

**NLWJC - Kagan**

**DPC - Box 056 - Folder-007**

**Service - President's Summit [1]**

# Withdrawal/Redaction Sheet

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. letter	Phil Caplan to President William J. Clinton re: appointments (1 page)	03/25/1997	P2, P5
001b. memo	Bruce Reed et al. to President William J. Clinton re: Names for Consideration (1 page)	03/24/1997	P2, P5
001c. list	Re: Proposed Board of Directors (1 page)	ca. 03/24/1997	P2, P5
001d. chart	Re: Possible Additional Submissions on Task Force Membership (1 page)	ca. 03/24/1997	P2, P5
001e. list	Re: Proposed Task Force Leadership (5 pages)	ca. 03/24/1997	P2, P5
002a. memo	Diana Fortuna to Bruce Reed et al. re: attached (1 page)	02/28/1997	P2, P5
002b. list	Re: Proposed Task Force Leadership (1 page)	ca. 02/28/1997	P2, P5
002c. list	Re: Proposed Task Force for Goal 5 (1 page)	ca. 02/28/1997	P2, P5
002d. list	Re: Possible Candidates (1 page)	ca. 02/28/1997	P2, P5
002e. chart	Re: Additional Possible Candidates (2 pages)	ca. 02/28/1997	P2, P5

**COLLECTION:**

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

**FOLDER TITLE:**

Service - President's Summit [1]

2009-1006-F

kh564

**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 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]

Service - President's Summit

THE PRESIDENT HAS SEEN  
7-7-97  
'97 JUN 23 PM2:18

THE WHITE HOUSE  
WASHINGTON

June 20, 1997

MEMORANDUM FOR THE PRESIDENT

THROUGH: SYLVIA MATHEWS *meat*

FROM: BRUCE REED  
STEVE SILVERMAN *all ball*  
DIANA FORTUNA

SUBJECT: Following up on the Service Summit

CC: Ann Lewis  
Bibb Hubbard

*We need to coordinate  
ongoing policy efforts w/  
ongoing Service Summit  
efforts to keep the ties  
between the two active*

*Re*

Since the successful Presidents' Summit for America's Future in Philadelphia, we have met with the leaders of "America's Promise." General Powell's non-profit organization; worked to implement the substantive announcements you made in Philadelphia: begun to develop a communications strategy to ensure that your vision of service is included in continuing coverage of the summit effort; and begun to design a strategy for reauthorizing AmeriCorps and other Corporation for National Service programs. Below is an update on these efforts.

**America's Promise**

The 501(c)3 non-profit organization to follow up on the goals of the summit has gotten off to a slower than expected start. The original CEO, Rick Little, has moved to a more limited fundraising role. General Powell and his team are looking to hire a CEO, a COO and several other senior staff to work on communications and developing new commitments. America's Promise is expected to have about 35-40 staff members. The team has managed to elicit about 100 new commitments by corporations and non-profits since the summit.

As you know, in March we suggested some names for the board of directors and for the five advisory task forces. Out of 19 Board members, two are based on your suggestions: Jamie Gorelick and Lou Holtz. Henry Cisneros and Lynda Robb are expected to continue to serve as vice chairs. Other members of the board include Herman Cain, Ray Chambers, and Billy Shore. The task forces (one for each of the five resources for children) are essentially not operational at this point: questions have been raised about their role and utility.

*Copied  
Mathews  
Reed  
Silverman  
Fortuna  
COS*

A threshold question for future discussion is what connection, if any, the Administration should have with America's Promise and its goal of reaching two million children by the year 2000. If you agree, we will continue to meet with General Powell's people on a regular basis to demonstrate our desire to work together on these issues, to find areas of commonality, and to find opportunities that might be appropriate for joint appearances. Additionally, we have agreed to identify Cabinet members who might participate in the numerous local summits that are planned around the country. General Powell has already participated in three such summits and is expected to do others. Needless to say, he receives very positive press when he participates (St. Louis, Boston, rural Pennsylvania). Moreover, the General often talks about summit themes in his other speeches, and apparently spends considerable time on the telephone with CEOs generating their support for the work of America's Promise.

### **Substantive Follow-Up**

We have begun to implement the policy initiatives you announced before and at the summit. The Corporation for National Service is confident it can meet our target of adding 50,000 new AmeriCorps scholarships over the next few years. (For your information, Harris Wofford has met with the Rev. Tony Campolo about his "Mission Year" service program. Rev. Campolo's program may be eligible only for part-time rather than full-time scholarships because participants spend some time on religious activities. Because of these concerns, Campolo is not sure he wants to apply for AmeriCorps scholarships, although he remains very supportive of the program.) We are tracking federal agencies' work as they implement the more than 40 commitments they made to the summit. We will include our proposal to subsidize all loan deferments for service in our proposed legislation to reauthorize higher education programs. ]

### **Communications Follow-up**

Reporters have not yet focused critically on what has been achieved since the summit, but it is inevitable they will do so in the next few months. In your public appearances since the summit, you have demonstrated your continuing commitment to its goals by mentioning it in appropriate forums, including the Welfare to Work Partnership event and the Business Roundtable speech, while the Vice President's announcement in May of a new welfare mentoring partnership with civic groups is very much in line with the summit's goals. You and the other principals should continue to include discussion of Summit themes in appropriate speeches. To this end, we will work with the speechwriters to ensure that you refer to the summit's success, the challenge of its ongoing task, and the theme of service and AmeriCorps at appropriate venues.

Moreover, we will work with communications and scheduling to develop ideas for additional events. Possibilities include an event to publicize the new high school service scholars program you announced last year; an event with AmeriCorps to publicize the new scholarships and announce the winners of their latest competition; bringing in CEO's to report on their progress since the summit; or events that would tie the summit's themes to our initiatives, such as linking our juvenile justice initiative to the "safe places" goal. We could seek other synergies between the summit and the Administration's core themes, especially welfare to work and racial reconciliation.

In fact, we will look for opportunities to link citizenship and service -- as you did in your commencement speech at the University of California - San Diego. In this regard, we will explore the possibility of having an AmeriCorps event with community groups where the emphasis is on racial reconciliation. Perhaps the Advisory Board on your race initiative should consider utilizing service as a method to encourage the racial reconciliation dialogue and thus broaden the impact of both issues. Finally, we are working on a communications plan for Administration involvement in this issue, and specifically looking at options for staff members to learn of opportunities to volunteer on a regular basis as individuals or as part of a group.

### **AmeriCorps**

AmeriCorps' initial authorization expired last year. While reauthorization is not necessary for AmeriCorps to get funding, this may be our best opportunity to take this issue on and seek the program's first reauthorization, one that would carry it past the year 2000. The Corporation for National Service has prepared a draft bill that appears to be solid and that takes a middle course on issues that have been divisive in the past. We could launch that new legislative proposal in a bipartisan event that focuses on AmeriCorps' achievements to date.

We will keep you apprised of our efforts as we go forward.

THE WHITE HOUSE  
WASHINGTON

Service -  
President's  
Summit

June 20, 1997

MEMORANDUM FOR THE PRESIDENT

THROUGH: SYLVIA MATHEWS

FROM: BRUCE REED  
STEVE SILVERMAN *for all*  
DIANA FORTUNA

SUBJECT: Following up on the Service Summit

CC: Ann Lewis  
Bibb Hubbard

Since the successful Presidents' Summit for America's Future in Philadelphia, we have met with the leaders of "America's Promise," General Powell's non-profit organization: worked to implement the substantive announcements you made in Philadelphia; begun to develop a communications strategy to ensure that your vision of service is included in continuing coverage of the summit effort; and begun to design a strategy for reauthorizing AmeriCorps and other Corporation for National Service programs. Below is an update on these efforts.

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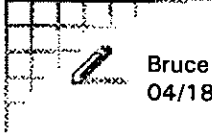
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We will keep you apprised of our efforts as we go forward.



Service  
summit




Bruce N. Reed  
04/18/97 09:29:28 AM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Elena Kagan/OPD/EOP, Jonathan Prince/WHO/EOP, Cathy R. Mays/OPD/EOP

Subject: Re: Service summit declaration of commitment draft 

Those are pretty lame and unquotable. We should hold out for an opening sentence that puts the goofy goals in context. Something like, "Every American has a duty to give something back to community and country, and a responsibility to look out not only for ourselves and our families, but for one another."

Service  
Summit

Diana Fortuna 04/23/97 03:58:41 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP, Michael Cohen/OPD/EOP  
Subject: Education study alert

The Department of Education's National Center on Education Statistics is considering releasing a study on high school service this Friday. Plus, the main Points of Light guy at the Summit has heard about it and is trying to get a copy. I'm trying to find out what his angle would be.

The study says some fairly boring things about high school service, but the most interesting part is that it says that it doesn't do any good to require HS service. Here are the numbers:

Percent of students who participated in community service, by type of HS policy:

School requires and arranges service	56%
School only arranges service	52%
School only requires service	19% !!!
School does not arrange or require service	30%

This certainly doesn't support service requirements.

Other highlights are: 49% of students did some service in 95-96; white, English-speaking females with high grades most likely to serve; students more likely to serve if an adult in the household did so; and if it is a high-income, highly educated, 2-parent household; 86% of schools encourage community service.

What do you think on timing?

Service  
Summit




Bruce N. Reed  
04/23/97 04:12:26 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Elena Kagan/OPD/EOP, Michael Cohen/OPD/EOP

Subject: Re: Education study alert 

Get the report and take a close look. Not good timing if the President intends to require service everywhere; but OK timing if it supports the need or value of more HS service.

