

TO:

Mike Cohen

FROM:

Dennis Lieberman

NATIONAL SCHOOL-TO-WORK OFFICE

400 Virginia Ave., SW, Suite 210
Washington, DC 20024MAIN # - 202/401-6222
FAX # - 202/401-6211

DATE:

7/14

NUMBER OF PAGES (INCLUDING THIS PAGE):

7

MESSAGE:

National Employer
Leadership Council List
for School To Work

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...central control and authority over the local schools by the federal government. When asked whether the federal government should have more influence or less influence in determining the educational programs of local public schools, Americans believe by a two-to-one margin (64% to 28%) that the federal government should have less influence, an increase over the 53% to 26% reported in 1986. On the other hand, a majority of Americans (52%) would give the states more influence over local educational programs, and a strong majority (64% to 24%) would give local governments more influence over local school programs.

The public's negative views toward centralized authority over education also extend to funding. Nearly half of the public (48%) believes that the states should have more say with regard to the way federal education funds are spent, while only 12% would give the states less say. Moreover, two-thirds (64%) of those who would give the states more say would do so even if it meant that there would be less federal money available. And 70% of all respondents believe that local authorities should be permitted to determine how federal education funds are spent.

* Support for public school choice is a bit stronger in 1995 (69% in favor) than in recent years, when support ranged from 60% in 1989 to 65% in 1993. However, opposition to "allowing students and parents to choose a private school to attend at public expense" remains strong (33% in favor, 65% opposed). Even 54% of Roman Catholics and 51% of parents of children who attend nonpublic schools are opposed.

The public has long favored the idea of having national goals and standards for the schools. Thus it is no surprise that the current poll found that the vast majority of people (87%) favor setting higher standards for what students should know and be able to do in basic subjects. Public

	National Totals %	No Children In School %	Public School Parents %	Nonpublic School Parents %
Favor	86	86	85	85
Oppose	10	10	11	9
Don't know	4	4	4	6

Public and Private School Choice

Beginning in 1989, these polls have tracked public opinion on the issue of giving parents a choice of the public school their children attend, regardless of where they live. Sentiment has consistently favored this form of choice. By 1990 several states had begun experimenting with choice plans involving the public schools, and the idea had the backing of President Bush and the U.S. Department of Education. Today, more than half of the states have passed laws permitting some form of public school choice, and others are considering such laws.

Plans that include choice of a private school to attend at public expense are an entirely different matter, however. This year's poll shows that approximately two-thirds of the public opposes such plans. While this figure represents strong opposition, it is not as strong as it was in 1993, when 74% of the public expressed opposition.

However, among the 13 different demographic groups routinely tracked in this poll, not one shows a majority favoring private school choice at public expense. Even Roman Catholics and nonpublic school parents oppose the idea: Catholics 54% to 44% and nonpublic school parents 51% to 44%.

The first question:

Do you favor or oppose allowing students and their parents to choose which public schools in the community the students attend, regardless of where they live?

	National Totals %	No Children In School %	Public School Parents %	Nonpublic School Parents %
Favor	69	69	69	78
Oppose	28	28	29	21
Don't know	3	3	2	1

	National Totals				
	1995 %	1993 %	1991 %	1990 %	1989 %
Favor	69	65	62	62	60
Oppose	28	33	33	31	31
Don't know	3	2	5	7	9

The second question:

Do you favor or oppose allowing students and parents to choose a private school to attend at public expense?

	National Totals %	No Children In School %	Public School Parents %	Nonpublic School Parents %
Favor	33	30	38	44
Oppose	65	68	59	51
Don't know	2	2	3	5

	National Totals		
	1995 %	1993 %	1991 %
Favor	33	24	26
Oppose	65	74	68
Don't know	2	2	6

Answers to the next question probably explain the reluctance of Roman Catholics and nonpublic school parents to approve the idea of private school choice at public expense.

The third question:

Do you think private schools that accept government tuition payments for these students should be accountable to public authorities or not?

	National Totals	
	1995 %	1993 %
Yes, should be accountable	73	63
No, should not be accountable	24	34
Don't know	3	3

Higher Standards

Republicans and Democrats in the federal government, along with state governors of both parties, have embraced the need for higher standards of academic achievement in the nation's schools.

A dozen associations representing the academic disciplines have spent long hours and millions of dollars drafting a mountain of standards. Most of these groups had completed their work by the end of the 1994-95 school year.

But the national standards movement is not proceeding as swiftly now as anticipated. There are increasing questions and controversy. *Education Week* has summarized these as follows: Who should set standards, and who has the right to say whether they are good enough? Are the proposed standards really for all children, from the gifted and talented to those with special needs? Will all students have access to the instruction and resources they need to meet the standards? Will the standards dictate a national curriculum in a country that has a strong tradition of local control in education? What role, if any, should the federal government have played in developing standards? And are the emerging documents both politically balanced and academically rigorous?

These polls have dealt with the standards issue on several occasions. In 1989 and 1991, for example, people were asked whether they favored or opposed requiring their local schools to conform to national achievement standards and goals. By a margin of 70% to 19% in 1989 and 81% to 12% in 1991, they favored this strategy. In both years 77% also favored using standardized national tests to determine whether students were meeting these national standards. It is no surprise, then, that the vast majority of respondents in this year's poll (87%) favor setting higher standards in the basic subjects than are now required in order to move from grade to grade. Nearly as many (84%) favor setting higher standards for high school graduation.

The questions:

CEO MEETING WITH THE PRESIDENT

INVITATION LIST

1. Joe Gorman, TRW —
 2. Frank Schrontz, Boeing
 3. John Clendenin, BellSouth —
 4. John Pepper, Procter and Gamble —
 5. Lou Gerstner, IBM —
 6. James Orr, UNAM ~~UNAM~~
 7. Oz Nelson, UPS —
 8. David Whitwam, Whirlpool —
 9. Joe Dionne, McGraw-Hill
 10. James Houghton, Corning (chair, skills standards board)
-
11. John Ong, BFGoodrich
 12. Walter Elisha, Spring Industries
 13. John Hall, Ashland
 14. Paul O'Neill, Alcoa
 15. Ed Donnelley
 - (6) Anthony Burns, Ryder Systems (Utah)

for the mlb

Con the L MJ
Heft coo
ne 9 p/b

MEMORANDUM
OF CALL

FAX done
2:30 P
Ja
Previous editions used

TO:

Mike C.



YOU WERE CALLED BY—



YOU WERE VISITED BY—

Milt Goldberg

OF (Organization)



PLEASE PHONE

(Enter area code,
if necessary)



DSN

289-2944



WILL CALL AGAIN



IS WAITING TO SEE YOU



RETURNED YOUR CALL



WISHES AN APPOINTMENT

MESSAGE

Pls. call ASAP

1-2 page - (Fax) - 289-2908

RECEIVED BY

CJ

DATE

9/1

TIME

1645

NSN 7540-00-834-4018
50363-112

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General Services Administration

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UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: Met Goldberg

ORGANIZATION: NAB

PHONE NUMBER: 289-2944

FAX NUMBER: 289-2908

FROM: Mike Cohen

PHONE NUMBER: 401-3385

MESSAGE: 11 pages as discussed

faxed by Jim 401-1120

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 PAGE(S) TO FOLLOW



UNITED STATES DEPARTMENT OF EDUCATION

GOALS 2000: EDUCATE AMERICA ACT



August 1995 Update

The Goals 2000: Educate America Act is seeking to increase academic achievement by raising academic standards, supporting high-quality teacher professional development, expanding the use of computers and technology in classrooms, and increasing parental and community involvement in education.

Bipartisan History

- The Goals 2000 Act is based on lessons learned from state and local education improvement efforts sparked by the Reagan Administration's 1983 report A Nation At Risk;
- The nation's governors and President Bush laid the groundwork for the Goals 2000 Act in 1990 when they established national goals for education and launched a grassroots state and local effort to reach them;
- The Goals 2000 Act passed with strong bipartisan support in Congress and with the endorsement of every major national business, parent, and education organization;
- The Goals 2000 Act, signed into law by President Clinton on March 31, 1994, recognizes that education is a state and local responsibility, but it must also be a national priority. The Act provides direct support to state and local school improvement efforts.

Goals 2000:

- represents the first federal education act that helps states and communities build on and coordinate their existing reform efforts rather than creating a new discrete program;
- provides incentive grants for schools, communities and states to support their own effective approach to improve student achievement;
- provides funds to states and school districts for better teacher training and professional development;
- encourages parents to get more involved in the education of their children;
- promotes flexibility by providing, for the first time in history, authority for the Secretary of Education to waive certain regulations to assist states and local communities in implementing school improvements;
- encourages each state to develop challenging academic standards for students.

