

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Phil Caplan to POTUS re: Service Summit Names (1 page)	3/25/97	P2, P5
002. memo	Reed et al. to POTUS re: Names for Consideration for Service Summit Involvement (1 page)	3/24/97	P2, P5
003. list	Proposed Board of Directors (1 page)	3/97	P2, P5
004. list	Task Force Membership for the Presidents' Summit (1 page)	3/97	P2, P5
005. list	Proposed Task Force Leadership for the Presidents' Summit (5 pages)	3/97	P2, P5
006. memo	Steve Silverman et al. to Various Senior Staffers re: Task Force Membership for the Service Summit (1 page)	3/21/97	P2, P5
007. list	Task Force Membership for the Presidents' Summit (1 page)	3/21/97	P2, P5
008. list	Proposed Task Force Leadership for the Presidents' Summit (6 pages)	3/97	P2, P5
009. list	Service Summit Board Members (1 page)	3/21/97	P2, P5

COLLECTION:

Clinton Presidential Records
 Domestic Policy Council
 Bruce Reed (Subject File)
 OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [2]

cs60

RESTRICTION CODES

Presidential Records Act - 44 U.S.C. 2204(a)

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment in Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

SUMMIT DECLARATION -- WHITE HOUSE DRAFT 4/18/97*Service
Summit*

Two centuries ago, America was founded on the proposition that just as all people are endowed by their Creator with unalienable rights, citizenship entails undeniable responsibilities. Each of us has an obligation to give something back to country and community -- a duty to take responsibility not just for ourselves and our families, but for one another. We owe a "debt of service," in the words of Thomas Jefferson, to fulfill the God-give promise of America and her children.

In this time of opportunity -- at the dawn of a new century and a new millennium -- the need for shared responsibility is especially important. The challenges we face today, especially those that face our children, require something of us all. People of all ages and from all walks of life must claim society's problems as their own -- pulling together, leading by example, and lifting American lives.

We know that we have a special obligation to America's children, and that every child needs:

- a caring adult in their lives, as mentor, tutor, coach;
- safe places with structured activities in non-school hours in which to learn and grow;
- a healthy start and healthy future;
- an effective education that equips them with marketable skills;
- an opportunity to give back through their own service to community.

We, therefore, pledge to work together to ensure these fundamental resources for all of America's children -- through citizen service, through voluntary action, through partnerships spanning both public and private life, but above all as one community.



Jay A. Winsten, Ph.D., Associate Dean and Center Director

Mobilizing Citizens to Help America's Children: "Each One, Reach One"

"The problem with [TV sitcom] 'Fresh Prince of Bel Air' was, they showed us what life's like in Bel Air, but didn't teach us how to get there." Tanya, a 16-year old African-American from a Boston inner-city neighborhood, expressed her frustration--and ambition--during a focus group discussion on youth violence prevention conducted by the Harvard School of Public Health. Tanya is smart, motivated--and going nowhere, because she lacks adequate guidance and direction at home and at school. If the right person takes her under their wing, becomes her mentor and points the way, Tanya has a good chance to escape from her current circumstances of poverty and achieve success and fulfillment as a productive citizen.

There are many others like Tanya. Millions of vulnerable children and adolescents are growing up in poverty-stricken, broken homes. Regrettably, few are receiving the benefits of mentoring from a caring, responsible adult. For example, the Big Brother/Big Sister program reaches only 70,000 young people--with 30,000 more on the waiting list.

There is solid scientific evidence that mentoring works. In a landmark study, 1000 young people on the waiting list of Big Brother/Big Sister were randomly assigned to two groups. Members of one group were assigned a mentor; members of the other group remained on the waiting list. Comparing the two groups eighteen months later, the children with mentors had sharply lower rates of drug and alcohol use, and much better school attendance rates. The strength of mentoring is that, rather than focusing on individual problems facing young people, it addresses the needs of the child as a whole.

Organizations in the mentoring field have set the ambitious goal of achieving 2 million mentors by the year 2000. To contribute to this goal, the Harvard School of Public Health proposes to launch "Each One, Reach One" in partnership with national mentoring organizations. Through this large scale media campaign, we will seek to stimulate the creation of thousands of local mentoring projects in communities across the country, sponsored by churches, synagogues, businesses, and volunteer-based organizations such as Rotary and Kiwanis Clubs. Through these local projects, hundreds of thousands of volunteers will serve as mentors and tutors to at-risk children. The projects will be conducted in partnership with public and parochial schools and after-school programs. This national initiative will enormously strengthen local civic involvement in the lives of at-risk children, helping a generation of young people like Tanya to escape from conditions of poverty and become productive citizens.

"Each One, Reach One" will utilize media strategies comparable to those employed by Harvard's highly successful Designated Driver Campaign for Drunk Driving Prevention, which was launched in 1988 in collaboration with major Hollywood studios and leading television networks. During four television seasons, more than 160 prime time episodes depicted the use of designated drivers, and prime time public service announcements promoted the concept. The bottom line: 65 million Americans served as designated drivers (Roper Poll), contributing to a 30% decline in annual fatalities from drunk driving.

"Each One, Reach One" will be conducted in partnership with the communications industry, employing a combination of news, advertising and entertainment strategies to transform the mentoring movement into a "larger than life" component of our civic landscape. We also will publish a detailed guidebook to advise local organizations on how to run mentoring projects, and will promote the availability of this guidebook through television, radio, print media and the Internet. Ongoing survey research will document the growth of the mentoring movement. The ABC television network has already made a major commitment of donated air time, and Hollywood directors and producers have expressed great interest in participating.

Service Summit

FEDERAL AGENCY COMMITMENTS TO SUMMIT

All Federal Agencies

Federal agencies will expand their commitment to adopt schools or otherwise establish partnerships with schools in their communities by increasing the number of agency-school relationships from approximately 1,500 schools to 2,000 schools by the year 2000. Working through partnerships established by their agencies with schools across the country, Federal employees work closely with schools in a variety of ways -- volunteering as mentors and tutors, purchasing needed equipment for schools, and holding career days.

Community Anti-Drug Coalitions of America (CADCA), CityKids Foundation, and U.S. Office of National Drug Control Policy, Department of Defense

By the year 2000, CADCA, ONDCP and the City Kids Foundation commit to provide over 200,000 young people in more than 100 cities with skills that will teach them to become community leaders, challenge them to build local community coalitions, and empower them to create and implement projects that directly tackle substance abuse and violence in their communities.

This "National Youth Academy" will combine CADCA's national network of community coalitions and its established training capacity with the peer leadership training methodologies of The City Kids Foundation, the support of the U.S. Office Of National Drug Control Policy, and the integral involvement of the Parents' Resource Institute for Drug Education, Mothers Against Drunk Driving, the National Crime Prevention Council, the Work Group on Health Promotion and Community Development at the University of Kansas, the U.S. Department of Defense Junior R.O.T.C., and the National Institute on Drug Abuse.

Department of Defense -- Department of the Army

- The Army has committed to expand opportunities for active duty, reserve, and retired military personnel to volunteer time as mentors and tutors in schools in their local communities; and will also expand opportunities for young people to give back to their local communities and contribute to the common good through a community service learning module in the Junior Reserve Officer Training Corps (JROTC) program. America's Army is committed to enhancing its association with community-based coalitions by participating as a partner in coalitions designed to keep kids off drugs and out of gangs, mentor young minds, clean neighborhoods of destructive graffiti and provide worthwhile apprenticeships with local businesses. Its dedication to this endeavor is best exemplified by its commitment to work with the Community Anti-Drug Coalitions of America to identify Junior Reserve Officers Training Corps student leaders to help train more than 200,000 youth in more than 100 cities by the year 2000.

Department of Defense -- Department of the Navy

The Department of Navy commits to increase its efforts in tutoring and mentoring, focusing on literacy and anti-drug education. The Navy and Marine Corps, combined, will establish partnerships reaching well over 700,000 youths through the year 2000.

- Through its "**Personal Excellence Partnership Flagship**," the Navy will increase its current youth tutoring and mentoring by establishing partnerships that reach over 400,000 youths through the year 2000.
- Through its "**Campaign Drug Free Flagship**," the Navy commits to increase its mentoring and drug education efforts by establishing partnerships that reach over 200,000 youths through the year 2000. Volunteer teams of Navy and Marine Corps Reservists and active-duty Sailors use specially prepared and age-targeted videotapes to convey anti-drug messages to elementary, middle, and high school students.
- Through its "**Adopt-A-School**" program, the Marine Corps commits to tutoring/ mentoring over 100,000 students through the year 2000.
- Through the "**Young Marines of the Marine Corps League**," approximately 950 adult volunteers (mostly present or former Marines) provide an established curriculum of self-discipline, health and anti-drug education, personal responsibility, and teamwork development for at-risk young people. The Marine Corps commits to reach out to over 20,000 youths through the year 2000.

Department of Defense -- Department of the Air Force

- The Air Force commits to increase its current involvement in programs and initiatives that contribute to the goals of the President's Summit for America's Future by at least 10%, in terms of both the number of children reached and the number of bases involved. Currently almost 1 million children and youths benefit from Air Force programs, and the Air Force commits to increase that number by approximately 100,000 by the year 2000.

The Air Force concentrates its efforts on child development programs, including special education, literacy and creative arts programs, child care and child care research and training programs, and nutrition education programs. Other Air Force programs include Foster Grandparent Programs, Air Force Base Child Development Centers, Air Force Base Youth Programs, Youth Employment Skills Programs, and Air Force involvement in national accreditation of family day care providers. The success of these Air Force programs is due to the emphasis on partnering with local communities.

Office of the Secretary of Defense

- The Office of the Secretary of Defense (OSD) commits to mobilize children of

active duty personnel (more than 300,000 children ages 6-18) to volunteer 1.5 million hours of service annually in on- or off-base community service projects.

- The Office of the Secretary of Defense commits that Military Child Development program personnel will help civilian child care agencies to improve the quality of child care provided to America's children. OSD will work with state/local agencies to train child care providers; mentor local programs; and advise local child care councils and boards. OSD commit to 5,000 hours of volunteer mentoring.
- The Office of the Secretary of Defense commits to 100 alliances between the Defense Department youth programs and the Boys & Girls Clubs (B&GC) of America, to reach military youth in local communities and strengthen youth programs at participating bases. Currently 51 of 90 Air Force youth programs have been granted B&GC charters.
- The Department of Defense commits to a 50% increase in high school enrollment in Junior ROTC Career Academies, an alternative to the regular high school JROTC program designed to address the special needs of "at-risk" youth. Thirty JROTC Career Academies are located primarily in inner city schools in large urban areas nationwide.

United States Department of Agriculture

- **Food Recovery and Gleaning** -- USDA commits to increase significantly the amount of excess food that is recovered and distributed to Americans in need, with a particular emphasis on involving young people in gleaning, through a National Summit on Food Recovery, modeled on the Presidents' Summit, calling on Americans to commit to increase recovery of excess food. The Department will work with youth groups to recover excess food from school lunches and large concerts, and with farmers' markets, rural empowerment zones, and school districts.
- **"This Land is Your Land" Service Initiative** -- The Department commits to engage 26,000 more Americans in voluntary environmental service, and to offer conservation education to half a million school children by the year 2000, through a 25% increase in the Forest Service Volunteer Program and an increase of over 40% in the number of volunteers in its Natural Resources Conservation Service "Earth Team."

U.S. Department of Justice

- **Youth Network** -- To promote youth service, the Department commits to create a Youth Network to provide a forum for young people, national organizations, and DOJ to exchange ideas about juvenile violence, delinquency prevention, and volunteerism. Through a web site and national meetings, the Network will offer young people a chance to participate in local delinquency and juvenile justice programs and policies, as well as to contribute to the national debate on these issues. Partners will include the

National Crime Prevention Council, Boys and Girls Clubs of America, Big Brothers/Big Sisters, National League of Cities, MADD, United National Indian Tribal Youth, Youth Build, and others.

- **Juvenile Mentoring Program (JUMP)** -- The Department will commit \$9.6 million to 52 new JUMP sites across the country, many of them in communities attending the Summit, to support one-on-one mentoring for more than 6,500 at-risk young people, more than doubling the number of sites in the JUMP program. The program uses community volunteers as mentors, and grantees coordinate with local schools.
- **Drug Education for Youth** -- The Department of Justice, working in partnership with the Departments of the Navy and the Army, will expand the number of DEFY sites from 3 to 30, reaching 1,000 young people. Using military role models to promote positive life choices and reduce the demand for illegal drugs, each DEFY site offers a summer camp program for about 30 children between the ages of 9 and 12 at a Navy, Marine Corps, or other military facility. In the following ten months, the children are mentored by individuals from the local U.S. Attorney's Office, police department, or local university, taken to special events, and taught the value of education, health, and citizenship.
- **Public/Private Mentoring Alliance** -- The Department of Justice, with the Corporation for National Service, will convene a Public/Private Mentoring Alliance of federal agencies and private national organizations supporting mentoring activities. The alliance will disseminate information nation-wide on the value of and opportunities for mentoring, and explore the possibility of a training and technical assistance initiative to expand effective mentoring programs across the country.

U.S. Department of Health and Human Services

- **Girl Power!** -- HHS commits to expand its Girl Power! mentoring campaign by working in partnership with the four African American sororities -- Zeta Phi Beta, Sigma Gamma Rho, Alpha Kappa Alpha, and Delta Sigma Theta. The sororities will commit to implement a mentoring program in their undergraduate chapters. Sorority members will work with their local alumni and with organizations like the National Council of Negro Women to mentor young girls in their communities. In addition, HHS will make a major new commitment to mentorship and teen pregnancy prevention through \$1-2 million in new grant programs.
- **Nike PLAYCORPS** -- HHS and Nike commit to greatly expand their PLAYCORPS program (modeled after AmeriCorps) from 100 coaches in four cities this year to at least 1,000 coaches all over America next year. Piloted last year, PLAYCORPS trains college students to coach/mentor kids in underserved areas in recreational leagues. They are paid \$500 -- which goes straight toward their tuition. HHS will also add a Girl Power! component by training coaches specifically on how to work with and inspire girls.

United States Department of Education

- **Summer Reading Partners** -- The Department of Education and its Partnership for Family Involvement in Education commit to increase the ranks of volunteer reading partners participating in this summer's Read*Write*Now! Initiative from 300,000 to 450,000, and to increase the number of children reading over the summer from 1 million to 1.5 million. The Partnership will identify and recruit reading partners and help establish reading programs in communities nation-wide. Working with appropriate reading organizations, the Department will prepare activity kits for the initiative. Launched in 1995 by the Partnership for Family Involvement in Education to prevent a fall-off in reading skills during the summer months, Read*Write*Now! volunteer reading partners pledge to read and write with a child for 60 minutes a week, and the child pledges to read 30 minutes a day five days a week. Last summer, more than 50 organizations sponsored the initiative, and over 300,000 volunteer reading partners read with one million children.
- **After-school Programs** -- The Department of Education and its Partnership for Family Involvement in Education commit to work with schools to launch 1,000 new after-school programs nation-wide. We will enlist AmeriCorps students, Partnership members, and business and community organizations to volunteer in and help organize these programs. The Partnership will help identify potential sites for the after-school programs and recruit local volunteers. Our efforts are linked to the 21st Century Community Learning Centers Program, a newly proposed program to fund after-school, weekend, and summer activities for youth.

U.S. Department of the Interior

- **Public Land Corps: Restoring the National Parks through Youth Service** -- The National Park Service proposes to expand youth service opportunities to help carry out needed repair and restoration projects in our National Parks. Youth service provides the opportunity for environmental education, mentoring, counseling, and career development curricula, as well as the provision of highly skilled and experienced adult supervisors. NPS proposes to allocate \$1-2 million per year to expand youth service opportunities, and will work with youth service organizations, including, but not limited to, the Student Conservation Association, the National Association of Service and Conservation Corps, and the Environmental Careers Organization.
- **National Park Service National Junior Ranger Program** -- The Department commits to creating a "National Junior Ranger Program" through the Internet, targeted at children who are unable to visit national parks. Today, at over 100 parks nationwide, young people who visit parks have an opportunity to participate in activities which earn them the title of "Junior Ranger." This new electronic program will be designed for children ages seven to eleven,

from both urban and rural areas. It will reach our nation's diverse population and stimulate interest in learning more about our natural and cultural heritage and the future of America's public resources.

- **National Park Service Volunteer Opportunity System** -- The Department commits to sharing with other agencies its new National Park Service Volunteer Opportunity System, which provides a nation-wide listing of volunteer opportunities within the National Parks System on the Internet and the ability to apply electronically for a volunteer position in a specific park.

Federal Emergency Management Agency

- **Spring Break Program for High School Seniors** -- FEMA commits to offer high school seniors new service opportunities in their communities. These students would help communities prepare for emergencies or disasters by performing mitigation activities in community facilities like day care centers, schools, playgrounds, elderly residences and group facilities, and small businesses. Targeted communities would work with FEMA and state and local emergency officials to identify the natural hazards that threaten their community facilities. FEMA would coordinate the process and supervise volunteers. Local architects and engineers would volunteer to inspect facilities and design mitigation efforts, and local contractors/building trades professionals would volunteer to supervise activities. Local hardware and building supply outlets would donate the materials needed. Local high school seniors would provide the labor during the months of March, April, and May of their senior year.

U.S. Department of Veterans Affairs

The Department of Veterans Affairs Voluntary Service program, which just celebrated its 50th year of service to this nation's hospitalized veterans through the work of almost 100,000 volunteers, commits to create new opportunities for young people to serve. By the year 2000, VA will increase by 50% the number of student and youth volunteers in its facilities, bringing the total number of youth volunteers to 15,000.

U.S. School-To-Work Program

By the year 2001, the School-to-Work program will commit to:

- triple the number of companies involved with School-to-Work, so that approximately 400,000 companies have mentoring initiatives or School-to-Work systems within their organizations and are partnering with their local school districts. These companies will commit to not only having students learn in the workplace but also bringing teachers into the workplace.
- implement a School-to-Work system in every state in the U.S.
- ensuring that every school district in America has had the opportunity to implement a School-to-Work system within their community.

Peace Corps

- Through its World Wise Schools program, the Peace Corps commits to significantly increase its global learning partnerships to at least 10,000 teachers by the year 2000, tripling the current number of partnerships with teachers. World Wise Schools connects currently serving and returned Peace Corps Volunteers with U.S. students and teachers. The program educates young Americans about the people and cultures of other countries, and exposes them to positive role models who have engaged in public service as Peace Corps Volunteers.
- Every year, thousands of Americans inquire about the possibility of serving as a Peace Corps Volunteer overseas, signaling the tremendous interest among Americans in serving others. Recognizing that every person may not be immediately suited to overseas service, the Peace Corps commits to provide information on domestic service opportunities to an estimated 50,000 people per year.

U.S. Department of the Treasury

- **GREAT Program** -- The Department of the Treasury commits to increase the number of students educated in the GREAT curriculum by 10 percent -- or more than 35,000 additional students -- each year through the year 2000. GREAT is a Federal, state, and local partnership that teaches elementary and middle school children to avoid joining gangs and violence. GREAT has already reached more than 1 million American children, educating 350,000 students annually. More than 2,000 law enforcement officers have chosen to join the program as part of community policing initiatives.

U.S. Department of Transportation

- **Garrett A. Morgan Technology & Transportation Futures Program** -- The Department of Transportation commits to establish the Garrett A. Morgan Technology & Transportation Futures Program, which will reach 1 million students by the year 2000 through tutoring, mentoring, and education curricula. The goal is to build a bridge between America's youth and the transportation community. All the agencies of the department will contribute, including the Federal Aviation Administration, Federal Highway Administration, U.S. Coast Guard, Federal Railroad Administration, Federal Transit Administration, Maritime Administration, and National Highway Traffic Safety Administration.

U.S. Environmental Protection Agency

- **Community Environmental Service Agreement with Senior Citizen Groups** -- The U.S. Environmental Protection Agency commits to expand senior citizen volunteer efforts to protect public health and the environment through a partnership with the National Council on the Aging, the Environmental

Alliance for Senior Involvement, the Corporation for National Service, and the Administration on Aging at HHS. Senior citizens, a growing and active segment of our population, have a large stake in protecting the environment, not only because they are "at risk" in terms of air and water pollution, but also because they want to protect the health of their grandchildren and provide them with a clean environment. This project will train senior citizens to work with children to teach them how to protect the health and environment of their community.

Department of Housing and Urban Development

- **Neighborhood Networks** -- HUD commits to expand its Neighborhood Networks to create 500 computer centers in assisted or insured housing by the year 2000, more than doubling its current program. These centers will give more than 50,000 households the chance to gain job skills necessary to enter the workforce, and will educate children through after-school programs, mentoring, and internships. HUD will work in partnership with educational, business, and community groups to create, operate, fund, and sustain these computer learning centers.

HUD will challenge owners of assisted housing to provide space, motivation, and involvement in Neighborhood Networks; challenge business leaders to provide equipment and technical assistance, prepare people for the job market, and perhaps most importantly, hire those people motivated to learn and to work; and challenge community organizations to help with fundraising, tutoring, mentoring, and accessing local economic opportunities.

- **NCAA Partnership** -- HUD commits to a partnership to expand the NCAA's Regional Excellence in Academic Preparation (REAP) camps to four empowerment zone/enterprise communities cities next year, with the goal of 25 cities by the year 2000. REAP camps help troubled youth ages 10-13.
- **Lead Paint Poisoning Prevention** -- HUD commits to funding new partnerships with parent and community groups, including United Parents Against Lead, to educate more than 10,000 families about lead hazards over the next two years.

