Nation of Readers*, concluded, "*The single most important activity for building the knowledge required for eventual success in reading is reading aloud to children.*" The Power Lunch program provides children with that opportunity by matching them with a caring adult reader. Our reading partners are also informal mentors, acting as role models and enhancing children's self-esteem.

What are Corporate Partners?

Corporate Partners provide the human and financial resources needed to operate the program. Everybody Wins generally recruits volunteers from organizations which endorse employee participation and authorize financial support. Corporate Partners offer their employees a rewarding volunteer experience without incurring any administrative burden, and provide a valuable service to the community.

more...

How does everybody win?

- Students experience the joy of reading for pleasure, often for the first time in their lives, and begin to read on their own. Furthermore, the time spent talking and reading with the volunteer builds self-confidence and increases the child's chances for success.
- Parents learn the importance of spending time reading with their children and help them become better readers.
- Volunteers enjoy a meaningful and rewarding experience while having the satisfaction of knowing they are making a positive impact on a young child's life.
- Teachers have a new resource and their students become more interested in reading and more receptive to learning.
- Companies benefit by enriching their local community and through enhanced employee morale.

What are people saying about Everybody Wins?

"Education must be a hands-on priority for all Americans. The Senate's sponsorship of this program shows how bipartisan backing can make a real difference in the lives of children"

Senator Jim Jeffords (R, VT), Chairman of the Senate Subcommittee on Education and Reading Partner Volunteer

"I think it would be great if the program could be expanded to every school in my district. Every child would benefit."

Anthony Alvarado, Superintendent, Community School District 2, Manhattan

"[Being a Reading Partner] has been one of the most rewarding experiences of my life.... Your program has made a profound impact in both [my student's] life and mine."

Peter Trebour, Assistant Vice-president, Bear Stearns Mortgage Capital Corporation

"Lunch hour at this New York elementary school is satisfying a different kind of appetite...a banquet of words nourishing young minds and adult hearts."

Gary Matsumoto, Correspondent, NBC Nightly News

"There is no doubt that the positive impact on my students will benefit them in many ways for many years."

Robert Kinzelberg, Principal, P.S. 111 Manhattan

How can I help?

Everybody Wins relies on contributions of time and money from individuals, companies and foundations. To find out how you can get involved and enroll your organization, call Arthur Tannenbaum, President and Founder, at 212-832-0656.



Participating Organizations

Corporate Partners

American Jewish Committee
 AT&T
 Avatar Associates
 BBC Worldwide Americas, Inc.
 Bear, Stearns & Company, Inc.
 Bristol-Myers Squibb Company
 Burlington Industries
 Castle Oil Company
 Capital Cities/ABC Incorporated
 Centre Re/Zurich Centre Resources
 CHF Industries
 Colgate-Palmolive Company
 Consolidated Edison Company
 Coopers & Lybrand
 The Charles A. Dana Foundation, Inc.
 Development Counselors International
 The Equitable
 Financial Guarantee Insurance Company
 General Electric
 Goldman, Sachs & Company
 Gryphon Development, Inc.
 Guideposts
 Hampton Industries, Inc.
 Health Insurance Plan of Greater New York
 Home Innovations
 Homemaker Industries
 ING Barings
 KPMG Peat Marwick, LLP
 Loews Corporation
 Macy's East
 Madison Square Garden Network
 Marsh & McLennan Companies, Inc.
 MasterCard International
 Meridian New York
 Merrill Lynch & Company, Inc.
 Messner Vetere Berger McNamee Schmetterer
 Mitsubishi International Corporation
 Morgan Stanley & Company

Mount Sinai Medical Center
 National Broadcasting Company, Inc.
 National Foods
 New York City Police Department
 New York Foundation
 New York Organic Fertilizer Company
 New York State Department of Education
 The New York Times
 NYNEX
 OMI Corporation
 Republic National Bank of New York
 Saatchi & Saatchi North America, Inc.
 SnowFresh Foods
 Sony Music Entertainment
 Sullivan & Cromwell
 WestPoint Stevens
 Ziff-Davis Publishing Company
 Zurich Reinsurance Centre, Inc.