Overview of Implementation of the Goals 2000 Act

Goals 2000 recognizes that there is no cookie-cutter approach to improving education. It supports a wide array of state and local approaches to raise academic achievement.

No new regulations have been or will be issued for Goals 2000. The application for Goals 2000 first-year funds was only four pages. On average, state funding awards have been granted in less than a month following submission of the application.

Year 1: Under Title III of Goals 2000, participating states used funds to form broad-based citizen panels responsible for developing or building upon a comprehensive statewide school improvement plan. At least 60 percent of the funds were passed on to individual school districts and schools for teacher professional development and district and school strategic planning. Congress appropriated \$105 million for Goals 2000 in 1994. Forty-eight states received first year Goals 2000 funds.

Years 2-5: Funds for years two through five will support implementation of state, district and community education improvement plans. At least 90 percent of the funds must be passed on to individual school districts and schools. Congress has appropriated \$362 million for 1995. To date, twenty-one states have received second year funding under Goals 2000.

Every state is using Goals 2000 to support its own unique approach to improving education. In Massachusetts, Goals 2000 funds are being used to support the creation of charter schools. In Kentucky, funds are being used to encourage parental involvement in ongoing reform efforts. In Illinois, challenging standards for student achievement have been set in six core subject areas.

Kansas, Kentucky, Michigan, Ohio, Oregon, and Utah have had their comprehensive statewide school improvement plans approved through a peer review process, and several other states will soon be notified that their plan has been approved. A team of teachers, business people, and community members involved in education reform efforts across the country reviews each plan and makes a recommendation to the Secretary for plan approval.

Oregon and Kansas are the first two states in the nation to be designated Ed-Flex states, giving the waiver authority of the Secretary of Education to the states to assist in the implementation of school reform efforts.

While implementation is still in the early stages, Goals 2000 is helping communities provide a quality education that prepares all children for responsible citizenship and productive employment in our modern economy.

PRESIDENT'S MEETING WITH CEO'S

1. Goals 2000

- o President needs to ask the CEO's to work to secure funding for Goals 2000 in the Senate, and needs to identify key Senators they should contact before the Sept. 12 subcommittee mark-up.
- o President should ask them to help keep governors on board in their own states.

2. Reinvigorate business involvement in education reform

- o Challenge the CEO's to get back to him in the next two months with a plan for how they will help speed the pace and improve the quality of education reform around the country.

Delete stuff in italics for final version

- *Ask them to focus on standards: (1) help parents, employees, students and the public understand why they are important; (2) figure out how to make student performance count*
- *Ask them to focus on technology: (1) help to support teacher training so that teachers can use technology to teach in new ways; (2) help make sure students in every school schools access to technology; (3) help make sure that high quality instructional software, linked to academic standards, is available.*
- Tell the CEO's he'd like them to reach out to the key business groups on this task, and to work closely with Secretary Riley as they think this through.

3. Block Grants

Some CEO's are likely to encourage President to support block grant proposals, because they promote greater flexibility in the use of resources. **The President should:**

- **Indicate the the Secretary has been following specific block grant proposals closely, and ask him to field this issue; and/or**
- Indicate that he is open to responsible block grants, like Goals 2000, which are focused on important national priorities and which provide the widest possible flexibility in how funds are used together with accountability for performance;
- Indicate his concerns about the block grant proposal being circulated by House Republicans including, specifically:
 - the likelihood that the block grant/consolidation will also be accompanied by a significant reduction in funding, when we need to be investing more in education reform;
 - the fact that almost all of the funds (92.5%) could be used for private school vouchers, taking funds away from public education;
 - the uncertainty that the final version will retain a requirement for states to establish challenging academic standards;
 - the lack of any accountability provisions in the draft legislation.

To Do:

1. Background package for CEO's--press clips, overview, progress report
2. Keep in touch with Mike Schmidt--event memo
3. Keep in touch with Kate Carr--invitation list
4. Staff attendance ED staff (MC, JD, KK)
Business staff--Michael Jackson, Bob Jones(?)
4. Script for the meeting--what does the President need for briefing materials and talking points

call steve silverman

9:30--meeting with Mike Smith

10:30--history standards briefing with RWR

11:00--RWR interview with business week

Monday--conference call with white house at 10:30--call in

Albert Hoser
President and
Chief Executive Officer

August 16, 1995

Ms. Kate Smith Carr
Special Assistant to the President
Office of Public Liaison
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Ms. Carr:

Thank you for your letter of August 1 regarding funding levels for federal education and training programs.

Siemens strongly believes that education and training investments at the federal, state and local levels are essential so that both businesses and individuals will be able to sustain the standard of living that Americans expect. These types of investments are the foundation for our future economic growth and social strength, and we have been honored to work with the Administration on initiatives such as Goals 2000 and the School-to-Work Opportunities Act.

As a company, we know very well the importance of the bottom line. We are pleased to see that President Clinton and the Congress are committed to a balanced budget as a long range goal. We encourage creative efforts to reduce costs through the consolidation, reform and innovation of existing education and training programs. Specifically, we believe that the use of federal money as "seed" or incentive "venture capital" for the development of programs is vitally important -- as is the active participation of the private sector.

Siemens has been active in such pro-education and training organizations as Jobs for America's Graduates (JAG) and the National Alliance of Business (NAB). I have testified before the United States Senate on the importance and value of federal investment in education and training. On behalf of our 46,000 U.S. employees, we often discuss with our Congressional representatives the value Siemens places on federal support for such programs.

We continue to support efforts to develop a strong and consistent bipartisan emphasis on the vital need for ongoing investment in education and training as a crucial element in ensuring our country's future.

Sincerely,

Albert Hoser

FAX
TO
Mike Cohen
401-0596

Meeting

PRES opens - report rfa guide - by a team
- up of Q2k to sign

PLAN - build a Q2k
- sth. pattern
- finding
- 1-2 success stories

PRES - Asks for help

PRES - ask for updates

- challenges - effort to be a
- tired
- still

① List of Participants

② Talking Points for President

③ Tech. - refer to Genshner's speech

Check - ① C2H

② - By - Lt

Mule

100

① Jennifer to Indiana

② Fax to Milt

[2-pager
Meyers report

③ Fax to Paul Curran's office

Reur/Virgo correspondence

Pres - common agent

Purpose - elicit report for the lead for G.H.

- likely sent

- G.H. to the

- account to put on

Requests for Corporate Help on Education

1. Addison Wesley
2. Ameritech
3. Amoco Corporation
4. Apple Computer
5. ARA Food Services
6. AT&T
7. BDM International
8. Bell Atlantic
9. Bell South
10. Borden Milk
11. Cisco Systems
12. Coca Cola Company
13. Colgate-Palmolive
14. Computer Curriculum Corporation
15. Cox Cable Communications
16. CTB/McGraw Hill
17. Discovery Networks
18. ESPN
19. General Motors
20. Globe Book Company
21. Harcourt Brace
22. Honeywell Inc.
23. Houghton Mifflin
24. IBM
25. Intel Corporation
26. Johnson Controls
27. Jostens Learning
28. Kraft Foods
29. Kellogg Corporation
30. MCI
31. Macmillan/McGrawHill
32. MECC
33. National School Bus, Inc.
34. Nickelodeon
35. PACTEL
36. Paramount Publishing
37. PEPCO
38. Plymouth, Inc.
39. Proctor and Gamble
40. Psychological Corporation
41. Riverside Publishing
42. Scholastic, Inc.

- 43. Scott Foresman
- 44. ServiceMaster
- 45. Silver Burdett Ginn
- 46. Simon and Schuster
- 47. Sony Electronics
- 48. Walt Disney Company
- 49. US WEST
- 50. Xerox Corporation

SECRETARY'S CALL TO JOE GORMAN

1. I want to bring you up to date on important developments with respect to Goals 2000. As you may know, the House of Representatives voted to eliminate funding for Goals 2000 entirely when they passed the education appropriations a few weeks ago. I hope that the Senate will restore the funding when it takes up its appropriations bill in the next two weeks. It will be very important for the Senate to do this, in order to protect all we worked so hard to establish when Goals 2000 was passed, and to preserve the momentum of education reform in the states.
2. The President and I need your help. The President wants to meet with you and a few other business leaders on September 6, when you are in Washington for BRT meetings. The meeting will be from 2:00 to 2:30 in the White House. I wanted to personally give you a heads up on that before you receive an invitation from the White House.
3. The meeting will focus on two issues: (1) Goals 2000 and the importance of continuing its funding; and (2) a challenge to the business leaders from the President to reinvigorate their efforts in support of education reform.
4. The President would like you and the other CEO's to come to the meeting with a statement of support for continued funding for Goals 2000. He would also like a brief update on the BRT education initiative.
5. At the conclusion of the meeting, and if you agree, we will have a brief press availability.
6. If it is alright with you, I'd like to have Mike Cohen contact Michael Jackson and provide him with the details of the meeting.