When do we need to let them know whether to pull the trigger?

Service  
Summit

Diana Fortuna 04/23/97 01:42:38 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: Harris's rewrite of our Summit Declaration rewrite

Harris made only very minor changes to our draft, so it looks pretty good to me.

Let me know asap what you think. Corporation wants to forward it to Summit people today.

----- Forwarded by Diana Fortuna/OPD/EOP on 04/23/97 01:42 PM -----



JGompert @ cns.gov  
04/23/97 12:39:00 PM

Record Type: Record

To: Diana Fortuna

cc:

Subject: Summit Declaration

Diana -- Here is the draft with edits by Harris and me. It has NOT gone to others yet, but they are calling, and I will need to respond this p.m.  
JG

SUMMIT DECLARATION DRAFT 4/23/97

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. As each of us has the right to Life, Liberty and the Pursuit of Happiness, 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 to fulfill the God-given promise of America and of her children.

In this time of opportunity at the dawn of a new century and a new millennium the need for shared responsibility is self-evident.

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. The challenges of today, especially those that face our children, require a special commitment of us all.

We have a special obligation to America's children to see that all young

Americans have:

caring adults in their lives, as parents, mentors, tutors, coaches;

safe places with structured activities 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 to their communities through their own service

We therefore highly resolve to work together to be champions of youth to ensure these fundamental resources for all of America's children.

We will do so through citizen service, through voluntary action, through commitments by ourselves and the organizations to which we belong, through partnerships spanning both public and private life, but above all as one community.

*Service  
Summit*

**PRESIDENT WILLIAM J. CLINTON**  
**"CREATING A NEW SPIRIT OF SERVICE AND CITIZENSHIP"**  
**OP-ED FOR THE PHILADELPHIA INQUIRER**  
**For Publication: Sunday, April 27, 1997**

Two hundred and ten years ago, at the Constitutional Convention in Philadelphia, Benjamin Franklin noticed a design painted on the back of the chair from which General Washington had presided -- a sun hanging low on the horizon. Throughout the difficult months of the Convention, Franklin could not decide whether it was rising or a setting sun. But as the Convention came to a close, and as the delegates signed America's Constitution, Franklin concluded that the sun was most definitely rising.

Once again, at the dawn of the 21st Century, America finds itself looking toward the future with hope and possibility. And once again, here in Philadelphia, we have chance to reaffirm the basic bargain that has kept us strong since the framers' day: opportunity for all, responsibility from all, and a united American community, where everyone has a role to play. Citizen service is a critical way to fulfill those ideals. To me, it is the very essence of citizenship itself, for it enables all of us -- parents, religious and civic groups, business and labor, teachers and schools -- to solve our problems together, as one community.

This weekend at Independence Hall, we have a tremendous opportunity to rekindle that sense of citizenship, all across America. Former President George Bush and I will convene the Presidents' Summit For America's Future -- a three-day gathering that will focus the nation on the importance of citizen service, and in particular the steps we must take to strengthen America's children. We will be joined by every living former President or his representative. In the months and years to follow, our goal is to mobilize millions of Americans to help America's children through service: giving them mentors and positive role models, ensuring that they have a safe and healthy start, giving them the tools to succeed through education, and engaging them in community service as well.

I am especially pleased that the entire effort is being chaired by General Colin Powell, who knows how to mobilize Americans when our national interests are at stake. Together with the Summit's Vice Chairs, former HUD Secretary Henry Cisneros and Lynda Robb, General Powell has already led an impressive effort to recruit businesses and non-profit groups, religious and civic leaders, and citizens from all 50 states and from 140 cities and towns for this weekend's gathering. My hope is that we will leave Philadelphia with a new sense of duty as Americans, and a new determination to carry the ethic of service into our daily lives.

Citizen service comes in many forms. Some volunteer on weekends, and

some devote full years of their lives to service. Private organizations play a strong role -- such as the Philadelphia Inquirer, which is donating a dime from every street sale of this issue to the massive clean-up of Germantown Avenue which the First Lady, Vice President and Mrs. Gore and I will join this morning. We must honor and encourage all forms of service and voluntarism, and we must applaud the many private and non-profit organizations that have already stepped forward with commitments to serve, helping to fulfill President Bush's vision of a Thousand Points of Light.

It is especially important that we engage America's young people in service -- so that they take leading roles in shaping their own futures, and gain the sense of citizenship that will build a better country for decades to come. That is why I am so proud of AmeriCorps, the national service program I launched four years ago, now run by Pennsylvania's former Senator, Harris Wofford. Since its creation, AmeriCorps has enabled 50,000 young people to earn money for college while serving their communities.

The success of AmeriCorps shows that service can help meet our most pressing public needs, from renewing our cities to protecting our environment, from immunizing children to helping them learn to read. Even more important, AmeriCorps reaffirms America's basic bargain: creating more opportunity by helping young people pay for college, asking more responsibility through citizen service, and building a stronger community for us all. Our evidence shows that their service leads to more service: a typical AmeriCorps member trains or recruits a dozen or more volunteers.

In preparation for the Summit, I have taken a number of actions in recent weeks to encourage more young people to serve. I designated the week of April 13-19 as National Service Week in America, with over one million young people participating in 3,000 projects across our nation, and thousands of AmeriCorps alumni and returned Peace Corps volunteers participating as well -- reaching out to youth in their communities and teaching a new generation about the power of service. I challenged every state to make service a part of the curriculum in high school and middle school -- giving students credit for service, putting service on their transcripts, or even requiring it, as Maryland has done under the leadership of Lieutenant Governor Kathleen Kennedy Townsend. I launched a new National Service Scholars program, inviting high schools to select students who have performed outstanding service, making them eligible for \$1,000 college scholarships.

These efforts are just the beginning of what we will see at this weekend's Summit, and what we can achieve through AmeriCorps, President Bush's Thousand Points of Light Foundation, and the campaign that general Powell will lead to follow-up on the Summit, "America's Promise -- The Alliance For Youth. Together,

we must foster a spirit of service that lasts a lifetime, not merely a week or a weekend. The era of big government may be over, but the era of big national challenges is not. Service is a way to meet today's challenges through our oldest values: more opportunity, more responsibility, and a stronger community for all.

This weekend, the city that gave birth to our democracy can play a major role in renewing our democracy. For I believe that today's peace and prosperity are much like the sun that was painted on General Washington's chair -- a sign of promise and possibility, but only if we are ready to embrace it. For the sake of our children -- for the sake of our own future -- let the sun rise over Independence Hall this weekend, and let this be the dawn of a new age of service and citizenship for America.



Service  
Summit

Diana Fortuna 04/17/97 08:35:09 PM

Record Type: Record

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

cc:

Subject: Attached FYI is Steve Silverman's latest draft of the schedule for the service summit itself.

By the way, on Tuesday the President is taping the 5 minute video that will precede his appearance at the big Summit event at Independence Hall. He is supposed to speak about Goal 5 of the summit (an opportunity for young people to serve) and what it has meant to him personally. Cabinet Affairs is talking to people from his past who can help jog his memory about what to say. So far their list is people who remember HIM serving in some capacity. Don is looking at this carefully, so I think we're OK, but let me know if you want to be involved or have ideas. A private producer is putting the tape together, so we may not have a lot of control over the final product.

----- Forwarded by Diana Fortuna/OPD/EOP on 04/17/97 08:34 PM -----

Stephen B. Silverman  
04/16/97 03:00:48 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: Draft for Comment



I'd SUMMSKED. like to get this around to WH staff and Agency staff asap. Let me know.

Message Sent To:

- Katherine Hubbard/WHO/EOP
- David S. Beaubaire/WHO/EOP
- Anne E. McGuire/WHO/EOP
- Stefanie Sanford/WHO/EOP
- Diana Fortuna/OPD/EOP
- PALMIERI\_J @ A1 @ CD @ LNGTWY

*Service Summit*Draft Service Summit Schedule for Principals and Cabinet (as of April 16, 1997).**Sunday, April 27, 1997**

- 10:45am Day of Commitment Kick-Off  
Marcus Foster Stadium, Germantown Avenue, Philadelphia  
Presidents Clinton, Carter, Bush, along with General Powell and Mayor Rendell speak. Mrs. Clinton and Vice President and Mrs. Gore attend. Several AmeriCorps students on stage. 5,000 volunteers in audience.
- 11:15-  
11:45 Germantown Avenue Clean-up  
Paint mural, clean graffiti, read to children, clean-up playground  
4 Principals, Powell, Bush, Carter
- 12:30 Clean-Up continues.  
Principals depart for down time.
- 3:30-4:30 Ecumenical Service  
AME Church, 6th and Lombard.  
Four principals, Powell, Bush, Carter,
- 5:30-7:30 Welcome to Philadelphia Reception  
Convention Center, Grand Hall  
Mayor Rendell, Governor Ridge.  
No Principals (t)
- 8:00-9:30 Celebration of Service and Presentation of President's Service Awards  
Convention Center - Exhibit Hall A  
Four Principals, Bush, Mrs. Reagan, Powell  
President Clinton makes remarks and presents service awards,  
assisted by  
President Bush and Mrs. Reagan.  
C-SPAN expected.



- 2)The Role of the Workplace
- 3)The Role of Education
- 4)The Role of Communities of Faith

4-5:00pm **Plenary: Role of the Media**  
Wyndham Hotel  
No Principals. No Cabinet.