U.S. Office of Personnel Management -- OPM commits to give Federal agencies the personnel tools they need to support Federal employees' participation in community service. OPM will publicize the work scheduling flexibility available to Federal employees and actively encourage its use in support of volunteer service.

Selective Service System

- **Expand "Serve America"** -- The Selective Service commits to inform young men about service opportunities that arise out of the Summit through its "Serve America" program, developed last summer with the Department of Defense and AmeriCorps. Serve America takes advantage of the Selective

Service System's routine communication with nearly 5,000 men turning 18 every day to encourage them to serve the Nation.

- **Opportunities for Young People on Selective Service Local Boards --** The Selective Service System commits to offer more young men and women the opportunity to serve as uncompensated community volunteers on Local Boards. Boards are prepared to decide claims for exemptions and deferments should this Nation reinstate a military draft in a crisis.

Bruce --

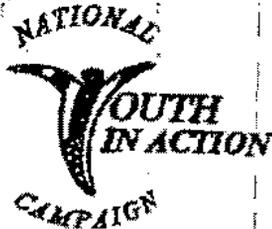
This guy has been bugging a variety of offices here about his desire for the President to acknowledge his program. His group held youth conventions coinciding with the parties' conventions last year, and it is now distributing the platform developed at the conventions to 40,000 schools. It is also offering \$1,000 grants to youth groups.

Representatives of his group are attending the Summit, and he seems to have a pretty good network in place to publicize its work. But he says that praise from the President would help publicize it further. He is ticked off because he says he has been talking to various WH offices for the past year and has never gotten satisfaction. So he puts calls in to Erskine.

I am telling him that we have put his idea in the hopper, but that the President gets a lot of competing ideas for his time and attention, and that he probably won't be able to talk about this, at least any time soon. But he has been persistent enough that I wanted to make sure this hadn't crossed your desk in some prior incarnation, or that you don't have any strong views about the merits of his group.

Diana

*DIANA -
Not much there.
- BR*



1997 YOUTH IN ACTION CAMPAIGN

HOT FAX

Date: 4-9-97

Pages:
(Including Cover)

To: Sarah Latham

cc: Ann Lewis
Stephanie S.

Fax: (202) 456 1907

Phone:

Bruce Reed
Sylvia
Rahm

From: Peter Raducha, Executive Director
Foundation of America

Youth in Action Campaign

3020 Children's Way, MC #5093

San Diego, CA 92123

Phone: (619) 576-4044

Fax: (619) 576-4034

Mr. Raducha expressed dismay at not yet succeeding in getting POTUS recognition, or any written response - he said he has sent numerous letters on various initiatives to WH staff. At one point both

MEMO

George & Harold spoke to him about doing something, but nothing happened.

Sarah,

please get this information to staff members who will see the potential and opportunity for this Nationwide Campaign

Thank you

*If you have any problems receiving this information, please call (619) 576-4044.



America's Future . . . Today

March 10, 1997

Advisory Committee
(partial list - continued on reverse)

Honorable Charles D. Gill
Superior Court Judge, CA

Thomas O'Brien, Ph.D., Founder
Parent Effectiveness Training

Jim Larcus, President
We the Children

Judy Lavitt, Director
Generations United

Juana Lopez, Executive Director
TV Academy of Arts & Sciences

Mark Raley, Southern Director
Child Welfare League of America

Chris Rika, Director Program Dev.
Kaiser International

Marsha Thomas, Executive Director
USA for Africa

Paul Warren, Vice Chair
National Council on Youth Policy

Convention Board

Robert Feltman, Attorney, Executive Dir.
Children's Advocacy Institute

Debra Hughes, Executive Director
National Network for Youth

Lounged Karnik, M.D., CA Chair
American Academy of Pediatrics

Jerry Merrill, President
Parks Vistas Developers

Joe Hill, Partner
Coopers & Lybrand, L.L.P.

Bertha Popelton, Superintendent
San Diego Unified School District

Blair Swick, President and CEO
Children's Hospital, San Diego

Alex Spitzer
Hewitt High School, San Diego

Doug Sawyer, Exec. V.P., SE CA Mgr.
Bank of America

Brian Smith, Founder
USG Holdings, Inc.

Paul C. Valle, CEO
Chicago Public Schools

Executive Director
Peter Radabaugh

Associate Director
Veronica Ortega Welch, Ph.D.

William Jefferson Clinton
The White House
Washington D.C.

Dear President Clinton,

We are writing to request your support for the National Youth In Action Campaign. The Campaign is a follow up to the non-partisan First National Youth Conventions that were held in San Diego and Chicago in August of last year. At these conventions, young Americans put together a first ever National Youth Platform of their top issues, ideas, and solutions for improving America.

The Youth In Action Campaign and Action Guide builds on the success of these Conventions by distributing (through the National Association of Secondary School Principals via a grant from the Heinz Family Foundation) the Youth Platform to over 40,000 middle schools, high schools, and youth serving organizations nationwide. Students and young Americans are being encouraged to compare the national youth issues and solutions with their own ideas for improving their community.

Classrooms, schools, and youth organizations who take *action* on their proposed youth solution become eligible for \$1,000.00 Action Award Grants. Award Grants recipients will be determined by our National Youth Advisory Council. We will also be teaching participating youth groups and classrooms how to get positive youth projects highlighted within their local media outlets.

The Youth In Action Campaign fits nicely with your recent national "Call to Action" and will help to motivate young people towards greater community service and involvement. Seeing this as a possibility, we have recently been contacted by Jennifer Bazell and other organizers of the upcoming Philadelphia Summit. Though Youth In Action Campaign materials are being sent to over 40,000 schools and youth organizations, they may not filter down to all students with this important opportunity. Your mention of the importance of young America, their platform, and their opportunity to participate and receive support through the Youth in Action Campaign at this Summit will provide an important spark to assure maximized youth community involvement.



America's Future . . . Today

William Jefferson Clinton
Page 2

Advisory Committee
(partial list - continued on reverse)

- Honorable Charles D. Gill
Superior Court Judge, CT
- Thomas Gordon, Ph.D., Founder
Parent Effectiveness Training
- Tom Lattig, President
For the Children
- Judy Leavitt, Director
Generations United
- James Lopez, Executive Director
TV Academy of Arts & Sciences

Mark Rully, Southern Director
Child Welfare League of America

Chris Ross, Director Program Dev.
Kwango, International

Nancy Thomas, Executive Director
USA for Africa

Paul Watson, Vice Chair
National Council on Youth Policy

Convention Board
Robert Kallman, Attorney, Pres. Of
Children's Advocacy Institute

Della Hughes, Executive Director
National Network for Youth

Leonard Kutnik, M.D., CA Chair
American Academy of Pediatrics

Jerry Marcell, President
Pakos Verdes Developers

Joe McEl, Partner
Conyers & Lebrand, L.L.P.

Bonita Fenderson, Superintendent
San Diego Unified School District

Rick Sadler, President and CEO
Children's Hospital, San Diego

Alan Sanchez
Hessner High School, San Diego

Doug Sawyer, Exec. V.P., SE. CA Reg.
Bank of America

Brian Smith, Founder
DGG Holdings, Inc.

Paul G. Valdez, CEO
Chicago Public Schools

Executive Director
Peter Machado

Associate Director
Yvonne Angela Walsh, Ph.D.

Sir, we hope you recognize Youth In Action as an opportunity to engage the full potential that is America's youth. Our work began in response to surveys showing the majority (69%) of our youth do not believe their ideas and voice are of consequence in adult society. The First National Youth Conventions have opened a door for a greater recognition of their voice and solutions. Over 50 National Youth Serving Organizations are collaborating on this project and UNESCO and other United Nations groups have contacted us to take our program model and Youth Action Guide worldwide!

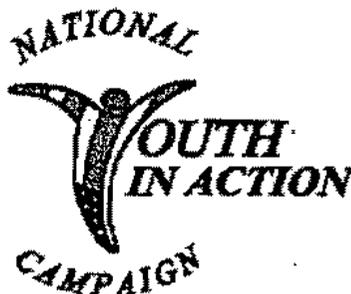
Together, let us open the door to encourage and support greater involvement and citizenship of our youth as we head into the next century. Your recognition of the Youth Platform and youth solutions will let young people across America and Internationally know that their ideas count, their voices matter, and that they can make a difference...today!

With Faith in Tomorrow,

Peter Raducha, Executive Director
Foundation of America
Youth In Action

Enclosure

- cc: Erskine Bowles
- Ann Lewis
- Jennifer Bazell
- Jeanne Smartt



PURPOSE - To create opportunities, recognition, and support for the ideas and solutions of America's youth towards improving communities across our Nation.

WHEN - Beginning in March 1997 and leading up the National Youth Convention in the year 2000.

WHAT - The 1997 Youth Action Guide, modeled on the 1996 First Youth Conventions, has been created by teachers and professionals to allow students and young Americans to compare and contrast the issues of the National Youth Platform with their own ideas for improving America. Classrooms, schools and youth organizations that take action on a proposed youth solution become eligible for \$1,000.00 Action Award Grants.

WHERE - Within schools, youth organizations and communities across America.

HOW - The National Association of Secondary School Principals has mailed this years Action Guide to every (approximately 40,000) middle school and high school nationwide. Youth serving organizations such as 4-H, YMCA's, YWCA's, Campfire Girls and Boys, La Raza, National Urban League and others are sending the guide to more than 10,000 affiliated chapters throughout America. The guide can also be downloaded from the Youthlink website (www.youthlink.org). Funds for the creation and distribution of the Action Guide have been provided through the Heinz Family Foundation.

Resultant youth solution activities will be reviewed by a National Youth Advisory Council. This Council will determine Action Award Grants recipients by selecting youth initiated projects that are creating specific and measurable results for improving a community. Youth solution activities will be posted on the Youthlink website and will be shared with local and national media.

Youth In Action campaign materials have the capacity to directly reach 25 - 30 million young Americans and their teachers, group leaders, parents, and families. Through the participation of UNESCO (United Nations Education, Scientific and Cultural Organization), campaign materials are also being distributed to create international youth opportunities and involvement.

WHO - Over 50 national youth serving organizations are collaborating on this project and every middle school and high school classroom will have the opportunity to participate via the National Association of Secondary School Principals distribution. Campaign materials are targeted for use by youth between the ages of twelve and eighteen.

Youth On Board is coordinating the National Youth Advisory Council developments, and the International Youth Hall of Fame will highlight the contributions of exemplary youth. The NEA, Boys and Girls Club of America, Youth Service America, the Coalition for America's Children, Netscape, the United Council of Social Studies and others are promoting the Youth In Action Campaign through newsletters and web site links.

Sega, Bank of America, UNESCO, and Youthpower Inc., are supplying funds for Action Award Grants. Other corporate and foundation outreach is in progress and the names of new sponsors will be added accordingly.

The First National Youth Conventions, Youthlink, and the Youth In Action and Challenge for Children Campaigns are projects to the Foundation of America, a non-profit organization dedicated to the health and well being of America's children and youth. To learn more about our programs, write us at: 43 Malaga Cove Plaza, Suite D, Palos Verdes Estates, California 90274

WHY - The Youth In Action Campaign builds off the success of the 1996 First National Youth Conventions. The Youth Conventions were created in response to surveys showing 70% of America's youth feel their voice and ideas are little or no value in adult society. As adults, we often say children and youth are our future. If 70% of our future believes they can't make a difference, then we, as a Nation, have a significant problem.

By recognizing and creating support for the voice, ideas, solutions and platform of our youth, we are opening the door for their greater involvement. Youth In Action Campaign participants become positive role models for their peers while reminding adults that America's youth is willing to be part of our Nation's solution *today!*

The Youth In Action Campaign will be repeated yearly to provide ongoing opportunities, support, and recognition to unleash the full potential that is America's youth and improve citizenship in the next generation(s) of Americans.

NATIONAL YOUTH IN ACTION CAMPAIGN

American Academy of Pediatrics

American Association of School Administrators

Boys & Girls Clubs of Chicago

Camp Fire Boys and Girls

Child Welfare League of America

Children's Advocacy Institute

Children's Hospice International

Hugh O'Brian Youth Foundation

I have a Dream Foundation

Inner City Games Foundation

International Youth Hall of Fame

Junior Achievement

Kiwanis International

National Assoc. of Secondary Sch. Principals

National 4H Council

National 4H Youth Development/USDA

National Alliance of Children's Trust Funds

National Association of Children's

Hospitals and Related Institutions

National Assoc. of Elementary Sch. Principals

National Black Child Development Institute

National Network for Youth

National Urban League

Presidential Classroom

**United Nations Educational Scientific
and Cultural Organization**

United National Indian Tribal Youth, Inc.

YMCA National State Office Network

Youth Service America

YWCA of the USA

Executive Director, Joe Sanders, M.D.

Executive Director, Paul Houston

Senior Vice President, Carl R. Lavender, Jr.

CEO, K. Russel Weathers

Executive Director, David Liederman

Executive Director, Bob Fellmeth

Founding Director, Ann Armstrong-Dailey

President, Mary Leslie

Executive Director, Charles Chestnut

Executive Director, Bonnie Reiss

Director, Larry Sogan

Sr. V.P. of Curriculum R & D, Jean Buckely

Program Development Director, Chris Rice

Director of Student Activities, Rocco Marano

President & CEO, Dick Sauer

Deputy Administrator, Dr. Alma Hobbs

Executive Director, David Mills

Director, Larry McAndrews

Director of Student Services, Margaret L. Evans

Executive Director, Evelyn Moore

Executive Director, Della Hughes

V.P., Youth Development, Henry M. Thomas III

Director of Marketing, Tim McManus

Director SHS/YSA, Arthur Gillett

Executive Director, J.R. Cook

Associate Director, YMCA USA, Don Kyzer

Executive Director, Steve Culbertson

Executive Director, Prema Mathai-Davis

The organizations listed above are actively informing millions of youth affiliates through in-house and national communications.

March 31, 1997

You have recently received word about a rising new voice for young people - **Foundation of America's Youth Advisory Council**. Our organization, Youth on Board, is implementing and developing this council.

We wanted to briefly express the excitement and insights of young people who are ready to pack their bags at a moments notice and head to Philadelphia for the Summit for America's Future.

The following are responses from these young people when asked, "If you were to speak before the President and both Houses of Congress about youth in America, what would you tell them?"

"I would tell them that youth of America today need their help and guidance...We need to continue to support after school programs and new learning programs such as improving reading skills. We need to let them know about the importance of volunteering and giving something back to the community."

"I would ask the members of both Houses of Congress as well as the President to look at all the youth who are making a difference, to recognize these youth and ultimately to listen to them. Who else would know better the problems that affect youth the most, than the youth themselves? No one, not even the President."

"We are not generation x; we are discovering our names and our stories through difficult struggles...In order to name our own generation, we must challenge the inherent notions of isolation and individualism in our country. Policy makers, janitors, and students alike must work towards creating community."

"Youth can speak eloquently about their problems and also help in developing and carrying out solutions to these problems."

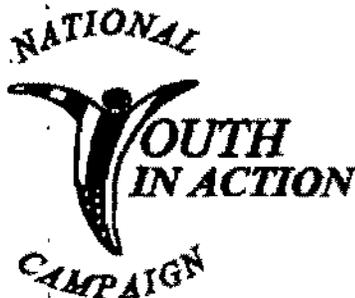
Consider these responses and consider the important role these young people could play in the upcoming summit.

Sincerely,

M.L.F. Marie Celestin

Mark L. Ferguson & Marie Celestin
National Youth Advisory Council Co-Chairs

Jenny Szama
Jenny Szama
Associate Director



NEWS

FOR IMMEDIATE RELEASE:
THURSDAY, MARCH 26, 1997

CONTACT: Peter Raducha
(619) 576-4044

\$1,000 Grants Available to Students, Teachers For Action on Community Issues

Youth In Action Campaign, Launched in More than 40,000 Schools Nationwide, Is One of the Largest Youth Service Efforts Ever Undertaken in U.S.

SAN DIEGO -- Middle- and high schools students who take action on their ideas for improving their communities will be eligible for \$1,000 grants from the newly launched Youth In Action Campaign -- one of the largest national efforts ever undertaken to involve school-aged young people in solving problems in their communities. Materials designed to engage students in discussion and action on issues of concern in their communities are being sent to more than 40,000 schools nationwide, along with the National Youth Platform developed last fall at the First National Youth Conventions. The conventions, which were held concurrently with the Republican and Democratic party conventions in San Diego and Chicago, marked the first time that young people have gathered to debate and develop a national platform on issues of concern to them.

"The Youth In Action Campaign is an opportunity for all students and teachers to add their voices and earn real support for the activities they undertake to solve problems in their own communities," said Peter Raducha, executive director of the First National Youth Conventions and the Youth in Action Campaign. "During the last two years, young people have been telling us that they have been wrongly perceived as problems rather than problem-solvers. The Youth In Action Campaign will get young people involved in improving their communities and help adults see beyond the negative stereotypes of young people."

Youth Action Guide Available Free

The Youth Action Guide is being sent to middle schools, high schools and youth organizations nationwide through the National Association of Secondary School Principals, with funding from the Heinz Family Foundation. Other youth-serving organizations involved in the campaign include the 4-H Clubs, Camp Fire Boys & Girls, National Council of La Raza, YMCA, YWCA, Youth on Board and Youth Service America. The materials are also available free of charge to students, teachers and youth group leaders, and can be downloaded from the First National Youth Convention's web site on the Internet, at <http://www.youthlink.org>.

The Guide offers a framework for conducting class discussions on the issues in the platform, building consensus on students' top issues, and developing youth solutions for community concerns. The program also provides an opportunity for classes to select an issue to address in their communities, develop and implement an action plan, and request a grant of up to \$1,000 to support their activities. Former U.S. Teacher of the Year Sandra McBrayer was involved in the development of the Guide and served as a moderator at the First National Youth Conventions.

Youth In Action Campaign -- 2

"The youth conventions and action guide create a classroom focus on the issues that matter most to students, communities and our nation," McBrayer said. "They learn that their ideas can become realities, and that they truly can be informed and productive citizens."

Youth Platform Identifies Key Issues

The National Youth Platform identified six areas of concern to young people today: education, government, health, public safety, the environment and human rights. Each section describes the youth perspective on the current situation, outlines guiding principles for addressing these issues, and provides examples of solutions in line with those principles. The platform was developed from thousands of responses to surveys posted on YouthLink, the First National Youth Convention's web site on the Internet, at <http://www.youthlink.org>. Surveys were also mailed nationwide and gathered by a coalition of more than 100 youth organizations and schools. The resulting platform was presented and debated at conventions in San Diego and Chicago, which were attended by U.S. Senators, Governors, Mayors and other national leaders.

"The youth conventions proved that young people want to play an active role in finding real solutions to our problems today," Raducha said. "They bring fresh perspectives, new ideas and serious commitment to the business of solving community problems. America needs their input, and they need opportunities to make their voices heard."

A 15-member National Youth Advisory Council will review solution activities to determine grant recipients. Funds may be awarded to classrooms, schools and youth groups that have taken specific actions and created measurable results for improving their communities. The program seeks to award up to 50 grants, depending on the level of funding received from private donors. Initial grant funding has been received from Sega of America, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Bank of America.

The First National Youth Conventions, YouthLink and the Youth Action Guide are projects of the Foundation of America, a non-profit organization dedicated to improving the health and well-being of American's children since 1962. The conventions will be held every four years concurrent with the Presidential elections. The YouthLink web site is being expanded to provide ongoing opportunities and ensure a continuing voice for young people in the U.S. and around the world.

For more information, visit the YouthLink web site at:

<http://www.youthlink.org>

Or write the First National Youth Conventions at:

3020 Children's Way
MC5093
San Diego, CA 92123

###

Clinton, Bush, Ford, Mrs. Reagan, Carter, Powell

TALKING POINTS ON THE PRESIDENTS' SUMMIT FOR SERVICE AND THE
CLINTON'S ADMINISTRATION'S COMMITMENT TO CITIZEN SERVICE

Thursday, April 10, 1997

Cisneros

Robb

Service Summit

"The era of big government may be over, but the era of big challenges for our nation is surely not. Citizen service is the main way we recognize that we are responsible for one another. It is the very American idea that we meet our challenges not through heavy-handed government or as isolated individuals, but as members of a true community, with all of us working together."

-- President William J. Clinton, April 5, 1997

Service as a path to good citizenship. The President believes that citizen service is not only an effective answer to a community's problems, it is also an important part of every young person's civic education -- their sense of responsibility for themselves, our community, and our nation. Those who serve gain a greater understanding of their communities and neighbors. In many ways, they learn what it truly means to be an American.

Engaging young people in service through AmeriCorps. While today's challenges require something of all of us, it is especially important that young people take leading roles in shaping their own futures, and gain the sense of citizenship that service helps to provide. That is why the President created AmeriCorps. It is also an important reason for the Service Summit's focus on young people.

AmeriCorps: the basic bargain of opportunity and responsibility. The President often says that one of his proudest moments was creating the Corporation for National Service and AmeriCorps. During the last three years, 50,000 young AmeriCorps participants have earned college tuition by serving their communities, with the basic bargain of getting the opportunity to go to college in return for giving something back to their friends and neighbors.