See attached for CEO's to be invited

DRAFT**CEO STATEMENT IN SUPPORT OF FEDERAL LEADERSHIP IN K-12 EDUCATION REFORM**

As leaders of some of our nation's largest U.S. based companies, we believe there is a crisis in the quality of our public schools. Student performance, although improving in some schools, remains far too inadequate when compared with the performance of our international competitors. Unless steps are taken immediately to reverse this problem, we will continue to move down a path of mediocrity, and will be unable to compete globally in the international marketplace.

Unfortunately, the recent action that was taken in the United States House of Representatives reducing federal funding and support for education threatens our ability to make the changes that are needed in our schools.

We believe that comprehensive, systemic education reform is urgently needed at the state level to stimulate and support the transformation of our local schools. As national business leaders, we have made a ten-year commitment to achieve this reform, and stand behind a nine-point public policy agenda for change (attached). Since education is primarily a state responsibility, states must set high academic standards, hold schools accountable for results, and provide schools with the autonomy and flexibility they need to achieve high performance.

While our focus has been at the state level, we also believe there is an important role for the federal government to play to support and accelerate state and local school reform. In 1994, we supported the *Goals 2000: Educate America Act* and the *School-to-Work Opportunities Act*, because they provide national leadership to support our state-level agenda. Given the importance of this leadership, we

continue to stand behind the framework of these two federal education reform initiatives in order to provide the necessary combination of state and federal support needed to improve the quality of our nation's public schools.

Unlike our international economic competitors, we do not have agreement on what our students need to know when they graduate from school. Although we tell students how many years they must attend school and how many courses they must take, we do not have clear expectations about what they should actually know and learn - and at what levels of performance. As a result, our students do not leave school being able to perform as well as their counterparts in other nations. Far too many of our students graduate from high school without the skills they need for employment, higher education, and the ability to participate as active and productive citizens in society.

It is imperative that we start to expect our students to perform as well or better than our international competitors. Most of us in business have learned this lesson the hard way, and have taken steps that have enabled us to reclaim our position as leaders in today's global international economy. We must now demand the same from our public schools.

In order to turn our schools around, we need academic standards that are as high and rigorous as those around the globe. While these must actually be developed at the state and local level, we need national leadership to help schools benchmark where their standards stand in comparison to other schools and districts throughout the country. Without this broader perspective, schools will not be able to determine how their standards measure up to the international levels they must reach.

We strongly support the efforts undertaken in the 104th Congress to cut federal spending and eliminate inappropriate federal regulations. However, as our national makes the tough political decisions necessary to improve our economy, we need to preserve the limited, but crucial role the federal government plays in supporting investments that reward future generations through high quality education.

In 1989, President Bush and our nation's governors met in Charlottesville, Virginia and held a summit to make education a top national priority. This historic meeting led to the creation of the National Education Goals, which have become the centerpiece for every state and local school district to strive for through the year 2000. We support the National Education Goals and the national leadership that has supported them in order to help our schools prepare our children to be successful and productive members of society. We also oppose the elimination of funding for Goals 2000 that removes this leadership in support of state and local school improvement and reform.

7/31/95

9:00 a.m.

TALKING POINTS FOR SECRETARY RILEY

The President will ask you to provide a brief update on the status of Goals 2000. You should address:

1. What Goals 2000 is

Basic Framework: Goals 2000 asks states to:

- set their own challenging academic standards
- develop their own, systemic reform plans--an approach entirely consistent with the BRT 9-point education agenda and that of every other business group
- do this with broad-based involvement; including especially with business involvement

In return, the federal government:

- provides seed money--venture capital--to support local reforms
- provides unprecedented flexibility--no new regulations, waivers from requirements in other programs

Goals 2000 is the first time that the federal government has put its efforts behind raising academic standards and directly supporting state and local education reforms.

2. Implementation Update

Despite much of the political controversy, Goals 2000 is beginning to take hold in the states:

- 47 states are participating in Goals 2000
- 14 states have completed the planning process and now, or soon, will have approved plans. Among these states already approved are: Oregon, Kentucky, Utah and Michigan.
- 21 states have received their second year funding already, and others will follow shortly.
- Oregon and Kansas have been selected as "ED-Flex" demonstration states--which means that these states can now waive federal statutory and regulatory requirements in most other federal education programs, without asking me for approval. Additional states will be announced in the next several weeks.

In general, we have learned from this first year that:

- Local interest in education reform is often high, and is sparked by the competition for Goals 2000 funds.
 - Initial evidence is that local applications for state Goals 2000 funds has exceeded available funds by 200%-600%.
- States are using these funds to support standards-based reforms, and to push these reforms from the state to the local level.
- States are using these funds strategically, to invest in areas critical to their overall success. These include:
 - *Promoting Standards:* Michigan is using Goals 2000 funds to help local school districts adopt standards and core curricula in the academic subjects;
 - *Parental involvement:* Kentucky is using Goals 2000 funds to promote parental support for KERA, as part of an overall strategy to expand support from state leaders to the grass roots.
 - *Accountability:* Ohio will be using Goals 2000 funds to support interventions in the 44 lowest performing school districts in the State;
 - *Technology:* Vermont is using Goals 2000 funds to integrate its overall reform plan and its approach to using technology. Lou Gerstner's recent grant to Vermont, to provide teachers the computer tools to create their own curriculum linked to Vermont's learning standards builds directly on this plan;
 - *Charter Schools:* Massachusetts is using Goals 2000 funds to help launch 14 charter schools.

3. Appropriations Update

- Current (FY 95) funding: \$371 million
- FY 96: House--eliminates program entirely
- FY 96: Senate--Appropriations subcommittee mark-up is Sept. 12 and 13.

Full committee mark-up is Sept. 14. This next week is critical.

- We understand that Sen. Specter will try to provide about \$300 million for Goals 2000, and that Sen. Hatfield and Jeffords will support this.
- Our hope is to come out of the Senate with as high a figure as possible, so that the figure that comes out of the House/Senate conference is as good as it can be.

You need to ask the CEO's to:

- Within the next week, reach out to the national business organizations, such as BRT, the Chamber, NAB, and to other CEO's have have supported Goals 2000, to enlist their support.
- Within the next week, contact Republican Senators on the Appropriations Committee who voted for Goals 2000, and ask them to support Sen. Specter's efforts to provide funds for Goals 2000
 - **Stevens (AK), Domenici (N.M.), Bond (MO), Gorton (WA).**
 - Also contact **Specter, Jeffords and Hatfield**, to reinforce your support and ask if there are others you can help with.
- Within the next week, find ways of publically expressing business support for funding Goals 2000, through op-ed pieces, press releases, etc.
- As soon as possible, contact the Senate leadership (Dole) and help them understand the importance of funding Goals 2000--as an educational issue, not a political issue.
- When the appropriations bill comes to the floor of the Senate, help defend Goals 2000 funds from efforts to eliminate it.
- As soon as possible, meet with the House leadership (Gingrich, as well as Bob Livingston), and help them understand the importance of funding Goals 2000.

Important tie between Goals 2000 and technology: Goals 2000 provides an important tie between education reform and the growing interest in technology. Every state that is developing a Goals 2000 education reform plan also has received funds to develop a statewide plan for using technology to support these reforms. A review of plans we have received recently shows that states are working hard to integrate technology into the improvement of teaching and learning based on high standards. They are addressing a wide range of issues, including:

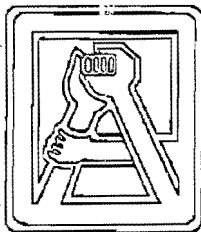
- the need to provide access to state-of-the-art technology to all students;
- integrating technology skills into the curriculum;
- providing professional development that helps teachers learn to use technology to promote advanced academic skills;
- establishing technology centers and demonstration sites to model effective practices;
- building telecommunications networks that effectively link schools, homes, and institutions of higher education;
- devising realistic financing plans, and allocating needed resources;
- supporting local planning for the use of technology to support reforms aimed at high standards.