6:30-10:30 pm **Host Committee Event -Penn's Landing**

**Tuesday, April 29**

8-9am                      Plenary "The New Way of Doing Business for America's Future -  
Together                      Convention Center Ballroom  
Henry Cisneros chairs. Hugh Price, Mayor Daley, Gov. Engler

9:15-11:00am        **26 Community (Group B) Breakouts**  
Convention Center and Marriott Hotel  
Reports to Governors  
No Cabinet involvement.

9::30-11:00am        **National/Observer (Group C) Invitees Breakouts**  
Wyndham Franklin Plaza Hotel  
Four Simultaneous Breakouts  
1)The Role of Youth  
2)The Role of Civil Society Renewal Efforts  
3)The Role of Public-Private Partnerships  
4)The Role of Technology

12:30                      **Closing Plenary**  
Independence Hall Plaza  
Mrs. Clinton, President and Mrs. Bush, General Powell participate.

Service  
Summit

Diana Fortuna 04/17/97 08:27:01 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP, Jonathan Prince/WHO/EOP  
cc: Cathy R. Mays/OPD/EOP  
Subject: Service summit declaration of commitment draft

At last, we have some modest progress on this. You may recall that a TV producer from the Summit had the bright idea of asking a bunch of young poets and playwrights to draft the declaration of commitment that all the Presidents will be asked to sign at the Summit. But happily their product was off-base enough that it will probably just be delivered as a letter to the Presidents from the young people.

Therefore, the TV producer has taken a shot at it (below), as has Bush's person. Our current plan, since time is short, is to have a conference call tomorrow with Communications and Harris to agree among ourselves on a draft; and then have Harris forward that to the Summit as his own draft. The Summit people will give it to Powell, Bush, Ray Chambers, us, etc. for comments on Monday. Presumably then we will have a negotiating session.

Bruce and Jonathan, let me know if you want to be in on the conference call tomorrow. I don't know the time yet. Or if you had time to play with this Monday morning and email it to me, that would be great.

Here are the 2 versions:

TV producer: "In accordance with the principles set forth in America's Promise [this is the name of Powell's 501c3, so there's probably a legal issue here], 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."

Bush guy: "I promise to do my best to help every young person in America achieve [the 5 goals of the Summit, listed above -- caring adult, healthy start, etc.]."

We need to inject more strongly the concept of citizen service, both as a way to get things done and to strengthen communities and democracy. There is no way to drop the 5 goals for children. (In fact, Ray Chambers will probably push for the text to include Powell's goal of reaching 2 million children by the year 2000.)

Service  
Summit

Diana Fortuna 04/17/97 09:10:31  
PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Michael Cohen/OPD/EOP  
Subject: Coke commitment

Coke has called Jonathan Alter of Newsweek to tell him about their summit commitment (\$50 million for at risk HS and junior HS kids to tutor/mentor elementary school kids).

Therefore, the Corporation feels like they have to send it to Alter as part of their weekly submission of commitments. It's hard to argue with this, but let me know asap if you want me to.

*Ferric Summit*

Diana Fortuna 04/21/97 03:12:01 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Summit

FYI, the machinery is cranking up, and we are meeting in varying combinations on the Summit about 14 times a day.

Today Sylvia came to our our (daily) WH staff meeting; I don't know if she is going to start coming regularly. (Tomorrow's is at 10.)

She wanted me to ask you the following: she heard that Harris circulated his draft of the declaration widely before sharing it with us. She thinks she or Erskine should call him to say we really need him to be helpful this week. But she wanted to offer you the first chance at making this call. So let me know whether or not you want it, and I'll email her.

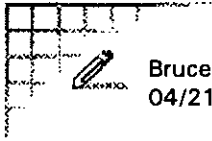
FYI, she was also a bit concerned about planned protests. So we just had a meeting on that.

She also wants to get in some of the memos giving him scheduling options and information on what the Cabinet is up to as early as possible this week, so that he can see all the stuff we have planned. So various offices are doing that.

Finally, we must brief all the cabinet and subcabinet people going to the summit. Tentative plan is to have paper done Wednesday; have a conference call Thursday with Cabinet people and either Sylvia or Erskine; and then either a meeting or just a mailing to all the subcabinet and Secretaries' staff.



Service Summit



Bruce N. Reed  
04/21/97 03:36:05 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Re: Summit

I'll call him, too, but I think an Erskine call would do some good -- not on the specific issue of the declaration, but on the general theme of sticking with the program.

Let me ask you a few other questions about the federal commitments:

1. Are there any civilians in the DOD proposal? <sup>^</sup>
2. Can you ask Dennis about the JROTC Career Academies, and whether we can couple that with our police academies idea?
3. Can you talk to Steve about the FEMA idea? That struck me as a great idea and very timely. Could it include college as well as high school? Should we announce it sooner (in the wake of N.Dakota)?

Thanks. I should probably start coming to your 10am mtgs.

THE WHITE HOUSE  
WASHINGTON

March 23, 1997

**MEMORANDUM FOR THE PRESIDENT**

**CC: ERSKINE BOWLES, SYLVIA MATHEWS AND JOHN PODESTA**

**FROM: SERVICE SUMMIT MESSAGE GROUP**

**SUBJECT: MESSAGE STRATEGY FOR SUMMIT FOR SERVICE**

This memo recommends a message strategy for the Presidents' Summit for America's Future -- to explain how we propose for you to use your key message opportunities, both before and during the Summit, and to convey your broader notion of service as a responsibility of citizenship.

This memo contains eight separate sections:

- Tab A: Overall Message (including ways we are meeting five goals of Summit)
- Tab B: Press Interviews Before and During Summit
- Tab C: Talking Points for Press Interviews
- Tab D: Key Message Opportunities/Speeches at the Summit
- Tab E: Current Schedule for Summit Weekend (with scheduling issues to be decided)
- Tab F: Memo From Bruce Reed Outlining New Policy Options
- Tab G: Administration and AmeriCorps Efforts to Prepare for Summit
- Tab H: Administration and AmeriCorps Involvement in the Summit

### Overall Message

In your speeches, interviews and public appearances before and during the Summit, we propose that you emphasize the following:

- To make the forces of the 21st Century work for us, not against us, call on the nation to restore an ethic of citizenship and civic responsibility through service -- not as a form of charity or an alternative to government, but as an essential part of what it means to be an American. All sectors of society have a role to play. It is especially important, as we face a new century, to inspire young people to fulfill their obligation to give back to their communities. (This is why you are focussing on the fifth official goal of the Summit -- ensuring that all young people have an opportunity to give back through service.)
- By opening educational opportunities in new ways, give young people a renewed sense of hope about their future, and inspire communities to make the lives of their young people even stronger.
- Citizen service should be neither isolated nor random, but systematized throughout our society and expected of all Americans. Government -- and in particular AmeriCorps -- play an important role in achieving this goal.

### The Five Official Goals of the Summit, and Recommended Emphasis

In addition to the education/community idea, we propose that you focus on and claim ownership of the fifth Summit goal -- service obligation by young people. This is especially important since we believe that General Powell will focus very generally on the needs of children, and President Bush will focus on his notion of voluntarism as a private-sector alternative to government. Yours will be the only voice emphasizing 1) the interactive role between citizen obligation and government's efforts to help individuals have opportunity if they take responsibility, and to inspire a deeper sense of community, and 2) service as a way to bind us together as Americans -- a civic responsibility that can marshal both public and private energies and resources to meet the major challenges of the 21st Century.

At the same time, you will be able to make a strong case that your administration is meeting the four other Summit goals, ensuring that all young people have:

- 1) Ongoing relationships with mentors and caring adults:
  - FMLA and other efforts to strengthen families;
  - America Reads and other AmeriCorps mentoring and tutoring efforts.
- 2) Safe places to learn and grow:
  - Community policing;
  - Our drug strategy targeted at young people;

- Commitment to Safe and Drug-Free Schools, and gun-free schools.

3) A healthy start:

- Our Child Health Initiative;
- Expansion and protection of Medicaid;
- Our new health care proposal for those between jobs and their families.

4) marketable skills through education:

- America Reads;
- National education standards;
- HOPE Scholarships;
- Connecting every classroom to the Internet;
- G.I. Bill for Workers.

**Press Interviews Before and During the Summit**

Pre-Summit press will be critical to our message efforts, since much of what the press reports will be determined going into the Summit. Therefore, to provide maximum exposure for your core message, the Press Office recommends that you conduct the following interviews both before and during the Summit (a set of talking points for use in these interviews is attached):

**Pre-Summit Interviews.** Tomorrow, Thursday, April 24, the Press Office recommends two print interviews. The first would be a "first 100 days" interview, including discussion on the Summit, with USA Today. The second would be a roundtable on the Summit with Knight-Ridder newspapers (including the Philadelphia Inquirer, which will run your Summit op-ed on Sunday).

On Saturday morning, after the Radio Address, the Press Office recommends taping a thirty-minute interview with Bob Schieffer for Sunday's Face the Nation. This will be our one great opportunity to reach a national television audience (General Powell will appear on several such shows).

Agree \_\_\_\_\_ Disagree \_\_\_\_\_ Discuss \_\_\_\_\_

**Interviews During Summit.** On Sunday, upon completion of your service activity at the Germantown Road clean-up event, the Press Office recommends taping two ten-minute interviews with the Today Show and Good Morning America. These would be taped on-site at Germantown Road (providing good action footage), and would air on the Monday morning shows.

