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1	MEMO	FREDERICK RYAN TO M. DEEVER RE PROPOSED RECIPIENTS OF INAUGURAL SURPLUS FUNDS	6	3/11/1985	C

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WHITE HOUSE OFFICE OF PRIVATE SECTOR INITIATIVES
PROPOSED ACTION PLAN

file here

February 24, 1985

CONTENTS

I. INTERNAL ORGANIZATION

1. Personnel
2. Programs

II. PROMOTION AND COORDINATION OF PRIVATE SECTOR INITIATIVES

1. External Promotion
 - A. Communications
 1. Presidential Participation
 2. Public Service Announcements
 3. Editorials
 4. Administration Speakers
 5. PSI Office Releases
 - B. State Level
 - C. Congressional Level
2. Promotion of PSI within the Administration
 - A. White House
 - B. Cabinet Departments and Agencies

III. PRIVATE SECTOR INITIATIVES PROGRAMS

IV. THE EVOLUTION OF PRIVATE SECTOR INITIATIVES

1. Private Sector Initiatives Board of Directors
2. The National Center for Private Sector Initiatives
 - A. Funding
 - B. "Reagan Center" Board of Directors
 - C. Timing

I. INTERNAL ORGANIZATION

1. Personnel

I am currently in the process of evaluating the Private Sector Initiatives staff in terms of positions and the individuals holding them.

Since assuming responsibility for the office, I have implemented office procedures that have significantly increased the productivity of the office. These include: longer office hours, restrictions on staff travel, and oversight in the performance of staff duties.

Although all members of the staff have indicated an interest in remaining in the office, I anticipate that it will be necessary to make some replacements and have begun interviewing potential candidates.

I have also reviewed the structure of the office in terms of job responsibilities and have concluded that a reorganization will be necessary. In redesigning the office structure, I have focused on the subject areas which I feel should be priorities of the Private Sector Initiatives Office. The office structure would be as follows (See Tab A for Organizational Chart):

1. Associate Director for Communications
2. Associate Director for Special Projects
-including all Presidential events
3. Associate Director for Programs (Internal)
-includes responsibility for Cabinet/PSI Activities and White House Coordinating Council
4. Associate Director for Programs (External)
-includes responsibility for promoting Private Sector Initiatives at the state and congressional level
5. Administrative Assistant
6. Secretary/Receptionist

As presently proposed, the Associate Directors would report to me directly. After considering the various options, I feel that at this point the PSI program would be better served by having an Associate Director with specific responsibilities rather than a Deputy Director with overall responsibility. If this conclusion proves to be incorrect, I will modify the office structure to include a Deputy Director.

A key component of my office organization will be volunteer staff assistance. I have converted my predecessor's office into a "Volunteer Action Center" with positions for full-time volunteers. This would be staffed by four full-time, high-caliber volunteers. These positions will be filled with professional people who are willing to make a long-term commitment as a volunteer in the office. As of this date, I have recruited Elizabeth Miller, a

qualified professional who has agreed to volunteer full time and help organize the volunteer program. We have already selected two other full-time volunteers that will be starting work shortly.

When fully operational, the "Volunteer Action Center" would assist the office in several key areas, including:

- Special Projects;
- Responding to telephone inquiries;
- Distributing material;
- Researching specific programs, and;
- Coordinating Private Sector Initiatives programs.

2. Programs

In my opinion, the Private Sector Initiatives office has recently involved itself in many inappropriate areas and often to an excessive degree. The office is now preparing an inventory of all programs underway. When that is completed, we will be in a position to review each of them and determine which require immediate White House attention, which should be transferred to the private sector or appropriate Cabinet departments, and which require no further action.

II. PROMOTION AND COORDINATION OF PRIVATE SECTOR INITIATIVES

1. External Promotion

The PSI program reflects a very positive side of the Reagan Administration and should be promoted to the greatest extent possible through a national communication plan and implementation at the state and local level.

A. Communications

1. Presidential Participation

Of the many ways to communicate the Private Sector Initiatives message, direct Presidential involvement is certainly the most effective. As the office continues to develop, I will propose periodic Presidential events both at the White House and on the road.