The importance of CEO's and the Business Community

- Like any program in its infancy, Goals 2000 has not yet had a chance to touch many people directly--parents, teachers, administrators--because the initial funds have been quite limited, and distributed only recently. So, it hasn't yet built up a large natural constituency.
- Some in the education community--Al Shanker at the AFT, Chief State School Officers around the country, many of the PTA organizations have also been very strong supporters of Goals 2000, and still are. However, the business community has been the backbone of support for Goals 2000. CEO's like yourselves can envision the value of Goals 2000--standards driven education reform--without being on the receiving end of the funds.
- The Business Roundtable (BRT), the National Alliance of Business (NAB), the Chamber of Commerce, the Committee for Economic Development (CED), worked so hard to secure passage of Goals 2000, because of the importance of standards-driven reform. Each of you helped keep Goals 2000 mainstream and bipartisan, which is so important for the long term success of any education reform movement. In particular are now critical to the funding for Goals 2000.
- You are essential to the very survival of Goals 2000 again--to preserving its funding and the standards-based reforms it symbolizes. If Goals 2000 funding is eliminated as proposed in the House of Representatives, it will be seen as a victory for those who oppose real change, who believe that our students can't achieve at internationally competitive levels.
- This won't be a defeat for the Administration; it will be a defeat for everything we have worked together for over the past several years and more--a defeat for real education reform, for our children's future and our nation's future.
- That is why your help at this time is so critical.

Response to Organized Opposition to Goals 2000

- We are all aware of the well organized opposition to Goals 2000, and to many state education reforms. We have all experienced it first hand.
- Much of this opposition, as you know, has been based on myths about Goals 2000--that it promotes OBE, school-based health clinics, federal takeover, and much more.
- Increasingly, the press about Goals 2000 has been helpful in revealing just how off-base these attacks are. For example:
 - Last week's Wall Street Journal had a front page article about New Hampshire's decision not to participate in Goals 2000. It pointed out that leading opponents to Goals 2000 in New Hampshire believed that Goals 2000 was connected to the United Nations, could lead to the injections of mind-altering drugs, or would have federal officials take children away from parents. Once these way-out charges come to light, together with the facts, it will make it easier to earn public support.
 - An editorial in the Roanoke-Times (Virginia) in another state that is not participating, points out that other states that are participating have not found any of the federal intrusion our opponents have attributed to it.
 - In Texas, one of the most vocal opponents of participation in Goals 2000--state legislator Carolyn Park, with strong ties to the Eagle Forum--was named chair of the state Goals 2000 panel by Gov. Bush. She is now one of the strongest supporters of Goals 2000, with newspaper stories telling of her testifying before the state board of education and admitting her previous position had been wrong.



National Alliance of Business
1201 New York Avenue, NW
Suite 700
Washington, DC 20005-3917
(202) 289-2888

Fax Cover Sheet

DATE: September 5, 1995

TO: Michael Cohen
Office of the Secretary
U.S. Department of Education

FAX NUMBER: 401-0596

FROM: Bob Jones

PHONE: (202) 289-2804

NAB FAX NUMBER: (202) 289-1303

TOTAL NUMBER OF PAGES: 2

REMARKS: Attached is a one-page summary of talking points for business executives for use with federal policymakers.

JG Val R
6/6 923-3545

BUSINESS VIEWS ON FEDERAL INVESTMENTS IN EDUCATION AND TRAINING

- America's business leaders strongly support the goal of reducing the federal deficit and balancing the budget for the nation's long-term fiscal health.
- Efforts to reduce federal spending require decisions to reform, consolidate, eliminate, and innovate current programs. As this occurs, government leaders must set priorities by reducing or eliminating some programs and enhancing investments in others to balance the budget. It is the view of business leaders, in nearly every community, that one critical investment to maintain in government priorities is the investment in education and training. These investments are the foundation for this society's future economic growth and social strength. Goals 2000 embodies this principle and should be supported.
- For American business, the knowledge and skills of employees are the critical factors for economic success and international competitiveness. Yet, we continue to find that job seekers are less prepared or less able to compete in the modern workplace. High performance workplaces and increased technology require ever-changing skills. Education and training investments at the federal, state, and local levels are essential to enable both businesses and individuals to sustain the standard of living that Americans expect.
- The federal investment is unique for its ability to act as seed money to design major improvements and innovations that leverage other state and local funds. Federal leadership has been crucial to the gains we have made since critical problems were identified in the 1983 report "A Nation At Risk." Federal funds also play a unique role in dealing with major, unforeseen crises.
- It is appropriate for the Congress to oversee and change program policies, but the simple, national leadership role in education reform, and the basic investments in educating and training people, are essential to ensuring the strength of our country's future.

Albert Lozer

August 16, 1995

Ms. Kate Smith Carr
Special Assistant to the President
Office of Public Liaison
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Ms. Carr:

Thank you for your letter of August 1 regarding funding levels for federal education and training programs.

Siemens strongly believes that education and training investments at the federal, state and local levels are essential so that both businesses and individuals will be able to sustain the standard of living that Americans expect. These types of investments are the foundation for our future economic growth and social strength, and we have been honored to work with the Administration on initiatives such as Goals 2000 and the School-to-Work Opportunities Act.

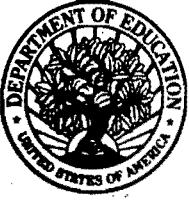
As a company, we know very well the importance of the bottom line. We are pleased to see that President Clinton and the Congress are committed to a balanced budget as a long range goal. We encourage creative efforts to reduce costs through the consolidation, reform and innovation of existing education and training programs. Specifically, we believe that the use of federal money as "seed" or incentive "venture capital" for the development of programs is vitally important -- as is the active participation of the private sector.

Siemens has been active in such pro-education and training organizations as Jobs for America's Graduates (JAG) and the National Alliance of Business (NAB). I have testified before the United States Senate on the importance and value of federal investment in education and training. On behalf of our 46,000 U.S. employees, we often discuss with our Congressional representatives the value Siemens places on federal support for such programs.

We continue to support efforts to develop a strong and consistent bipartisan emphasis on the vital need for ongoing investment in education and training as a crucial element in ensuring our country's future.

Sincerely,

Albert Lozer



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: Michael Jackson

ORGANIZATION: TRV

PHONE NUMBER: _____

FAX NUMBER: 703 276-5057

FROM: Michael Cohen
Senior Advisor to the Secretary

PHONE NUMBER: 202 401-3070

MESSAGE: _____

CONFIDENTIALITY NOTICE

THIS TRANSMISSION IS INTENDED FOR AND RESTRICTED TO THE NAMED ADDRESSEE ONLY. IT MAY CONTAIN CONFIDENTIAL AND/OR PRIVILEGED INFORMATION. IF YOU RECEIVE THIS TRANSMISSION IN ERROR, YOU ARE NOTIFIED THAT YOU ARE PROHIBITED FROM READING, COPYING, OR DISSEMINATING THE TRANSMISSION. PLEASE CALL 202-401-3000 TO ARRANGE FOR RETURN OF ANY TRANSMISSION SENT IN ERROR THANK YOU.

2 PAGE(S) TO FOLLOW

SECRETARY'S CALL TO JOE GORMAN

1. I want to bring you up to date on important developments with respect to Goals 2000. As you may know, the House of Representatives voted to eliminate funding for Goals 2000 entirely when they passed the education appropriations a few weeks ago. I hope that the Senate will restore the funding when it takes up its appropriations bill in the next two weeks. It will be very important for the Senate to do this, in order to protect all we worked so hard to establish when Goals 2000 was passed, and to preserve the momentum of education reform in the states.
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6. If it is alright with you, I'd like to have Mike Cohen contact Michael Jackson and provide him with the details of the meeting.

See attached for CEO's to be invited

CEO MEETING WITH THE PRESIDENT

INVITATION LIST

1. Joe Gorman, TRW
 2. Frank Schrontz, Boeing
 3. John Clendenin, BellSouth
 4. John Pepper, Procter and Gamble
 5. Lou Gerstner, IBM
 6. James Orr, UNAM
 7. Oz Nelson, UPS
 8. David Whitwam, Whirlpool
 9. John Ong, BFGoodrich
 10. James Houghton, Corning (chair, skills standards board)
-
11. Joe Dionne, McGraw-Hill
 12. Walter Elisha, Spring Industries
 13. John Hall, Ashland
 14. Paul O'Neill, Alcoa
 15. Ed Donnelley
 16. Anthony Burns, Ryder Systems
 17. Bob Kennedy, Union Carbide
 18. Bert Roberts, MCI



Name: Gerstner Jr., Louis V.