Agree \_\_\_\_\_ Disagree \_\_\_\_\_ Discuss \_\_\_\_\_

**TALKING POINTS FOR SUMMIT FOR SERVICE INTERVIEWS**  
**Wednesday, April 23, 1997**

**A CALL TO RESTORE AN ETHIC OF CITIZENSHIP AND CIVIC RESPONSIBILITY**

- To make the forces of the 21st Century work for us, not against us, call on the nation to restore an ethic of citizenship and civic responsibility through service -- not as a form of charity or an alternative to government, but as an essential part of what it means to be an American. All sectors of society have a role to play. It is especially important, as we face a new century, to inspire young people to fulfill their obligation to give back to their communities. (This is why you are focussing on the fifth official goal of the Summit -- ensuring that all young people have an opportunity to give back through service.)
- By opening educational opportunities in new ways, give young people a renewed sense of hope about their future, and inspire communities to make the lives of their young people even stronger.
- Citizen service should be neither isolated nor random, but systematized throughout our society and expected of all Americans. Government -- and in particular AmeriCorps -- play an important role in achieving this goal.

**AMERICORPS**

- AmeriCorps is the example and embodiment of this vision. In the past three years, 50,000 young AmeriCorps participants have earned college assistance while serving their communities -- from rehabilitating housing to protecting our environment, from immunizing poor children to helping them learn to read. They get the opportunity to go to college in return for giving something back to their friends and neighbors.
- Evidence shows that service leads to more service: a typical AmeriCorps member trains or recruits a dozen or more volunteers. My hope is that they will continue to serve and inspire throughout their lives, helping to make service an important part of every young American's life.

**THE ADMINISTRATION'S COMMITMENT TO SERVICE**

- In preparation for the Summit, I have already designated 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; and launched 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.
- Federal agencies have made important commitments to service as well. For example, the

Department of the Navy has committed to tutor or mentor 700,000 young people. The office of the Drug Czar is working with community organizations to train 200,000 young people to be leaders in anti-drug efforts by the year 2000. Federal agencies have committed to expand from 1,500 to 2,000 the number of schools they have adopted or have partnerships with.

### **MEETING ALL FIVE GOALS OF THE SUMMIT**

- We have been strongly committed to meeting all of the five main goals of the Summit, ensuring that all young people have:
  - 1) Ongoing relationships with mentors and caring adults (FMLA and other efforts to strengthen families, America Reads and other AmeriCorps mentoring and tutoring efforts);
  - 2) Safe places to learn and grow (community policing, our drug strategy targeted at young people, Safe and Drug-Free Schools);
  - 3) A healthy start (our Child Health Initiative, expansion of Medicaid, new health care proposal for those between jobs and their families);
  - 4) marketable skills through education (America Reads, national education standards, HOPE Scholarships, connecting every classroom to the Internet, the G.I. Bill for Workers);
  - 5) An opportunity to give back through community service (AmeriCorps, National Service Scholarships, National Week of Service).
- While all are crucial, this weekend I will emphasize the fifth goal -- service as a way to bind us together as Americans -- a civic responsibility that can marshal both public and private energies and resources to meet the major challenges of the 21st Century.

### Key Message Opportunities/Speeches at Summit

The Scheduling Office has previously discussed with you your overall schedule of events during the two days that you will attend the Summit (a copy is attached). This schedule was built to support your overall message goals.

Your main speaking opportunities are as follows, and we plan to use them in the following ways (in order of importance of the opportunity):

#### **OPENING CEREMONY (Monday, April 27)**

You will be the concluding speaker at the opening ceremonies, held before an audience of 10,000 people at Independence Hall. Your remarks will be the chief opportunity to challenge the nation, especially young people, to serve their community and country, as described above. The remarks will include policy announcements, options for which are described in the memorandum from Bruce Reed (attached). They include:

- Interest-free loans for those who serve (Tony Campolo's idea);
- Expanding the police corps;
- Creating a teacher corps;
- Creating a child-care corps (as part of AmeriCorps).

Additional major ideas you have discussed (perhaps supplanting some of the above) include:

- New Pell Grant proposal;
- College mentor call to action (with new announcement of totals);
- Challenge business leaders to provide employees with time off to serve;
- Call on every state to follow Maryland's example, and require community service for high school graduation (this would go farther than your recent call in the 4/2 Radio Address).

In addition to the Mayland idea, Al From proposes several other steps in his memorandum: a) urge colleges to include community service as a criterion for admissions; b) call on every student who receives aid for college -- loans or scholarships, public or private -- to agree to a period of community service, not as a matter of law, but as a moral responsibility; c) to reinforce the last idea, convert your Hope Scholarship program to a "help" and Hope Scholarship program by requiring recipients to serve as well as maintain a B average, and d) call for a significant expansion of AmeriCorps and the Police Corps by the Year 2000.

The remarks will also point forward to the FDR Memorial Dedication later in the week, noting that FDR's genius was to inspire Americans to master their fate, serve their country and seize the future.

#### **OTHER REMARKS**



Saturday, April 25

*Radio address* -- The radio address will discuss the America Reads legislation, which you are sending to Congress, with a special focus on the role AmeriCorps has played in teaching literacy, and will continue to play under this initiative.

Sunday, April 26

*Kick-off rally* -- You will speak to several thousand volunteers to launch the clean-up of the Germantown neighborhood. Your remarks will be brief, will welcome the participants to the Presidents' Summit, and will stress your notion of service.

*Gala* -- You will make two sets of remarks at the gala, where you will present the President's Service Awards.

1) You will focus on the Summit's goal of ensuring that every young person has an older mentor. You will be accompanied by an AmeriCorps member, who will present the awards with you.

2) You will present awards to individuals and organizations who help young people engage in service -- the summit goal on which your remarks will focus.

Monday, April 27

*CEO lunch* -- You will thank the CEO's for their commitments to service, and urge them to continue those commitments, to encourage others like them to participate, and perhaps reprise your call to the private sector to give employees time off to serve.

*AmeriCorps event* -- You will visit with AmeriCorps members at a school, watch them as they tutor young people to read, and then speak to an assembly in the auditorium. You will underscore the theme of the major speech -- the obligation of every young person to serve, and our duty to help young people have that opportunity -- and stress AmeriCorps as the most vivid example of your approach to service.

*Break-out session* -- If you decide to attend a break-out session, you will interact with the members of the session, who represent community groups.

We will be coordinating your speaking roles with those of the First Lady, the Vice President and Mrs. Gore to ensure that all the principals' remarks reinforce the same core messages.

**SCHEDULE OF THE PRESIDENT  
FOR  
SUNDAY, APRIL 27, 1997**

8:20 am                   **THE PRESIDENT** and the First Lady proceed to the South Lawn

8:25 am                   **THE PRESIDENT** and the First Lady departs the White House via motorcade en route Andrews Air Force Base  
[drive time: 25 minutes]

8:50 am                   **THE PRESIDENT** and the First Lady arrive Andrews Air Force Base

9:05 am                   **THE PRESIDENT** and the First Lady depart Andrews Air Force Base via Air Force One en route Philadelphia International Airport, Philadelphia, Pennsylvania  
[flight time: 40 minutes]

9:45 am                   **THE PRESIDENT** and the First Lady arrive Philadelphia International Airport, Philadelphia, Pennsylvania  
**OPEN PRESS**  
**PUBLIC TBD**

                                  Greeters:

10:00 am                   **THE PRESIDENT** and the First Lady depart Philadelphia International Airport via motorcade en route Marcus Foster Stadium  
[drive time: 35 minutes]

10:35 am                   **THE PRESIDENT** and the First Lady arrive Marcus Foster Stadium

10:45 am-  
11:15 am                   **DAY OF COMMITMENT KICK-OFF**  
**MARCUS FOSTER STADIUM**  
Remarks:  
Staff Contact: Bruce Reed, Steve Silverman  
Event Coordinator: Aviva Steinberg  
**OPEN PRESS**

11:20 am                   **THE PRESIDENT** and the First Lady depart Marcus Foster Stadium on foot en route site tba  
[walk time: 15 minutes]

11:35 am                   **THE PRESIDENT** and the First Lady arrive site tba

11:40 am-  
12:40 pm

**GERMANTOWN AVENUE CLEAN-UP**  
SITE TBA  
Staff Contact: Bruce Reed, Steve Silverman  
Event Coordinator: Aviva Steinberg  
**PRESS TBD**

12:45 pm-  
1:00 pm

**BRIEFING**  
SITE TBA  
Staff Contact: Michael McCurry

1:05 pm (T)  
1:10 pm

**INTERVIEW WITH KATIE COURIC FOR "THE TODAY SHOW"**  
SITE TBA  
Staff Contact: Michael McCurry  
**CLOSED PRESS**

1:15 pm (T)  
1:20 pm

**INTERVIEW FOR "GOOD MORNING AMERICA"**  
SITE TBA  
Staff Contact: Michael McCurry  
**CLOSED PRESS**

1:30 pm-  
7:30 pm

**DOWN TIME**  
SITE TBA

**OPTION:**  
3:30 pm-  
4:30 pm

(T)

**INTERFAITH SERVICE**  
MOTHER BETHEL AME CHURCH  
**PRESS TBD**

7:35 pm

**THE PRESIDENT** and the First Lady depart Wyndham Hotel via motorcade en route the Convention Center  
[drive time: 15 minutes]

7:50 pm

**THE PRESIDENT** and the First Lady arrive the Convention Center

Greeters:

