

RACE INITIATIVE

Bruce -  
FYI. Still planning...  
Richard S gave this  
to me - I'm not sure  
who's seen it or where  
it's going.  
Dena

DRAFT--DRAFT--DRAFT

PIR GOALS

**OUTCOMES**

At the end of the year, we will have brought people together to do two basic things: 1) candidly deal with the issue of race; and 2) constructively act on it. Through this process, our objective is to foster a greater respect for and a better understanding of our differences as a people. The overarching goal of the PIR is to be the organizing tool that engages the American people to come together. To effectively execute this goal, each activity engaged in by the PIR must be designed to: 1) speak to the entire nation; 2) break through to the mainstream; 3) be multi-racial; and 4) initiate action. To effectively communicate our progress towards this goal, the PIR must show concrete outcomes that emerge (numerically and anecdotally - e.g., 2000 corporate leaders who held 5000 dialogues that resulted in 300 corporate promising practices, including US West which has embarked on an extensive community outreach effort that...)

**DIALOGUE**

By the end of the year, we will have initiated, facilitated, encouraged and tracked thousands of dialogues throughout the nation. These dialogues include the following events:

<u>Outcome</u>	<u>Staff</u>	<u>Plan</u>
1) Presidential town meetings (3)	Mathews/Winston	N/A
2) Presidential speeches on race (#)	Mathews/Winston	outstanding
3) ten Advisory Board events (10)	Socarides/Cavataio	accounted for
4) "Conversations that Bring Us Together" (1000)	TBA	outstanding
5) Dialogues hosted by targeted sectors:	Echaveste/Wenger	outstanding
education (#)	Echaveste-Cohen	draft
religious (#)	Echaveste-Shea	draft
corporate (#)	Echaveste-Carter	draft
youth (#)	Moore/Sorrell	complete
government - state & locals (#)	Ibarra-Cutler	draft
government - federal (#)	Murguia	outstanding
women (#)	Echaveste-Haynes	draft
community (#)	TBA	outstanding

These dialogues serve three purposes: 1) provide for opportunities for people of different races to come together; 2) identify problems and build networks for finding solutions; and 3) bring in those not normally involved in these discussions. The focus of "Conversations" and targeted-sector dialogues is to get grass roots feeding into PIR (as with the youth call-to-action letter), and will mostly require picking a target audience, making a pitch and working with the returns. From these dialogues, we will have recruited many leaders, discovered promising practices and gathered the current issues confronting this country. Promising practices will be actively shared with the nation via mediums such as website, press conferences, advisory board meetings. Leaders will be encouraged to engage their communities/sectors further. The issues will be

JW

RESERVED  
OR  
WMM

funnelled into the President's report.

## POLICY ACTIONS

There are approximately ten policy announcements currently in development. They will be announced at appropriate forums. The policy work and announcements will be accomplished by the NEC and the DPC. PIR staff will be a part of NEC/DPC working groups.

Also, ~~it is expected at the conclusion of the year,~~ <sup>WARRANT</sup> the Advisory Board may recommend future policy actions to the President. PIR staff will work with Advisory Board members to receive input on policy and work with NEC/DPC staff.

<u>Outcome</u>	<u>Staff</u>	<u>Plan</u>
White House Policy Announcements (10)	Kagan	complete
Agency Policy Announcements (#)	Kagan/Silverman	outstanding
Advisory Board Policy Review / Recommendations (#)	Liu	outstanding

## PROMISING PRACTICES

There are two strategies for identifying and evaluating promising practices.

- At the end of the year, we will have over <sup>500</sup> ~~1000~~ promising practices and the new efforts that will have emerged as a result of the initiative. By highlighting these examples, we will have attracted the attention of local press and re-energized local communities to actively work to achieve the PIR goals. These promising practices will allow others to participate in them, or replicate them in their own communities, schools, businesses, and religious organizations. The principals, Cabinet and Advisory Board members will visit organizations to highlight promising practices.
- Secondly, we will have developed an infrastructure that sustains the promising practices after the PIR term ends.

Promising practices will also be a tool for designating leaders and accounting for dialogues. Leaders of promising practices will be designated as One America leaders. The promising practices that involve dialogue will be tracked and these dialogues will be accounted for the dialogue effort.

**Outcome**

- Promising Practices Overall (1000)
- Advisory Board (100)
- Cabinet (100)
- Corporate (100)
- Religious (100)
- Education (100)
- Government - State & Local (100)
- Government - Federal (100)
- Community (200)
- Youth (100)

**Staff**

- TBA
- Cavataio
- Silverman
- Echaveste-Carter
- Echaveste-Shea
- Echaveste-Cohen
- Ibarra-Cutler
- Murguia
- TBA
- Moore

**Plan**

- outstanding

*REG REPS*

**LEADERSHIP**

By the end of the Initiative year, we will have recruited at least ~~1,000~~ <sup>1000</sup> leaders from *each* of our areas of focus: education, corporate, religious and youth. Additionally, we also recruit community leaders from other networks: women's office, IGA and Legislative Affairs. The designation of a One America leader will be developed per the issue area. Roughly speaking, a One America Leader is someone who organizes an event or program in their community that bridges racial divides. We will develop plans for each of these areas that describe the steps we will take to identify these individuals and the criteria for "leadership." The goal is to engage as many leaders as possible from the outside-in.

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Leaders, activities and programs will feed directly into the promising practices and dialogue sections, so that as leaders are selected, they provide promising practices and undertake dialogue.

**Outcome**

- Leaders Overall (7000)
- Advisory Board (300)
- Cabinet (500)
- Corporate (1000)
- Religious (1000)
- Education (1000)
- Community (2000)
- Youth (1000)

**Staff**

- TBA
- Socarides/Cavataio
- Silverman
- Echaveste-Carter
- Echaveste-Shea
- Echaveste-Cohen
- TBA
- Moore/Sorrell

**Plan**

- outstanding

*→ CUMMAY*

**YOUTH**

At the end of the year, we will have recruited thousands of youth leaders, encouraged hundreds of youth dialogues and collected at least one hundred youth promising practices. Furthermore, the youth committee will devise other strategies to continue youth focus (e.g., youth letter, media briefing, PSA).

## ADVISORY BOARD

At the end of the year, the Advisory Board will have conducted approximately ten board meetings and town halls. As of December 29, 1997, it has conducted five board meetings. In addition to the meetings, the Board will help identify and highlight promising practices; recruit leaders; and provide periodic advice to White House and PIR staff on the Board's activities. Additionally, the White House and PIR staff will regularly seek the Board's advice on planning of PIR activities.

<u>Outcome</u>	<u>Staff</u>	<u>Plan</u>
Advisory Board Meetings (10)	Socarides/Cavataio	complete
Advisory Board Town Halls (2)	Socarides/Cavataio	complete
Advisory Board Policy	Kagan/Liu	outstanding

## PRESIDENT'S REPORT

The President's report will focus on his vision of America in the 21st Century and provide a blueprint for turning that vision into a reality. It will reflect the activities of the Advisory Board, the PIR staff and other Administration officials. The report will be made widely accessible to individuals and organizations to use as a guide to moving forward into the 21st Century as a nation committed to racial equality.

<u>Outcome</u>	<u>Staff</u>	<u>Plan</u>
President's Report	Edley	complete
Advisory Board Events and Recommendations	Socarides/Cavataio	complete
Policy	Kagan/Liu	outstanding
Promising Practices	TBA	outstanding
Dialogue	Echaveste/Wenger	outstanding
Leaders	TBA	outstanding
Youth	Moore/Sorrell	outstanding