U.S. Department of Education
Office of the Secretary - Control Document

Assigned to: OS

Control #: OS95-13119

Priority: OS

Due Date: 08/29/95

OS Doc #: 13119

Action: APPROPRIATE HANDLING

Signature: AI

Writer: Gerstner Jr., Louis V.

Title:

Organization: IBM

Salutation:

Subject: THANKS THE SECRETARY FOR HIS THOUGHTFUL COMMENTS AND KIND WORDS

Notes: FYI COPY TO MCOHEN

----- Assignment Tracking Section -----

ASSIGNED	COMMENT	DATE	DUE	RETURNED
SRINCK	APPROPRIATE HANDLING	08/16/95	08/29/95	

Keyer: DPH

Reader: LRC

Related Control #:

WP File:



Office of the Chairman and Chief Executive Officer

Armonk, New York 10504-1783

August 10, 1995

Mr. Richard W. Riley
Secretary
United States Department of Education
600 Independence Avenue, S.W.
Washington, DC 20202-0100

Dear Dick:

Thank you for your very thoughtful comments, and, in particular, for the kind words and support for my recent speech at the National Governors Association. While you and I, in our various roles, have been working on fundamental school reform for decades, it is important to note as you mentioned in your letter, that only three of the sitting governors participated in the 1989 Education Summit. It is clearly time to move education back to the top of the priority list for the states and to step up our activity considerably if American students have a chance of meeting world class academic standards by the year 2000. I understand our staffs have already spoken about this, and we look forward to working with you and your people as we prepare for next spring's Education Summit. I hope the summit will provide some new impetus for activities at the state level and help to move the important agenda of standards and accountability back to the front burner.

Certainly the federal role in Goals 2000 has been an important first step, but I think we both agree that states have not yet established the high academic standards needed or made the specific changes in instruction, assessment, and accountability that are necessary to translate these goals into higher levels of student achievement. By the same token, while I applaud the progress you have made to increase the flexibility and effectiveness of federal dollars, the current challenge is to rein in and restructure the base operating budgets, state by state, and refocus those dollars on performance. And while many of the districts working with IBM have benefitted from federal waivers, the lion's share of restrictive regulations and policies are at the state and local level. The challenge at all levels, of course, is to move beyond individual waivers and on to the important question of fundamental and systemic changes in the operating environment.

I hope we have helped to raise the sense of urgency about the need for change in the nation's schools. While the task is certainly formidable, there is no question that it is within our reach to produce the finest school system in the world. We just need the will and commitment to get the job done. I look forward to working collaboratively with you on America's greatest challenge.

Sincerely,

A handwritten signature in dark ink, appearing to read "L. Gerstner", with a large, stylized loop at the end.

Louis V. Gerstner, Jr.

LVG:kk

**The Business Roundtable**

The following is a list of members of the Senate who need to be contacted to support the Goals 2000 appropriations:

SENATOR	Phone Number
Arlen Specter (PA) Chair	202-224-4254
Christopher Bond (MO)	202-224-5721
Thad Cochran (MS)	202-224-5054
Pete Domenici (NM)	202-224-6621
Slade Gorton (WA)	202-224-3441
Mark Hatfield (OR)	202-224-3753
Jim Jeffords (VT)	202-224-5141
Ted Stevens (AK)	202-224-3004

Distribution List
for Testimony Letter
on Education Appropriations
sent to U.S. Senate Education Appropriation Subcommittee
from Dave Whirwam
9/11/95

Senator

Christopher Bond
Dale Bumpers
Thad Cochran
Pete Domenici
Slade Gorton
Judd Gregg
Mark Hatfield
Jim Jeffords
Herbert Kohl
Arlen Specter
Ted Stevens

GOALS 2000 FACT SHEET

RECENT ACTION TAKEN ON GOALS 2000

- Recent action taken by the House would eliminate all Goals 2000 funding – a cut of \$372 million from 1995 and \$750 million less than the President's budget proposal for 1996.
- The Senate Appropriations Subcommittee on Education will take action on fiscal '96 funding for Goals 2000 September 13-14.
- Following the action taken in the Senate, the Goals 2000 appropriation will be addressed by a conference committee to resolve the differences that exist between the House and Senate versions of the appropriations bill.
- Pending the outcome of the conference committee, President Clinton will have the option of either signing the appropriations bill containing funding for Goals 2000 or he may veto the measure prior to the October 1 fiscal year deadline.

WHAT GOALS 2000 DOES

- Goals 2000 offers states that wish to participate with federal funds to support comprehensive, standards-based education reform at the state and local levels. To date, 47 states are participating (the states that have chosen not to participate include Montana, New Hampshire and Virginia).
- Goals 2000 codifies into law the National Education Goals and the National Education Goals Panel, a group that measures annual progress in achieving the goals.

WHAT NEEDS TO BE DONE NOW

- Communicate your support for the program to members of the Senate Education Appropriations Subcommittee prior to the September 13-14 mark-up of the education bill. This is essential given the action taken by the House.
- It is important that the Senate appropriation for Goals is set at the FY 1995 level of \$372 million at a minimum since a conference committee will likely reduce this amount significantly, if not entirely. Although the \$750 million requested by the President for fiscal '96 would be ideal, it is very unlikely that Congress will support this amount given current concerns with reducing the deficit.

EDUCATION ACTIVITIES OF CEO'S

Joe Gorman (TRW)

- Chairman of Business Roundtable Education Task Force, and lead CEO supporter for passage of Goals 2000
- New American Schools Development Corporation Board member
- Works closely with Gov. Voinovich on Ohio's education reform initiatives

John Pepper (Proctor and Gamble)

- Member, BRT Education Task Force
- Co-Chair, Governor's Education Management Council (Ohio)
- Lead CEO behind Ohio education reform legislation

Lou Gerstner (IBM)

- Co-author of Reinventing Education: Entrepreneurship in America's Public Schools
- Launched major effort through IBM foundation to fund technology initiatives in selected states and districts around the country
- Vice- Chair of New American Schools Development Corporation Board
- Keynote address at NGA meeting in July during which he challenged governors to address standards and accountability, technology, and financing education reform.

Oz Nelson (UPS)

- Member, BRT Education Task Force
- Key player in the passage of Kentucky Education Reform Act in 1990, and continuing to support its implementation as leader of the Partnership for Kentucky Education Reform

David Whitwam (Whirlpool)

- Chair, Michigan Business Leaders for Education Excellence
- Works closely with Governor Engler on education reform--especially involved in promoting academic standards in Michigan

Albert Hoser (Siemens)

Edward Donley (former CEO, Air Products and Chemicals Inc.)

- Chair, Pennsylvania 2000 state panel, responsible for developing Pennsylvania's education reform plan under Goals 2000
- Early and strong supporter of America 2000, and strong supporter of Goals 2000
- Previously involved in U.S. Chamber of Commerce education initiatives

James Orr (UNAM)--check Kate for confirmation

- Incoming Chair of the National Alliance of Business
- Leader in establishing Maine's Common Core of Learning, Maine's academic standards
- Leader in Maine Coalition for Excellence in Education

James Houghton (Corning)--check with Kate for confirmation

- Chairman, National Skills Standards Board

Walter Elisha (Spring Industries)--check with Kate for confirmation

Talking Points for Peter

Start of meeting

- I am pleased that we are meeting to discuss education reform--a topic that I have been personally and directly involved with for more than a decade. This is an extremely important topic, because of the importance of educational excellence for our nation's future, because of the condition of education reform in the country, and because of actions that will soon be taken by the Congress.
- All of us here share a view of what must be done--raising academic standards; promoting real accountability for results; ending red tape and freeing up schools and educators to meet the needs of their students; and making lasting changes in teaching and learning so that student performance is boosted dramatically. We've been all been working on to bring about these changes for a long time, and we've been working together--the public and private sector, and across party lines.
- Like many of you, I am concerned that we are not moving fast enough. One of the reasons Secretary Riley and I created Goals 2000 was to provide additional impetus from the federal government, for state and local education reforms. Federal leadership and support can help make things happen in every state and community. And your leadership and hard work helped secure the passage of Goals 2000 just a little more than a year ago. With your help we were able to keep Goals 2000 the bipartisan approach that is so important to keeping education reform on track.
- I want to talk with you this afternoon specifically about Goals 2000 and what it will take to keep it on track. I also want to talk with you about the other things we can do together to pick up the pace of education reform aimed at setting and helping students achieve challenging academic standards.
- I'd like Secretary Riley to give us a quick briefing on where we stand with Goals 2000 at present.
- *After some discussion following Secretary Riley's briefing, you need to ask the CEO's specifically to:*
 - Within the next week, contact Republican Senators (names:) on the Appropriations Committee who voted for Goals 2000 and urge them to support Sen. Spector's efforts to provide funds for Goals 2000;
 - Within the next week, find ways of publically expressing business support for funding Goals 2000, through op-ed pieces, press releases, etc.;
 - Urge other Senators to preserve that funding when the appropriations bill reaches the floor;
 - Reach out to the Senate and House leadership, and help them understand the importance of funding Goals 2000 from business' perspective.