AmeriCorps: reviving the spirit of service in America. The success of AmeriCorps shows that service can help to meet our most pressing social needs, from renewing our cities to protecting our environment, from helping children learn to read to giving them mentors and someone to look up to. That service often leads to more service -- a typical AmeriCorps member trains or recruits a dozen or more community volunteers. *AmeriCorps -- and even larger numbers of Senior Service Corps and student volunteers -- have helped revive the spirit of service in America.*

The Presidents' Summit: mobilizing citizen power. From April 27-29, in Independence Hall in Philadelphia, President Clinton and President Bush will convene the first Presidents' Summit On Citizen Service, with the support and leadership of the Corporation For National Service and AmeriCorps, the Points Of Light Foundation, Summit Chairman General Colin Powell and Vice Chairs Henry Cisneros and Lynda Robb. The Summit's goal, like that of AmeriCorps, is to mobilize America's citizen power into a united effort to solve our common problems -- especially those that threaten our young people.

Participation from all sectors of society. Leaders from a broad spectrum will come to

the Summit with commitments in hand, concrete pledges of support and volunteers to solve their local problems. In preparation for the summit some of our most prominent corporations and service organizations have already stepped forward.

An unprecedented bipartisan Summit. Every living former President will attend or send a representative. We hope this will serve as an example that there are common national values that unite us all. The idea of service is such a value.

A special focus on children, to help prepare them for the 21st Century. No task facing is more crucial than preparing our children for the future. To do that, we must help our children and families overcome the challenges of society today: the burdens of illiteracy and poor health, the lure of tobacco, alcohol and drugs; the need to acquire the tools to succeed in a global economy. That is why the Summit will have a special emphasis on service aimed at America's children.

In preparation for the Summit, the President has already:

- Announced a new National Week of Service (April 13-19), with AmeriCorps and Peace Corps alumni engaging young people in service across the country;
- Called on all states to make service a part of high school and middle school education;
- Launched his National Service Scholarships, offering \$1,000 scholarships (half provided by the government, half by local civic groups and businesses) to help students who perform outstanding service pay for college;
- Highlighted a recent Brandeis study that shows that when you begin to serve at a young age, schoolwork improves and there is a good chance you will keep serving in years to come.

In the coming weeks before the Summit, the President will:

- Recognize service and volunteers working for children at the White House Early Childhood Conference on April 17;
- Recognize service, volunteers, and public-private partnerships on Net Day, on April 19;
- Play major role at the Presidents' Service Summit in Philadelphia, which he will attend from April 27-28. (The Vice President, the First Lady, and Mrs. Gore will also attend.)

CABINET AFFAIRS ROUTING SLIP

Service Summit

DATE: 4/27/97

ACTION/CONCURRENCE/COMMENT DUE BY: _____
 FOR APPROPRIATE ACTION: _____
 FOR YOUR INFORMATION: _____

FROM: STEPHEN B. SILVERMAN
 DEPUTY SECRETARY TO THE CABINET
 DEPUTY ASSISTANT TO THE PRESIDENT

*We will do
 a meeting
 Friday to discuss.*

SUBJECT: For Discussion
 COMMENTS: _____

ERSKINE BOWLES	1FL	WW	ELENA KAGAN	216	OEOB
SYLVIA MATTHEWS	1FL	WW	RONDA JACKSON	160	OEOB
JOHN PODESTA	1FL	WW	ELAINE KAMARACK	271	OEOB
KITTY HIGGINS	2FL	WW	RON KLAIN	276	OEOB
ELI ATTIE	126	OEOB	JOHN KOSKINEN	260	OEOB
DON BAER	GFL	WW	JACK LEW	252	OEOB
KRIS BALDERSTON	160	OEOB	MIKE MCCURRY	1FL	WW
DAVID BEAUBAIRE	160	OEOB	ANNE MCGUIRE	160	OEOB
EMILY BROMBERG	106	OEOB	LORRIE MCHUGH	1FL	WW
PHIL CAPLAN	GFL	WW	CHERYL MILLS	2FL	WW
DAWN CHIRWA	130	OEOB	LINDA MOORE	115	OEOB
LYNN CUTLER	106	OEOB	JENNIFER PALMIERI	184	OEOB
MICHAEL DEICH	209	OEOB	VICKI RADD	1FL	WW
RAHM EMANUEL	1FL	WW	DOUG SOSNIK	1FL	WW
DIANA FORUNA	212	OEOB	GENE SPERLING	2FL	WW
JASON GOLDBERG	1FL	WW	TODD STERN	GFL	WW
T.J. GLAUTHER	246	OEOB	STEPHANIE STREETT	GFL	WW
MARY ELLEN GLYNN	GFL	WW	GINNY TERZANO	274	OEOB
MARCIA HALE	2FL	WW	BARRY TOIV	1FL	WW
LARRY HAAS	253	OEOB	LORRAINE VOLES	274	OEOB
NANCY HERNREICH	1FL	WW	MICHAEL WALDMAN	196	OEOB
BIBB HUBBARD	160	OEOB	DAN WEXLER	117	OEOB
JON KAPLAN	233	OEOB	CABINET AFFAIRS STAFF	160	OEOB

Boice Road

FEMA		DOT		ANNOUNCEMENTS		SUMMIT	
MATHEWS	1/WW	HIGGINS	2/WW	MATHEWS	1/WW	MATHEWS	1/WW
HIGGINS	2/WW	DEICH	209/OE	HIGGINS	2/WW	HIGGINS	2/WW
CHOW	107/EW	GLYNN	G/WW	BAER	G/WW	ATTIE	126/OE
GLYNN	G/WW	MCHUGH	1/WW	GLYNN	G/WW	BAER	G/WW
HALE	2/WW	TOIV	1/WW	HALE	2/WW	FORBES	107/EW
MURGUIA	112/EW	MAYOCK	1/WW	MCHUGH	1/WW	FORTUNA	212/OE
MCHUGH	1/WW			C. SMITH	G/WW	HALE	2/WW
C. SMITH	G/WW			SPERLING	2/WW	KAMARCK	271/OE
VOLES	274/OE			TOIV	1/WW	LEWIS	G/WW
				VOLES	274/OE	LOCKHART	161/OE
						MATSUI	122/OE
						MOORE	115/OE
						PALMIERI	184/OE
						STEINBERG	184/OE
						VERVEER	100/OE
						OCA STAFF	160/OE

Waldman



fax/memo

Date April 17, 1997

To Kann Allen, Bay Chambers; Marian Heard,
Stuart Shapiro

From John Schreiber

Re: Presidents' Signing Document

Number of pages (including cover) 1

Please contact (212) 977 1100
if you do not receive all of this transmission.

Here is an alternative document for the Presidents (and the kids on stage) to sign Monday morning. This document can be read (by President Clinton?) and signed immediately following the kids' reading of America's Promise.

"In accordance with the principles set forth in America's Promise, namely, that all young Americans be afforded A Healthy Start, Safe Places, A Relationship With a Caring Adult, An Opportunity for Community Service and the Tools to Develop a Marketable Skill, we the undersigned citizens of the United States of America do hereby affirm our commitment to achieving these goals."

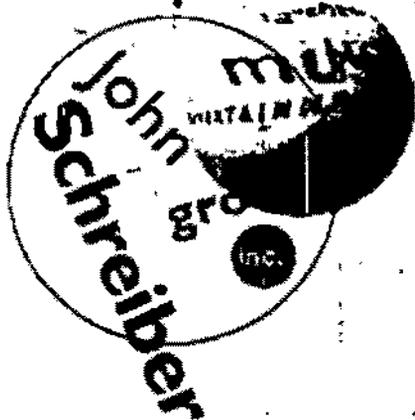
All good wishes.

Best regards,

/ew

1650 Broadway, Suite 401 New York NY 10019

Tel. 212. 977 1100 Fax. 212. 977 1106



fax/memo

Date April 16, 1997

To Ray Chambers, 703-540-0956
Stuart Shapiro, 703-683-0434
Kenn Allen, 703-683-0434

From John Schreiber

Re: America's Promise with "Signers' Codicil"

Number of pages (including cover) 2

Please contact (212) 977 1100
if you do not receive all of this transmission.

AMERICA'S PROMISE

Independence Hall, April 28, 1997

America has a new face: a countenance very unlike that of the men who founded this country. America now embodies every culture of the human spectrum. It is strong, beautiful, and tattooed with the realness of our souls. Its young voices are powerful. But although its people are born of equal spirit, they are not yet born of equal privilege. Now in the course of human events, it has become necessary for the Young People of America to declare their rights and intentions.

We have been left with no choice but to demand change.

1. It is self evident that it is a human right to be guaranteed a Healthy Start in the best physical condition. America's Children are entitled to the highest standard of health care, shelter, and nutrition. Our well-being requires that a respect for our bodies and an appreciation of our own self-worth be instilled in us.

2. It is self evident that relationships with Caring Adults are vital to America's Children. More and more of us are lost in the oceans of America without a guide, an understanding ear, a compassionate heart. This may cause many to slip into an abyss of despair: the hopelessness of violence, teen parenting, drug abuse, and suicide. We challenge our teachers, our parents, our cultural icons, and ourselves to become mentors. In turn, we are committing ourselves to listen to the voices of wisdom.

Tel. 212. 977 1100 Fax. 212. 977 1106

1650 Broadway, Suite 602 New York NY 10019

Opportunity

responsibilities

America's Promise

April 16, 1997

Page 2

3. It is self evident that we need Marketable Skills to achieve financial independence. Self-sufficiency is necessary to give us a sense of value in a world where our dreams at times seem unattainable. There must be a redefinition of education. It is essential that America's Children have enrichment programs, modern resources, internships, and qualified, well-paid educators in all schools, regardless of location.

4. It is self evident that America's Children need Safe Places to protect and nurture their boundless potential. We need places where we can gather without fear. We must be provided with creative outlets -- outside of the educational system -- that will channel energy instead of extinguishing it.

5. It is self evident that, in return, America's Children have an obligation to Serve the Communities that support and serve them. We must guide each other. We will not be today's problems but tomorrow's solutions.

We can no longer be content with apathy and inaction because America's Children are too precious an asset to be lost. We, therefore, ask for America's commitment to the Future -- a future to which we now pledge our lives, our fortunes, and our sacred honor.

SIGNERS' CODICIL

In accordance with the principles set forth in America's Promise, we the undersigned citizens of the United States of America do hereby affirm our commitment to achieving these goals.

/ew

cc: David Dix, 703-683-0434
Christine Gilfillan, 201-538-8175
Joe Rutledge, 703-583-0434

Service Summit

Draft of "America's Promise" for the Presidents and Delegates to Sign
April 18, 1997
10:20 AM

Two centuries ago, ~~America's Promise~~ was first brought forth at this starting point for our country.

We here now dedicate ourselves anew to the proposition that all people are created equal, that they are endowed by their Creator with certain unalienable Rights, and among these are Life, Liberty and the pursuit of Happiness...

In this new time of danger and opportunity, it is for us the living to rededicate ourselves to the unfinished work of America -- to fulfill ~~America's Promise~~ for all of God's children. *the promise of America*

As the course of history takes us to a new century and a new millennium, we declare the causes that impel us to come together:

We hold it to be self-evident that millions of children in the American family today are born into adversity and lack fundamental resources needed to succeed in life, liberty and the pursuit of happiness, and that among these resources every child needs are:

- a caring adult in their lives, as mentor, tutor, coach;
- safe places with structured activities in non-school hours in which to learn and grow;
- a healthy start and healthy future;
- an effective education that equips them with marketable skills;
- an opportunity to give back through their own service to the community.

We further hold it to be self-evident that when children lack these fundamental resources, they are in danger of failure to achieve their potential as a member of the American family and citizen of this republic.

We, therefore, promise to work together to ensure these fundamental resources for all of America's children.

For the support of this promise, we mutually pledge to each other our Lives, our Fortunes and our Sacred Honor.

THE WHITE HOUSE
WASHINGTON

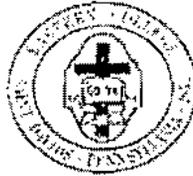
February 25, 1997

TO: Bruce Reed
Steve Silverman

FROM: Phil Caplan

This was forwarded to the
President by Nancy Hennreich.
Jim Dorskind is working on a
reply, but I thought you should
see it as well.

February 18, 1997



President Bill Clinton
The White House
West Wing
Washington, DC 20500-2000

1. cc [unclear]
2. [unclear]
97 FEB 19 4:56:08

Dear Mr. President:

Please accept my gratitude for the incredible opportunity that you provided for me when you asked me to share in the National Prayer Service on the day of the Inauguration. It was one of the highlights of my life. It was a privilege to share the Gospel not only with you, but with millions of Americans who participated in that special service via television.

I also wanted to strongly commend you for calling the Summit On Voluntarism. Needless to say, you not only have my support but the support of Americans all across the nation. The response everywhere I go is a response of enthusiasm. The outpouring of commitments to heed your call for public service is truly amazing. I am convinced that the initiative for calling this conference came from a power that is even higher than the White House.

I met with Harris Wofford this past Sunday evening to discuss ways in which the religious and educational sectors of America could optimize this opportunity to challenge their people to serve the poor and the needy. Harris was especially enthusiastic about a new coalition of organizations which I have helped to call together with the expressed purpose of getting college students to serve poor urban neighborhoods through church-based programs. This coalition includes the following organizations:

1. Interservice Christian Fellowship
2. The National Association of Evangelicals
3. The Coalition for Christian Colleges and Universities
3. The African-American Ten Point Coalition
4. The Hispanic Clergy
5. The Youth Ministries of Mainline Denominations
6. Compassion International

We will be asking college-aged men and women to take off school for a year in order to serve in church-based ministries in urban neighborhoods. We expect to recruit as many as ten thousand young people who would be willing to take off a year either between their sophomore and junior years of education or following graduation. We have already secured sufficient financial resources to make this program a success. The response to the invitation to serve gives us certainty that the human resources to make this program a success will be available.

Our plan is to put together teams of five collegians and place them in urban churches where they will do door to door visitation. They will speak to and listen to community people, initiate after-school programs for tutoring and for cultural enrichment and work in neighborhood public schools as volunteers. One of their primary commitments will be to get parents involved in the education of their children. The name of this movement is called Mission Year.

President Clinton

Page 2

There is one great need that must be met to facilitate this huge outpouring of volunteers. There must be some means devised whereby paybacks on student loans can be deferred for a year. We know we can get thousands of young people to commit themselves, but they will find themselves unable to live out that commitment unless such deferments are arranged. Immediately upon stopping their education in order to volunteer, they would be expected to start payment on student loans given our present system. Most of them would not be in a position to do so if they are serving without pay - which will be the case. Is there something that you can do? Can legislation be initiated that could make the needed deferments a possibility?

On a more spiritual note, I came across a couple of prayers written by George Eliot. As I read them, I thought that these would be prayers that would be meaningful to you.

AT HIS FEET

As soon as we lay ourselves entirely at His feet, we have enough light given us to guide our own steps; as the foot-soldier, who hears nothing of the councils that determine the course of the great battle he is in, hears plainly enough the word of command which he must himself obey.

A RIVER

You are seeking some good other than the law you are bound to obey. But how will you find good? It is not a thing of choice; it is a river that flows from the foot of the Invisible Throne, and flows by the path of obedience. I say again, man cannot choose his duties. You may choose to forsake your duties, and choose not to have the sorrow they bring. But you will go forth, and what will you find? Sorrow without duty - bitter herbs, and no bread with them.

One last thing! You must know that people all across America are praying for you, especially in these difficult days. But I want to remind you of the most important responsibility that you have as the President, and that is to pray for all of us. People in leadership must not only lead, they must pray for those that they lead. God expects those to whom He gives authority to pray for those over whom that authority is exercised. Pray for us Mr. President even as we pray for you.

Your friend,



TONY CAMPOLO

TC:dmor

NOVEMBER 14-26, 1997

USA WEEKEND



How to re-energize

Garrison Keillor on putting the spirit back in the holidays

Sexism on the golf course? A call-in.

THE EDUCATION OF COLIN POWELL

Next week, Powell updates the nation on progress since last spring's volunteer summit. Here, he talks about the lessons learned, and how tough the battle turns out to be.

BY COKIE AND STEVE ROBERTS





SIX MONTHS after the historic volunteer summit, Powell is pushing people to keep their promises, even as he tries to fulfill his.

COLIN POWELL: PUSHING A NERVE

BY COKIE AND STEVEN V. ROBERTS

MANY MORNINGS, Colin Powell looks out the window of his corner office on the seventh floor of a fancy building in Alexandria, Va., just across the Potomac River from Washington, D.C. "We can see every prominent building except the Pentagon," laughs Powell aide Bill Smullen. "And we don't miss that."

What Powell does like to look at is a group of children, all from a predominantly African-American neighborhood known as "the Burg," waiting for the school bus. Right now, those kids are more important to the former general than any monument, or office, across the river. Including the Oval Office.

They are among America's "lost children," in Powell's words, growing up in a world that lacks structure, support, security. That is why his main focus these days is America's Promise, an organization that encourages and coordinates a national volunteer effort to rescue those youngsters from a future he calls "a farm system for jails."

Six months after a splashy summit in Philadelphia kicked off this campaign, we sat down with Powell to talk about what he has learned and where he's going. The first lesson is



USA WEEKEND Contributing Editors Cokie and Steve Roberts interview Powell in his Virginia office. Cokie Roberts hosts ABC's *This Week*; Steve analyzes politics for CNN and ABC Radio.

a grim one: Life on the streets is much tougher and meaner than he remembered growing up in New York City's South Bronx in the 1940s and '50s. Now he realizes that he led a "very insulated, sheltered life" during his 35-year military career, a life that shielded him from the collapse of the family in neighborhoods like the Burg.

The "lost children," he says, show up at school "without structure, without discipline, without self-esteem, without language skills, without having been taught right and wrong at age 6." The reason is that "there is nobody, no adult in their family" who teaches them about guilt or shame. So the streets take over.

THE VOLUNTEER SUMMIT: PLEDGES AND PROGRESS

The Presidents' Summit on America's Future, held in Philadelphia last April, brought Gen. Colin Powell, President Clinton and several former presidents together with corporate executives and community and volunteer leaders. The goal: to boost volunteering substantially within three years, with an emphasis on helping youth. On Nov. 25, Powell plans to report on summit progress. An interim look at how some of the pledges made at the summit are being kept:

Highmark Blue Cross/Blue Shield. Pledge: Insure 48,000 children by the year 2000. Progress: Health coverage provided to 9,000 children so far.

Houston Reads to Lead. Pledge: Recruit more than 20,000 volunteers as learning partners by 2000. Progress: More than 3,000 volunteers recruited.

Ronald McDonald House Charities. Pledge: \$100 million in support of summit goals. Progress: Distributed more than \$19 million in grants toward at-risk youth.

USA WEEKEND. Pledge: Boost Make A Difference Day participation; follow up on summit. Progress: Increased outreach for Make A Difference Day; number of participants will be announced later. Summit follow-up includes this interview.



Presidents' Summit for America's Future, April 27 in Philadelphia (from left): George Bush, Rosalynn and Jimmy Carter, Alma and Colin Powell, and President Clinton.



Colin and Alma Powell join Gov. George W. Bush in San Antonio at September's Kickoff of the "Texas Challenges," a three-year effort to benefit that state's children.

The goal of America's Promise is only now starting to take shape. In simple terms, it is to re-create the nurturing environment Powell knew in the Bronx — and in the barracks.

Easy to say, very hard to do. Last spring's summit "struck a nerve in the country," Powell says, and offers of help have poured in. But translating good intentions into practical solutions has proven to be a more difficult challenge than mobilizing an army in the Persian Gulf.

The general's volunteer force has suffered through some "false starts," he admits. Feel-good announcements and glossy press kits are like New Year's resolutions: They fade quickly if they are not backed up with commitments of money and manpower.

So Powell, at 60, has had to learn two other lessons. One is that not all promises are equal. Some are real;

Trust, that owns 27 office buildings. Each building has been linked up with a specific school. And in each building, Powell notes, "there are school supplies, computers, lawyers, accountants. It's got people who can go to that school and spend an hour or two with the kids. It's got places for kids to come and learn about the workplace. What most of these kids need more than anything else, to be absolutely blunt, is to see what the white world looks like."

This kind of talk has provoked criticism from some African Americans, who say the white world is using Powell to deflect attention from the real problems of discrimination and injustice. His voice vibrated with emotion when we asked about that.

"The white world is using me?" he responded. "I don't care if they're

network of family and friends that kept close tabs on each other's children. His sister Marilyn once told us that when Colin walked down the block, a pair of eyes followed him from behind every curtain; if he got in trouble, his mother knew about it

out of trouble. His wife, Alma, is deeply involved in preventing teenage pregnancy, and what makes the general most angry is the irresponsibility of some young black men. "You keep your hands off those girls," he preaches. "You stay in school and

"The white world is using me?" he says in response to critics.

"I don't care. ... All I care about is the kids."

before he got home.

"The communities were together. Families, parents were together," Powell remembers. "There was a church that was an important presence, or a synagogue. I sometimes compare it to a pinball machine: You had flippers which constantly kept the kid in place."

Reality started intruding only after he left the service in 1993 and traveled the country making speeches and promoting his autobiography. He went back to his old neighborhood to tape a TV special and was stunned by what he saw: no black men, and no whites except business owners and social workers who left at sundown.