8:00 pm-  
10:00 pm

**CELEBRATION OF SERVICE AND PRESENTATION OF THE PRESIDENT'S SERVICE AWARDS**  
EXHIBIT HALL A  
Convention Center  
Staff Contact: Bruce Reed, Steve Silverman  
Event Coordinator: Aviva Steinberg  
**OPEN PRESS**

9:40 pm

**THE PRESIDENT** and the First Lady depart the Convention Center  
via motorcade en route Wyndham Hotel  
[drive time: 15 minutes]

9:55 pm

**THE PRESIDENT** and the First Lady arrive Wyndham Hotel

**BC AND HRC RON**

**THE WYNDHAM HOTEL  
PHILADELPHIA, PA**

**SCHEDULE OF THE PRESIDENT  
FOR  
MONDAY, APRIL 28, 1997**

tba	<b>THE PRESIDENT</b> and the First Lady depart hotel tba via motorcade en route Independence National Historical Park [drive time:     ]
tba	<b>THE PRESIDENT</b> and the First Lady arrive Independence National Historical Park
9:30 am- 11:00 am	<b>OPENING CEREMONY INDEPENDENCE NATIONAL HISTORICAL PARK</b> Remarks: Staff Contact: Bruce Reed, Steve Silverman Event Coordinator: Aviva Steinberg <b>OPEN PRESS</b>
11:05 am	<b>THE PRESIDENT</b> and the First Lady depart Independence National Historical Park via motorcade en route site tba [drive time: 5 minutes]
11:10 am	<b>THE PRESIDENT</b> and the First Lady arrive site tba
11:15 am- 12:30 pm	<b>DOWN TIME/LUNCH SITE TBA</b>
12:35 pm	<b>THE PRESIDENT</b> and the First Lady depart site tba via motorcade en route Benjamin Franklin Hotel [drive time: 5 minutes]
12:40 pm	<b>THE PRESIDENT</b> and the First Lady arrive Benjamin Franklin Hotel
12:45 pm- 1:15 pm	<b>LUNCH WITH CEOS BALLROOM</b> Benjamin Franklin Hotel Staff Contact: Bruce Reed Event Coordinator: Aviva Steinberg <b>PRESS TBD</b>
1:20 pm	<b>THE PRESIDENT</b> and the First Lady depart Benjamin Franklin Hotel via motorcade en route site tba [drive time: 5 minutes]

1:25 pm

**THE PRESIDENT** and the First Lady arrive site tba

1:30 pm-  
2:30 pm

**AMERICORPS EVENT**

SITE TBA

Remarks:

Staff Contact: Bruce Reed, Steve Silverman

Event Coordinator: Aviva Steinberg

**PRESS TBD**

tba

**THE PRESIDENT** and the First Lady depart site tba via motorcade en route Philadelphia International Airport  
[drive time: ]

tba

**THE PRESIDENT** and the First Lady arrive Philadelphia International Airport

tba

**THE PRESIDENT** and the First Lady depart Philadelphia International Airport, Philadelphia, Pennsylvania via Air Force One en route Andrews Air Force Base  
[flight time: 45 minutes]

tba

**THE PRESIDENT** and the First Lady arrive Andrews Air Force Base

tba

**THE PRESIDENT** and the First Lady depart Andrews Air Force Base via motorcade en route the White House  
[drive time: 25 minutes]

tba

**THE PRESIDENT** and the First Lady arrive the White House

**DOWN FOR THE DAY AND EVENING**

**BC AND HRC RON**

**THE WHITE HOUSE**

**Scheduling Issues Still To Be Decided**

The following events could be added to your schedule for the Summit weekend:

**Interfaith Youth Service.** Added to the schedule for 3:30-4:30 pm Sunday afternoon, at the historical Mother Bethel AME Church, near Germantown Road. Other than welcoming remarks from the church's pastor, the entire service will be conducted by youths from various faiths and ethnicities. There is no speaking role requested for you. Public Liaison has been working with Summit organizers to plan this service and recommends strongly that you attend.

Agree \_\_\_\_\_ Disagree \_\_\_\_\_ Discuss \_\_\_\_\_

**Community and State Delegation Working Sessions.** Following the Summit's opening ceremony on Monday, the community and state delegations will hold afternoon break-out sessions at the Convention Center to develop working plans for their communities. Organizers had requested that you not attend these sessions to keep them low-key, but they have now changed their minds. There is no speaking program; you would merely join working-group roundtables to hear about efforts at the local level. We recommend that you attend one of the fourteen sessions.

Agree \_\_\_\_\_ Disagree \_\_\_\_\_ Discuss \_\_\_\_\_

THE WHITE HOUSE  
WASHINGTON

April 23, 1997

**MEMORANDUM FOR THE PRESIDENT**

**FROM:** Bruce Reed

**SUBJECT:** Potential Policy Announcements for the Summit

The following are potential policy announcements you could make at the upcoming Summit on service and in the radio address on Saturday.

**RADIO ADDRESS**

You will announce that we are sending our America Reads legislation to the Hill, and use that opportunity to emphasize AmeriCorps' role in America Reads. You can also talk about your vision of the Summit and highlight America Reads as a great example of meeting the Summit's challenge on volunteering, tutoring, and literacy. In addition, you can announce that Federal agencies are making a "commitment" to the Summit that they will expand the number of schools that they have adopted or established partnerships with from approximately 1,500 schools to 2,000 schools by the year 2000. Working through partnerships established by their agencies, Federal employees tutor, purchase equipment, and hold career days.

**MONDAY SPEECH AT SUMMIT**

When you laid out your original vision of national service back in 1992, you set forth two fundamental principles that captured the public imagination: first, that all young Americans willing to give something back should have the chance to get help for college; and second, that we should challenge those young people to help solve our toughest problems, "as teachers, police officers, child care workers -- doing work our country desperately needs," as you said in the first Georgetown speech.

AmeriCorps, though still a well-kept secret, has gone a long way toward realizing your overall ideal of citizen service. But for budgetary and partisan political reasons, it will not become universal anytime soon, and because of its decentralized structure, AmeriCorps has not succeeded in marshaling a nation-wide effort to target a compelling national problem like education or crime.

Your speech in Philadelphia is a chance to breathe new life into that original ideal. We can't escape the budgetary constraints, but we can give more young people an incentive to serve, and most important, we can set forth a clear national mission of the problems we need them to solve. The following proposal are designed with that in mind.



### **1. Interest-free Year of Service**

As you know, Rev. Tony Campolo has urged you to make it easier for college students and recent graduates to take a year off for service. Thanks to your income-contingent loan program and to earlier changes allowing loan deferments for service, students can already take advantage of reduced loan payments if they take low-paying service jobs, and can take time off for service without having to begin repayment of their loans. Your FY98 budget also includes a proposal to encourage service by no longer treating loan forgiveness as taxable income, so that students who universities forgive their loans will no longer have to pay taxes on it.

The only remaining barrier is the interest that accumulates on unsubsidized loans during the period of service. The cost of having the Federal government pay that interest is minimal -- \$7 million over 5 years. This is an inexpensive proposal, and the typical benefit is not enormous, but it would make this policy universal, and it would allow any young person to take time off to serve without increasing his or her debt burden. The Education Department has expressed some concerns about this.

### **2. Police Corps**

You can announce \$20 million in grants to 17 states for the Police Corps program. The Police Corps was created in your 1994 Crime Bill to increase the number of community police officers with advanced education and training, and was one of your pledges during the 1992 presidential campaign.

The Police Corps offers educational assistance to qualified college students who commit to enter the police after graduation and serve in the force for at least four years. Students accepted into the Police Corps receive up to \$7,500 in educational assistance for up to four years of undergraduate study. In addition, Corps recruits receive 16 weeks of rigorous training to help make them effective community police officers. As an incentive to police departments to take recruits, state and local law enforcement agencies receive cash assistance for employing Police Corps officers -- \$10,000 per participant for each year of the recruit's service.

This announcement nearly triples the number of states that will receive Police Corps funds, from 6 to 17 states, and is double the funding appropriated in FY 1996 for the program. It will fund about 650 recruits. Your FY 1998 budget contains \$20 million in funding for Police Corps.

### **3. Teacher Corps**

We believe your Summit speech should include a ringing call to service for young people to teach in inner cities. Nothing would do more to breathe new life into the ethic of service than to enlist young Americans in a national effort to transform inner-city schools that are crying out for their energy, idealism, and talent.

One way to do this would be to announce the proposal described below, which provides \$400 million over four years in incentives for approximately 48,000 new teachers. If this seems too costly to propose in the current budget environment, it could be ramped up more slowly at about

half the cost and impact. You could also propose a more modest expansion of AmeriCorps' support for Teach for America, as long as we also address quality concerns about that program. Alternatively, your speech could simply include a strong call to young people to take up the challenge of teaching in inner cities without proposing a new initiative to provide federal support. Such an initiative could still be included in the Administration's Higher Education Act proposal, which will be transmitted this summer.

Over the next decade, the nation will need to hire some 2.3 million teachers. Of these, approximately 15%, or 345,000 (approximately 35,000 per year), will be hired in central cities, in schools with large concentrations of low income students. An additional 207,000 (approximately 20,000 per year) will be needed in isolated, and often poor, rural areas. These types of communities face the greatest difficulties in attracting and retaining qualified teachers. Urban areas in particular receive significantly fewer applications for positions than neighboring suburban districts, and attrition rates in urban areas can often reach 30% to 50% in the first five years. They are therefore most likely to fill classroom vacancies with teachers who lack preparation, don't meet licensure requirements, or who are teaching outside their field. As a result, the students in these communities -- who need the *most* qualified teachers in order to meet higher academic standards -- often get exactly the opposite in the classroom.