Challenge to CEO's to find ways to speed the pace of education reform

- Goals 2000 is very important, but there are other things that we can do to promote successful education reform. I am very concerned that, despite our best efforts, reform is not moving fast enough. The movement to raise standards is under attack in some places, too few schools are making the substantial changes necessary, public understanding is still too limited, and education reform is in danger of losing the bipartisan character it has had for the past decade.
- Each of you--and business in general--has played a critical role in helping promote education reform over the past decade. But you need to do more...
- *Issues the President can raise with the CEO's as part of his challenge to them, to find ways of speeding the pace of education reform:*
 - Technology: Refer to Gerstner speech; indicate that the Administration will be launching a technology initiative shortly, and that he will be discussing this with some of them in the near future
 - Standards and Incentives: Talk about the importance of keeping standards movement on track, and of helping parents, employees, public, etc. Get on board. Also, talk about how employers can signal clearly to kids that performance counts--e.g., by looking at report cards and other measures of student achievement in hiring decisions.
 - Keeping Governors' on board: Remind CEO's of the tremendous turnover among Governors in the past five years (only 3 left from the Summit); challenge them to bring new governors of both parties to the process, and get involved in leading education reform.
 - Building Public Support: Challenge CEO's to build broad and deep networks to support education reform in each state--bringing in small businesses (who frequently aren't involved yet, but often more influential with newly elected R's at federal and state level); building new alliances with progressive educators, etc.

I. THE EVENT

Location:

The Oval Office

Participants:

The President

Joe Gorman (TRW)

Lou Gerstner (IBM)

Ed Donley (former CEO, Air Products and Chemicals)

Walt Elisha (Spring Industries)

John Pepper (Proctor and Gamble)

Oz Nelson (UPS)

David Whitwam (Whirlpool)

Albert Hoser (Siemens)

(See Pres. Briefing for brief description of their education activities)

Other possibilities: Mack McLarty, Laura Tyson, Alexis Herman, Erskine Bowles,

Note--Vice President Gore will come to the pre-event briefing and stay to greet the CEO's before the event, but will then leave for another commitment.

The Meeting:

1. The President will open with a statement, which will be open to the press (we will try to get this statement before you go to the meeting)

2. See President's briefing materials for the structure of the meeting. You will be called upon to provide an update on Goals 2000.

3. A number of CEO's--Donley, Nelson, Hoser--will do a press stake-out after the event. You do not need to be part of this; Kay can arrange telephone interviews with any press that want to talk with you.

While it has been generally difficult to enlist business community support for the Administration's education budget proposals, many members of the BRPC have been deeply involved in education in general, and in supporting Goals 2000 in particular. Many of BRPC's members are actively involved in other business groups' education reform efforts, as well. Following their meeting with you, visiting CEOs will meet with Senators on Capitol Hill to urge them to support Goals 2000 funding provisions in the Senate Labor-Health and Human Services appropriations bill.

III. PARTICIPANTS

YOU

Joe Gorman (TRW)
John Pepper (Proctor and Gamble)
Frank Shrontz (Boeing)
John Ong (BFGoodrich)
James Orr (UNAM)
John Clendenin (BellSouth)
4-6 other CEO members of the Business Roundtable

per

IV. SEQUENCE OF EVENTS

- YOU are briefed on Goals 2000 and the Business Roundtable Education Reform Initiative
- YOU lead CEOs in discussion about Goals 2000 (closed press)
- CEOs present YOU with a statement of support for funding Goals 2000 (closed press)
- YOU challenge the CEOs to strengthen their efforts in education reform, and to identify ways in which YOU can assist their efforts (closed press)
- YOU engage in brief discussion of the efforts that might be undertaken (closed press)
- YOU go to the press briefing room
- YOU introduce the CEOs (pool press)
- CEOs express their support for Goals 2000 and report on the challenge YOU made to them deliver remarks (pool press)

V. REMARKS

- (1) Talking points and briefing materials provided by speechwriters.

VI. PRESS

The meeting is closed press. The press conference is pool press.

Stan Litow

• Michael Jackson

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(456 2572) →

Mike Schmidt - WH

Kate Carr - WH

~~Ronn Robinson - Boeing~~

Get Mike C.

Mike,

At 5:00pm the
Hot-3000 phones are on voice
mail, you might want to
check with Mike Schmidt &
Kate Carr before you leave.

Cindy

5.14

St. Willem

Sept 28

Gary Lee UPS

: 02 agreed to be

409 828 6201

Gill Mh Schul

TO: THE SECRETARY

FROM: SUSAN FROST

**RE: TALKING POINTS
ASSOCIATION PRESIDENT'S MEETING
AUGUST 29TH 2 PM
ROOM 6200**

WELCOME

Welcome back to the Department. I appreciate your being here as I know many of you are just returning from vacations and other travel. (*You might want to talk a bit about your trip to Ireland.*) I hope this meeting will give us all an opportunity to catch up on the events and activities that have been planned for September and to talk about the overall budget picture.

I. AMERICA GOES BACK TO SCHOOL CAMPAIGN

First, I am very excited about our campaign that is just beginning to urge AMERICA TO GO BACK TO SCHOOL. Many of your organizations have worked closely with us on this effort as part of the Family Involvement Partnership for Learning coalition. By inviting parents, grandparents, community leaders, professionals, religious leaders, elected officials... all Americans.. to rally around their local schools and colleges, I believe we can send a very important message. First, we are saying to our students that we care about them and want them to be successful. And we are saying that they are a priority, not only with our words but with our actions.

We want you and your organizations to participate in Back To School activities all across America. Support for education depends heavily on individuals back home becoming involved. By making a commitment to help solve problems in their local schools and to understand the value of student aid and access to college, many will see the link to supporting education investments at the state and federal level. Our Back To School effort is much broader than the budget battle we face this fall, but if we are to win that battle, support for our schools and colleges is critical.

REFER TO TALKING POINTS ON BACK TO SCHOOL PLANS — Terry and Kay K. will elaborate.

- o Invite Presidents to update you on their planned activities.**
- o Urge them to fill out a form for each event and send back to us so that we can include their effort in a national press release.**
- o Ask them to continue to promote this effort in their publications and other communication to their members.**

II. UPDATE ON BUDGET ACTION EXPECTED IN SEPTEMBER

Appropriations

When we last met on July 14th, we were just beginning to assess the impact of the \$3.7 billion education cut proposed by the House appropriations subcommittee. Although the bill did not improve as it moved through the House, I think we made real progress in getting information on the potential impact of these cuts to people at the state and local level. On September 12th we expect the Senate appropriations subcommittee to mark-up its version of the Labor, HHS, Education bill. We have every reason to believe that the cuts will be more moderate, but still unacceptable.

Reconciliation -- Student Loans/ Direct Lending

Just as important is our effort to oppose meeting the seven year, \$10.8 billion reconciliation savings target included in the budget resolution by cutting subsidies for students or killing the Direct Loan program. We understand that neither the House nor the Senate authorizing committees have finalized their packages of proposed savings, but we are very concerned that finding over \$10 billion will be extremely difficult without cutting students. In addition, the new scoring rules, created only for Direct Loans, would not only mask the savings created by eliminating the middleman from the loan program, but place the entire Direct Lending initiative and the current participation of 1400 institutions in jeopardy.

The scoring changes together with the proposal included in the House appropriations bill to cut \$230 million in oversight funds for student loans, are blatant attempts to protect the banking interests and other middlemen at the expense of students and taxpayers. We have included in your packet of materials a draft review of recent reports by GAO and the Department's Inspector General. These findings suggest that the costs of increased waste, fraud and abuse created by the Goodling proposal will far outweigh any mythical savings from eliminating Direct Lending.