At a Boys and Girls Club in Florida, he described what he had learned from his parents. But the lesson fell flat. Most of the kids didn't have parents at home. Finally, a youngster raised his hand and said, "But, general, if you don't have it like that, then how can you make it?"

Powell's mission is to answer that question, to weave a safety net for youngsters who have no watchful eyes behind a curtain, keeping them

you get your education, and that's where you demonstrate your prowess as a man — not by impregnating some 13-year-old."

Even if he doesn't often look across the Potomac, Washington comes to him. Friends regularly make the pilgrimage to Alexandria to seek his counsel, but he does not fit easily into either political party. He chose the Republicans because he favors their smaller-government, free-enterprise approach. But he has never shared the anti-government hostility of the GOP's more conservative wing, and he believes passionately in a program most Republicans disdain: affirmative action.

"For those who say preference systems are bad," he asserts. "I would love to take you through all the preference systems which are acceptable." Then he names a few: mortgage deductions, veterans benefits, colleges eagerly recruiting students who can throw a football or donate a gym.

"So we're not against preferences."

Continued on next page

A military man at heart, Powell has yet to adopt a politician's mind-set.

some are not. The second is that even real promises don't mean much if the volunteers and their resources are not directly connected to "places where children are located."

Accordingly, a new model is beginning to emerge. It's not enough for a corporation or a civic group to say, "I care. I want to help." More questions have to be asked. Where, and how, do you want to help? Who will show up? At which school? At what time?

A good example of this model, he says, is a Texas real estate company, the Crescent Real Estate Investment

using me. All I care about is the kids. And if, in the course of what we're doing, we start helping kids one at a time, and families one at a time, and communities one at a time, I don't really care what people write or say.

"It's there. So what? I'll use it. I can speak about these issues, and I can get the white world to listen."

Powell feels so passionately because this kid from the Bronx knows what the kids from the Burg are missing. His Jamaican immigrant parents both held blue-collar jobs in the Garment District, and they were part of a vast

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Continued from previous page he concludes with a tinge of bitterness. "We're just against any preference that is related to the color of a person's skin."

Powell separates himself from Republican orthodoxy on other issues as well, from abortion to gun control. "Obviously," he says with some understatement, "I am not a card-carrying member of the social conservative wing of the party."

Moderates like Powell are not popular in today's Republican Party, where religious conservatives have become a major force, and if he did seek the presidency he could face fierce opposition in his own party. Look what happened to former Massachusetts governor Bill Weld, who was blocked from becoming ambassador to Mexico by fellow Republicans — an incident Powell calls "unfortunate."

This raises the question: Does Colin Powell have a future in electoral politics? The polls say yes. His approval rating remains above 70 percent, and he has been described as "the most trusted living American."

But for now his wife says no. Alma Powell fears a political campaign would shatter the family's privacy, and she's probably right. The general, too, relishes the chance to play with his grandsons — 8-year-old Jeffrey and 3-year-old Brian — and he knows a campaign could turn them into strangers.

But even if his party, and his wife, welcomed a Powell candidacy, the general faces another obstacle: his own distaste for the messiness of politics. It's hard to imagine him doing what Bill Clinton does so often, and so well, on the recently released White House tapes: pleading for campaign cash, often from unsavory characters.

If Powell wants to be president, he will have to fight for the job and remember his military doctrine: Fight only when you have overwhelming strength and a sure victory.

So for now, the political world will have to wait. When he looks out his office window, Colin Powell turns toward the kids from the Burg, not the power brokers from the capital. But Washington is still there, over his shoulder and across the river. All he has to do is turn around. **EJ**

Cokie and Steve Roberts last wrote about the wretched night and town of their family's past year.

"A LONG WAY TO GO"

Excerpts from Powell's interview with USA WEEKEND's Contributing Editors Cokie and Steve Roberts.

On race: "We've come a long way, and we've got a long way to go."

On corporate pledges: "We have tightened up to make sure they're real commitments and they're going to be followed through."

On his reaction to the Army sexual harassment scandals: "Devastating. Committing sexual harassment — what they did was a crime. And they ought to be punished."

On Army recruits today: "It takes a little more of a training investment ... than it did five or 10 years ago. They're not quite in the same physical condition. They need a little more structure and discipline before they are ready to be trained. It's still not as troublesome as it might have been 20 years ago, when we were getting youngsters who didn't have high school educations at all."

On e-mailing at-risk teens: "Every year, about 15 minority kids, teenagers, will come out to the house and we'll just cook burgers and hang around. We'll play in the pool, and it's just amazing to watch them. I was teaching one kid how to swim, and the other was playing around in my office looking at pictures and what not ..."

"The one thing all of them gave me was an e-mail address. I gave a couple of them my e-mail address. I don't do this to just anybody. And one of the joys has been some nights I'll log on and suddenly I'll get a message: 'Hey, general! It shows you these kids just need to see the other world. They need to be motivated.' Powell makes a point of responding to the teens' e-mail."

On whether his wife is still adamant about his not running for president: "We have not discussed this for two years. That's absolutely the truth. There's no point in discussing it, because she has not changed her view."



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April 7, 1997

Sen. Harris Wofford, CEO
Corporation for National Service
1201 New York Avenue N.W.
Washington, D.C. 20525

Dear Sen. Wofford:

We talked briefly the meeting of the Partnering Initiative in February, where I was very pleased to hear your positive comments about the proposal I mentioned during the meeting — that the Initiative urge the Department of Education to issue, promote, and implement Voluntary National Guidelines for Service-Learning in K-12 Education. There is now growing support for this within the Partnering Initiative — and also a short reader-friendly document describing it.

Issuing such Guidelines would provide a concrete mechanism for implementing the primary aims of the Partnering Initiative and of the Presidential Summit as well. It would also constitute a concrete "product" that is easy-to-understand and may enable the American public to have some hope that something of lasting value may come of this Summit.

Some of us have heard, of course, that education may receive less attention at the Summit than we would hope. It is our belief that partnership between education and community-service will best serve the mutual aims of the Initiative and the Summit, and hope that you agree.

I'm enclosing the brief document on this proposal, which I first wrote and then circulated to the members of the Materials Development Committee of the Initiative, and finally, upon hearing back from these folks, rewrote to incorporate their various comments/suggestions. It's now endorsed by this committee and will, I gather, be shared with the entire group at the meeting of the Initiative today.

Beyond working with the Initiative, as I mentioned to you before, I'd like to be able to work more directly with the Administration in its efforts to bring to fruition the growing collaboration between the Department of Education and the Corporation. I have a dossier at the office of Presidential Personnel (nominated by the National Women's Political Caucus) with this aim, and would happily take a temporary leave-of-absence from NYU in 1997-98 (and perhaps beyond), or instead, an NYU-paid sabbatical, although the latter would leave me with less time to pursue these projects.

In addition to the brief proposal for Voluntary National Guidelines for Service-Learning in K-12 Education attached, I am also enclosing an "addendum," which further elaborates on the proposal and on how it might be implemented.

Meantime, the proposal has obvious practical utility for the America Reads Challenge. This is more reflected in the addendum than in the brief document, and I have a meeting with Carol Rasco later today to discuss these ideas in more depth and to share the two documents with her.

I'd welcome the opportunity to know your thoughts.

All the Best,



Susan M. Andersen
Professor of Psychology
Director of Graduate Studies
in Psychology
Director of Clinical Training

SMA/s
Enclosure

cc: Susan Stroud
Marilyn Smith
Carol Rasco
Melanne Verveer ✓

Andersen Proposal
National Guidelines for Service-Learning
April 4, 1997

**A BASIC PROPOSAL FOR THE ISSUANCE OF
VOLUNTARY NATIONAL GUIDELINES FOR SERVICE-LEARNING IN K-12 EDUCATION
BY THE U.S. DEPARTMENT OF EDUCATION**

The Central Argument

The most concrete product of the Partnering Initiative on Education in Civil Society may be to propose that the U.S. Department of Education issue Voluntary National Guidelines for Service-Learning in K-12 Education. Hence, the Materials Development Committee of the Initiative proposes that the Partnering Initiative urge the Department of Education to announce and promote such Guidelines. This would set the stage for implementing the aims of the Partnering Initiative in schools and school districts around the country. It would set a national agenda that includes tangible goals, implementation strategies, and desired outcomes, so as to create the "seamless web" between schools and communities that the Initiative advocates. Taking this action on Service-Learning would have an impact on youth development, community service, and voluntarism as well, and it is thus of obvious relevance to the Presidents' Summit on America's Future. Among the five aims of the Summit, the present proposal directly addresses two: First, the aim of establishing for each child an ongoing relationship with a caring adult-mentor (Aim #1), an adult who does not simply "do for" the child, but who encourages the child "to do" for himself or herself, to become involved; second, the aim of giving each child the opportunity to give back to society by participating in community service activities (Aim #5), by integrating these activities into the ongoing curriculum, as Service-Learning does. Indeed, Service-Learning can also provide a safe place for children to grow and learn (Aim #2), can teach them some marketable skills (Aim #3), and can help them get a healthy, pro-social start (Aim #4). Hence, urging the issuance and promotion of Voluntary National Guidelines for Service-Learning by the Department of Education is arguably among the most concrete agendas the Partnering Initiative could advocate and the most profoundly relevant to the stated aims of the Summit.

A Brief Definition of Service-Learning

When students in K-12 or higher education engage in service activities that are integrated into their curriculum of a given class, and they also engage in structured personal reflection about the meaning of their service experiences, this combination of activities is referred to as Service-Learning. Contexts such as hospitals, social service agencies, local parks, community centers, environmental work sites, animal-protection centers, community policing centers, all provide vast opportunities for such curriculum-integrated Service-Learning.

What distinguishes volunteer community service programs in schools, which are often run by on-campus clubs, from Service-Learning, is that Service-Learning activities are directly integrated into a relevant curriculum. For example, environmental projects are pursued in general science courses, such as biology, chemistry, or environmental science, or activities in social service agencies are integrated into social studies, civics, American history, psychology, or sociology. Service-Learning heightens overall learning because it involves the "whole student" in the learning process — with all his or her senses — integrating complex, personal, real-world experiences with didactic ones.

What solidifies learning in Service-Learning are regularly scheduled times for

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meaningful "reflection" about the service-activities performed. An excellent venue for such reflection is one in which students meet in small groups to talk in a personal way about their experiences, to share what they have observed and learned, what they feel they were able to accomplish and contribute, how this felt, what they believe they would need to know to be more effective, and so on. Such meetings may be run by a non-invasive teacher or peer facilitator who encourages open discussion, providing students with an opportunity for meaningful interpersonal communication about their attempts to make some small contribution to the community (which engenders increased social discourse on service at this micro-level), and helping students solidify knowledge and "identify with" these activities. A related form of reflection involves keeping a service-experience journal — beyond group meetings. But social interchange with other students can be invaluable in breaking down barriers between students who otherwise might not talk with each other in meaningful ways, revealing commonalities and forging new bonds, making these meetings especially vital.

A Brief Summary of the Proposal

Consistent with the central aims of the Partnering Initiative, the Materials Development Committee proposes that the Initiative urge the Department of Education to issue Voluntary National Guidelines for Service-Learning in K-12 Education (and beyond). The proposal embodies the most basic aim of the Initiative, to "create a seamless web" between schools and communities. Moreover, because Service-Learning inspires in young people the desire to give back to the larger community, it motivates later community service voluntarism, which can so readily evolve out of Service-Learning, and is arguably central to the Summit as well.

Service-Learning refers to student participation in service activities in the community that are directly integrated into the school curriculum along with structured opportunities for self-reflection. Evidence shows that Service-Learning promotes identification with (and caring about) one's broader community and can heighten pro-social values. Service-Learning thus promotes character-education, in part by enabling mentoring by adults in a service-setting — in which mentors help empower kids to take responsibility and participate — and in part by enabling kids to work together as teams of service-providers. Service-Learning serves other important aims as well, such as introducing students to an active, participatory form of education, increasing skill development (as internships and school-to-work programs do), and providing a real opportunity to contribute to society. Overall, then, Service-Learning is a process of teaching and learning that will help prepare American youth for the 21st century.

The Materials Development Committee of the Partnering Initiative thus recommends that the U.S. Department of Education issue, promote, implement, and somehow ensure compliance with Voluntary National Guidelines for Service-Learning in K-12 Education (and perhaps beyond). Public endorsement of this position by the august Department of Education would fuel public discourse about service in society, and would galvanize the national "will," demonstrating America's commitment to building a nation of people who care about contributing to society and to bringing together otherwise disparate groups, the disenfranchised and enfranchised alike, students of all racial, ethnic, and cultural backgrounds, to participate in common activities extending beyond each individual and group. Taking this crucial step, the Department of Education would build directly on the

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good work it has already done, especially the Joint Declaration on this topic by the Department of Education and the Corporation for National Service in 1995. Public avowal of this position -- and a new collaboration between American education and service -- would be a compelling vision for American youth.

To make Voluntary National Guidelines a reality, beyond issuing standards and best practices, the existing infrastructure for implementation will need to be elaborated and extended in a two-fold manner: First, expanding the services provided by the National Clearinghouse 1-800 number for answering questions and disseminating information; and second, making more available needed training and technical assistance for schools and school districts. A private-public partnership for extending this implementation-infrastructure is feasible, given expressed commitments of several foundations and funding for teacher-preparation at the Department of Education, perhaps in conjunction with the 15 Educational Reform Centers already established.

The Department of Education is in an excellent position now to announce, promote, and implement Voluntary National Guidelines for Service-Learning in K-12 Education for four reasons. First, standards have already been developed. Second, a National Clearinghouse 1-800 number exists. Third, providers of training and technical assistance are available. Fourth, the American public is about to be rivetted on the topics of youth, service, and voluntarism with the Summit. Hence, a broad-based national initiative could not be better timed.

The Summit aims to get kids involved in mentored relationships with caring adults and to give kids an opportunity to give back to their communities. Encouraging youth to participate in building and re-building their own communities, as an integral part of their ongoing education, is accomplished in Service-Learning, and it can help inspire the ethic of service and caring in American youth. In Service-Learning, young people not only become role models for their peers, but also build competence, a sense of empowerment, a connection with their community, and the commitment to continue to engage in activities that make a difference.

The proposal that the U.S. Department of Education issue Voluntary National Guidelines for Service-Learning provides a mechanism by which local schools and organizations can knit together the "seamless web" between schools and communities that the Partnering Initiative advocates. The commitment to argue for such Guidelines would represent a real product of the Partnering Initiative, that can readily be considered central to the goals of the Presidential Summit.

Susan M. Andersen, Ph.D.
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ADDENDUM TO ANDERSEN PROPOSAL
 National Guidelines for Service-Learning
 April 4, 1997

ADDENDUM

TO THE BASIC PROPOSAL FOR
 VOLUNTARY NATIONAL GUIDELINES FOR SERVICE-LEARNING IN K-12 EDUCATION
 TO BE ISSUED BY THE U.S. DEPARTMENT OF EDUCATION

Why Should the Department of Education Issue Voluntary National Guidelines?

Sending a national message. To make opportunities for Service-Learning available to all kids in K-12 education, and higher education as well, taking action at the national level is necessary. The Materials Development Committee of the Partnering Initiative on Education in Civil Society urges the Department of Education to announce, promote, and implement Voluntary National Guidelines on Service-Learning, as well as some compliance-monitoring of schools and school districts that choose to adopt the Guidelines to help ensure their success. Promotion of this position would send a national message and heighten the national "will" to build stronger, more caring communities in which people not only "look out for #1" but look out for each other as well. The efforts already made in the direction of character education and service-learning by the Department of Education, especially the Joint Declaration between the Department of Education and the Corporation for National Service in 1995, have been crucial, and these efforts ought to be culminated in the official issuance of Voluntary National Guidelines for Service-Learning that are then promoted and implemented. As one example of how such guidelines might be stated, they could readily recommend that all schools offer students at each grade opportunities to participate in direct service integrated into their regular curriculum, as well as the choice as to whether or not to participate.

Promoting character education. As indicated in the Basic Proposal for Voluntary National Guidelines to be Issued by the Department of Education, Service-Learning can promote the ethic of service and caring, that is, pro-social identity — in increased tolerance, mutual understanding and respect, real skills in peaceful conflict-resolution, and real experience in making some contribution to the community. Participation in Service-Learning can enable kids to model these ideals for themselves and for each other, which is crucial in identity-formation. Working to contribute to the common good puts into action pro-social values needed in civil society, and watching others engage in such activities and then practicing these things oneself — which psychologists term modeling — is the best way to learn these things. In this sense, it has been suggested that Service-Learning is, in fact, "character education with feet," laying the groundwork for a lasting interest in voluntarism and community service.

To ensure that Service-Learning serves character-education aims, all relevant service-sites must enable students to be mentored by an adult or various adults, at least in terms of simple work supervision, with the mentor being "coach" or even "orchestra conductor" -- helping kids to assume leadership, take responsibility, and care more deeply about their own education in these terms. The availability and effectiveness of mentors in a given service-setting is therefore important in selecting Service-Learning sites. By helping students feel a greater sense of connection to another person or set of persons, the mentoring experience may increase participants' sense of trust in others, provide a new confidence in their own ability to work with others, and provoke the realization that they have something to offer that is of value. It may also help

Appendix to Andersen Proposal

National Guidelines for Service-Learning

April 4, 1997

them to develop a concept of their own education that is meaningful to them, so that they come to take charge of their own learning and invest themselves in it.

Standards and Implementation

Voluntary National Guidelines for Service-Learning in K-12 Education would define the basic elements of Service-Learning based on standards already developed: The Standards of Quality for School-Based and Community-Based Service-Learning, issued by the Alliance of Service-Learning in Educational Reform in 1995. These build on the well known Wingspread Special Report, Principles of Good Practice for Combining Service with Learning.

Effective ways to organize and implement Service-Learning programs in accord with existing standards need to be communicated to interested teachers, administrators, schools, and school districts wanting to mount such programs or improve existing ones. Hence, beyond developing, announcing, and promoting standards, an implementation-infrastructure is required. Best-case examples of curricula-service combinations that can be replicated in similar schools around the country are needed, along with relevant advice and referrals. Greater support for a single 1-800 number, such as the National Service-Learning Clearinghouse, to handle inquiries, disseminate documentation, extend actual advice, and give local referrals is crucial to the implementation and/or improvement of Service-Learning programs.

Moreover, training and technical assistance are needed for teachers and administrators to get the Service-Learning process/programs off the ground. The complexities of establishing a solid, reliable working relationship with agencies and organizations outside of the school, of ensuring that Service-Learning students are closely monitored and mentored, and arranging that these students feel valued within the service-setting all make training and assistance in setting up programs decisive in implementation. Referrals to local providers of training and technical assistance are essential and can be provided via a 1-800 clearinghouse service. This two-fold implementation-infrastructure, providing information and referrals, along with training and technical assistance, could be aided by the 15 Educational Reform Centers in existence if they were to add a Service-Learning component, and of course, by the priceless investments of the foundations currently active in the field, in conjunction with teacher-preparation funds at the Department of Education.

Enticing Voluntary Participation from Schools and School Districts

If the Department of Education announces and promotes National Guidelines for Service-Learning, their use should be voluntary because this leaves final decisions at the local level, where most interested parties believe they belong. Voluntary guidelines, however, would need to be systematically promoted, and their implementation assured in part by the infrastructure noted and in part by some monitoring of compliance among these schools and school districts that adopt the Guidelines, so as to ensure their success. A private-public partnership to support the costs of information provision and of training and technical assistance, once Voluntary National Guidelines for Service-Learning are announced and promoted, would bring many more schools on board with Service-Learning than are on board now, and would constitute a significant accomplishment.

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Encouraging Voluntary Participation from Students

The voluntary nature of the proposed Service-Learning Guidelines extends to potential student participants as well. That is, students in K-12 education should have the opportunity to choose freely to participate (or not to participate) in Service-Learning programs made available at every grade level. These programs should be set up in a way that makes them attractive to students — as programs that provide real-world, hands-on learning experiences that are interesting, challenging, and fun. This is the message that needs to be conveyed by teachers, administrators, and other students. When students choose to participate because they "want" to, their actions are likely to be internalized, becoming a part of their personal standards of conduct and self-definition.

Thus, Voluntary National Guidelines for Service-Learning in K-12 education should not require students to participate, but rather, should make such programs available as an integral part of the curriculum, defined by excellence and organized by inspiring teachers and staff, who give the program a special lure.

Assessing Effectiveness

There are four components of effectiveness in Service-Learning, each of which is central to comprehensive program evaluation. The first component reflects the notion that, in Service-Learning, participants learn by doing, by working to improve the quality of life in their communities. Hence, Service-Learning has an impact on learning, and because it involves "the whole person" in the learning process — with all his or her senses — it should make possible particularly "deep" learning and may thus enhance classroom-learning. Second, and similarly, Service-Learning should teach students specific new skills that are needed in the service context, an element that Service-Learning programs often have in common with internship and school-to-work programs. The special advantage of Service-Learning, of course, is that kids learn skills that contribute to the common good of the community.

Third, because engaging in service provides valued help to the community, monitoring the extent to which the service-program effectively fulfills its service goals through its student volunteers is an important element of evaluating Service-Learning. Does the program deliver services effectively?