We are now in the process of proposing Presidential activities for Volunteer Week, April 21-27. I would like kick off the week with the President's weekly Radio Address on April 20 focusing on voluntarism. Then, I am proposing a Presidential event focusing on a different aspect of voluntarism every day of the week.

In addition to Presidential events with a specific focus on Private Sector Initiatives, we are coordinating with the White House speechwriters to include remarks about private sector initiatives when the President is involved in other events. We have been very successful thus far with this effort having included a reference to private sector initiatives in the State of the Union Address and every major speech since then.

2. Public Service Announcements

The Private Sector Initiatives program is the ideal subject for a series of public service announcements. However, since the broadcasters are inundated with public service announcements, most get very little air play and appear during low-viewing periods.

To encourage air time for these PSAs, I would like to produce four to six very slick attention-getting public service announcements. We saw an outstanding example of persuasive advertising during the Presidential campaign last fall. These public service announcements would be patterned after the television spots that were prepared by the "Tuesday Team" of the Reagan-Bush Campaign.

I have been in touch with Sig Rogich of the Tuesday Team and he has agreed to help. I have also discussed this with the National Association of Broadcasters, Advertising Council, Group W Productions, and the University of Southern California School of Cinematography, all of whom are very interested in getting involved.

3. Editorials

Newspaper and magazine editorials are an excellent way to get positive information about Private Sector Initiatives out to the community level. I have instructed the Private Sector Initiatives Communications Director to prepare editorials on Private Sector Initiatives for insertion into association magazines and local newspapers across the country.

4. Administration Speakers

By using the Speakers Bureau, which is under the direction of the Presidential Appointments and Scheduling Office, we have begun placing high-level Administration representatives in Private Sector Initiative related forums across the country.

We have also held a special briefing for some of these speakers in the Roosevelt Room where specific talking points about Private Sector Initiatives were distributed.

5. Private Sector Initiatives Office Releases

In addition to regular press releases on Private Sector Initiatives programs, I have instructed the Private Sector Initiatives Communications Director to prepare new materials for regular distribution. This includes:

- Quotes from recent Presidential speeches on Private Sector Initiatives;
- Newspaper clippings about Private Sector Initiatives programs across the country;
- "P.S.I. Lights" in an improved format.

B. State Level

In my opinion, the most critical element in the promotion of Private Sector Initiatives is the focus on the state and local level. Therefore, we have made this an immediate priority of the office.

On Monday, February 25, the President will speak to the Governors of all fifty states in the East Room. We have prepared a special portion of his speech to focus on the importance of Private Sector Initiatives at the state level. The President is going to mention a few examples of successful state programs then ask the governors to revitalize their state programs as he has done during his second term.

Following this meeting, the White House Private Sector Initiatives Office will be contacting each of the governors' offices to begin coordinating with their state private sector initiatives organizations. We will serve as a central point to network information about successful organizations in other states that governors may wish to use as models.

C. Congressional Level

I have talked with the White House Congressional Affairs Office about my desire to promote Private Sector Initiatives through Congress. They have been very receptive. As an initial step, I would like to give each Member of Congress a "C-Flag" to be distributed to the best P.S.I. organization in their district. I think we would be very successful in drawing attention to the C-Flag program in this manner since the Congressmen will most likely promote the presentation in their newsletters and district press.

2. Promotion within the Administration

In order to accomplish the substantive goals of Private Sector Initiatives, it must become an internal priority within all branches of the Administration.

A. The White House

I propose to re-establish the White House Coordinating Council on Private Sector Initiatives. Its purpose would be to assure that private sector initiatives are plugged into all activities by the various offices of the White House. The Committee, chaired by Mike Deaver, would include Directors of the following offices:

- | | |
|-----------------------------------|-----------------------------------|
| - Communications | - Policy Development |
| - Cabinet Affairs | - Congressional Affairs |
| - Political Affairs | - Intergovernmental Affairs |
| - Public Liaison | - Office of Management and Budget |
| - Vice-President's Chief of Staff | |
| - First Lady's Chief of Staff | |

B. Cabinet Departments and Agencies

In order to institutionalize the private sector initiatives philosophy and assure that the substantive proposals are implemented, it is critical that the Cabinet Departments recognize private sector initiatives as a top priority.