President's Position

There is much at stake for education in both the appropriations process and the reconciliation bill. The President will continue to make the case that we can balance the budget without cutting education. He has repeatedly stated that he is ready to veto the Labor, HHS, Education appropriations bill if necessary. He will continue to fight for Direct Lending and to protect students from cuts in their loans in the reconciliation bill. But the strength of the President's positions will greatly depend on the support for education demonstrated across the country in the coming weeks — and that support depends a great deal on the efforts of those of you in this room. The challenge is great — but together I believe we can succeed.

Turning the Corner --- No time to Retreat

I'd also like to say a word or two about our annual *Condition of Education* report we just released because I believe it makes our case even stronger. We have a tidal wave of young people entering our nation's school system in the coming years -- 7 million additional children. In just two years time, we will have more young people going to school at the k-12 level than any time in the history of our country -- a total of 53 million. An additional one to two million students will enroll in college over the next seven years. As this simple graph shows, we cannot afford to cut education at the very time that we must educate so many more of our children.

The report also tells us that we are making progress. Student achievement is up. More students are taking the tougher courses in algebra, geometry, chemistry and physics. As a result, the national scores in math and science have gone up the equivalent of one full grade. National SAT scores have increased as a record number of students are taking honors courses. And we have more young people preparing for college. All this is good, positive news. We aren't there yet, but we are starting to turn the corner. This is no time to abandon these efforts by agreeing to shortsighted budget cuts that could reverse these gains.

House Education Block Grant

Finally, we understand that the House Committee will be considering an education block grant and we have all seen draft language and outlines. I'm very concerned that under the proposal being considered over 90 percent of the block grant funds could go to private school choice. In addition, I'm concerned that the Committee will propose substantial cuts in the important programs they plan to block and that by the time they are done, they may walk away from the effort to raise academic standards. To replace Goals 2000 and other programs with this kind of block grant is wrong-headed. Based on what we have seen so far, we will oppose this effort.

So once again, its time to get to work and make our case to the Amercian people. I'd like to open up the discussion and answer any questions you all may have.

III. RELIGION IN SCHOOLS

As you probably know, the President asked that I, in consultation with the Attorney General, communicate to all school districts about the extent to which religious activity is allowed in public schools. Our public schools should not be hostile to legally permissible religious expression. At the same time, schools must not coerce or endorse a particular religion.

WRAP UP — Next meeting will be close to the October 1st deadline — end of fiscal year.

Expectations

It is important that our staff function as a team and that Bennie be an integral part of the team. Weekly staff meetings and regular communication will be important for us all to be aware of the key issues/projects/activities we are all working on and to help set work priorities.

Overall Expectations

- Support all four professional staff
- Work hard and be willing to go the extra mile
- Be proactive--stay on top scheduling issues, meetings and other activities

Specific Tasks

- make travel arrangements (follow up with reimbursement paperwork)
- schedule meetings
- keep Mike's schedule up to date (provide others copies every few days)
- on a daily basis, provide copies of Secretary's and Deputy's schedule
- on a weekly basis provide a copy of Secretary's block schedule
- prepare staff for meetings by providing copies of handouts
- handle requests for information/materials
- collect and organize time sheets for our office
- provide phone support to Mike and back-up support to Jan, Billie and Jennifer
- process taxi receipts
- merge mail letters to constituency groups
- Stay on top of planning for regularly scheduled meetings:
 - Management Council (e-mail and phone communication)
 - Wednesday Constituency Group (reminder calls and notifying guards at door)
 - Friday strategy group (e-mails)
- Sort and distribute correspondence requests. Draft responses when appropriate.

Bennie Can Expect from us:

- regular meetings to keep each other informed of projects/activities
- Jan/Billie/Jennifer will provide meeting schedules so she can stay on top of our activities
- appropriate training support (e.g. computer, etc.)
- we will be open and communicative about expectations and needs
- we will help set priorities and clear deadlines

BUSINESS LEADERS FOR DEPARTMENT OF EDUCATION

CEO/PHONE NUMBER	BRT	NAB	CHAMBER	CED	NAM	AEA	OTHER
John Clendenin BellSouth 404-249-2020 404-249-5909 Fax	x	x (frmr chair)	x (frmr chair)	x (current chair)	member	possible member	NASDC
Kent "Oz" Nelson UPS 404-913-6275 404-913-6619 fax	x						
David Kearns Xerox (retired) 203-325-6014	x (former)			X	x (former)		NASDC
Joe Gorman TRW 216-291-7106 216-291-7115 fax	x			X	x		
Louis Gerstner IBM 914-765-4700	x				X	X	NASDC
Ed Donnelly Air Products (retired) 610-481-7004			x		x		
Frank Shrontz Boeing 206-655-7777 206-655-4206 fax	x				x		NASDC

	BET	NAB	CHAMBER	CEO	NAM	ATA	OTHER
Jim Sutton UGI 610-337-1000							Am. Gas Assoc.
Jack Rennie Pacer Systems 508-667-8800							Natl Sml Bus Untd
John Gottschalk Omaha World Herald 402-444-1000							Am Assoc Newspaper Publishers
John Ong BFGoodrich 216-374-2729	x	x		x	x		
Alternates							
Alan Wurtzel Circuit City 265-3232		x					
Joe Dionne McGraw Hill 212-512-4444 212-512-2305 fax	x						
Robert Kennedy Union Carbide 203-794-4278 203-794-6104 fax	x						
Robert Allen AT&T 212-605-5360	x					x	
Jack Welsh General Electric 203-373-2971	x			x			

	BRT	NAB	CHAMBERL	CEO	NAM	AEA	OTHER
John Pepper Procter & Gamble 513-983-3799	X	X			X		
Tom Curley USA Today 703-273-6356		X					
Bert Roberts MCI 202-887-2171 202-887-2178 fax							
Baker Arvin Industries							

Bel Comedy

1. CEO/White House meeting

- o Nail down meeting time--Leslie/Billy Webster
- o Invitation list--Gorman, Pepper, Nelson, Gerstner, Schrantz, Ong, Orr, Clendenin, Paul Allaire, Bert Roberts, Joe Dionne, Walter Elisha, John Hall, etc.
- o Non- BRT types--Wurtzel, Gottschalk, Ed Donnely,
- o Conference call with Susan and Michael
- o Goals 2000 statement
- o Names, phone numbers and script to Panetta
- o Who is the key contact in the White House to make this work--Sperling?
- o Need to play out scenarios for background memo for POTUS
- o Secretary--Is he in town? Need to call Gorman and who else?
- o What is the challenge from the President

1. What do we want from this event:

- o visible business sign of support for Goals 2000, that will have a short-term impact on Senate Appropriations.
- o Key states--Oregon (Hatfield), Pennsylvania (Spector) Ed Donnely, Washington (Gorton) Schrantz New Mexico (Domenici) Vermont (Jeffords) Alaska (Stevens) Reach-Unoal and Utah?? (Bennett), Kansas (Dole)
- o beginning of dialogue between POTUS and business community about picking up pace of education reform

2. Who do we need to have at the White House?

- o core group of BRT CEO's active in education (Gorman, Schrantz, Pepper, Ong, Nelson,)--because they are influential, and because they can follow-up
- o NAB leadership--Bert Roberts + Jim Orr
- o Chamber leadership/someone active on education in Chamber
- o see list of potential ED supporters
- o CEO's who know something about standards-driven reform (Wurtzel, Gottschalk) and states (State board members--Rennie?)
- o technology--Gerstner/IBM; Apple??Sculy??

3. Susan and Michael

- o reservation for working group meeting
- o review invitation list
- o do they know who will be in town
- o where are they on a statement--can we see the version they sent to Gorman

Allen?
Pete?

Paul O'Neil
Moe

Tony Davis - Public System

4. Script for Panetta/Erskine Bowles calls

- o President wants to meet with a small group of business leaders to (1) seek their continuing support for Goals 2000; funding in jeopardy (2) discuss how business can help speed pace of education reform, and how President can help. Time of meeting; can they come?
- o We need name of contact person for them; they need to know who else may follow up with them or staff--Me
- o How do we use Gorman in this--do we let them know Joe will be there; and may contact them.

5. Who do we work with in White House

Don't ask Jan Gorman to make call

~~Q - how often do we need to~~

Q - should I be making
stg - talk with Mike Jell

Gorman Schedule

Court's call to

Ad with
R. R.

Facsimile Message**TRW****Date:** August 28, 1995**To:** Michael Cohen**Subject:** Goals 2000**FAX Number:** 202-401-0596**From:** Michael G. Jackson**Phone Number** 703/276-5010**FAX Number** 703-276-5057

Please Call: Susan O. Henn **At:** 703.276.5048 or Net276.5048
if there are problems with the transmittal of this message.
Thank You.