Fourth, and finally, because Service-Learning may catalyze pivotal changes in identity, assessing such changes is basic to assessing character-education outcomes, e.g., empowerment, social responsibility, and a sense of connection with and caring about others.

All service-activities in which we ask youth to participate, of course, must be appropriately matched to their age, developmental abilities, interests, and experience, and moreover, training and supervision must be available in the service-setting. Given fulfillment of these requirements, the four-pronged evaluation recommended would assess: (1) classroom-learning; (2) specific-skill learning in the service-setting; (3) actual effectiveness of services rendered; and (4) impact on self-identity, values, and social responsibility.

To evaluate their Service-Learning programs, schools are likely to need help in establishing low-cost, ongoing evaluation procedures that are part of the routine

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monitoring process. A private-public partnership would assist in such routine program evaluation because this kind of evaluation would be included in training and technical assistance. In addition, a private-public partnership will be needed to fund large-scale behavioral-science evaluation research designed to increase knowledge about when Service-Learning programs work best and why, providing valuable data for future program development and improvement.

Doing Service-Learning Activities Inside a Local School

Some Service-Learning sites are located within the student's own school or in another local school rather than in the community at large. In this case, the community in which the service is performed is more narrowly defined, as a school-setting itself, and there are two kinds of activities of special interest in such school-localized Service-Learning.

Buddy programs. One such Service-Learning program is a "buddy" program in which older kids are "buddies" to younger ones, providing younger kids with an enhanced sense of connection with another person who can become significant to them, who is available as someone to talk to, to learn from, and to build a personal relationship with. Younger kids usually feel honored to spend time with older kids, and this makes participation "feel" like a privilege, so long as the attitude of the "buddy" and the overall program is not condescending. Pairing younger kids with older ones can help younger kids feel less alienated, building a sense of belonging and trust. Older kids, too, often feel honored to be asked to help out with someone younger than themselves, and this can be empowering and competence-building, and can have a pivotal impact on what older kids come to believe matters to them.

"Buddy" programs can be integrated into social studies, civics, history, and psychology courses, and can readily be implemented as within-school programs, by for example, pairing 5th graders with 3rd graders or 12th graders with 10th graders. Between-school programs are also possible and resemble mentoring programs, in that they make use of a greater age difference, such as found between 8th graders and 3rd graders, or between 12th graders and 2nd graders.

Tutoring programs. Another Service-Learning activity that can be done in a school-localized setting is the tutoring. Given ongoing problems in schools and communities that interfere with teachers' ability to gain and keep kids' attention, and to motivate kids to participate actively in their own learning, the presence of older kids on the scene who willingly, with interest, and enthusiasm, to tutor younger ones holds special promise. It can address crucial educational deficits, and can also provide role-models who show that studying, teaching, and learning can be fun and enriching.

Tutoring programs integrated directly into service-learning English courses tutor reading, writing, or spelling, while service-learning math courses tutor arithmetic, algebra, or geometry. Like "buddy" programs, tutoring within a Service-Learning program can readily be implemented within-school or between-schools.

Both "buddy" and tutoring programs can take place either during school or after school. Of course, such programs will not necessarily be most effective when they take place only on school grounds or only for students currently attending

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the school. The unfortunate truth is that many of the kids we most need to reach are not in school. Hence, Service-Learning programs emphasizing a "buddy" system or tutoring may have the greatest overall impact when they involve organizations that outreach into the community, addressing youth who do not regularly attend school. Grass-roots community-based organizations, such as community centers, some parks and playgrounds, churches, synagogues, and mosques, are set up to identify kids in need, and to deal with youth and volunteers, and are therefore invaluable. Involving kids in Service-Learning programs with organizations of this kind will constitute significant progress in creating the "seamless web" between schools and communities that the Partnering Initiative seeks to forge.

Conclusion

The Department of Education should announce, promote, and implement Voluntary National Guidelines for Service-Learning in K-12 Education — as a teaching and learning process that will prepare kids for the 21st century.

Susan M. Andersen, Ph.D.
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TO: STEVE SILVERMAN, DIANA FORTUNA
FR: MELISSA SKOLFIELD, VIRGINIA COX
RE: PRESIDENT'S SUMMIT ON SERVICE
DA: 4/3/97

Service Summit

The following are three good potential announcements for the President or Vice President that we believe amplify the President's message about service -- especially service that emphasizes the mentoring of girls.

1. We will be teaming up with the four African American sororities -- which will all announce that they will be implementing a Girl Power! mentoring program in their undergraduate chapters. The sorority members will work with their local alumni and with national and local organizations like the National Council of Negro Women to mentor young girls in their communities. We could announce this with some sort of ceremony (signing a joint memorandum, etc.). We would include the sorority women, young girls who would be mentored, the national sorority Presidents, and hopefully local youth organizations. If the White House doesn't want to announce this, the Secretary could do it locally at Howard University, which has all four chapters.

2. We could join with NIKE to announce that they have vastly expanded their PLAYCORPS (modeled after Americorps) program -- from 100 coaches in four cities this year to 1,000 all over America next year. Piloted last year, PLAY COPRS takes college students, trains them, and puts them to work in underserved areas to coach/mentor kids all year in recreational leagues. They are paid \$500 -- which goes straight toward their tuition. In addition to expanding it (they're looking at the 1,000 number, but they'll take as many coaches as qualify), we will be adding a Girl Power! component. The coaches will be trained specifically on how to work with and inspire girls. They will also get incentives from NIKE to find the barriers keeping girls from participating in sports/physical activity and work with their communities to knock them down. We suggest announcing this in Philadelphia either with the Vice President on April 23 or the President on April 27. We would be joined by NIKE, some of the coaches and kids in the program, and possibly a famous athlete to spotlight how important her coach was growing up. The Philadelphia site was chosen because of the momentum leading up to the President's summit and also because it is the most successful of NIKE's four pilot sites for PLAYCOPRS. If you don't want to do this, we would probably do it on our own in Philadelphia the week of the 21st.

] VP?

3. Our Department is making a major new commitment to mentorship and teen pregnancy prevention by putting together two new grant programs. We will provide \$1 million to national organizations serving boys and hope to also commit \$1 million to organizations serving girls in order to foster mentorship by caring adults and get young girls and boys to abstain from sex and make the most of their lives. The grants to girl-serving organizations are part of our Girl Power! campaign. If this doesn't interest you for POTUS, we'd do it in early May in California.

Here are a few other activities that we are planning:

1. On April 24, we will be expanding our traditional Take Our Daughters To Work Day to adopt daughters from schools in D.C., particularly focusing on underserved areas and on the Girl Power! 9-14 year-old age group. We will also be asking employees at NIH, CDC, FDA, and in our regions to adopt daughters from their local schools. In addition to asking employees to plan their own educational activities through the day, we also plan on having an afternoon session for all the girls and inviting someone like Eleanor Holmes Norton to help the Secretary lead a question and answer session. The Secretary will be joined all day by one of the six Ms. Foundation's young essay winners from around the country.

NOTE: We have also talked to the White House Women's Office about having a Take Our Daughters to Work Day roundtable at the White House with 9-14 year old girls to talk about their unique challenges.

2. On April 21, we will be doing an event in D.C. with the Birthing Project and D.C. Healthy Start as they conduct immunization education and awareness projects for volunteers. This also coincides with Immunization Awareness Week.

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Phil Caplan to POTUS re: Service Summit Names (1 page)	3/25/97	P2, P5

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FOLDER TITLE:

National Service-Summit [2]

7560

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- P5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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PRM. Personal records misfile defined in accordance with 44 U.S.C. 2201(3).

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. memo	Reed et al. to POTUS re: Names for Consideration for Service Summit Involvement (1 page)	3/24/97	P2, P5

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003. list	Proposed Board of Directors (1 page)	3/97	P2, P5

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004. list	Task Force Membership for the Presidents' Summit (1 page)	3/97	P2, P5
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
005. list	Proposed Task Force Leadership for the Presidents' Summit (5 pages)	3/97	P2, P5

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CC-Bruce Reed
 Mike Cohen
 Bill Kim card
 From Diana Fontana Service Summit



Learn and Serve America

CORPORATION

FOR NATIONAL

 SERVICE

Service-learning Makes Better Students—Better Citizens April 2, 1997

Well-designed service-learning programs can strengthen civic attitudes, promote service activities, and improve learning in young people according to a recent report by Brandeis University's Center for Human Resources and Abt Associates Inc. for the Corporation for National Service.

Intended to measure the success of well-designed, fully-implemented service-learning programs, this study provides incentives to educators to create effective service-learning programs in which students can achieve tangible benefits.

The K-12 report is the first national study to show significant gains in academic achievement by high school and middle school students as a result of participating in service-learning programs. Highlights from the Brandeis/Abt report are as follows:

Students who participated in the service-learning programs studied:

- had higher grades in social studies, math, and science
- were more committed to service
- were more aware of the needs in their community
- were more personally and socially responsible
- were more accepting of cultural diversity
- were more likely to want to go to a four-year college
- felt better about their school experience

than the comparison group of students in the study.

Service-learning combines meaningful service activities with formal educational curriculum and structured time for students to reflect on their service experiences. For more information about the Brandeis/Abt report, see the following summary or call:

Jill Sander
 Office of Public Affairs
 202-606-5000 ext. 293

1201 New York Avenue, NW
 Washington, DC 20525
 Telephone: 202-606-5000

Getting Things Done.
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DRAFT

EXECUTIVE SUMMARY

**Interim Evaluation Report
Learn and Serve America School and Community-Based Programs**

Since 1994, Brandeis University's Center for Human Resources and Abt Associates Inc. have been conducting an evaluation of the national Learn and Serve America School and Community-Based Programs for the Corporation for National Service. The evaluation is designed to address four fundamental questions:

1. *What is the impact of program participation on program participants?*
2. *What are the institutional impacts?*
3. *What impacts do Learn and Serve programs have on their communities?*
4. *What is the return (in dollar terms) on the Learn and Serve investment?*

To answer these questions, the evaluation is examining programs in seventeen sites across the country using a variety of quantitative and qualitative methods. These include analysis of pre- and post-program survey and school record data for approximately 1,000 Learn and Serve participants and comparison group members, teacher and community agency surveys, and on-site interviews and observation. The major focus for the evaluation is the 1995-96 school year, with student and teacher follow-up taking place during 1996-97.

The Interim Report summarized here presents the results from the first year of participant and community impact studies, focusing primarily on short-term participant impacts and service activities. The final report will include data on longer-term impacts, an analysis of institutional impacts, and an analysis of program return on investment.

It is important to note that, in contrast to many national evaluations, this study does not focus on a representative sample of Learn and Serve programs. Instead, the evaluation focuses on a specific subset of "well-implemented" or "high quality" programs. All of the programs selected for the study had been in operation for more than one year and reported higher than average service hours and regular use of written and oral reflection. All were also school-based initiatives and linked to a formal course curriculum. As such, this evaluation is not intended to address the average impact of *all* Learn and Serve programs, but rather to identify the impacts that can be reasonably expected from mature, fully-implemented, school-based service-learning efforts.

The major findings in the Interim Report are as follows:

PARTICIPANT IMPACTS

Based on the data from the 1995-96 school year, the Learn and Serve programs in this study have had significant, positive impacts on the civic and educational development of program participants (see pages 4-5 for a table summarizing the participant impacts). Specific findings are as follows:

- Learn and Serve participants in the study showed positive, statistically significant impacts on all of the measures of civic attitudes used in the study, including measures of personal and social responsibility, acceptance of cultural diversity, and service leadership (defined as the degree to which students feel they are aware of needs in a community, are able to develop and implement a service project, and are committed to service now and later in life).
- Program participants were also 30% more likely than comparison group members to have been involved in some form of volunteer service during the previous six months and provided more than 2.6 times as many hours of service as comparison group members during that time period. The data on hours show that service programs are not simply diverting students from other volunteer opportunities. Rather, they are increasing the number of students involved in service and significantly increasing the hours of service they provide.
- Program participants scored significantly higher than comparison group students on four out of ten measures of educational impact. The four measures were: school engagement, school grades (with impacts on math, social studies and science grades), core grade point average (calculated as the average of English, Math, Science, and Social Studies grades), and educational aspirations (wanting to graduate a four year college). Participants also showed marginally significant positive impacts on three additional measures: overall GPA (which includes electives and other courses), course failure, and a measure of educational competence (which reflects a student's assessment of his or her own capacity to succeed in school).¹
- There were no statistically significant impacts for the participants as a whole on the measures of social or personal development, including communications skills, work orientation, or involvement in risk behaviors. However, there was a marginally significant impact on teenage pregnancy. The finding on teenage pregnancy, when coupled with results from other studies, suggests that while service alone may not dramatically reduce risk behaviors, service may contribute to the effectiveness of more comprehensive programs targeted to reducing those behaviors among school-aged youth.
- In general, service-learning programs appear to benefit a wide range of youth (white, minority, male and female, educationally and economically disadvantaged, etc.). Students who are already involved in service also appear to continue to benefit from involvement in a formal program.

STUDENT ASSESSMENTS OF THE PROGRAM EXPERIENCE

The generally strong performance of these programs was also reflected in the positive student assessments of their program experience as well.

¹ For the purposes of this study, impacts are considered statistically significant if they are significant at the .05 level or higher. However, we will report impacts that are "marginally significant" (that is, significant at the .10 level) if they are consistent with a broader pattern of significant impacts.

- More than 95% of the program participants reported that they were satisfied with their community service experience and that the service they performed was helpful to the community and the individuals they served.
- 87% of the participants believed that they learned a skill that would be useful in the future, and 75% said that they learned more than in a typical class.
- 75% reported developing a good personal relationship through service, generally with other students or a service beneficiary.
- Over 90% felt that students should be encouraged (though not required) to participate in community service.

SERVICE IN THE COMMUNITY

The services provided by the Learn and Serve programs were highly rated by the community agencies, schools, hospitals, and other agencies where students provided assistance.

- 99% of the agencies rated their overall experience with the local Learn and Serve program as "good" or "excellent."
- 97% of the agencies indicated that they would pay at least minimum wage for the work being done, and 96% reported that they would use participants from the program again.
- 90% of the agencies indicated that the Learn and Serve volunteers had helped the agency improve their services to clients and the community, and 68% said the use of the volunteers had increased the agency's capacity to take on new projects;
- 66% reported that the experience had increased the agency's interest in using student volunteers;
- 56% said that participating in the program had produced new relationships with public schools, and 66% said that it had fostered a more positive attitude towards working with the public schools; and
- 82% reported that the Learn and Serve program had helped to build a more positive attitude towards youth in the community.

CONCLUSIONS

The data from the first year of the evaluation suggest that these programs are having a positive impact on program participants and the community. While these are interim findings, they begin to point to the importance of program quality and maturity as an element in program impact. The results from this study of "high quality" programs suggest that the Corporation and the states continue their emphasis on improving the quality of local service-learning programs. The more that Learn and Serve programs begin to resemble the more intensive, fully-implemented service-learning efforts in this study, the more likely those programs will meet the goals of the national community service legislation.

SUMMARY OF PARTICIPANT IMPACTS*

(Continued on next page)

Characteristic	All Participants	High School Participants	Middle School Participants
Civic/Social Attitudes and Behavior			
Personal and Social Responsibility (Search Institute Scale)			
Social Welfare Subscale	+++	++	++
Community Involvement Subscale	+++	+++	+++
Total Personal/Social Responsibility Scale	+++	+++	+++
Acceptance of Cultural Diversity (Search Institute Scale)	+++	+++	+
Service Leadership (Sieber scale)	+++	+++	+++
Volunteer Behavior			
Volunteered for a Community Organization or Got Involved in Other Community Service in Last 6 Months	+++	+++	+++
Average Hours Doing Volunteer Work or Community Service in Last 6 Months	+++	+++	+
Educational Impacts			
(Connell Scales)			
School Engagement	+++	+++	++
Educational Competence	+	+	
Course Grades			
English Grade			
Math Grade	+++	++	+++
Social Studies Grade	+++		+++
Science Grade	++		++

* +/- indicates positive or negative impact. + is statistically significant at the 0.10 level; ++ at the .05 level; +++ at the .01 level (two-tailed test).

SUMMARY OF PARTICIPANT IMPACTS, CONTINUED*

Characteristic	All Participants	High School Participants	Middle School Participants
Educational Impacts, Cont'd.			
Overall/School GPA	+		
Core GPA ^b	+++		+++
Fail 1 or More Courses	+	+	
Days Absent ^c			
Days Suspended ^d			
Want to Graduate 4-Year College or Beyond	++	+	
Homework: 3 Hours or More Per Week			
Social Development/Involvement with Risk Behavior			
Psychosocial Maturity (Greenberger scale): Communications Skills Subscale Work Orientation Subscale		++	
Consumed any Alcohol in Last 30 Days			
Used Illegal Drugs in Last 30 Days			
Arrested in the Last 6 Mos.			
Ever Pregnant or Made Someone Pregnant	+		
Fought, Hurt or Used Weapon in the Last 6 Mos.		+	

* +/- indicates positive or negative impact. + is statistically significant at the 0.10 level; ++ at the .05 level; +++ at the .01 level (two-tailed test).

^b Core GPA is calculated as the average of English, Math, Social Studies, and Science Grades.

^c Three (3) programs excluded from the analysis of days absent due to incomplete reporting: Hillside HS, Taos HS, and Nocona MS.

^d Seven (7) programs excluded from the analysis of days suspended due to incomplete reporting: Hillside HS, Scotia-Glenville HS, Hempstead HS, Nathaniel Rochester MS, McDowell HS, Caprock HS, and Wanamaker MS.

Source: Impacts on "All Participants" based on analysis of baseline and post-program surveys of 608 program participants and 444 comparison group members (N=1052). High School impact analysis based on 435 high school participants and 298 comparison group members (N=733). Middle school analysis based on 173 participants and 146 comparison group members (N=319).

Service Summit

April 1, 1997

MEMORANDUM FOR DISTRIBUTION
FROM THE PRESS OFFICE
SUBJECT PRESS PLAN FOR NATIONAL SERVICE SUMMIT

The following is a proposed press plan for the President during the course of the Philadelphia summit.

I. PRINT PLAN

USA TODAY interview on Thursday, April 24

PHILADELPHIA INQUIRER

Can be done on April 24, embargoed for Sunday, April 27.

NEWSWEEK

Q&A with Jonathan Alter

POTUS OP-ED

Submit to PHILADELPHIA INQUIRER for Monday, April 28.

Josh Silverman to contact OP-ED editor.

II. RADIO PLAN

Tom Joyner, American Urban Radio Network

Provide radio actuality for Saturday, Sunday, Monday & Tuesday.

POTUS actuality for Monday drive time. Encourage other principals to provide actuality for Saturday, Sunday & Tuesday.

III. TELEVISION PLAN

FRIDAY APRIL 25

Live POTUS interview with ABC or one of the other evening news broadcasts. Ground rules would commit the network to focus on the president's agenda for national service. The president would take other questions on news that breaks that day.

SATURDAY APRIL 26

No live or taped television.

SUNDAY APRIL 27

FACE THE NATION (CBS) live interview in Philadelphia with Bob Schieffer @ 10 AM.

MONDAY APRIL 28**TODAY SHOW (NBC)**

We should allow a TODAY SHOW anchor, Katie Couric or Matt Lauer, to spend part of Sunday morning April 27 with POTUS and/or FLOTUS and Chelsea as they participate in Philadelphia service event. TODAY anchor could interview POTUS on service as anchor and First Family work together on a service project. (This proposal is subject to review by OFL)

GOOD MORNING AMERICA (ABC)

A live interview on Monday morning with Charlie Gibson regarding national service.

CBS THIS MORNING -- We should provide CBS with a goodie.

CNN MORNING NEWS BLOCK -- We should provide CNN with a goodie.

NIGHTLY NEWS (NBC)

Pre-tape an "In Their Own Words" segment. This would give POTUS opportunity to discuss his concept of National Service in his own words.

CBS EVENING NEWS WITH DAN RATHER

If Rather is on-location in Philadelphia, we should offer him an interview.

WORLD NEWS TONIGHT (ABC)

If Jennings is on-location in Philadelphia, we should offer him an interview.

NBC/MSNBC TOWN HALL

NBC & MSNBC are proposing a joint two-hour TOWN HALL meeting on service on Monday evening. NBC has made no broadcast commitment yet, but the producers are talking about one hour on NBC & MSNBC and an additional hour on MSNBC. Producers are extending invitations to President Bush and Gen Powell. Producers are also proposing participation by Bill Moyers, Tim Russert and Tom Brokaw. They also intimated possible participation by Gwen Ifill. Producers would make tape of

TOWN HALL available to TODAY SHOW for Tuesday as well as to DATELINE.

RECOMMENDATION:

We recommend extending President's participation, if NBC broadcasts the TOWN HALL. If MSNBC is the only venue, we recommend taking a pass..