As a first step in re-involving the Cabinet Departments, I am planning to hold a meeting of the Directors of all Cabinet Private Sector Initiatives programs. This meeting would be to advise them of the new priority that private sector initiatives has taken in the White House and inform them that the President will be discussing private sector initiatives with his Cabinet at an upcoming meeting.

At the first Cabinet meeting, I propose that the President inform them of the importance of private sector initiative in his new Administration and direct the Cabinet Secretaries to prepare a report to him. The report would focus on:

1. Current private sector initiative programs within their departments and;
2. Areas under their department where private sector initiatives could play an increased role.

When these reports are submitted, approximately six weeks later, I propose another Cabinet meeting be devoted to discussing the current programs and ways to encourage more private sector initiatives within the departments.

As a follow-up to these Cabinet meetings, I would like to re-implement the Cabinet Private Sector Initiatives Coordinating Council chaired by Mike Deaver. This group would meet regularly to discuss the progress of the departmental private sector initiatives programs.

III. PRIVATE SECTOR INITIATIVES PROGRAMS

My philosophy on the role of the White House Office differs from my predecessor on how the office should handle the specific programs that it becomes involved with. From my observations, the Private Sector Initiatives office has become too involved in many programs by directing them from the White House rather than encouraging the private sector to take over. I am finding that there are many programs that could be transferred from the White House and be successful on their own. But, for some reason, they have not been let go.

My philosophy on the role of the White House Private Sector Initiatives office is as follows:

1. It should serve as a vehicle for creating or identifying possible examples of Private Sector Initiatives.

2. When a successful program has been identified, the White House Office would lend its support to bring public attention to the program.
3. Then, once a program has demonstrated that it is viable and is going to be successful, responsibility for the program should be transferred to the private sector or the appropriate department of the government.
4. The Private Sector Initiatives office would then follow up as needed with the programs but could also be able to look for other sprouting examples that need White House attention.

IV. THE EVOLUTION OF PRIVATE SECTOR INITIATIVES

The White House Private Sector Initiative program has evolved from a two-year Task Force to the current two-year Advisory Council, which expires in June 1985. With this phase coming to an end, it is important to begin immediate plans for the next stage in the evolution. My proposal is that a final advisory group be appointed and that plans begin for a permanent Private Sector Initiatives center.

1. Private Sector Initiatives Board of Advisors

I would like to see the Private Sector Initiatives program evolve into a "Board of Advisors" at the conclusion of the current Advisory Council. I suggest that it be smaller than the current Advisory Council, but large enough to have a sufficient pool of Advisors to represent the Administration at speaking events when needed. The number that I suggest is twenty-nine (ten fewer than the present Advisory Council). This group would consist of the best members of the previous two groups as well as a few newcomers with a dedication to PSI.

To chair this group, my first choice would be Barber Conable. His outstanding reputation on both sides of the political aisle would make him an excellent chairman.

In addition to continuing the objectives of the first two advisory groups, this Board of Advisors would be charged with preparing for a permanent National Center on Private Sector Initiatives.

The selection and clearance process for this Board of Advisors should begin as soon as possible in order to allow an immediate transition when the Advisory Council expires in June.

2. The National Center for Private Sector Initiatives

If we are to successfully institutionalize the concept of private sector initiatives in American Society, steps must be taken to create a permanent PSI program. The form that I suggest would be a National Center for Private Sector Initiatives located in Washington, D.C. This center should be named after Ronald Reagan, the American President that brought private sector initiatives to a place of national prominence.

Although the subject is one that deserves a great deal more discussion, I would envision it as follows:

- The Ronald Reagan Center would be located in an old restored victorian style structure on Pennsylvania Avenue (similar to the Sears Center).
- The funds to acquire, restore, and equip the building would be raised from the private sector.
- The staffing and operating costs of the Center would be based on long-term commitments from major corporations, foundations, and charitable groups and possibly a limited amount of government funding.
- Among the purposes of the Center would be:
 1. Information Storage
Maintaining a data bank of PSI programs across the country -- such as, Partnerships Data Net.
 2. Research
Containing an area for ongoing research into private sector initiatives.
 3. Training
A facility where corporations could send executives for briefings on corporate responsibility programs and other private sector initiative areas.
 4. Recognition
The center would present annual awards to outstanding private sector initiatives programs across the country.
 5. Coordination of Major PSI Organizations
The center would also have a "desk" or office for major private sector initiatives organizations -- such as, "VOLUNTEER."

