

THE WHITE HOUSE

WASHINGTON

May 17, 1994

MEMORANDUM FOR GENE SPERLING

FROM: PAUL DIMOND
SUBJECT: NATIONAL CAMPAIGN FOR YOUTH
CC: BILL GALSTON, SHERYLL CASHIN

Gene, in the spirit of your suggestion that we focus on highest priority initiatives for POTUS that can make a real difference, I think that it's time that we fully consider making the National Campaign for Youth such a priority. If you think about the President's series of speeches (Memphis, the conclusion of the State of the Union, Kramer School, and last night to LDF), we have a theme of challenge and urgency that cries out for a coordinated, national response from the President. The National Campaign for Youth can be that response.

It responds to the fears of crime and of breakdown in the family, to the problems of lack of education and jobs, and to the loss of hope by those who are isolated from the mainstreams of opportunity. It focusses attention and resources, public and private, on issues and responses that can bring all people together. It calls for equal measures of responsibility and opportunity from all sectors of the society and every person.

The National Campaign for Youth could turn a series of separate programs into a coherent whole. The components of the National Campaign include, among others:

- Crime -- community partnerships with police
 - gun control
 - three strikes and you are out
 - safety and security of families, community and property
 - jobs/school-linked opportunity
- education -- head start/immunization
 - Goals 2000/ESEA
 - School-to-Work/First Job Networks
 - Lifelong Learning Equity Lines/REA Next Job Networks
- welfare reform -- parental responsibility, teen pregnancy prevention
- community service -- school-linked, community-centered youth opportunity
 - community-building challenge
 - a focussed National Service mission for youth

Gene, you can add or delete from this list. The point of a national campaign for youth is to focus these efforts and to mobilize a much broader base of support than any particular federal program can command. If not now, then when? If not a campaign for youth, then what else? It seems to me that such a campaign could pull together **everything** that you and the POTUS, Bill, Bruce, Bob and Carol have been working toward on the domestic and economic fronts. What do you think?

- The poverty rates for unmarried, young single mothers are dramatic -- almost 80 percent of the children of young persons who have a child before they graduate from high school, outside of marriage, and while a teenager are living in poverty. Nothing hurts the life chances of teenage girls more than out-of-wedlock parenting.
- The number of births to unmarried teen mothers quadrupled in the past twenty years -- from 92,000 in 1960 to 368,000 in 1991.

As you know, we have proposed a National Campaign for Youth Opportunity and Responsibility as a central feature of the Administration's welfare reform effort. The idea clearly met with wide and favorable response from the Working Group and the Cabinet. We have proposed a broad, universal scope for this campaign to send a powerful message to youth of all backgrounds, ages and classes -- through our lifelong learning agenda for all youth, a newly organized private support organization, and a variety of media. We have urged the adoption of clear, national and individual goals to reflect our commitment to increase high school graduation rates, reduce teen pregnancy, and increase the number of youths moving on to higher education and into the workforce.

However, these broad national efforts are only one part of our recommendation. Another part of our proposal is an effort targeted at those youth most at risk of being trapped in a cycle of poverty and dependency. This must be a significant program, national in scope, and sufficient in the scale of resources devoted to it to reflect its central role in the overall welfare reform effort. It must use limited federal resources to leverage far larger commitments of continuing support throughout each local region and to make real for youth most at risk the broad range of Administration initiatives to increase opportunity, to promote responsibility, and to connect young people to pathways to college, work, lifelong learning and responsible parenting. It must provide support on a sustained basis, at least from ages ten (or earlier) through age eighteen. Attached is an outline of the proposal and budget for such a targeted effort that we are in the process of refining with the relevant participants.

We realize that final financing and budget decisions for welfare reform are about to be made and appreciate the difficult trade-offs we face in the current budget environment. As these decisions are made, we urge that the resources devoted to the targeted initiative for at-risk youth reflect a real commitment to dealing with these issues. We urge the adoption of an Ounce of Prevention funding strategy, with one sixteenth of the overall funding for welfare reform to go into these targeted opportunity efforts. Such a balanced funding strategy for welfare reform addresses the basic prevention issue of youth opportunity and responsibility directly. It will permit us to build a broader base of political and public support for welfare reform from the outset. Such a new approach to teen pregnancy prevention and parental responsibility may also provide a key to reducing poverty and the welfare rolls in the long run, whatever the particulars of any proposal for a transition from welfare to work once on welfare.

cc Peter Edelman
Belle Sawhill

PROPOSED BUDGET -- National Campaign for Youth
Community-Based, School-Linked Centers and A Million Mentors

We assume an incremental welfare reform budget cost of \$100,000 per year per school. These funds would be used to galvanize the creation of community-based, school-linked centers and to mobilize resources from existing federal and state programs and from outside partners. This figure includes the cost at each school for coordinating a network of mentors and institutional partners to support the students on a sustained basis from late elementary through middle and high school years. It also includes a ten percent overhead cost for administering the challenge program, providing training and technical assistance and other general support, and creating and operating a national information clearinghouse and network. In addition, each school will have several participants from National Service assigned to provide an on-going foundation of support for the students and the institutional partners, coaches and mentors; the ethic of responsible service will be built by example for all.

Local school communities will be challenged to develop their own network of institutional partners, mentors and coaches as a condition of applying for a grant. Models include:

- Urban Excellence Corps. A college or university will become a full partner with the schools and offer a Eugene Lang-style pathway to college or work to students who commit to learning. Universities are well-positioned to provide a steady supply of their students to serve as mentors and coaches, paid through work-study or as a condition of financial aid.
- Private Sector partnership. Private businesses and employers will "adopt" schools and provide a range of supports. These could include school-to-work apprenticeships, time for employees to become mentors, tutors and coaches, and summer employment and training.
- Consortium of Community-Based Support. A consortium made up of local non-profits, churches, universities, labor and business organizations will join to form a partnership with a school. This would permit a wide range of supports, e.g., further education, recreation, cultural or employment opportunities, as well as a large pool of mentors and coaches.

The Challenge Grant process could roll out with 400 schools added each year for five years -- a total of 2000 schools by the year 2000. This would result in sustained personal mentoring and peer group coaching for more than 2,000,000 students and 2,000 on-going institutional partnerships between the local school communities and their partners, e.g., 500 colleges, 500 major employers, and 1000 community-based consortia.

Based on these assumptions, the five-year cost for the welfare reform budget would be:

Year 1	\$40 million
Year 2	\$80 million
Year 3	\$120 million
Year 4	\$160 million
Year 5	\$200 million
FIVE YEAR TOTAL	\$600 million