Service Summit

Memorandum for the Summit Organizers

Harris Wofford
April 7, 1997

As we enter the homestretch for the Philadelphia summit, twenty days to go, I want to put these points for your consideration:

1. There is method in our madness -- a very good strategy in our plans for the Summit and the ensuing campaign for America's Promise -- but the public and the media have not yet figured it out. And we are not as clear and persuasive as we need to be.
2. As the one George Romney called in the summer of 1995 to help enlist President Clinton and the former Presidents in his plan for a Summit, I think the following propositions of the original discussions with Romney help clarify what we are doing and how we should proceed.
3. We are trying to set for the nation a great goal -- to crack the atom of civic power and release and harness civic energy to turn the tide for millions of America's youth. Achieving that goal will be much harder and more complicated than the task of cracking the physical atom when Roosevelt secretly set that goal in order to build an atom bomb before Hitler did. It will be harder and more complicated than the task of going to the moon when Kennedy very publicly set forth that goal. The task before us is more like the challenge facing the would-be civil rights movement in 1955 when Rosa Parks and Martin Luther King first went into action.
4. The decade-long climax of the Civil Rights movement -- 1955-1965 -- succeeded because:
 - The goals of winning the right to vote and ending public segregation were clearly set by King and the movement. They were widely accepted, and they remained the focus until they were achieved. (Since then there have been no clear or widely accepted goals.)
 - Around these two goals, a national sense of scandal and crisis emerged and became a popular consensus. By the actions of the movement and the fact-finding of the new U.S. Commission on Civil Rights, by popular protests, symbolic actions and the response of public power, the sense spread and deepened that it was a scandal for millions of Americans to be denied the right to vote and to have no room at the inn (or at lunch counters). Essential to the success of the movement was the growing national consensus that the failure to end those conditions was

a crisis of conscience, a practical domestic political crisis, and an embarrassment to the United States before the world.

- Commitments of "lives, fortunes, and sacred honor" were made by King, Rosa Parks, non-violent student volunteers, ministers, even children in the front lines. This process of commitment became contagious and caught the public imagination. Corporate, labor, and religious leadership increasingly became involved.

5. Summit planning is on the right track, generally:

- A great goal is being set in an unprecedented way: turning the tide for millions of young people now heading for disaster. This goal-setting is the first "method in our madness".
- We've focused on five conditions millions of youth need, for the tide to be turned for them (and our country). They are conditions every loving parent wants for their children – a caring adult in their lives (mentor, tutor, coach); structured activities in non-school hours in safe places; a healthy start; effective education for marketable skills, and the opportunity and inspiration for service, to give back as a good citizen. It is a scandal and a crisis that millions of young Americans lack these conditions for success. It will be a disaster for our country if we let this continue.
- The commitment process for the Summit is catching on and will continue, nationally and at local levels.

6. Next steps:

- Agree on the first clear numerical targets. The proposal before us is: Two million additional youth who achieve all five conditions for success. Five million additional youth who achieve one or more of these conditions.
- We need to convey a greater sense of urgency and crisis- a message, with facts to back it up. That it is a scandal for this country not to take action to turn the tide.
- We need, through examples of pilots that work ~~and~~^{that} should be spread all over the country, we need to show that "we can overcome".

For Prime: Declaration
E.K. Late-term
Annex

Diana;Fortuna 03/31/97 08:00:22 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP
cc: Cathy R. Mays/OPD/EOP
Subject: Report on meeting we just had on summit

The meeting was a chance for everyone to express their concerns. Steve noted we continue to hear about summit plans too late to affect the planning. Don noted that the Corporation has not been as effective as it might be. Relevant outcomes: Sylvia may reach out to the CEO to express concerns; we all agreed that we need to have a cadre of federal officials at the summit itself who can be helpful as communities move forward on their post-summit plans, and we should put our best people forward; we should ask Lynda Robb, the new vice-chair of the summit to come in so we can talk about this effort with her.

In terms of general progress, we probably need to sit down on all this soon, but: I am pushing the Corporation on HS service scholars for later this week; no read yet on how much more of the non-federal match is in place. I am meeting with federal agencies tomorrow morning on a significant increase in our adopt-a-school effort and on fashioning federal commitments around afterschool, children's health, and environment. The military is still being cagey about their potential commitment, but I am promised something later this week. The summit is also on board for the President to announce a few significant private commitments later this week if we do a radio address.

By the way, you should know that the First Lady is doing a summit video conference on Wednesday with the 140 communities coming to the summit. Also, Gen. Powell is coming in to brief Erskine again on Monday. The current thinking is that the President should drop by.

Finally, we got briefed by Points of Light today on the structure of the break-out sessions during the summit itself. In addition to a VIP roundtable that they hope the President will attend, the main track will be the 140 communities. They will clustered in groups of 10 communities each, and each will develop plans for the future on the 5 goals. A second track will be state governments. The third track is the leftovers/"all other". Summit planners act like they expect only a handful of federal officials at these sessions. We will be pushing for considerably more than that.

What's the emphasis

5 goals: abt in their lives, educ., safety, service

Media extravaganza: like 0-3

Federal commitments: HS service scholarship program; WLF service

Summit itself

4 priorities - weekly strategy mtg.

Educ

WR

Critics

HC

Non-~~summit~~ Reimbursement

April -> service in all aspects of Earth Day, Nat Day, 0-3,

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
006. memo	Steve Silverman et al. to Various Senior Staffers re: Task Force Membership for the Service Summit (1 page)	3/21/97	P2, P5

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [2]

1360

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
007. list	Task Force Membership for the Presidents' Summit (1 page)	3/21/97	P2, P5

**This marker identifies the original location of the withdrawn item listed above.
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
008. list	Proposed Task Force Leadership for the Presidents' Summit (6 pages)	3/97	P2, P5

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Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [2]

rs60

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SUMMIT COMMITMENTS

as of March 10

Every child in America should have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives: an ongoing relationship with a caring adult - a mentor, tutor, a coach; safe places and structured activities during non-school hours to learn and grow; a healthy start; a marketable skill through effective education; an opportunity to give back through community service.

Commitments are being made to provide these fundamental resources to our nation's youth in each of the categories:

1. **An ongoing relationship with a caring adult - - a mentor, tutor, coach.**

Big Brothers/Big Sisters

Has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship and a key activity for current and future "Bigs and Littles."

100 Black Men of America, Inc.

Has committed to mentor 120,000 youth over the next three years. The sixty-eight 100 Black Men chapters provide African-American male mentoring support for young people in "at-risk" situations so that they may reach their fullest academic potential. This commitment represents a doubling of their mentoring relationships.

OASIS and The May Department Stores Company

Will reach 100,000 children and youth through intergenerational community service programs in twenty-five cities. Sponsored by The May Department Stores Company, OASIS is a national educational program designed to enrich the lives of older adults, with a focus on recruiting, training and supporting volunteers in meaningful community service. Their intergenerational tutoring program will provide one-on-one weekly tutoring to 25,000 students in the first through third grade, will launch a new mentoring-via-computer project to 2,500 youth, present a new interactive series on diversity and self-esteem to 50,000 students, engage 20,000 youth in their interactive Reader's Theater, and involve 2,500 youth in community service by training middle and high school students to teach computer skills to older adults.

Tucson, Arizona

Will connect every youth in need to an adult who can serve as a positive role model, giving youth hope, pushing them to be independent, and expecting them to succeed. Led by the Volunteer Center of Tucson, partners include city, county, police department, higher education, businesses, non-profits, and neighborhood associations. The goal is to serve 2,000 additional youth by the year 2000 and to engage 3,000 adults in mentoring programs.

NFL Players Association

Is launching a pro-athlete mentoring program for Native American teens in partnership with the Johns Hopkins Center for Indian Health. Over the next 3 years, it will recruit retired and active NFL players to serve as mentors for Indian youth, launch a reservation-based peer leadership and healthy lifestyles curriculum, as well as in-school motivational sessions with NFL players, and an annual summer camp creative community.

Jewish Social Justice Center

Will mobilize 100,000 volunteer tutors and aides in eight target cities.

National Council of Volunteer Centers

Commits the Volunteer Centers that are members of the Point of Light Foundation to develop 400 new collaborations on new or expanded youth initiatives connecting one million young people with caring adults and/or with the opportunity to serve.

United States Army

Will expand opportunities for active duty, reserve and retired military personnel to volunteer time as mentors and tutors in schools in their local communities; and will also expand opportunities for young people to give back to their local communities and contribute to the common good through a service learning module in the Junior Reserve Officer Training Corps (JROTC) program.

National Association for Equal Opportunity in Higher Education

Fully supporting the Summit goals, N.A.F.E.O. is pledging that 50% of the student enrollment (approximately 140,000 students) of the 117 historically and predominantly black colleges and universities across the country will engage in volunteer community service projects in local communities with an emphasis on tutoring and mentoring.

The State of Delaware

Will double the number of mentors recruited in his state from 5k to 10k. In a state with a population of just over 700,000 and only about 100,000 students in the state's schools, that's a caring adult for at least one of every ten kids who might need some help to succeed.

8th Grade class of Julian D. Coleman Academy of International Studies, Indianapolis, Indiana

Have committed to tutoring younger students in the John Hope Elementary School in academic subjects in order to prepare them for a successful transition into middle school. Tutoring will occur twice monthly, focusing on mathematics, language and arts.

The Pillsbury Company

Is launching "Caring Adults and Kids," a comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. It will direct \$1.75 million in grants to mentoring organizations in 1997 alone. In addition to funding, Pillsbury volunteers will provide 50,000 hours of quality one-to-one mentoring to 250 young people in ten communities across the US through their new School-Plus Mentoring program, a partnership between Big Brothers/Big Sisters of America, elementary schools, and the company.

One to One/National Mentoring Partnership, Inc.

Will help the nation forge 2,000,000 new mentoring relationships over the next five years and will support national and local leaders who have already made mentoring a priority and mobilize others to do the same. It plans to educate Americans and their organizations about responsible mentoring and what they can do to make it available to every child in this country. It will serve as a resource to mentoring initiative nationwide, and will teach children how to find caring and trustworthy adults to mentor them and adults how to connect with opportunities to mentor children.

Seventh-Day Adventist Church

Will initiate one hundred pilot tutoring projects that will place 3000 trained tutors through their network of community-based centers in ten cities in its first year.

The Salvation Army

Will launch a new mentoring relationship program with a focus on single parents and children. Planning is underway to set specific regional goals for community collaborations and partnerships for this model intergenerational program.

ASPIRA

Will train an additional 2,000 Puerto Rican and other Latino parents by the year 2000 in parent involvement and leadership skills, and encourage them to advocate for the overall academic and personal growth of their children.

II. Safe places and structured activities during non-school hours to learn and grow.

The YMCA of the USA

Will focus on providing a safe place for children and youth to gather in the over 2,000 YMCA's in the US, but also will provide additional caring and supportive adults. Over the next three years, we will increase the number of YMCA volunteers to 572,000. This will mean recruiting 190,500 additional volunteers to help teach the values of Caring, Honesty, Respect, and Responsibility as mentors, tutors, coaches, skill instructors, and fund raisers.

Kimberly-Clark Corporation

Will invest \$2 million to support community playgrounds built by thousands of employees, family members, and neighborhood volunteers in 30 cities across the United States in 1997. Creating safe and imaginative places for children to play and learn will be the heart of K-C's 125th Anniversary Celebration. To facilitate this project, the company has forged an innovative alliance with KaBOOM!, a national non-profit leader in coordinating community-built playgrounds.

Boys and Girls Clubs of America

Will increase the number of youth served by at least an additional 500,000 young people - 100,000 a year over the next five years, and is organizing the adequate financial and human resources at the national and local levels to do so.

Allstate Foundation

Is funding a new crime prevention program for young people aged 11-13 with the Boys and Girls Clubs of America. "Street Smart" is a 8-10 week program that will help teenagers understand and avoid gangs, violent behavior, juvenile delinquency, and anger while reducing the likelihood of their becoming involved in any of these activities.

The National Exchange Club

Will launch a new national partnership with the U.S. Junior Chamber of Commerce to convene issues forums in communities across the United States to support the development of safe places for all youth. The Clubs will help communities identify issues, develop strategic action plans, and develop successful programs and services to ensure safe places to gather, learn, work, and live.

National Crime Prevention Council

Create the online Crime Prevention Resource Center with support from the Allstate Foundation to serve as an electronic community resources center for victims and communities hurt by crime. The resource will feature educational games and activities for children, materials and best practices for adults who work with youth, training on neighborhood action to prevent crime. The NCPC is also committing to enroll 100,000 more youth in 20 new sites in its Youth as Resources program, which helps young people design and carry out service projects that address social problems, resolve community issues, and improve their communities. In partnership with Ameritech, the Council will hold a national conference on preventing crime to share with mayors, police chiefs, citizen practitioners, youth, and others the best and latest information and programming to make communities safer and more vital. And Radio Shack will give out more than 30 million crime prevention brochures, will host four satellite trainings per year, and will provide the videotape to the public free of charge.

American Association of Museums

Provide safe places for children to learn and grow through programming delivered both on-site and in schools and community centers. Museums counted forty-eight million acts of service to school children. The American Association of Museums commits to double the number of young people engaged over the next five years.

III. A healthy start.

LensCrafters

Will provide one million needy people, especially children, with free vision care by the year 2003.

Columbia/HCA Healthcare Corporation

Has committed to immunize one million children by year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from the more than 600 hospitals, surgery centers, and home care locations.

American Cancer Society

Will engage young people in creating their own healthy futures by developing strong school health councils in all US school districts, linking schools, communities, and youth in efforts to improve their health through the schools. Next year, the American Cancer Society will double the number of school health councils it develops and funds. In addition, the Society is organizing a partnership to secure funds to underwrite a national effort to place one full time health coordinator staff position in each school district the country.

National Center for Learning Disabilities, Inc.

Commits to helping more than 500,000 children enrolled in Head Start and other preschool programs get off to a healthy start through the creation of teacher training tools that bridge special and general education teaching practices.

IV. A marketable skill through effective education.

Junior Achievement

Will lead an effort to introduce an additional 2 million young people to economic opportunity through education, including the connection for many of them with summer jobs and internships by the year 2000.

Pfizer, Inc.

Will build math and science skills by linking schools in all of the Company's 17 domestic locations and in 10 locations around the world to each other and to Pfizer scientists. Scientists will serve as tutors as well as provide guidance for those seeking a career in math and science.

Scholastic Books

Will donate one million books to the America Reads project which will mobilize volunteers to ensure that every child can read by the third grade and continues to read to learn thereafter.

Texas State Comptrollers Office/Family Pathfinders Division

Committed to matching 1,000 families on public assistance with teams of volunteers who will assist the families to become independent from welfare by the year 1999. This will be accomplished by working in partnership with Volunteer Centers, interfaith coalitions, religious judicatory organizations and civic clubs in the major metropolitan areas and with individual congregations the clubs in the small towns and rural areas.

CitiCorp Foundation

Will expand its \$20 million "Banking on Education" program that focuses on classroom technologies for inner city public schools and engages Citibank mentors, to \$25 million, an additional \$5 million to be invested between now and 2000.

General Federation of Women's Clubs

Pledges to establish and support with volunteers tutoring and literacy projects in each community represented by their 6,500 clubs across the country by the year 2000.

Continental Cablevision (USWEST)

Will provide k-12 schools in its communities with a free Internet connection and service by the year 2000. Three million children could be the beneficiaries of this multi-million dollar annual commitment. Continental will also provide technology training to teachers in 5,000 schools and Continental will also offer up to \$3 million in computers and training to teachers this year alone.

United Way of America

Will elevate their current efforts to improve healthy early childhood develop and school success for the nation's children to an organization-wide priority focus area. The United Way of America will support the development and implementation of 50 additional local United Way collaborative community initiatives to help children enter school ready to learn and succeed in school.

Utility Business Education Coalition

Will engage at least 1,500,000 young people in meaningful K-12 school-to-career experiences by the year 2000. UBEC is nonprofit established to connect the CEO's of natural gas and electric utilities in community-based collaborative efforts to improve educational results for students and to strengthen local economies. UBEC will establish the school-to-career initiatives in a minimum of 100 local sites by the year 2000.

V. An opportunity to give back through community service.

Steering Committee of College Presidents

Through the leadership of the President of San Francisco State University, 21 university presidents have committed 50% or more of their increase in work-study funds to community service initiatives and other university resources to support the America Reads Challenge. Members of the steering committee have also committed to each recruit five other university presidents.

Girl Scouts of the U.S.A

Will dedicate 8.5 million hours of community service by scouts beginning this year, their 85th anniversary, and continuing through the year 2,000. The hours will be devoted to achieving the five resources for, and in this case with, America's youth.

The Youth Volunteer Corps of America

Will double the number of teenage Youth Volunteers to 40,000 will contribute more than a half a million hours a year of quality volunteer service nationwide.

City Cares of America

Will recruit and manage through its twenty-three affiliates 75,000 new volunteers who will tutor and mentor 1 million children and rehabilitate schools, parks, and community centers through the year 2000.

The Bonner Foundation

Will engage its 1,500 students in 22 colleges and universities in a national goal of giving back to others through effective citizen service, targeting the integration of students, faculty, and community members in creating a culture of service for campuses throughout the nation. Projects include establishing community service centers on all Bonner campuses, increasing the mentoring and tutoring hours of scholars, and developing more training and internships.

Veterans of Foreign Wars of the U.S.

Will through their posts, recognize young people and adult youth leaders for their service to their communities through a new youth service award program; work with the Department of Veterans Affairs to recruit young people to volunteer in VA hospitals; and mobilize its members to assist military installations with their volunteer needs.

The University of Notre Dame Fighting Irish Retired Service Team

Will target the improvement and involvement of youth, especially those in low income neighborhoods. The Fighting Irish Retired Service Team (FIRST) is committed to reaching 153,000 children, youth, and families through intergenerational community service activities in the over 200 Notre Dame alumni clubs across the nation. Alumni, through the University's Center for Social Concerns, are inviting and encouraging other public and private institutions of higher education to develop similar efforts and more participation in community service for and with young people.

Girls, Inc.

Will encourage girls at 1,000 delivery sites to enhance their community action efforts.

Maryland Youth Service Action Committee

Will develop in the twelve months following the Summit a statewide network of 300+ youth service and leadership organizations across Maryland and encourage each of these to adopt community service as part of their mission.

Women in Community Service

Will form 50 Community Resource Councils to mobilize local leaders across the country to reduce the number of women and children living in poverty by creating service programs to promote self-reliance and economic independence.

Campus Outreach Opportunity League (C.O.O.L.)

Will encourage students on at least 100 college campuses to partner with local secondary school students for an annual day of service.

Youth Service America

Will work toward increasing the percentage of teenagers volunteering in their communities from 59 percent in 1996 to 75 percent by the year 2000, building participation through National Youth Service Day and SERVENet, the comprehensive service hubsite on the world wide web.

Catholic Campus Ministries

Will recruit volunteers to provide 5 million hours of service by Catholic students and faculty on campuses across the nation by the year 2000.

Michigan Nonprofit Association

Will engage 50,000 young people in community problem solving through volunteerism over the next 5 years in the state of Michigan. This is a Connect America partnership in cooperation with Volunteer Centers and Campus Compact higher education institutions in the state.

KPMG Peat Marwick LLP

Twenty thousand employees will spend an entire business day by investing 160,000 volunteer hours of community service in more than 1,000 local communities across the country. Their service will focus primarily on education for youth, and will range from painting classrooms, renovating school playgrounds, and leading educational programs for young people. The commitment is valued at \$20 million which includes billable time, salaries, and expenses for the service projects.

Lions Clubs International

Commits to reaching 3 million students with the message of volunteerism donating its youth volunteer video program, "The Future is Ours ... So Now What?", to 3,000 middle and high schools.

VI. Many organizations and corporations have committed to focus on more than one fundamental resource through a combination of direct-to-children/youth commitments and broader commitments to ensure that the direct commitments are delivered and supported. Far reaching commitments include:

The IBM Company

Partnering with United Way of America and AmeriCorps*VISTA, IBM will launch a Technology corps in at least ten US cities to help not-for-profit organizations use up-to-date technology and provide higher quality services to people in need. AmeriCorps*VISTA members will provide free technology planning, staff training, and donations of equipment and software serving 2,000 not-for-profit organizations. By the year 2,000, agencies served will include day care centers, community centers, and senior citizens centers.

Shell Oil Company

Committed to a national leadership role in Connect America, a national coalition of some 30 major organizations that share a commitment to citizen service as a way to bring Americans together across their differences. Shell has made a corporate -side commitment to support all five goals of the summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy and promotional support

Greek Orthodox Church in America

Will commit to assisting one needy child per every ten families in the more than 550 Greek Orthodox communities nationwide. It will help these needy children in each of our communities gain access to a healthy start in life,; caring adult relationships; safe to gather, learn and grow; education that provides marketable skills; and opportunities to give back to the community.

Sun Microsystems

Will bring Internet access to k-12 schools in economically disadvantaged areas, training teachers and staff, donating innovative curricula based on the Internet, etc. By the year 2000, Sun will contribute more than 20,000 hours of volunteer time through its employees and more than \$5million dollars in equipment and teacher training to help prepare youth for the world of work and life-long learning in the 21st century.

Communities in Schools

The largest stay-in-school network is committed to expanding its coordination of community resources and partnerships with the public so that an additional 750,000 young people in need will have access to all five goals enabling them to successfully learn, stay in school, and prepare for life.

BJ's Wholesale Club

Will partner with a public school in each of its markets for a total of 100 schools by the year 2000. This is a comprehensive relationship with students, faculty, parents, and administrators that includes fundraising assistance, product donations, volunteer support, and awards programs. BJ's also is expanding its program that engages school aged children in community service projects to reach 300 schools and more than 100,000 kids in hundreds of community service projects. The Clubs donate supplies for the service project, and, upon completion, then makes a cash donation to the school.