Schools

P.S. 48 Bronx
 P.S. 287 Brooklyn
 P.S. 1 Manhattan
 P.S. 3 Manhattan
 P.S. 11 Manhattan
 P.S. 15 Manhattan
 P.S. 51 Manhattan
 P.S. 59 Manhattan
 P.S. 72 Manhattan
 P.S. 111 Manhattan
 P.S. 116 Manhattan
 P.S. 130 Manhattan
 P.S. 137 Manhattan
 P.S. 45 Richmond/Staten Island
 Kennedy Magnet School, Port Chester
 P.S. 16, Jersey City

Mar-97



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Stan Picheny	President, Homemaker Industries, Inc.
Albert E. Prendergast	Executive Vice President Human Resources Worldwide, Cordiant plc
Arthur Tannenbaum	President & Executive Director, Everybody Wins Foundation, Inc. Formerly: Vice-President - Finance & Administration CHF Industries, Inc.
E. Martin Waisnor	Vice President, The Equitable Life Assurance Society

OFFICERS

Arthur Tannenbaum	President
Brian Heidtke	Vice-President & Treasurer
Wesley M. Jones	Vice-President
Joseph Diamond	Secretary

INSIDE: Why We Need To Read To Our Children

READ

In a dynamic program, working adults spend lunch hours helping kids learn to love reading.

When You Read To A Child, Everybody Wins

THE IDEA IS stunningly simple: Get adults—office workers, police officers, hospital personnel and corporate executives—to read to children one-on-one during their lunch hours. Each adult is paired with a child. Together they explore the world that books open up.

That's what Arthur Tannenbaum, a New York executive, imagined when he created Everybody Wins in 1989, a little more than a year before he retired. Now

he wants to spread the idea across the country. He has started by bringing his program to the nation's capital and getting some U.S. Senators to sign up.

"We need to nurture and teach children," says Tannenbaum, 64. "It's a community job that should involve more than schools and teachers. I want to make it easy for people to get involved."

This is how Everybody Wins works: Each adult volunteer spends one school lunch hour a week with an individual child, reading for pleasure from good children's literature. The schedule is arranged and monitored by a school coordinator who is hired and paid by Everybody Wins. The coordinator usually has at least one child attending the same school. "It's important to have parents involved," says Tannenbaum. "We don't want to put more burdens on the school." Parents, companies or the school can initiate the program by contacting Everybody Wins.

The readers and children come from varied backgrounds. "We have hospital workers from the city working with kids in poor communities, and we have stockbrokers from the suburbs read-



Once a week, Millie Guzman volunteers to read with Crystal, 9, during lunch hour at her school.

ing with kids from the city," says Tannenbaum. The children are in grades one to six.

There are 14 participating schools with Everybody Wins programs. Eight are in New York City, five are in Connecticut, and Everybody Wins recently came to Washington, D.C., as well. Sens. James Jeffords (R., Vt.), chairman of the Senate subcommittee on education, Paul Simon (D., Ill.) and Paul Wellstone (D., Minn.), as well as about 100 Senate staff members, began the program in March at Brent Elementary School, just blocks from the Capitol. The Senators and Capitol Hill staff members are spending one day a week eating lunch with and reading to the children, just as volunteers do in other cities. One difference: Each Senator has been paired with another volunteer to guarantee that a child always has a reading partner—even when travel schedules keep the lawmakers away.

Helen Seelig is the school coordinator at P.S. 59 in New York City, where her two children were students. "We have 120 volunteers for 320 students in this school already," she said. "Even-

B Y C O L I N G R E E R

usually, we want each child to have an adult reading partner. Our children need people to reach out to them."

Arthur Tannenbaum grew up in New York City and attended its public schools. For most of his working life, he was a businessman in a textile company. During the 1980s, Tannenbaum recalls, he read report after report in the press about how our nation's schools were failing. At the same time, he also read about how much a close relationship with a caring adult could help children to learn. "With big classes, that's not always so easy," he says. "We can't afford to wait until there is enough money to have individualized instruction in the classroom. I looked around for what I could do to make things better, and I started from where I was in my corporate office near a public school."