We propose a new national effort to help attract and retain teachers in high poverty central city and rural schools. This new initiative would be a part of the Administration's proposal for the reauthorization of Title V of the Higher Education Act. The basic framework for this initiative could be announced at the summit, while many of the details could be further developed by the Education Department over the coming months.

This initiative would provide competitive grants to 100 local partnerships involving urban or rural school districts and institutions of higher education, to be used to provide incentives for individuals to prepare to teach, and to remain, in underserved schools. These would include 2-3 year fellowships for undergraduate students (including for a "5th year" program that provides intensive and sustained classroom experience for undergraduates after they have acquired a strong liberal arts background); one-year graduate fellowships for post-baccalaureate students, including recent liberal arts graduate and mid-career professionals seeking to enter teaching; stipends for teachers' aides and other education paraprofessionals seeking to move up a career ladder into full teaching positions; and 1-2 year "residencies" for beginning teachers that would provide a lighter teaching load coupled with additional time for class preparation, being coached or mentored, or working in other ways with more experienced teachers.

The incentives would range from fellowships that cover tuition and fees (which average \$3,500 at undergraduate public institutions) to forgivable loans to salary supplements for beginning teachers. Successful competitors would have to demonstrate that they have a high quality teacher preparation program, and that the program fits into a comprehensive, thoughtful strategy for recruiting and retaining teachers.

The Education Department proposes to fund this initiative at \$100 million a year for five years, beginning with the FY1999 budget. The Education Department estimates that this initiative will help attract and retain at least 48,000 teachers into high poverty central city and rural schools. This is approximately 17% of the estimated need in those communities. This is not an issue for this year's appropriations battles, and we have not tried to identify a specific offset. However, it will compete with your other discretionary priorities in the out-years. If you wish to proceed, we will work with OMB to determine what funding level we can commit to right now, recognizing that the parameters of NDD spending may change before we submit the FY99 budget.

We are also exploring ways to link this initiative to AmeriCorps, which already provides scholarships (but no stipends) to 1,000 teachers in Teach for America. As you know, Teach for America has been fairly successful in capturing the imagination of the public and of college students, but to this point has not provided the preparation and support those new teachers need to succeed in the classroom and remain in the profession. We could use existing scholarship funds to expand AmeriCorps' commitment to Teach for America, but we should also look for ways to make sure that preparation needs are addressed.

#### 4. Child Care Corps

You could also announce that you will expand AmeriCorps to include a new child care corps. The child care field has great difficulty attracting and retaining qualified workers, especially well-educated and trained workers who can go on to become leaders in the field. Your recent conference on early learning was the latest confirmation that it is critical to increase the quality of child care. Yet very few of our most talented young people enter this field.

The program would offer AmeriCorps scholarships to individuals who agree to work in child care in low-income areas for two years. It would be open both to those currently working in the field and to those seeking to enter. Members of the corps would not get a stipend from AmeriCorps, but a scholarship of \$4,725 a year for two years, which could be used either to repay existing student loans or to pay for further education. Some of these scholarships could be earmarked to help people leaving welfare to get college training to become child care workers.

The Corporation for National Service estimates that it could support a corps of 2,000 people a year without any increase in their budget or permission from Congress, as long as these individuals get only scholarships and not stipends as well. Under pressure from members of Congress to reduce the cost of an AmeriCorps member, the Corporation has begun to emphasize these "scholarship only" awards, and its scholarship trust fund has excess funds.

Non-profit groups would apply to become part of this program, and would have to demonstrate that they could offer participants high-quality training and mentoring during their two years of service, including development of management and leadership skills. In addition, corporations could sponsor members by paying for their salaries, and universities that specialize in early childhood education could match our scholarships.

**5. Mentoring/Tutoring 1 Million Kids**

In preparation for the Summit, Federal agencies have joined their counterparts in the private and non-profit sectors by making public "commitments" to the goals of the Summit. Agencies have identified over 40 initiatives where they will work with partners in the volunteer or service sectors to mentor and tutor kids, expand afterschool programs, and offer young people opportunities to serve. We are trying to determine whether these commitments add up to an additional 1 million kids being mentored or tutored as a result of Federal government efforts.

**FIRST LADY SPEECH AT CLOSING CEREMONY**

The First Lady will represent the Administration at the closing ceremony on Tuesday. We are exploring the option that she could announce Kaiser Permanente's commitment of \$100 million over the next five years to provide health coverage to 50,000 children in California.

### **Administration Efforts to Prepare for Summit**

In the past several weeks, the entire Administration has left a significant footprint on the issue of service. In addition to your efforts, (i.e. your Radio Address on service, Net Day, etc.) Mrs. Clinton, the Vice President, Mrs. Gore, members of the Cabinet, Harris Wofford, Mark Gearan, Henry Cisneros, and Lynda Robb have aggressively amplified your role in the Summit and your vision of service.

### **Principals' Activity**

The First Lady has played an instrumental role in bringing attention to the upcoming Summit. She participated in the Summit Kick-Off Teleconference in early April, she did an event in New York City with AmeriCorps volunteers, and on Monday she did a Learn and Serve event at a DC school.

The Vice President promoted your vision of service in during Net Day and Earth Day. Mrs. Gore will join Secretary Glickman on Sunday in a gleaning event after the Taste of Philadelphia.

### **Cabinet and Other Administration officials**

The members of your Cabinet have conducted extensive interviews in preparation for the Summit. Specifically, Administrator Browner and Secretaries Shalala, Glickman and Riley have all done satellite interviews into local media markets from the Summit headquarters in Alexandria.

During National Service and Volunteer Week the Cabinet participated in an extensive rollout. OPM Director Jim King, Attorney General Janet Reno, and Secretary Rodney Slater participated in events with AmeriCorps volunteers. Deputy Interior Secretary John Garamendi participated in a press conference in Denver with Governor Romer and others to promote the upcoming Summit and SBA Administrator Aida Alvarez hosted an event lauding the work of SBA's SCORE volunteers. In addition, we circulated to the rest of the Cabinet and other appointees talking points on national service that they have been encouraged to incorporate into their daily speeches.

Bruce Reed, Harris Wofford, and Henry Cisneros, in an effort coordinated by the press office, conducted interviews with the tongs of the White House press corps. Additionally, over the next few days the Cabinet and Sub-cabinet will give interviews with local radio and print reporters throughout the country.

The agencies have also made commitments for enhanced service which will be highlighted in Philadelphia. For example, Donna Shalala traveled to Philadelphia today to announce a partnership between HHS' Girl Power! and Nike's PLAYCORPS (modeled after AmeriCorps) to identify and train 1,000 college students by 1998, to coach at-risk children in

city youth leagues, specifically targeting girls' participation in sports.

On Saturday, April 26, White House staff will participate in *Christmas in April* to help rebuild a home of a 79-year-old woman, who lives in Northeast D.C. Cabinet members may drop by to lend their support.

### **Summit Activity**

In addition to your schedule, Mrs. Clinton's, and the Gore's extensive schedule, members of the Cabinet will play a vital role in Summit activities. 15 Cabinet members will join you Monday morning at Independence Plaza and participate in the VIP Luncheon..

The Cabinet will make remarks at various plenary sessions. Andrew Cuomo, Donna Shalala, Janet Reno, Dan Glickman, Barry McCaffrey, Dick Riley, Federico Peña and Mark Gearan are all scheduled to speak and serve on panel discussions at the Summit. Others (Rodney Slater, Aida Alvarez) will be visiting the community breakout sessions to positively impact the community plans that are being developed. Additionally, 40 Sub-cabinet officials will participate in these breakout sessions to demonstrate the government's partnership in these issues.

We are working to develop an intensive regional press schedule for Monday and Tuesday for the cabinet who are traveling to Philadelphia. Each Cabinet Secretary who will be in Philadelphia has scheduled satellite TV and radio interviews and is expected to spend structured time in the Media Center with the expected 2,000 journalists who will be on hand to cover the Summit.

A Cabinet conference call, chaired by Sylvia Mathews, is scheduled for Thursday to focus the Cabinet's attention on your key service themes. A similar call is scheduled for Friday for the Sub-cabinet appointees who will be attending the Summit as well. In addition, we continue to conduct a daily conference call with agency communications and scheduling staff to review logistics and message for the Philadelphia Summit.

### Administration and AmeriCorps Involvement in Summit


After much negotiation, your administration will be well-represented at the Summit itself:

- **Hand-picked delegates.** You have invited 120 leading service providers to participate as observer-delegates (names were provided by Public Liaison, Political, Intergovernmental, Legislative Affairs and the First Lady's Office).
- **Cabinet.** The Cabinet will play a leading role at plenary and break-out sessions, articulating your vision of service and building up AmeriCorps (including Reno, Shalala, Cuomo and Riley). Each Cabinet Secretary who will be in Philadelphia has scheduled satellite TV and Radio interviews.
- **Sub-Cabinet.** Forty members of the sub-Cabinet will sit with community leaders at break-out sessions to help develop community service plans.
- **Democratic governors and officials.** We have ensured that the program includes Democratic governors and other officials who will carry your message.
- **AmeriCorps.** In addition to your own AmeriCorps event and Mrs. Clinton's visit to the AmeriCorps rally, AmeriCorps volunteers will have a strong presence at the Summit itself -- standing with you during the kick-off rally and during the presentation of the President's Service Awards, and working with you to clean up Germantown Avenue on Sunday (we expect that you will wear an AmeriCorps jacket during the clean-up). Also, the very first AmeriCorps alumni meeting will take place on Saturday in Philadelphia, with hundreds of alumni developing a plan for future service.