National Education Association-Retired

Will expand its programs by the year 2001 to help teach over 50,000 youth to read independently by the end of the third grade; to involve over 100,000 youth in intergenerational and mentorship programs in at least 30 states; to establish 40 sustainable partnerships in over 40 states with civic, philanthropic organizations, businesses and public schools; and to train over 1,000 retired members to work in America's public schools.

Federated Department Stores, Inc.

Will be a catalyst for 50,000 hours of employee volunteer service in tutoring, mentoring and education. The company will encourage and support employee's children and family members to volunteer as well. Federated will launch a "Dollars for Doer's" program that will provide a grant for the school at which an employee or immediate family member volunteered, which will result in an additional \$500,000 new direct aid from the corporation to community schools nationwide by the year 2000.

The New York Volunteer for Youth Campaign

Will recruit and train 25,000 volunteers to provide intense, one-to-one help to 25,000 young people to improve school performance, increase self esteem, and prevent crime. The Campaign is a collaborative of the city's major youth organizations, government, business, and foundations responding to research that shows that eighty percent of NYC youth in one-to-one, volunteer-youth relationships stay out of trouble with the law, do better in school, and increase self esteem.

National Urban Rural Fellows, Inc.

Will incorporate community service into its model leadership training program. From now until the year 2000, Urban Fellows will serve as youth mentors and tutors in the communities in which they are assigned. Fellows will inform and educate each of their communities about the importance and valuable contribution of minority volunteerism which enhances effective education. Plans include engaging all seven hundred graduates, many serving as elected officials, senior executives and entrepreneurs, to create and implement policies that support the five resources for America's youth.

National Council of Negro Women

Will mobilize its 36 national affiliates and 250 community-based sections to deliver the five resources for young people including: deploy an additional 1,000 individuals to provide one-on-one mentoring and tutoring relationships; provide specialized training and internships, especially to stimulate interest and skills in math and science; encourage family volunteering as a part of the Black Family Reunion Celebrations all across the country; and hold Leadership Round tables in twenty cities to address issues which impact the lives of families and communities.

AmeriCorps Alums

Will encourage all association members to commit at least 10 hours per month to ongoing service leadership. Local alumni leaders across the country will coordinate with local service providers to provide volunteer people power. The service leadership opportunities will focus on the five summit goals, with preference given to programs supporting ongoing relationships with young people.

Kiwanis International

Will establish Kiwanis Young Children's Councils in clubs in 50 cities that will draw together child-serving agencies, service organizations, government officials, and businesses to identify the greatest needs of children and develop comprehensive responses. Young people in the Builders Clubs (in junior high and middle schools), Key Clubs (in high schools), and Circle K (in colleges and universities) pledge to involve at least twenty-five percent more peers in service, engaging 250,000 young people in more than 30 million hours of community service.

Grantmaker Forum on Community and National Service

Will develop and implement a strategy designed to increase the number and quality of foundation and corporate investments in the field of community and national service. The Forum will work with family foundations, community foundations, private foundations, corporate giving programs, and federated giving programs to create more and better opportunities to engage young people in meaningful service to their communities.

DePauw University, The George Washington University, University of Denver, Morehouse College, University of Notre Dame

Pledge to coordinate and host 30 local Summits by September 1998, as members of the University Summit Advisory Board. Will host a local Summit on their campus and recruit five other universities to host Summits on their campuses.

Council of Chief State School Officers

Will work with states to increase the number that include and support service learning as a key strategy for building civic responsibility, improving the quality of life in our communities, and improving academic achievement for all students. Over the next three years, CCSSO will provide resources and technical assistance to help more states develop their policies and practices, reaching twenty-five states by the year 2000.

THE PRESIDENT HAS SEEN

Service Summit

THE WHITE HOUSE
WASHINGTON

March 5, 1997

MEMORANDUM FOR THE PRESIDENT

FROM: SYLVIA MATHEWS, BRUCE REED, AND STEVE SILVERMAN
SUBJECT: National Service Summit

Barber has given
voice to Erskine
what I fear
+ I have
to know what
options are to prevent
this - we would
like American + Photo of
an event but very
difficult - it's
away - Steve

Attached is a memo from Benjamin Barber on the National Service Summit. In strong terms, Ben articulates his concern about ensuring that the concept of service (not simply volunteerism) is preserved in the Summit. He also expresses that we need to build up Americorps and the concept of service in the time leading up to the Summit. We agree with Ben on these objectives.

We recently sent a memo (which is attached) to Erskine Bowles outlining some of the steps we are taking to ensure that service and your signature program Americorps are an anchor of the summit. Since then, a few other steps have taken place which are summarized below. Please let us know if you have other thoughts.

Establishing a Summit decision-making process where the WH is involved.

Erskine has called General Powell and set up a meeting during the week of March 10 with him, Ray Chambers, Harris Wofford, the Summit's CEO and others to discuss where we stand and establish an inclusive process for decision making. In this meeting, Erskine will discuss: 1) the substance of the Summit; 2) message and communications; 3) attendance; 4) principal participation; 5) logistics; and 6) post summit follow-up.

- We are establishing a working group which will hold conference calls twice a week where decisions are made. Steve Silverman and Diana Fortuna, who works with Bruce, will participate on the calls for the WH.

Staying on top of the Summit within the Administration.

- Bruce and Steve call weekly interagency meetings where they track the process of the Administration efforts on the Summit.
- Bruce also calls a WH interdepartmental meeting where he and Steve ensure that WH processes are fully integrated, and we act on ideas. For example, Communications participates in the meeting so that we can focus on the message of your pre-Summit events. Also at this meeting, Marcia posts us on Mayor Rendell and the Philadelphia front, as well as the participation of state and locals. The First Lady's office participates as well.

Barber
agree

I think beyond
CE there for a lot

Steve
soon
PL

- Steve is establishing a relationship with the CEO of the Summit, Stuart Shapiro, much like he did with the people from the Atlanta Mayor's office during the Olympics.
- WH meetings are being held with Leslie Dach and Michael Deaver who were hired to handle the communications effort.

This week, General Powell may announce a series of task forces that will follow up on the work of the Summit. We are working to ensure that the membership of the task forces reflects your priorities.

Planning Pre-Summit investment of Principals' Time.

- We are gathering event ideas for you and the other principals as a lead up to the Summit. These ideas include events that are not time intensive, such as greeting Americorps ~~volunteers on the tarmac on some of your trips.~~ We hope to present these ideas to you soon.

Staffing Americorps.

- In a related matter, Bob Nash, Bruce and Sylvia Mathews are working with Harris Wofford on the positions of COO and Director of Americorps.

This is what I am t have been concerned about

I need to do that all the time. Real Americans. Gotta be invited to see my stuff

cc: Erskine Bowles
 Rahm Emanuel
 John Podesta
 Vicki Radd
 Doug Sosnik

attachment

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

INITIALS: POS DATE: 6/24/95

1

CONFIDENTIAL MEMORANDUM

to: PRESIDENT CLINTON

from BENJAMIN BARBER

February 26, 1997

re: Losing Control of The Summit on America's Future

Mr. President: I believe there is a real danger that you may be losing control of the April Summit on Service in Philadelphia; that, despite your crucial commitment to national and community service, the Summit risks becoming a showcase for an ex-President's private philanthropy (non-civic) approach to service and a four year national platform on which a prospective President (General Powell) can run against you and the Vice-President on what should be YOUR issue. In short, what should be a celebration of your courageous leadership on citizenship, government-civil society partnerships and the linkage of democratic education and community service risks being hijacked for purposes unrelated to and potentially at odds with what you stand for.

I understand and applaud the spirit of bipartisanship that led to involving President Bush and General Powell, but if the price of their involvement becomes too high, if they take over the Summit and what it stands for in the public eye, it will turn out to be a very bad deal -- not just politically but also in terms of fundamental political philosophy and defining civic ideals.

You took from the Bush Administration the tired private heroes approach to service (Points of Light) that made service an alternative to government (federal and local) and an excuse for government simply to drop out, and turned it into an inspiring civic program for the forging of citizenship in young people, the cultivating of social responsibility among individuals and communities, and the creation of a working partnership both between government and civil society and between education and democracy. In this partnership, individual citizens, communities and states as well as the federal government work as collaborators in bringing civic forces to bear on the solving of community problems. Your vision strengthens rather than undermines confidence in government as a partner of citizens and civic associations in confronting the nation's challenges.

Set the rhetoric in which the summit is being wrapped (and the way it is being represented in the Press) largely abandons this language in favor of privatistic talk about volunteers, and overly optimistic rhetoric about outcomes, and could leave the public with the impression that you, Bush and Powell are going to turn over the nation's problems

to private individuals and associations for solution (the Newt Gingrich "let the churches and charities deal with all our social problems" approach.) In light of the pressures on spending from the need to balance the budget, what should be an exercise in civic spirit may be construed as a cynical abnegation of governmental responsibility altogether.

Moreover, the Corporation, which to me is a MODEL of the partnership between the federal government, the states and civil society associations, seems in danger of being treated as a Big Government special interest player at the Summit rather than as the paragon of what a citizenship-grounded service program can be. Commitments by private philanthropies and corporations are being highlighted while the program that has made service a civic ideal for every young American seems marginalized. While it may be imprudent to use the Summit to try to expand Americorps, it seems equally imprudent to hide it or cast it as just one more player. It is a signature accomplishment of the First Term and if the mood of bipartisanship means anything, surely it means you need no longer play down one of your favorite programs for fear of subjecting it to Republican attack.

My concern is not to "politicize" the Summit by putting your political agenda ahead of Bush's or Powell's (though that might not be such a bad idea!) but to make sure that it is not politicized by others and robbed of its role as a showcase for a very special political philosophy in which the linkage between education and service is highlighted and the role of service as a training ground for citizens and not just a substitute for government is emphasized.

From my meeting with Harris Wofford and Susan Stroud yesterday, I know meetings have already been held with Bruce Reed and that you and the Chief of Staff will be meeting next week with Harris. In the final part of the period leading up to the Summit in April, I believe you need to assure that the Summit once again becomes yours. Because you are the President, anything less will look not like you are modestly counting yourself as primus inter pares but seem like you are weaker than the former President and General Powell. And because you have pioneered a powerful new logic of citizen service and innovated a powerful new instrument for realizing that logic in the real world (the Corporation), it surely must be this logic and this instrument not Colin Powell's Newsweek rhetoric or Ray Chamber's Points of Light talk that are highlighted throughout the weekend.

How service is described, what the cynical press says happened, and who seizes the initiative on what is to be an ongoing program could be one crucial factor in determining the success of your second term. With this in mind, let me

suggest several ideas that may help reassert control over the runaway Summit:

1. YOUR APPEARANCE(S) need to be special and clearly differentiated from those of the former Presidents and General Powell. They should involve not just cheerleading but a clear enunciation of YOUR CIVIC PHILOSOPHY that distinguishes it (though not offensively) from Points of Light and private philanthropy. They should focus on YOUR PROGRAMS from the Corporation to the Two Years of College commitment and make clear why such programs are central to the service ideal. They must invoke your role as the nation's steward with responsibilities to make government work for everyone (and not just to make everyone work for -- or in place of -- government!)

2. THE CORPORATION and what it stands for need to be central to the rhetoric and activities of the weekend. The last time Americorps was spotlighted was at the Summer of Service where all its birthing difficulties were still in evidence. Now it is strong and resilient and extremely popular in the local communities where it is active. I would look for ways to make outstanding Americorps volunteers and their projects a centerpiece for the weekend. The message should be

"Americorps embodies everything we believe about service, the linkage between education and democratic responsibility, the partnering of federal, state and local resources to make projects work, the impact on community outcomes but also on volunteers. Every American should be a volunteer; every volunteer is a citizen in the making; citizens working together is the key to a robust democracy; government is not the cause but the end product of this process of forging responsible citizens."

3. THE POLITICAL PHILOSOPHY undergirding YOUR VISION of service needs to trump the rival visions that will come from Bush and Powell and others. For theirs is a vision that sees service as private and philanthropic, as a substitute for government, as a form of personal activity rather than a form of citizen activity. The philanthropic vision can be used to question government service programs: it not only can argue that service does not need Americorps but that it contradicts the underlying assumptions of Americorps. "You can't pay volunteers," they will say. "Why should government organize points of light that organize themselves very well, thank you?" they will insist. "Let charity do all the things government can't and shouldn't -- deal with poverty, homelessness, unemployment, teen pregnancy" they will argue, in the manner of Newt Gingrich's calling for the private sector to act as a substitute for government.

In short, there ARE real substantive policy implications attached to different articulations of the service ideal, and if the Summit is defined by some one else's rhetoric it can too easily become a weapon against your philosophy of governance -- an not just in the service sector but in other domains too.

Your service ideal as I understand it envisions a PARTNERSHIP between government and the citizens who constitute government's democratic legitimacy, not an abandoning of government in favor of private sector philanthropy. Service hopes for specific community outcomes for children at risk, but it also aspires to change those who serve and turn their season of service into a lifetime of responsible citizenship, forging a stronger more democratic nation better able to meet its national and global responsibilities.

This message has to come through loud and clear -- from your speeches, from the highlighted activities, and from your leadership and your mastery over the spirit of the weekend. If Philadelphia is seen as a Summit on Citizenship and Social Responsibility that vindicates your determination to put democratic education, responsible citizenship and government/civil society partnerships at the core of your Presidency, you will have succeeded. If it is seen as a Summit on Volunteerism or a Summit on How Private Markets Can Solve all our Public Problems or a perfect platform for General Powell to spend four years in the limelight talking about your issues, you will have lost a vital battle over the role of the civil society/government partnership in the American future and, I fear, (forgive my bluntness) will have diminished rather than have enhanced your Presidency.

A handwritten signature in black ink, appearing to be 'J. Powell', written in a cursive style.

THE WHITE HOUSE
WASHINGTON

February 26, 1997

MEMORANDUM FOR ERSKINE BOWLES
THROUGH: SYLVIA MATHEWS *mat*
FROM: BRUCE REED *BR*
 STEVE SILVERMAN *SS*
CC: KITTY HIGGINS
 GOODY MARSHALL
 DIANA FORTUNA
SUBJECT: PLANNING FOR SERVICE SUMMIT

Progress is being made in the planning for the April 27-29 Service Summit in Philadelphia. Yet, real challenges exist in ensuring that the President's role, and that of the Administration, is appropriate and positive.

As you know, organizers, led by Chairman Colin Powell, have a serious management challenge guiding a multi-headed hydra towards this major event. The decision-making process is diffuse and the organizational structure is abstract. Our challenge in the short term is getting our hands around the management structure and the decision-making apparatus. We need to use our leverage to impose a decision-making and reporting process, where none currently exists -- not so that we can dictate the decisions, but so that we (and everybody else involved) can be party to them. President Bush and Ray Chambers should welcome our help, since it will speed things along and reduce suspicion on both sides.

We propose that you telephone Chairman Colin Powell and invite him to join you at a White House meeting next week to discuss planning for the summit. At that meeting, we would bring all the key players together, almost for the first time, get their sense of progress and attempt to establish a cohesive management structure whereby appropriate WH staff would meet or teleconference regularly with designees of the Principals to ensure 1) good information flow, and 2) strong decision making capabilities. Both are absent today, eight weeks before the summit.

The key issues for this meeting, and subsequent meetings, include:

- substance
- message/communications

- attendance
- principal participation
- commitments
- logistics
- post-summit follow-up

Organization

Gen. Colin Powell is the Summit's General Chairman. Henry Cisneros is the Vice-Chair. The President and former President Bush are the Honorary Co-Chairs. Powell has hired Stuart Shapiro to be the CEO of the Summit. Edelman Communications, led by Mike Deaver and Leslie Dach, leads the public relations effort. Philadelphia Mayor Ed Rendell is playing a key role as the host mayor. The Summit is overseen by a steering committee chaired by Ray Chambers, consisting of 6 designees from the Points of Light Foundation (including Arianna Huffington and Bob Goodwin) and six designees of the Corporation for National Service (including Harris and Eli Segal). Furthermore, Powell is setting up a non-profit entity that will carry out the work of the Summit for the next 3-5 years. He has already selected an Executive Director (Rick Little) and is in the process of establishing task forces to focus on the Summit's 5 core principles. Harris Wofford may chair task force number 5, student volunteerism. His role, post April, is in question due to legal issues. We will ask Stuart to send us an organizational chart. Finally, we should consider sending a staff person to work with Harris on Summit preparation.

Progress

We convened an interagency working group yesterday to brief them on the plans for the Summit. Agencies will provide memoranda to us by Friday, February 28, laying out 1) agency staff commitments to volunteerism, 2) constituency volunteerism opportunities 3) a review of current initiatives and the enhanced role service might play, 4) potential partnerships with the private sector to enhance service or volunteerism, 5) current volunteerism activities by the Cabinet members or their agencies. Our next weekly meeting is March 4 at 11 am.

We have begun to meet with members of the White House staff to explore opportunities for the President's involvement in the Summit. A White House working group will begin meeting regularly next week. We recommend a local Presidential event announcing some of the Administration's volunteer commitments, prior to the Summit. This would demonstrate the President's own strong commitment to this endeavor.

Harris Wofford is working closely with Summit organizers. We would like to become more involved in day-to-day information flow and decision-making.

Please let us know your thoughts. We look forward to discussing this with you.

1420 K Street, NW
Washington, D.C. 20005
Tel: 202-371-0200
Fax: 202-371-2858

Public Relations Worldwide
EDELMAN

Service Summit

F A C S I M I L E

March 17, 1997

TO: Steve Silverman
Company: White House
Telephone: (202) 456-1414
Fax Number: (202) 456-6704

FROM: Leslie Dach
Telephone: (202) 371-0200
Fax number: (202) 371-2858

RE:

Number of pages including cover: 6

Code: *Summit*

The following information is privileged and confidential. If you are not the intended recipient, distributing or copying this communication is strictly prohibited without the express consent of the sender or the intended recipient. If you receive this communication in error, please notify the sender immediately. Thank you.

MESSAGE: Please treat confidentially.

1420 K Street, N.W.
10th Floor
Washington, D.C. 20005
Phone 202. 371-0200
FAX 202. 371-0490
FAX 202. 371-2858

Public Relations Worldwide
EDELMAN

March 14, 1997

TO: The Summit: Stuart Shapiro, Joe Rutledge, Tim Hamlin
CNS: Jay Toscano, Dan Kerrigan
POLF: Kenn Allen, Barbara Lohman
Summit Communications Taskforce

FR: Mike Deaver, David Crosson, Jim Issokson

CC: Leslie Däch

Re: Summit Media Update

The media interest in the Summit continues to increase. The Summit 800 media hotline has seen tremendous incoming call activity over the past week from interested media countrywide to delegations seeking information on media opportunities locally and at the Summit. Some of the delegations have identified one contact person to act as the PR official and are contacting Edelman for advice, media tips, etc.

Edelman has continued its aggressive media outreach by calling publications and pitching them on several Summit story angles. We have hit the top-50 newspapers, wires, radio networks, business, education and consumer publications.

The near-completed source book has also proven useful in providing the media with valuable source leads.

The media is also inquiring about the agenda for the Summit, and we recommend addressing this issue with a press release announcing the program as soon as possible. A release must be issued no later than April 1.

A Sampling of Recent Placements

Time Magazine -- Ran article on the General Powell and the Summit in the March 17 edition along with detailed information on commitments.

Newsweek -- Continued running the corporate commitments section.

Atlanta Chicago Dallas Houston Los Angeles New York Sacramento San Francisco Silicon Valley Washington D.C.
Beijing Brussels Dublin Frankfurt Guangzhou Hamburg Hong Kong Kuala Lumpur London Madrid Melbourne
Mexico City Milan Montreal Paris Seoul Shanghai Singapore Sydney Taipei Tokyo Toronto



Philadelphia Inquirer -- Ran several stories on Summit preparation including a major article on the possibility of network coverage and a tent for Independence Hall.

George -- Coverage of the Summit and Stuart Shapiro.

Delegation Coverage -- Edelman continues to receive clips from newspapers across the country following the Summit and the selection of delegates.

Media in Progress

Philadelphia Inquirer -- Steve Goldstein interviewed Ray Chambers and General Powell on Wednesday.

Life Magazine -- Interviewed General Powell and will run the story prior to the Summit.

Ebony -- Interviewed General Powell for a pre-Summit story.

Journal of American Physicians -- Full-page interview with General Powell is scheduled for later April publication.

NEA's Publication -- Interviewed General Powell and reaches more than 2.2 million educators.

Business Week -- We are working with several reporters on stories. An interview was arranged for General Powell and Ray Chambers. A more extensive Business Week story on commitments is in the works.

Fortune/Forbes -- Both are very interested in the corporate commitment aspect of the Summit and have asked to be updated regularly on recent corporate commitments. Again the commitments release will help in the pitch to both publications.

Chicago Tribune -- Working to provide information to Michael Arndt on the Summit and commitments.

Wall Street Journal -- According to the Journal, Scott Billings is covering the Summit. He has not decided on preferred angle yet and we are continuing to work him as well as other Journal reporters. Mike Deaver will be contacting Al Hunt regarding coverage.

Washington Post -- Douglas Feaver of the Post is evaluating several story angles.

New York Times -- Working with Alison Cowan regarding coverage by the Business section and continue to reach out to other Times reporters. This is a priority for us to gain extensive Summit coverage.

The Today Show -- Working with the Weekend Today show on several segments to air during their visit to Philadelphia for the Summit.