A. Funding

Although no steps have been taken to obtain estimates as to the total cost of acquiring, restoring, and operating the "Reagan Center," it would probably run the the \$100 million range. I suggest that this process begin with the creation of a special Board of Directors of the Reagan Center. It could include some members of the PSI Board of Advisors but would be an independent group.

B. "Reagan Center" Board of Directors

The success of the fundraising efforts and operation of the Reagan Center will depend to a great extent on the Board of Directors. I suggest that a bipartisan, blue-chip group be assembled to serve as the Board. I would invision a board of approximately 25 of the most prominent figures in America that are willing to give lend their name and time to this endeavor.

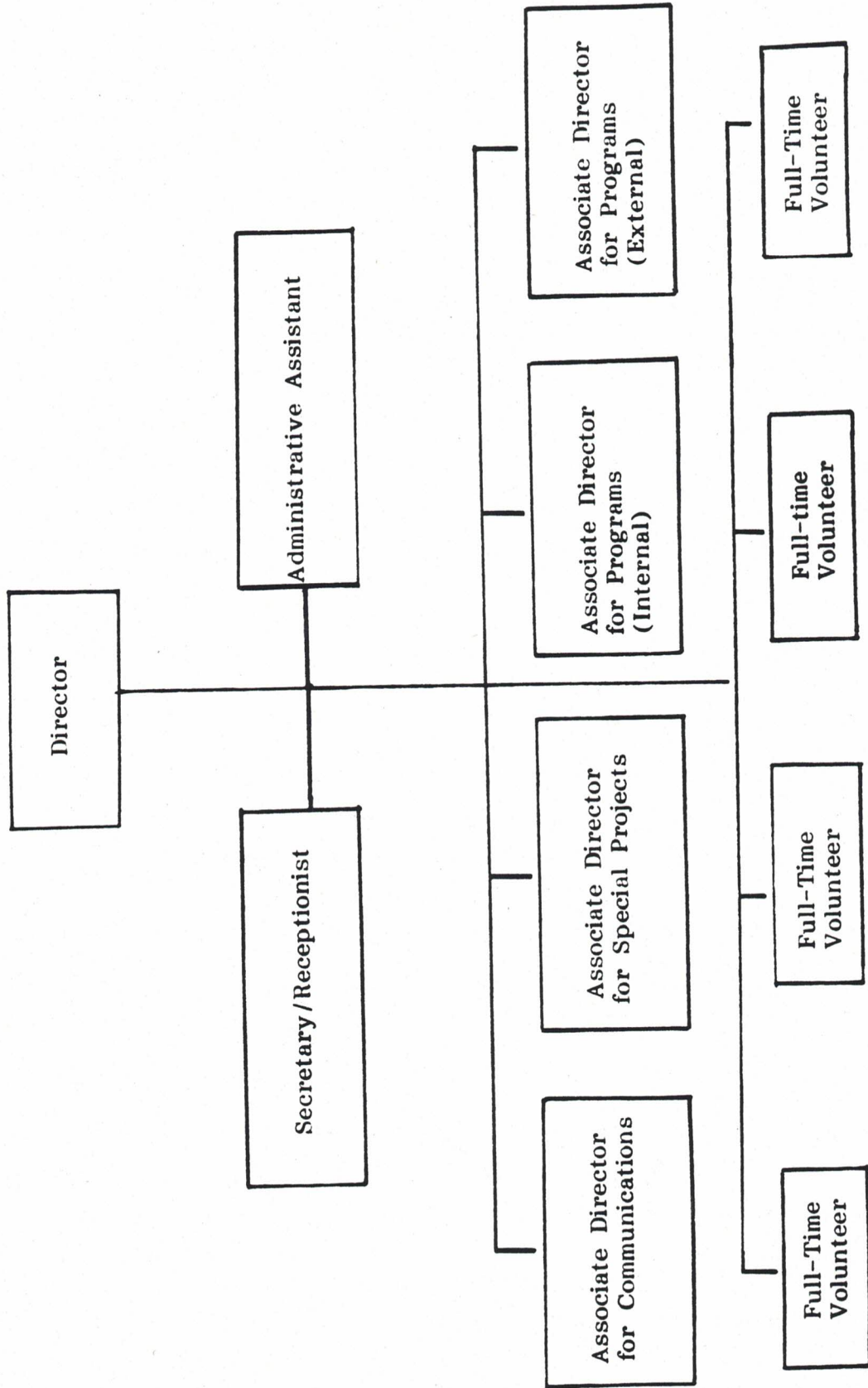
The Board should be chaired by a very prominent private citizen with the clout to insure the success of the operation.