Pages To Follow: 4**Message:****Mike:**

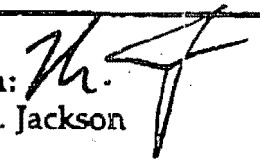
Michael asked that I fax you the attached memo and CEO statement.

Sue Henn
Assistant to Michael Jackson

Interoffice Correspondence**TRW**

Subject:
House Appropriations Committee
Action on Goals 2000

Date:
August 1, 1995

From: 
M. G. Jackson

To:
J. T. Gorman

cc:
J. T. Christy
W. B. Lawrence
S. L. Traiman

Location/Phone/Fax:
AVA4/800
Net. 276.5010/5057

Last week the House Appropriations Committee voted to delete all funding for the "Goals 2000: Educate America Act" for the 1995-'96 fiscal year. This action was taken by House Republican leaders within the overall context of reducing federal spending, achieving a balanced budget, and targeting many of President Clinton's pet programs that have been enacted since he has been in office. As a consequence of this vote, the \$700 million contained in the President's budget for FY 1996 has been zeroed-out entirely -- essentially killing the program.

Because the Education Task Force has been behind Goals 2000 since the bill was first introduced in the 103rd Congress, and has worked very closely with Secretary Riley and the Department of Education to make the program an effective tool to promote the Roundtable's state-level reform agenda, the Education Task Force Working Group recommends that the Task Force CEOs endorse the attached statement in support of federal leadership in education reform.

Since the Senate also must take action on funding for Goals 2000, we believe that it is important that the Senate Republican leadership -- in particular Senator Dole -- understand your concerns as soon as possible. We also have been informed that President Clinton may call a meeting for you and other pro-reform CEOs at the White House to discuss how to preserve the federal leadership in support of reform that Goals 2000 provides.

We believe that you and the other CEOs who are invited should meet with the President once/if the invitation is extended to discuss your concerns. We also recommend that you schedule a meeting with Senator Dole while you are in Washington to ensure that your message is communicated in a bi-partisan manner.

Susan Traiman and I are available to discuss this issue with you in detail at your convenience.

MGJ/soh
Enclosure

Facsimile Message**TRW****Date:**8/24/95**To:**Mike Colien**Subject:****FAX Number:**202-401-0596**From:**Michael Jackson**Phone Number**703.276.5010 or Net.276-5010(FAX number = 703-276-5057)**Please Call:** Susan Q. Henn **At:** 703.276.5048 or Net.276.5048**If there are problems with the transmittal of this message.****Thank You.****Pages To Follow:**7**Message:**John Kennedy

08/24/95

15:08

703 276 5057

TRW GOVRELS #010

002

Michael Jackson

Director, Government Relations
703.276.5010

8/24

TRW

White -

Attached is the list we
discussed for the White
House meeting request.

h

The Business Roundtable Education Initiative State Leads

(Sorted by Assigned State)

Mr. Roger C. Beach
Chief Executive Officer

Roger

Unocal Corporation
1201 West 5th Street P.O. Box 7600
Los Angeles, CA 90051-0600
213-977-7019 f-213-977-7040

Assigned State AK-Lead

Mr. John L. Clendenin
Chairman and CEO

John

BellSouth Corporation
1155 Peachtree Street, N.E. Suite 2000
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404-249-2020 f-404-249-5909

Assigned State AL&MS

Mr. Philip J. Quigley
Chairman, President and CEO

Phil

Pacific Telesis Group
130 Kearney Street 37th Floor
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Assigned State CA-Lead

Mr. W. Thomas Stephens
President, Chairman and CEO

Tom

Manville Corporation
7171 17th Street P.O. Box 5108
Denver, CO 80202
303-978-3050 f-303-978-2108

Assigned State CO-Ld

Mr. Louis V. Gerstner, Jr.
Chairman and CEO

Lou

IBM Corporation
Old Orchard Road
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914-765-6717 f-914-765-7030

Assigned State CT

Mr. Paul A. Allaire
Chairman and CEO

Paul

Xerox Corporation
800 Long Ridge Road P.O. Box 1600
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203-968-4515 f-203-329-1193

Assigned State DC-Lead

Mr. Edgar S. Woolard, Jr.
Chairman of the Board and CEO
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1007 N. Market Street
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Ed

Assigned State DE-Lead

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Ryder System Inc.
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Tony

Assigned State FL&UT

Mr. Ronald W. Allen
Chairman, President and CEO

Ron

Delta Air Lines, Inc.
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Assigned State GA-Ld

Mr. D. Wayne Calloway
Chairman and CEO

Wayne

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Assigned State HI-Ld

The Business Roundtable Education Initiative State Leads

(Sorted by Assigned State)

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Larry

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Assigned State **IA-Lead**

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Ed

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Assigned State **IL-Co-Ldr**

✓ **Mr. Edward B. Rust, Jr.**
President and CEO

Ed

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Assigned State **IL-CoLd**

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Assigned State **KS-Lead**

✓ **Mr. Kent C. Nelson**
Chairman and CEO

Oz

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Assigned State **KY-Ld**

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Phil

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Assigned State **LA-Ld**

Mr. Dennis J. Picard
Chairman and CEO

Dennis

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Assigned State **MA-Ld**

✓ **Mr. Edward F. Mitchell**

Ed

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Assigned State **MD-Ld
STC-Ld**

✓ **Mr. James F. Orr, III**
Chairman and Chief Executive Officer

Jim

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2211 Congress Street
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Assigned State **ME**

Mr. Andrew C. Sigler
Chairman

Andy

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Assigned State **ME-Ld**

**The Business Roundtable
Education Initiative
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Dave

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Assigned State **MI**

Mr. Drew Lewis
Chairman and CEO

Drew

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Mr. Michael W. Wright
Chairman, President and CEO

Mike

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Assigned State **ND-Ld.
MN-Ld.**

Mr. Robert B. Palmer
President and CEO

Bob

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Assigned State **NH-Ld.**

Mr. Joseph L. Dionne
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Joe

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Assigned State **NY**

Mr. John J. Curley

John

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703-284-6016 f-703-558-4691

Assigned State **NV-Ld.
DE-Ld.**

Mr. James R. Houghton
Chairman and CEO

Jamie

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Assigned State **NY**

Mr. John D. Ong
Chairman, President and CEO

John

BFGoodrich Company (The)
3925 Embassy Parkway
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216-374-2729 f-216-374-3338

Assigned State **OH**

Mr. Joseph T. Gorman
Chairman and CEO

Joe

TRW Inc.
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Cleveland, OH 44124-3760
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Assigned State **OH**

Mr. Frank A. McPherson
Chairman and CEO

Frank

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Kerr-McGee Center PO Box 25861
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Assigned State **OK-Ld.**

The Business Roundtable Education Initiative State Leads

(Sorted by Assigned State)

Mr. Richard M. Rosenberg
Chairman and CEO

Dick

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415-953-7963 f-415-953-3000

Assigned State **OR-Ld**

Mr. Paul H. O'Neill

Paul

Chairman of the Board and CEO
Aluminum Company of America
1501 Alcoa Building
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Assigned State **PA-Ld**

Mr. Walter Y. Elisha
Chairman and CEO

Walt

Springs Industries, Inc.
PO Box 70 North White Street
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Assigned State **SC-Ld**

Mr. John S. Reed

John

Chairman of the Board
CITICORP
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Assigned State **SD-Ld**

Mr. E.W. Deavenport
Chairman and CEO

Ernie

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Assigned State **TN-Ld**

Mr. Richard L. Sharp
Chairman, President and CEO

Rick

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9950 Mayland Drive
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804-527-4100 f-804-527-4172

Assigned State **VA-Ld**

Mr. Frank A. Shrontz
Chairman and CEO

Frank

Boeing Company (The)
7755 East Marginal Way South PO Box 3707/MS10-21
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206-655-7777 f-206-655-4206

Assigned State **WA-Ld**

Mr. Robert J. O'Toole
Chairman, President and CEO

Bob

A.O. Smith Corporation
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414-359-4025 f-414-359-4198

Assigned State **WI-Ld**

Mr. John R. Hall
Chairman and CEO

John

Ashland Inc.
1000 Ashland Drive
Russell, KY 41169-0002
606-329-3621 f-606-329-3559

Assigned State **WV-Ld
KY-Ld**

Mr. Robert N. Burt
Chairman, President and CEO

Bob

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Assigned State **WY-Ld
IL-Ld**

The Business Roundtable

Education Task Force

Membership Roster

(Sorted by Company)

Assigned State CA-Lead

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Keith

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Paul

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