USA Weekend -- Continue to work with several reporters on their Summit cover story from providing names and contacts at volunteer organizations to coordinating the Clinton/Bush cover story.

Mutual Broadcasting Network -- Continue to work with this radio network in a five-part series on the Summit's goals and a 20-minute documentary to air the day prior to the Summit.

Additional Network Coverage -- Edelman and Dan Kerrigan of the Corporation for National Service continue to work with all the networks in assisting with their pre-Summit and Summit coverage. Most networks are still finalizing their plans and require the final Summit program to further assist them.

Careers and Colleges Magazine (of NY) -- Working on several Summit stories.

BET News -- Expressed an interest in interviewing Bob Goodwin for "Lead Story."

Detroit News -- Working on a Summit story and we have provided them with contacts at Kellogg Foundation as well as local organizations.

Episcopal Life (of New Jersey) -- This religious magazine is working on a pre-Summit story.

News Channel 13 (WLOS-TV) (of Ashville, NC) -- is working on a story regarding delegations.

Fox Morning News -- Contemplating several pre-Summit stories.

Center for Non-Profit Board Management -- We provided this trade publication with photos for their upcoming issue.

The Quad City Times -- They are interested in writing a piece on the motives of the Summit. She is inquiring if the Summit is aiming to increase volunteerism because of Clinton's budget cuts, thus the necessity for more community involvement, or if volunteerism has, in fact, plummeted. She is calling Jay Toscano and/or Stuart Shapiro to get a quote.

Asbury Park Press -- Spoke with Larry Arnold of Asbury Park Press. He is interested in writing on the agenda of the Summit and will provide him with the complete schedule when it becomes available.

ABC On-Line -- Provided information to Rebecca Lee Young on attendees, volunteer heroes, academics and agenda. They are doing a small piece on the Summit as a side-bar of a City Cares Organization piece.

Indianapolis News -- Very interested in summit coverage and will be back in touch with us for additional story ideas.

Springfield Union News -- The enterprise editor will be covering pre-summit stories surrounding the selection of the Springfield delegation.

St. Petersburg Times -- Spoke to David Dahl at the St. Petersburg Times, Washington Bureau. He told me that Ellen Davenport, in the Washington office put out a story on the Summit after the White House announcement. She is responsible for ongoing coverage and could not be reached. Most recent press kit is on the way to their office.

Columbus Dispatch -- Spoke to Roger Lowe of the Columbus Dispatch. Released story after the White House announcement. He is waiting until after March to continue coverage of the Summit.

Newhouse Newspapers/News Service -- Expressed an interest in the Summit. I offered my assistance and sent a press kit.

USA TODAY -- Religion reporter said she would approach her editors about a possible story. Gave her a number of angles; sent her press kit.

Chicago Sun-Times -- Religion reporter expressed an interest in covering the Summit; sent press kit.

Star Ledger (Newark) -- Both the DC reporter and the religion reporter expressed interest in covering the Summit; provided both with press kits.

The Wall Street Journal Classroom Edition -- Very interested in the Summit and we have referred them to Melinda Hudson.

Trade Union Courier (of New York) -- They are working on a story.

PBS "In the Mix" (Youth-Oriented TV Show) -- Referred them to Melinda Hudson since they expressed an interest in helping out at the Summit.

The Informer (of Tenn.) -- They are working on several Summit stories.

Talk Radio 1210 (of Philadelphia) -- Worked with reporter to get a five-minute, live interview about the Summit. She interviewed Dan Kerrigan.

Main Line Today (Philadelphia-area magazine) -- Working with writer and Dan Kerrigan to get an interview with Harris Wofford.

The Fliot Journal -- Working on a story; sent press kit; added to mailing list.

Charlotte Observer -- Working on a story; sent press kit; added to mailing list.

Fox News Channel/Crier Report -- The associate producer expressed an interest in doing a one-hour show focused solely on the Summit. They want to interview Powell, Bush, Wofford and Goodwin. They are interested in either a pre- or post-summit segment.

A Sampling of Consumer Magazines

Many of the consumer magazines have long lead times (2-4 months) and working in pre-Summit coverage is tight. Therefore, we are pitching "post-Summit" coverage on the campaign to follow.

Seventeen Magazine -- Spoke with Carol Braden of Seventeen Magazine. She is planning on writing a story after the Summit has occurred. The April issue is already on the stand and the May issue has already gone to the Press.

Scholastic Parent & Child -- Have spoken with the editor who is evaluating story ideas. Scholastic, Inc., has committed books to this effort.

Essence Magazine -- The managing editor suggested that we forward the information to the executive editor, Linda Villarosa, and the "Graffiti" editor.

Rolling Stone -- Spoke to managing editor, who told me to redirect to Bob Love who is evaluating options.

Service Summit

March 18, 1997

MEMORANDUM FOR ERSKINE BOWLES

CC: SYLVIA MATHEWS AND JOHN PODESTA

FROM: DON BAER, BRUCE REED AND STEVE SILVERMAN

SUBJECT: COMMUNICATIONS PLAN FOR SUMMIT FOR SERVICE

We are now working on an aggressive communications strategy for the Summit for Service, to make the best use of the President, the other three principals and the Cabinet to meet the following needs:

- Ensuring that the President has is seen as having a central role in preparations for the Summit and in its overall mission, through selected, high-profile events and interviews both before and during the Summit. (Also, establishing that the President is not new to this issue and highlighting our strong record and commitment through coordinated events and announcements.)
- Showing a strong role for AmeriCorps and the Clinton approach to national service (as opposed to mere voluntarism) -- especially since AmeriCorps does not have a distinct role at the Summit itself. This means placing AmeriCorps at the center of administration events and announcements leading up to the Summit, and establishing an AmeriCorps presence during the Summit weekend.

SUMMARY OF KEY ISSUES TO BE DECIDED

These fall into three areas:

1. **Message/substance** (Reed/Mathews/Silverman/Reed). We will be meeting this week to decide the following:

- Overall message we hope to convey. (In our view, we should focus on the fifth goal of the Summit: inspiring young people to engage in

service, thereby advancing the President's notion of service as a requirement of citizenship.)

- Concrete actions the President could announce during the Summit (e.g. creation of AmeriCorps alumni organization dedicated to service.)
- Whether to announce that upcoming National Volunteer Week (April 14-20) will also be National Week of Service, a decision that should be based on our ability to deliver and demonstrate an impact.
- How to ensure a distinct role for AmeriCorps (both in Philadelphia and nationally) during the Summit weekend.

2. Scheduling (pre-Summit and Summit) (Silverman). By this Thursday's scheduling meeting, we will submit scheduling requests for the President's time and separate requests to the other principals' offices that reflect:

- Which days the President and other principals should attend the Summit.
- Whether we need additional Presidential pre-Summit events/announcements, aside from the Maryland event and the 4/5 and 4/26 Radio Addresses.
- Whether the President should present the National Service Awards, before or during the Summit.

3. Press (pre-Summit and Summit) (McHugh/Shear). We are working with the Press Office to develop a White House-wide media plan that will begin next week and run through the Summit itself, to ensure proper exposure of the President, the other three principals and Henry Cisneros.

I. PRESIDENTIAL INVOLVEMENT

Pre-Summit

We suggest at least three Presidential events before the Summit, starting soon enough to precede the major attention the Summit and other participants will gain on their own, thereby giving us a greater claim of ownership of the Summit and of service issues. We recommend the following:

- Announce National Service Scholars Program in Maryland. Tentatively scheduled for March 27. The President would announce a \$1,000

scholarship for high school students who excel at community service (first mentioned last year at Penn State commencement) at a Maryland high school with Lieutenant Governor Kathleen Kennedy Townsend, who developed Maryland's requirement of service to graduate from high school.

- Radio Address Announcing National Week of Service (April 14-20). Possibly on April 5th. This week would coincide with National Volunteer Week and could be organized by AmeriCorps members, with participation from AmeriCorps and Peace Corps alumni (one idea is for AmeriCorps members to visit schools to engage young people in service). We could also announce federal agency service commitments such as the adopt-a-school effort that is now underway.
- April 26 Radio Address. We should use this opportunity (the day before the Summit) to lead-in to Philadelphia with a strong service announcement and picture, ideally with AmeriCorps.

In addition, we could consider:

- Pre-Summit AmeriCorps Rally/Teleconference. Perhaps as part of the Week of Service, we could link AmeriCorps chapters across the country by satellite, giving the President the opportunity to specifically highlight AmeriCorps and the role they are already playing in meeting the Summit's goals. (We need to determine whether this idea is realistic.)
- Meeting AmeriCorps Participants on the Tarmac. As the President travels around the country before and after the Summit, he could do very brief tarmac meetings with groups of AmeriCorps participants and perhaps also local Summit delegations. This would show that service and AmeriCorps are long-term priorities.

The Summit

- Sunday service event on Germantown Road. We recommend that the President and the other three principals attend this kick-off service event, and that special effort be made to create a strong action picture (this could include the principals' children as well). It may not be necessary for the President to attend the Sunday night Celebration of Service Gala, but we should discuss.
- Monday service event with AmeriCorps participants/alumni in Philadelphia area. To put AmeriCorps directly into the story, we should consider having the President leave the site of the Summit on Monday to do his own service event or rally with area AmeriCorps members/alumni.

- Main Address at Monday's Opening Session. Right now, the President is scheduled to give the main address at the Summit's opening session. Ideally, he should announce a strong AmeriCorps-related action.
- Presidential interviews and TV appearances. Presidential or Vice Presidential appearances will be our best chance of strong Administration coverage. We should consider the possibility of joint appearances with President Bush.

Our recommendation is that the President leave on Monday evening, and not stay for the Summit's final half-day on Tuesday.

II. INVOLVEMENT BY OTHER PRINCIPALS

Pre-Summit

We will work with the other principals' offices to schedule their own service events. Possibilities include:

- "Christmas in April" -- The First Lady may participate in this program, which rehabilitates DC housing, on April 26 (the day before the Summit). There has been discussion of White House staff participation as well. This could be a good high-profile lead-in to the Summit.
- Net Days -- In addition to national Net Day (April 19), which falls during the proposed Week of Service, DC will hold Net Days every Saturday in April. Principals could join AmeriCorps participants to wire area schools to the Internet.
- Welfare-to-Work -- The Vice President's office is working on a possible announcement of a national mentoring program for people moving off welfare.
- Agency/Outside Commitments -- The Vice President could hold one or more events announcing service commitments by federal agencies, businesses and non-profits.

The Summit

In addition to all four principals participating in the Sunday service event and joining the President at a possible Monday AmeriCorps event, it is important for them to have prominent role throughout the weekend. Ideally, at least one principal should stay on Tuesday. It is also important for Henry Cisneros to participate in all

Summit events so that, along with General Powell, he is seen as a key leader of the Summit. Cabinet Affairs is keeping detailed lists of options for each principal and for Henry Cisneros, and will work with their offices to arrange their participation.

III. CABINET INVOLVEMENT

Pre-Summit

We have a significant opportunity to amplify our message through Cabinet events, announcements; and speeches in the coming weeks. Cabinet Affairs is already working to arrange the following:

- A roll-out of Cabinet service events (similar to the current DC roll-out) during the proposed National Week of Service.
- Ensuring that secretaries talk about the Summit as they travel around the country, and also encourage their constituencies to undertake national service.
- As appropriate, secretaries may encourage their agency's employees to do service, which could yield good announcements of agency-wide commitments.
- If the President does not make an announcement of agency service commitments, a handful of these could be announced at a press event with several Cabinet secretaries, or by the Vice President.

The Summit

Since not all Cabinet members are scheduled to attend the Summit itself, there are a number of options:

- Cabinet secretaries could travel to local AmeriCorps chapters across the country, which would view the Summit via satellite and then participate in local service activities, to expand AmeriCorps involvement in the Summit.
- Cabinet members could lead AmeriCorps service events in different parts of the country, even without a satellite link to the Summit.
- Cabinet secretaries who do attend the Summit, together with summit delegates, could satellite into local morning talk shows to highlight the effort in those communities.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
009. list	Service Summit Board Members (1 page)	3/21/97	P2, P5

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [2]

rs60

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

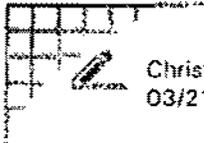
C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - (5 U.S.C. 552(b))

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personal rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



Christa Robinson
03/21/97 04:41:55 PM

Service Summit

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: scholars program event back up ideas.

As you know the Service Event has problems. As a backup, I thought would suggest another idea that could be easier and broader. I thought we could literally hold a roundtable discussion in the Roosevelt Room with kids who have done community service in the past, AmeriCorps graduates, Kathleen Kennedy Townsend, a parent, the President of the Elks, Lions and others who have agreed to sponsor a kid, a school principal that has already selected one -- (so far there are ten commitments AmeriCorps has gotten from the local area) -- and have the students talk to the President about how they have done community service and how more kids should be encouraged to serve. The President would make remarks at the top of the discussion and announce that he has a new program that just started this week ... The point is that if we put a more human face on this, and have more of a dialogue with kids, parents, and civic groups who say this is a great idea it would broaden the announcement to focus on the concept as much as the specifics of the program.

In either case the Megan's Law guidelines are ready to be announced and Dennis and I thought that if anything goes wrong with next week we could announce them on any day. They have to go out next week and can be ready as early as Tuesday. There are other issues with the health care commission that I would like to talk to Elena about. Basically, Counsel's office hasn't cleared the last two people yet. We could announce 30 and announce 2 later (but Chris was worried about doing that because they are two of the three business community representatives, and b/c of the problems the came with the AIDS commission when they did that.

DRAFT DRAFT DRAFT DRAFT

March 18, 1997

MEMORANDUM FOR ERSKINE BOWLES

CC: SYLVIA MATHEWS AND JOHN PODESTA

FROM: COMMUNICATIONS AND CABINET AFFAIRS

SUBJECT: COMMUNICATIONS PLAN FOR SUMMIT FOR SERVICE

In an effort to get up to speed on a communications plan for the Summit for Service, we should decide how to make the best use of the President, the other three principals and the Cabinet to meet the following needs:

- Ensuring that the President is seen as having a central role in preparations for the Summit and in its overall mission, through selected, high-profile events and interviews both before and during the Summit: (Also, establishing that the President is not new to this issue and highlighting our strong record and commitment through coordinated events and announcements.)
- Showing a strong role for AmeriCorps and the Clinton approach to national service (as opposed to mere voluntarism) -- especially since AmeriCorps does not have a distinct role at the Summit itself. This means placing AmeriCorps at the center of administration events and announcements leading up to the Summit, and establishing an AmeriCorps presence during the Summit weekend.

SUMMARY OF KEY ISSUES TO BE DECIDED:

- The overall message we hope to convey through the Summit and the President's involvement. In our view, we should focus on the fifth goal of the Summit: inspiring young people to engage in service, thereby advancing the President's notion of service as a requirement of citizenship.
- What concrete action the President could announce during the Summit, to further focus the coverage and build up our role.
- Whether to announce a National Week of Service, a decision that should be based in large

part on our ability to deliver and demonstrate an impact.

- When and for how long the President and other principals should attend the Summit.
- Whether we need additional Presidential pre-Summit events/announcements, aside from the Maryland event and the 4/5 Radio Address
- Whether to invite President Bush to do a joint Radio Address or event.
- A press plan for the President and other principals (including Cisneros), both before and during the Summit.
- How to ensure a distinct role for AmeriCorps (both in Philadelphia and nationally) during the Summit weekend.

I. PRESIDENTIAL INVOLVEMENT

Pre-Summit

We suggest at least two Presidential events before the Summit, held soon enough to precede the major attention the Summit and other participants will gain on their own, thereby giving us a greater claim of ownership of the Summit and of service issues. We recommend the following:

- Announce National Service Scholars Program in Maryland. Tentatively scheduled for March 27. The President would announce a \$1,000 scholarship for high school students who excel at community service (first mentioned last year at Penn State commencement) at a Maryland high school with Lieutenant Governor Kathleen Kennedy Townsend, who developed Maryland's requirement of service to graduate from high school.
- Radio Address Announcing National Week of Service (April 19-26). Possibly on April 5th. We should consider this Week of Service only if we are certain we can deliver on it. Assuming that we can, it could be coordinated by AmeriCorps participants, AmeriCorps and Peace Corps alumni, Summit participants and/or federal agencies. We could also announce federal agency service commitments such as the adopt-a-school effort that is now underway, and challenge private businesses to follow this example. One idea is to do this event with President Bush, to stress bipartisanship and emphasize the Presidents' leading role.

In addition, we could consider:

- Pre-Summit AmeriCorps Rally/Teleconference. Perhaps as part of one of the above

events or as part of the Week of Service, we could link AmeriCorps chapters across the country by satellite, giving the President the opportunity to specifically highlight AmeriCorps and the role they are already playing in meeting the Summit's goals. (We need to determine whether this idea is realistic.)

- Meeting AmeriCorps Participants on the Tarmac. As the President travels around the country before and after the Summit, he could do very brief tarmac meetings with groups of AmeriCorps participants and perhaps also local Summit delegations. This would show that service and AmeriCorps are long-term priorities.

The Summit

In deciding how much time the President should spend at the Summit and what kind of events he should do, we need to balance two important factors: 1) the need to husband the President's time, to maximize his impact; 2) the fact that others could dominate coverage in the President's absence, and thereby set a different tone for the Summit. The following are suggestions for establishing the President's central role and building up AmeriCorps as much as possible. Please note that the Summit itself is still determining its plans and schedule, and that some of the following may change:

- Sunday service event on Germantown Road and Sunday night Gala. We need to decide whether the President would attend this kick-off service event (which may also depend upon his recovery). If not, it would probably be best for the President to arrive on Monday. To build excitement about his arrival, another principal could attend the Sunday night Celebration of Service Gala and introduce a brief satellite appearance by the President.
- Monday service event with AmeriCorps participants/alumni in Philadelphia area. To provide a good action picture of the President on Monday and to put AmeriCorps directly into the story, we should consider having the President leave the site of the Summit on Monday to do his own service event with area AmeriCorps participants/alumni.
- Address at Monday's Opening Session. Right now, the President is scheduled to give the main address at the Summit's opening session. His address should stress his particular notion of service, and ideally include a strong news-making announcement as well.
- Presidential interviews and TV appearances. Presidential or Vice Presidential appearances will be our best chance of strong Administration coverage. We will work with the Press Office to develop a targeted plan for morning shows, etc. We should consider the possibility of joint appearances with General Powell and/or President Bush.

Our thinking right now is that it would not be necessary for the President to stay for the

Summit's final half-day on Tuesday. We should discuss this issue.

II. INVOLVEMENT BY OTHER PRINCIPALS

Pre-Summit

We will work with the other principals' offices to schedule their own service events, to emphasize that our commitment is administration-wide. While these events could be coordinated with the principals' travel around the country, DC-area events would have the added advantage of helping with local issues as well. Possibilities include:

- "Christmas in April" -- The First Lady may participate in this program, which rehabilitates DC housing, on April 26 (the day before the Summit). There has been discussion of White House staff participation as well. This could be a good high-profile lead-in to the Summit.
- Net Days -- In addition to national Net Day (April 19), DC will hold Net Days every Saturday in April. Principals could join AmeriCorps participants to wire area schools to the Internet.
- America Reads/DC Reads -- A principal could hold an event highlighting AmeriCorps involvement in these efforts.

The Summit

Especially if the President's participation is limited to Monday, it is important for the Vice President to have a strong presence throughout the Summit. We recommend that the Vice President arrive in Philadelphia on Sunday morning, participate in the Germantown Road clean-up, and speak at the Celebration of Service Gala on Sunday evening, possibly introducing a Presidential satellite appearance. On Monday, he should play a prominent role in the events that the President does not attend, and join him at any outside service event we arrange. Mrs. Clinton should also arrive at the Summit on Sunday, and play a prominent role throughout the weekend.

It is also important for Henry Cisneros to arrive in Philadelphia on Sunday and participate in all Summit events so that, along with with General Powell, he is seen as a key leader of the Summit.

As the Summit's own planning advances, Cabinet Affairs is keeping detailed lists of options for each principal and for Henry Cisneros, and will work with their offices to arrange their participation.

III. CABINET AND SUB-CABINET INVOLVEMENT

Pre-Summit

We have a significant opportunity to amplify our message through Cabinet events, announcements, and speeches in the coming weeks. Cabinet Affairs is already working to arrange the following:

- A roll-out of Cabinet service events (similar to the current DC roll-out) during the proposed National Week of Service, or separately if we do not announce such a week.
- Ensuring that secretaries talk about the Summit as they travel around the country, and also encourage their constituencies to undertake national service.
- As appropriate, secretaries may encourage their agency's employees to do service, which could yield good announcements of agency-wide commitments.
- If the President does not make an announcement of agency service commitments, a handful of these could be announced at a press event with several Cabinet secretaries, or by the Vice President.

The Summit

Since not all Cabinet members are scheduled to attend the Summit itself, there are a number of options:

- Cabinet secretaries could travel to local AmeriCorps chapters across the country, which would view the Summit via satellite and then participate in local service activities, to expand AmeriCorps involvement in the Summit.
- Cabinet members could lead AmeriCorps service events in different parts of the country, even without a satellite link to the Summit.
- Cabinet secretaries who do attend the Summit, together with summit delegates, could satellite into local morning talk shows to highlight the effort in those communities.