C. Timing

I would like to see this project completed and the Center open in late 1987. That would allow it to function for one full year with the coordination of the Reagan White House.

Realizing this relatively short deadline, it is important that plans begin on this project as soon as possible.

WHITE HOUSE OFFICE OF PRIVATE SECTOR INITIATIVES



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THE WHITE HOUSE
WASHINGTON

file

Ad Hoc Group.

— Update mission statement January 4, 1985

Barbara Conable -

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. ^{FR}
SUBJECT: William Verity Letter

As you requested, I have reviewed the letter from Bill Verity and have the following comments on his suggestions. Overall, I think they are all very good and would like to discuss them with you when you have a moment.

I. Ad Hoc Private Sector Initiative Committee

I think that this is an excellent idea. It is important to have a small core group of dedicated individuals who have worked with the P.S.I. program at its various stages. I would look to this group as a source of major ideas and long-term P.S.I. strategies. I suggest that it consist of you, Bill Verity, Rob Mosbacher, and Jay Moorhead. As the P.S.I. program is reformulated, I suggest a meeting of this group to layout the role that PSI should have in the State of the Union program.

II. Partnership Data Net

This is an existing computer network ^{operated by the} ~~Internal Security Computer~~. It contains information about 30,000 P.S.I. programs across the country.

It is a tremendous tool for us to use in locating possible Presidential events as well as an excellent device for passing information about successful programs. For the past year, it has been -- literally -- gathering dust. I suggest that it be reactivated as soon as possible.

III. Use of "VOLUNTEER"

His recommendation that we draw more attention to VOLUNTEER, the National Center for Citizen Involvement, is a good one. Their branch offices in major cities across the country are good centers for stimulating local volunteer efforts.

However, there is a need to bring greater public attention to their program. I suggest three ways:

1. Public Service Announcements

This is precisely the type of program that a Public Service Announcement could be designed for.

2. Presidential Participation

Perhaps the President could call or visit the national office or one of the local centers.

3. Special Phone Number

I suggest that a special phone number be connected.
[One that is easier to recall such as PSI-HELP or
(VOL) UNT-EERS]

IV. National Private Sector Initiative Center

This would be an excellent entity to take over when the P.S.I. Advisory Council expires this June. It makes perfect sense for this National Center to be the final step in the PSI evolution. First, the Task Force identified the issues and raised national awareness. Then, the P.S.I. Advisory Council was charged with planting the seeds in communities across the country. Now, the National PSI Center would be created as the final entity to assist the programs that are developing.

Although, As Bill Verity suggests, the Business/Higher Education Forum is an excellent group, I don't know that they should be the organization with sole responsibility. Instead, we may want to use representatives from all of the major public service organizations to staff it. Funding and personnel costs should be entirely from the private sector. This National Center could be coordinated by the White House Private Sector Initiative Office.



ARMCO CORPORATE OFFICES

C. WILLIAM VERITY, JR.
Chairman, Executive Committee
Board of Directors

December 27, 1984

Mr. Mike Deaver
Deputy Chief of Staff
& Assistant to the President
The White House
Washington, D.C. 20500

Dear Mike:

I have wanted to talk to you for some time about some thoughts concerning Private Sector Initiative during the President's second term. I know that Jay Moorhead and Rob Mosbacher have talked to you about this and I'm sure that it's high on your list of priorities.