For many years, studies have shown that children make more rapid progress in reading and language skills when they're read to by adults—especially their parents—at any early age. An international team of researchers, which analyzed many of the earlier studies, recently confirmed that conclusion in the *Review of Educational Research*.

In 1991, Tannenbaum retired and devoted himself to building Everybody Wins. Today, the program has about 1000 volunteers. "Recruiting volunteers is the easiest part of operating the program," he says. "Raising the money is the hard part. The corporations generally support their volunteers, but that doesn't cover all of our costs."

But he adds, "The costs are really minimal when you think of what's coming out of this. About \$250 a year covers the cost of the coordinator, mailing and telephone. We ask companies to cover \$250 for each participating employee, but we raise some money from foundations and individuals to cover the costs of our partnerships with city agencies and non-profits." Volunteers come from more than 40 companies, including Bear Stearns, Colgate-Palmolive, DuPont, MasterCard, as well as hospitals and the New York City police.

The police department joined last year. "In many schools, children come from neighborhoods where the police and the community have quite antagonistic relationships," says Tannenbaum. "I began to think: What if police officers take one lunch hour a week and read to a child? If we begin to build strong relationships at a very early age, wouldn't the result be important for the police and the community? Even parents

might find their relationship with the police changing as they do the job of coordinating the program at the local school."

Detective Richard Baudin at New York City Police Headquarters agrees. "I can do a better job if I can connect to these youngsters early on," he says. "I'd much rather read to them than arrest them."

The Everybody Wins volunteers don't try to teach youngsters *how* to read. They share in the reading, though Tannenbaum says the greatest benefits are realized when adults read to the children. "The whole point," he insists, "is to get kids interested in reading. All the books tell you that, but we don't do it enough. Once the interest is there, wonderful things begin to happen."

Wonderful things seem to happen both to the child and the adult readers. "I grew up in the South Bronx," says Millie Guzman, who is 30 and works in the mortgage capital department at Bear Stearns in New York. She volunteers at P.S. 116 in the city. "I had a role model who really made a difference in my life,

and I want to do the same for my reading partner, Crystal. I don't like to hear people complain about schools not working. I want to get in there and try to help." Millie is excited about her relationship with Crystal, 9. "In the summer, she wrote me a beautiful letter telling me how much she missed me and, believe it or not, how much she missed school. Even her mother called to thank me for becoming so special in Crystal's life."

"This isn't my typical lunch," says Marco Golding—27, tall and well-dressed—who works at Colgate-Palmolive in New York and volunteers at a public school nearby. "I didn't realize that my world there could be connected to the world here. I think that educating our children is a real responsibility for all of us. People in the corporate community can do a lot if they only step out from behind their desks."

"So many of my students are developing a positive respect for reading books and for themselves," says Riba Signorile, a sixth-grade teacher at P.S. 116. About 75 of her students have participated in the program in the last five years.

"When people reach out to one another, something is there that wasn't there before," says Tannenbaum. "Then, if you can use that something to help provide needed encouragement for learning, you're doing quite a lot. We're making a lot happen without a lot of bureaucracy and expense. This idea is turning people on, getting kids interested in reading and renewing people's trust in each other."

In the next year, Tannenbaum expects to start Everybody Wins programs in Illinois, Vermont, Minnesota, New Jersey and Hawaii. "I'd like to see the program be as familiar in communities as burger joints and convenience stores," he says. "The design is so simple that anyone can do it."

He pitches his idea to companies like a combination visionary and accountant: The product is sound, the cost is reasonable, and the results are terrific. And executives have been quick to see the program's value. Some companies in the New York area are talking about encouraging people in their offices in other states to sign up.

"We don't ask a lot," says Arthur Tannenbaum. "We ask what can be given without too much trouble. But we ask what is important. That's what makes it work." **II**

For more information, write: Everybody Wins, Dept. P, 165 E. 56th St., New York, N.Y. 10022.

WASHINGTON DC 20540-1610

THE LIBRARY OF CONGRESS**NEWS**

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January 12, 1996

Contact: Craig D'Ooge
(202) 707-9189

CENTER FOR THE BOOK AND EVERYBODY WINS FOUNDATION
FORM READING PROMOTION PARTNERSHIP

On January 3, Librarian of Congress James H. Billington announced that the Center for the Book in the Library of Congress has joined with the Everybody Wins Foundation Inc. in a new national reading promotion partnership.