Service  
Summit -  
~~\_\_\_\_\_~~

Diana Fortuna 04/24/97 07:44:00 PM

Record Type: Record

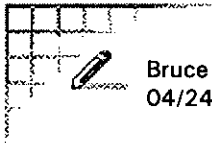
To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP, Jonathan Prince/WHO/EOP, Michael Cohen/OPD/EOP  
bcc:  
Subject: Re: one more time on Teach for America 

They do not appear to be invited to the Summit, or to have asked to come. We could invite Wendy Kopp ourselves if you want.

They didn't have any teachers in Phila. in 1994, but I am trying to find out if that has changed.

By the way, Teach for America has a special deal with AmeriCorps -- the Corporation pays them \$2,000 a head in general support, beyond the scholarship. Their general policy on scholarship- only awards is to pay no more than \$1,000 a head.

Bruce N. Reed

 Bruce N. Reed  
04/24/97 05:54:50 PM

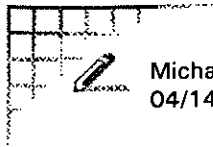
Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Elena Kagan/OPD/EOP, Jonathan Prince/WHO/EOP, Michael Cohen/OPD/EOP  
Subject: Re: one more time on Teach for America 

Will anyone from Teach for America be there in Philadelphia?  
Are there any Teach for America teachers in Philly?



Service  
Summit



Michael Cohen  
04/14/97 02:42:50 PM

Record Type: Record

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

cc:

Subject: Follow-up

1. The "Civil Education" story in this morning's NYTimes : Diana will be getting you some more detail on this; this was the Jeremy Rifkin initiative that was offered to us as a WH event and we turned down. There was a press conference today announcing this partnership.

2. Agular v. Felton: Riley has an appropriations hearing tomorrow, and will not be taking any initiative to get into this story, though his office expects phone calls. Kevin Sullivan will be faxing us Q's and A's and talking points; he was hoping McCurry would take this up during his press briefing and claim some credit for POTUS on religious freedom. However, I suspect that will be unlikely given the trip/events planned for tomorrow. Do you agree? //

Service  
Summit

Diana Fortuna 04/14/97 02:43:48 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP, Michael Cohen/OPD/EOP, William R. Kincaid/OPD/EOP

cc:  
Subject: Story in NY Times today on partnering/service-learning

The story on the service-learning announcement in today's NYTimes is the Jeremy Rifkin "partnering" initiative that Harris pitched to us to do here, and we said no thanks to, FYI. It came out better (i.e., more comprehensible to the average reader) than I expected...wonder if we made a mistake in passing it up, although we weighed in on pretty much the same subject in the radio address.

----- Forwarded by Diana Fortuna/OPD/EOP on 04/14/97 02:48 PM -----

Diana Fortuna 03/21/97 12:46:52 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Michael Cohen/OPD/EOP, William R. Kincaid/OPD/EOP

cc: Elena Kagan/OPD/EOP  
Subject: Partnering Initiative

One idea for a pre-summit event that Harris & co. are very pumped up about strikes me as somewhat dull -- but I wanted to check it out with you.

It's called the "Partnering Initiative." In a nutshell, I think the news here is that a bunch of education groups are endorsing the concept of service-learning in schools for the first time. So it's big news in the service world, but it doesn't strike me as event material.

Groups signing on include the Foundation on Economic Trends, NEA, PTA, AFT, Council on Chief State School Officers, and National Association of Secondary School Principals. I'm not sure what this means, but Jeremy Rifkin is very involved. They actually plan to announce this at the National Press Club on April 14, but would be flexible on dates, venue for a WH event.

The only hook they have to offer is that this is some kind of call to action on service in schools. We could certainly search for a better hook if you like this idea.

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. letter	Phil Caplan to President William J. Clinton re: appointments (1 page)	03/25/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### 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 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]

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001b. memo	Bruce Reed et al. to President William J. Clinton re: Names for Consideration (1 page)	03/24/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### 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)]

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- 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]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001c. list	Re: Proposed Board of Directors (1 page)	ca. 03/24/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### 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]
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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.

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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001d. chart	Re: Possible Additional Submissions on Task Force Membership (1 page)	ca. 03/24/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### RESTRICTION CODES

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

- P1 National Security Classified Information [(a)(1) of the PRA]
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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.

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# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001e. list	Re: Proposed Task Force Leadership (5 pages)	ca. 03/24/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F

kh564

### RESTRICTION CODES

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

- P1 National Security Classified Information [(a)(1) of the PRA]
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- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Service  
Summit

Diana Fortuna 04/11/97 06:00:55  
PIM

Record Type: Record

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

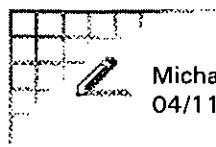
cc: Thomas L. Freedman/OPD/EOP, Jonathan Prince/WHO/EOP, Michael Cohen/OPD/EOP

Subject: Galston

Just hooked up with him to get his advice on summit speech. He said he thought we are being way too timid in general these days, saying "what have we got to lose," and pointed to the radio address not calling for the Maryland graduate requirement to go nation-wide as an example. He said that, instead of searching for another minor executive action for the summit speech, we should consider building on and expanding something big that we have already announced -- i.e., talking about next steps on America Reads, which is in danger of disappearing from public view.



Service  
summit



Michael Cohen  
04/11/97 10:59:14 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Riley and Service Summit

Terry Peterson called me this morning to follow up Riley's conversation with you regarding the Summit. It case it wasn't clear, at least one part of Riley's message was that he thinks it is very important that he be at the summit, since there will be such a major emphasis on reading tutors. (When he finds out that he's also spending \$ on incentives for teaching, he'll be even more convinced that he should be there.) I think he's right, though I don't have enough of an understanding of the summit structure to know what he would do if he went.

Have any decisions been made on Cabinet participation? Anything I should pass on to Terry?

On a related matter, I sent Mike Smith a detailed e-mail yesterday, following up your conversation with him, that reviewed the issues we discussed Wednesday evening, told him about the Monday meeting, and asked him to come with some options/ideas. I haven't heard back from him yet, but will follow up later today.

Service  
summit

**Cathy R. Mays** 04/11/97 01:57:15 PM

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Record Type: Record

To: See the distribution list at the bottom of this message

cc: Jill M. Pizzuto/OMB/EOP, Melissa Green/OPD/EOP, Laura Emmett/WHO/EOP

Subject: Education Meeting

Instead of the regular weekly Education Strategy Meeting for Monday, April 14, we will be having a more focused meeting to discuss a possible initiative to provide incentives for people to go into teaching, to be announced at the Service Summit.

The time/location are the same: 4:30 p.m. in Bruce Reed's office.

Message Sent To:

---

~~Elena Kagan/OPD/EOP~~  
~~Diana Fortuna/OPD/EOP~~  
~~Jonathan Prince/WHO/EOP~~  
Thomas L. Freedman/OPD/EOP  
Gene B. Sperling/OPD/EOP  
Robert M. Shireman/OPD/EOP  
Kenneth S. Apfel/OMB/EOP  
Barry White/OMB/EOP  
William R. Kincaid/OPD/EOP  
Michael Cohen/OPD/EOP

Service  
Summit



Cynthia A. Rice

04/07/97 08:52:16 AM

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: loan forgiveness proposal--possible Summit idea?

Diana -- The President's budget contains a tax provision (see below) which would promote service programs for recent college/professional school graduates. We've thought about using it in the Zero to Three conference as an initiative to encourage people to become child care providers -- but if we don't, it may be useful for the Summit.

----- Forwarded by Cynthia A. Rice/OPD/EOP on 04/07/97 08:46 AM -----



MAZUR M @ A1  
04/03/97 04:03:00 PM

Record Type: Record

To: Pauline M. Abernathy, Cynthia A. Rice, Elena Kagan, Jennifer L. Klein  
cc:  
Subject: loan forgiveness proposal

Folks,  
In the FY 1998 Budget, there is a tax provision that would exempt from individual income tax the amount of income attributed to forgiveness of student loan amounts by educational institutions and charitable organizations. This favorable tax treatment would be provided where the loan forgiveness was premised on the former student going to work in certain professions for a broad class of employers. The basic idea is to provide a tax subsidy to students who wind up working for certain employers in generally lower-paid positions. For example, Stanford Law School provides partial or total loan forgiveness for students who work in public service positions such as Legal Aid. And I believe the Heinz School of Public Affairs offers similar loan forgiveness for students who work in lower-paid public sector positions.

The legislative language for this provision is so broad that almost any child care related activity could qualify, so long as the educational institution or a charitable organization is making the loan and then forgiving it under specified circumstances. So, for example, a university could forgive loans for those who go into training day care providers or providing day care themselves. Or a charity could make loans to students and then forgive them if the student becomes a pre-school teacher. In either case, the student would not have to report the loan forgiveness as taxable income under this proposal.

This is not a big deal, but it seems related to the overall theme. And, it's in the budget and could be trotted out at the conference. At worst, it's just another bullseye.

Service  
Summit

**TALKING POINTS ON THE PRESIDENTS' SUMMIT FOR SERVICE AND THE  
CLINTON'S ADMINISTRATION'S COMMITMENT TO CITIZEN SERVICE**  
Thursday, April 10, 1997

*"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 immunizing poor children 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 and 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 14-20), 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.)