I thought I should put down in writing some thoughts with the hope that we will have an opportunity to make formal recommendations to you some time in January. Such formal recommendations might be made through Bob Galvin's Advisory Committee or through an ad hoc committee chaired by Jay Moorhead or however you might think best.

I think we've learned a great deal, Mike, through the work of the task force, and now the Advisory Committee, as to how we can be most effective for the President in making Private Sector Initiative even more important to the well-being of our country.

I firmly believe that what is needed is a very able assistant to you and the President in The White House. This job would be to coordinate the activities of Private Sector Initiative in the private sector and to provide encouragement and support to those institutions that are truly doing outstanding work. There is no longer a need to create any new organizations. The organizations that can do the job are in place, but they need to be spotlighted and supported and endorsed by the President.

I'd like to give just three examples:

1. Partnership Data Net is now a growing organization with about 30,000 examples of PSI in their data bank. This operation is being ably administered by Gene DePrez and a staff of dedicated people. Krome George is chairman and he has an able board of directors to assist him.

513/425-2041 (direct line)
(for record)
6541 (switchboard)

cc: to
C7
another idea
for DC initiative
NotL PSI Center

DB - pls set-up
meeting with
Verity



Mr. Mike Deaver
December 27, 1984
Page Two

Partnership Data Net should be the organization that handles all inquiries coming into The White House as to where a community or an organization could find out how some other community has solved a problem, or if a community or organization wants to be included in the President's data bank, then it should be Partnership Data Net.

Partnership Data Net is the old task force data bank, only it has been brought up to date, edited and added to. It is something that is in place now that we have never had before.

2. VOLUNTEER. There is no question, Mike, that the outstanding organization dedicated totally to volunteerism is VOLUNTEER -- the National Center for Citizen Involvement. This organization is chaired by George Romney and led by Kenn Allen. I know you are very familiar with this organization since they participate in the President's award for volunteerism.

VOLUNTEER not only does an outstanding job at the national level, but they have hundreds of volunteer action centers throughout the country. These VACs do wonderful work in all the large cities in the country. They are aware of all of the needs for volunteers in a community and they also know where the volunteers are.

This is one of the main concerns of the task force. We knew that there were great needs for volunteers, but how did you find out about these needs. And secondly, we knew there were hundreds of people who wanted to volunteer, particularly retired people, but they didn't know how to offer their services.

These VACs sponsored by VOLUNTEER do the job. What is needed is presidential endorsement of this activity as a boost to the VACs presently in operation and encouragement to other communities to create VACs. This could be one of the truly important efforts of the President's Private Sector Initiative in the next four years.

3. One of the things I learned, Mike, was that many businessmen and women and many people on the campus wanted to participate in the Private Sector Initiative effort but didn't really know how to go about it.



Mr. Mike Deaver
December 27, 1984
Page Three

We learned that the big corporations and some of the larger universities did have ongoing efforts in Private Sector Initiative, either through a corporate staff or a foundation or a function within the university.

But there are literally thousands of people who have no idea of what kind of things they could do, what might be expected of them, how do they find out about where needs and opportunities are.

During the past two years, I have visited many corporations and many universities, particularly graduate schools of business. They all recognized the need to do more in the way of providing leadership in corporate concern or corporate responsibility.

There are several universities which have recently created regional centers for corporate concern. These centers are working with the corporations and the universities in that area to combine the expertise of business and academia to analyze community needs and to marshal resources to do something about those needs.

What is now needed is a national center for corporate concern which would be the national focal point for Private Sector Initiative efforts. This would be a center which would help guide any requestor to the appropriate organization that could help them with their particular problem. The national center could analyze various types of needs and then make recommendations as to what might be the best way to handle that particular need. The center might eventually set standards of how an organization or a corporation could best serve their community.

The problem has been should such a center be started from scratch or is there an organization presently in existence that could do this job.

For the past several months, we have been working with the Business Higher Education Forum, which is located in Washington and which is chaired by Father Hesburgh of Notre Dame. The Business Higher Education Forum is composed of forty top presidents

THE WHITE HOUSE

WASHINGTON

January 4, 1985

MEMORANDUM FOR: MICHAEL K. DEAVER

FROM: FREDERICK J. RYAN, JR. *FJR*

SUBJECT: William Verity Letter

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