"The Everybody Wins project focuses on one-to-one reading aloud relationships between adults and young children," said Dr. Billington. "A proven success in New York City and in Washington, D.C., Everybody Wins has tremendous national potential."

"Pilot Everybody Wins projects in Vermont and Minnesota will begin our cooperative efforts," said Center for the Book director John Y. Cole. "We hope additional state centers for the book will become participants later in 1996." The Center for the Book also will support the Everybody Wins project in Washington, and sponsor an Everybody Wins event at the Library of Congress in autumn 1996.

Founded in 1991 by Arthur Tannenbaum, Everybody Wins is a privately funded, nonprofit organization devoted to promoting children's literacy and increasing their prospects for success. For information, write or call the Everybody Wins Foundation, 165 East 56th Street, New York, NY 10022, (212) 832-3180; or Joanie Chase, Everybody Wins DC,

13605 Sir Thomas Way, #44, Silver Spring, MD 20904, (301) 890-0646.

The Center for the Book in the Library of Congress was established in 1977 to stimulate public interest in books, reading and libraries. For information about its projects and those of its 30 affiliated state centers, write or call the Center for the Book, Library of Congress, Washington, DC 20540-4920, (202) 707-5221.

#

PR 96-04

1-11-96

ISSN 0731-3527

EVERYBODY WINS!

When Adults Read to Children

May 24, 1995

Mr. Robert Allen
CEO and Chairman
AT&T
295 N. Maple Ave.
Basking Ridge, New Jersey 07920

Dear Mr. Allen:

On March 7th, 1995 an extraordinary event took place. Three U.S. Senators and more than 100 Senate staff members were introduced to their new "Reading Partners" -- students at the Robert Brent Elementary School on Capitol Hill. They launched the Power Lunch program in Washington, D.C. This outstanding literacy program was initiated by the Everybody Wins! Foundation in New York City in 1989 in order to address one of the country's most critical and basic problems.

In cities around the country, many students are leaving public schools functionally illiterate, with scant prospects for a well paid job. We are turning out these young people in such large numbers that our entire economy and democracy are at risk. Our educational system, which has historically shaped our young people into bright and involved citizens, must provide the backbone of a healthy democracy.

Many students start to fall behind in elementary school and never catch up. In the Power Lunch program the students are matched with volunteer "Reading Partners" from corporations and other organizations in the early grades. The "Reading Partners" share a weekly school lunch, conversation and a good book. This intervention continues all the way through elementary school, usually with the same partner.

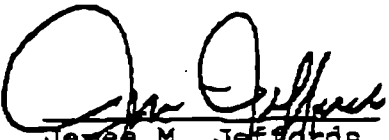
There is a very high correlation between students who are read to one-to-one, for pleasure, on a regular basis, and those who become literate and stay in school. We have therefore set a goal: **EVERY CHILD IN THE WASHINGTON, D.C. ELEMENTARY SCHOOLS WILL HAVE SOMEONE READING WITH THEM, ONE-TO-ONE, FOR PLEASURE ON A REGULAR BASIS.**

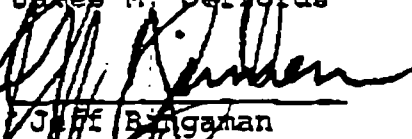
We have a simple request. Please give Joanie Chase, the Director of the Everybody Wins! program in Washington, D.C. 20 minutes of your time so that she can explain how you, and your organization can help.

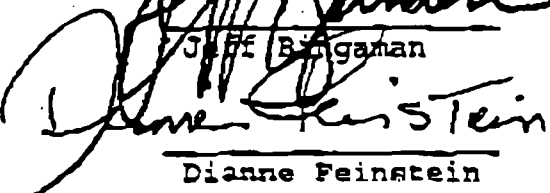
We recognize that the picture often painted of our city schools can seem hopeless. But the real picture is brightened by the many people -- teachers, parents, community leaders -- who are committed to working school by school and child by child toward improvement. We see in the news everyday that educational success stories come about because communities take it upon themselves to become involved. The backing of organizations like yours can bolster these efforts and help find solutions and bridge communities.

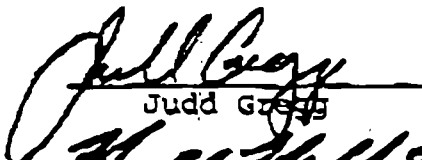
Thank you for your consideration. Ms. Chase will be in touch with you within the next few weeks. We hope you will have the opportunity to meet with her.

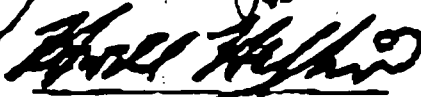
Sincerely,

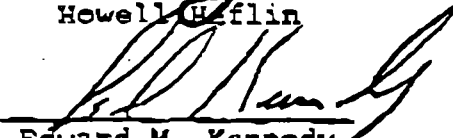

James M. Jeffords

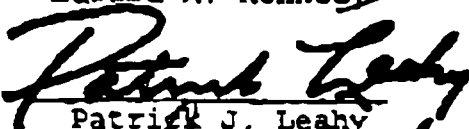

Jeff Bingaman

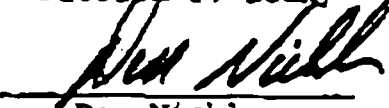

Dianne Feinstein

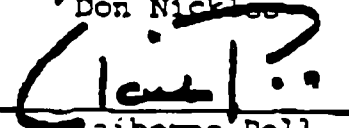

Judd Gregg

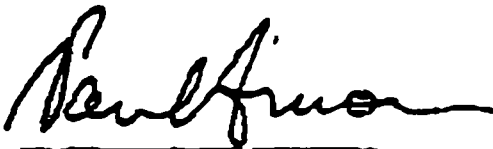

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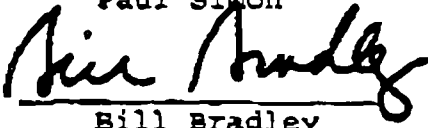

Edward M. Kennedy

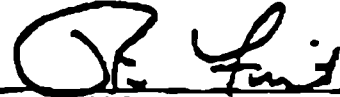

Patrick J. Leahy


Don Nickles


Claiborne Pell


Paul Simon

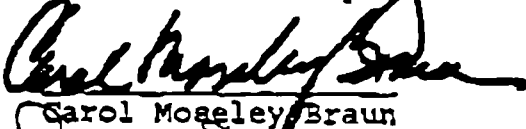

Bill Bradley


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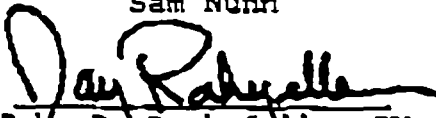

Tom Harkin


James Inhofe


Robert Kerrey


Carol Moseley Braun


Sam Nunn


John D. Rockefeller IV


Robert Dole

THE NEW YORK TIMES **NATIONAL** THURSDAY, JUNE 6, 1996



Paul Hasegrove/The New York Times

Read Any Good Books?

Hillary Rodham Clinton visited John Tyler Elementary School in Washington yesterday to help promote Everybody Wins, a private, nonprofit organization devoted to promoting children's literacy. The

program, which was founded in New York City in 1991 by Arthur Tannenbaum, an executive, seeks volunteers go to a local school to read with a student for one lunch hour a week.



janetv_green @ ed.gov
06/06/97 01:46:00 PM

Record Type: Record

To: William R. Kincaid, Robert M. Shireman

cc:

Subject: July 1

Thanks to Cynthia Wong at OPE, here is the correct wording for both the waiver on that begins on July 1st and the \$13 million. (Cynthia emailed me a little later and said that SFAP (Student Financial Assistance Program) has been referring to the additional FWS funds as #13 million (rather than \$13.5) We will get exact amount soon). We are now checking on schools in the Boston area who are using their FWS beginning July 1st.

Forward Header

Subject: July 1

Author: Cynthia Wong at WDCA01

Date: 6/5/97 05:13 PM

Effective July 1, 1997, the Secretary of Education has waived the matching requirement for Federal Work-Study (FWS) students serving as reading tutors to preschool and elementary school children. Generally, the federal government provides up to 75% of the FWS wages paid to students, while employers contribute at least a 25% match.

In addition, institutions may begin drawing down FWS funds for the 1997/98 award year beginning July 1, 1997.

(Janet: these award letters have already been mailed out.)

For the first time, an additional \$13.5 million in FWS funds will be allocated to institutions that graduate or transfer 50% or more of their Pell Grant recipients. As of June 5, 1997, 438 institutions have applied for additional funds, including six institutions in Boston and ten other institutions in Massachusetts. The Department of Education anticipates that these awards will be distributed by early July.

(Janet, it's probably not wise to list the schools in Boston, as some of them may be denied funding if they are found ineligible.
P.S. As one final reason, July 1 is my birthday!)



janetv_green @ ed.gov

06/09/97 06:07:00 PM

Record Type: Record

To: William R. Kincaid, Robert M. Shireman

cc:

Subject: mass. schools using \$\$\$

Here is an update from Courtney on the six schools who have signed-on to the Challenge from Mass. and if they plan to use FWS July 1 or the fall.

Forward Header

Subject: mass. schools using \$\$\$

Author: Courtney Reeve at WDCB02

Date: 6/9/97 02:25 PM

Harvard: Judith Kidd will not be in till Monday June 16

Mt. Wachusett: will use \$ in Fall

Northeastern: left another message - *Fall*

Wheaton: left another message - *Fall*

 Wheelock: YES!!! will be using \$ for ARC on July 1 (not 100%, but...)

Williams: will use in Fall

Julie Demeo -- June 5, 1997

Jump start

Bost and New Haven

16 to over 150 ACt

school year and over the summer

city wide literacy corps

Work study students

13 colleges

More than 1/2 of volunteers

June 5, 1997

Janet Green

For first time, FWS money has reached a certain amount
and if certain % of schools graduate over 50% of FWS participants

13 million

Bob Shireman

gets redistributed to schools that do a high percentage of community service

if they can find a school that's doing work study in summer

July 1 is the waiving of the match--

ED will pay 100% of the cost of kids who do elementary school tutoring under FWS--

That's when increased money starts to flow

Bonus for schools that do a lot of community service

of schools

On the books



Deborah_Fine @ ed.gov

05/17/97 06:01:00 PM

Record Type: Record

To: Michael Cohen, William R. Kincaid

cc:

Subject: town hall meeting

I just wanted to make sure you are aware of the materials we now have, or plan to have in the next couple of months on reading in case they're helpful to know about as you prepare for the town meeting:

1. Simple Things To Do:

This is a booklet with suggestions for how to help kids learn to read. It has specific ideas for each of the following categories: parents; schools (school, teachers, and administrators); librarians; grandparents, seniors, neighbors, concerned citizens; community, cultural and religious organizations; universities (students, administrators and faculty); employers; and media.

It is finished, and will be up on the web in the next week or so. It will not be printed though until later this summer.

2. Lexile Framework for Reading

This is a chart that outlines reading levels with corresponding appropriate book titles and samples of text, next to grade levels, next to skills needed by each developmental stage. It overlays over all of this information the corresponding NAEP levels (basic, proficient, etc.).

This is something that MetaMetrics is working on with Scholastic for us, and it ought to be complete within the next month.

3. Checkpoints for Progress

Two separate documents (one for teachers, and one for parents) are being developed to outline age-appropriate skills for children for reading.

The document for teachers is basically done as I understand it, but the parent document needs revision. These ought to be available later this summer.

4. Documents already being distributed, that you know about:

a. Read/Write/Now Basic Kit

- b. Read/Set/Read Early Childhood Kit
- c. Spiderman

Please let me know if you have any questions or would like to see drafts/samples of any of these documents. Thank you.

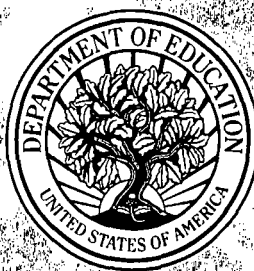
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**EXPANDING FEDERAL WORK-STUDY
AND COMMUNITY SERVICE
OPPORTUNITIES**



An EWS Resource Guide from the U.S. Department of Education