### Potential Summit-Related Announcements

Opportunities for Young People to Serve -- We could announce a major expansion of opportunities for young people to serve their communities. These could include youth academies for anti-drug education (CADCA commitment), police academies (?), volunteers on public lands, FEMA, Veterans' Administration, USDA gleaning, urban conservation corps. (How to work in expansion of AmeriCorps, National Civilian Community Corps, Learn and Serve?)

Afterschool Programs -- We would commit to double (?) the number of children served in afterschool programs by the year 2000, working in partnership with local communities and nonprofit groups. Programs could emphasize tutoring for younger children and structured activities and service for youths. Federal agencies would provide technical assistance, sites, coordination, and our legislative proposal for Communities in Schools.

America Reads -- Summit commitments will enable us to announce that we have met some or all of our 1 million volunteer tutors goal.

Welfare to Work -- We would commit to nation-wide expansion of the Texas Pathfinders program, which pairs welfare families with volunteers from civic associations in order to help the transition from welfare to work. (VP)

Military Commitment -- Defense will make a major commitment to the Summit. The Navy and Marine Corps, for example, will commit to tutoring and mentoring that will reach 600,000 through the year 2000.

Adopt a School/Federal Employee Volunteering -- We can announce that we will create more partnerships between Federal agencies and schools (there are now about 1,500). We can also issue a Presidential directive to agencies directing them to allow flexibility wherever possible to allow Federal employees to volunteer during the work day.

Various agency commitments -- Agencies will make a variety of smaller commitments that do not fit into the categories above.

*Bruce Summit*

Diana Fortuna 04/08/97 07:55:08 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Thomas L. Freedman/OPD/EOP, Jonathan Prince/WHO/EOP  
Subject: Ben Barber discussion today on Summit speech idea

Here is a more coherent description of today's conference call on the big Summit speech, with Prof. Benjamin Barber of Rutgers, Baer, Waldman, Ann Lewis, and me today. It didn't particularly lead anywhere. Barber kept saying that we have to hit big citizenship themes, and avoid falling into the trap of just making Summit commitment announcements like everyone else.

Don hearkened back to the original goal of AmeriCorps -- to provide a common experience of service for all young people, as a rite of initiation to adulthood as the military once was. He was playing with the idea of a general call to service for all young people. Given the difficulty of expanding AmeriCorps, people wondered whether we could expand Learn and Serve, the Corporation's program for school age kids, but that seemed a bit lame.

We could see how many new service opportunities we could provide for young people -- CADCA's commitment to train 200,000 young people to be "leaders" in anti-drug stuff; more and different academies, like police; give them to Joel Berg/USDA to volunteer on public lands/environment or do gleaning. We'll discuss further at our meeting tomorrow afternoon.



*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  
Summary*

## Fact Sheet for Radio Address -- Draft

### **National Week of Service**

Today the President is designating a new national week of service (April 13-19). The President is asking AmeriCorps alumni and returned Peace Corps volunteers to engage young people in service across the country. AmeriCorps and the Peace Corps will organize activities in more than 15 states and in hundreds of communities, with 3,000 to 4,000 youth newly engaged in service during the week. These efforts will build on the existing National Volunteer Week and National Youth Service Day (April 15), which are a public-private partnership between the Corporation for National Service, the entire national service network, and community volunteers, including the Points of Light Foundation, Youth Service America, the US Chamber of Commerce, the US Conference of Mayors, Big Brothers/Big Sisters of America, and many others. During the week, as many as 2 million young people will participate in 3,000 events across the country.

### **Maryland and High School Service**

The Maryland high school and middle school students at the White House today (see attached list) are actively engaged in service. Their community service and service learning activities include tutoring, mentoring, assisting in food and clothing drives, and many other activities. Maryland is the only state in the nation with a state-wide service learning graduation requirement, but many school districts and private schools throughout the nation include service learning as an element of effective education. Maryland Lt. Governor Kathleen Kennedy Townsend spearheaded the idea in Maryland and founded the organization that oversees this requirement throughout the state.

### **The National Service Scholars Program**

Today the President announced the launching of his National Service Scholars program -- an opportunity for schools and communities to recognize young people for outstanding volunteer service while helping them continue their education with a \$1,000 scholarship. The Corporation for National Service is offering a matching \$500 scholarship for one high school junior or senior selected by each principal. Already a host of civic volunteer organizations -- including the Veterans of Foreign Wars, Moose International, Lions Clubs, and the U.S. Jaycees among others -- have accepted the President's challenge to work with their local chapters to provide matching funds for these scholarships. These organizations will work with high schools to identify one student in each high school doing outstanding community service. Applications went out to high school principals two weeks ago. For 1997, at least \$3 million in matching funds is available, and the President's budget includes funds to make this program nation-wide next year.

### **Benefits of Service Learning Programs**

A new study by Brandeis University and Abt Associates for the Corporation for

National Service shows that well-designed, fully-implemented service learning programs improve learning, strengthen civic attitudes, and promote service activities. Students who participate in these school programs actually get better grades in math, science, and social studies. They also become better citizens -- more aware of the needs in their community and more personally and socially responsible. This report is the first national study to show significant gains in academic achievement by high school and middle school students as a result of service learning programs. The study evaluated 1,000 students in programs in 17 sites across the country during the 1995-96 school year. Service-learning combines meaningful service activities with formal educational curriculum and structured time for students to reflect on their service experiences.

#### **Commitment to Summit by Education Associations**

Today the President is announcing that the National Association of Secondary School Principals, representing more than 40,000 school administrators, has responded to the Summit's call to action by pledging to introduce service learning to more than 2 million students, bringing the service ethic and opportunity to young people through the National Association of Student Councils, the National Honor Society/National Junior Honor Society; and the new American Technology Honor Society. In addition, the Council of Chief State School Officers has already made a commitment to the Summit that they will increase the number of states that use and support service learning to 25 states by the year 2000.

#### **Presidents' Summit for America's Future**

The Summit, which will be held in Philadelphia on April 27-29, was first announced at the White House this January. The President and former President Bush are honorary co-chairs of the Summit, with Gen. Colin Powell the General Chairman and Henry Cisneros and Lynda Robb the vice-chairs. The Summit is an opportunity for all Americans to answer a call to action through citizen service. The goal is to provide all children and youth with the five fundamental resources they need: an ongoing relationship with a caring adult, safe places and structured activities, a healthy start, a marketable skill through effective education, and an opportunity for young people to give back through community service. Delegations from 140 communities and 50 states will develop plans to help make this a reality.

Standing with the President today will be four students from Maryland:

Sheri Booker, a 15-year-old freshman at Baltimore City College High School, who resides in Baltimore. She has read stories to the elderly, assisted with canned food and clothing drives, helped people with their taxes, and made kits and school supplies for students in Africa.

Scott Leary, an 18-year-old senior at South River High School, who resides in Riva, MD. He has been involved in school beautification efforts, toy drives for needy families at Christmas, and educated other students about service learning.

Kristi Martin, an 18-year-old senior at Severna Park High School, resides in Severna Park, MD. Diagnosed as gifted and dyslexic in the third grade, she feels a debt of gratitude toward those who have helped her and toward her community, which has led to to mentor other learning disabled students.

Katie Elfasser, a 13-year-old student at New Market Middle School, lives in New Market, MD. She takes part in a unique literacy project where she and her classmates read stories, play literacy games, teach the alphabet, and perform stories for groups of Head Start children at four different centers. She also does individual tutoring with these students and other elementary school kids.

*Service Summit*

Diana Fortuna 03/31/97 08:00:22  
PVI

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.

Since  
Summit

Diana Fortuna 03/31/97 03:57:27 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Cathy R. Mays/OPD/EOP  
Subject: summit update

Just had a useful meeting with summit PR/ad people and our communications/press people about what they're doing and how we can participate. Weirdest moment came after Don pointed out that the headline on their giant 2-page ad refers only to children, not to service (or even voluntarism). Powell's guy and the summit CEO insisted that the topic of the summit is children, not service/voluntarism. A bit of a middle ground emerged in discussion, but not exactly a meeting of the minds.

FYI, in case it affects your decision on whether to go, I hear that Don and Ann will attend today's meeting with Sylvia (now scheduled for 5:45 today).

Finally, are you interested/amenable to doing some press on the summit in the coming weeks? They have a TV/radio station constantly available, and we promised them lots of names of people who could do interviews with local markets. (We will go through the lists of names we collected for task force recommendations to find other names; we also thought of asking George, since he brings some celebrity to the table.)



*Service Summit*

Record Type: Record

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

cc:

Subject: Daily summit update

Here is some news from the summit meeting you were lucky enough to miss today. Present were Don, Steve, Ann, Melanne, Michael Waldman, Lorraine Voles, more press/communications types. Special guest presentation was by Benjamin Barber.

The most relevant development was on this week's radio address. People got excited about the following 4-part approach:

1. a framing of the President's view of service (probably due to Barber's encouragement);
2. announcing the week of service (it's back again);
3. praise Maryland's program (and have Townsend and some kids there); and
4. call for states/school systems to do what Maryland has done -- impose a service req.

I am checking to make sure we haven't called for #4 already. If not, do you view this as an appropriate venue to announce this?

Everyone thinks the HS service scholars is so good it should be a freestanding event later on; plus Gomperts left me a message that the search for more match is going "rotten."

I mentioned this anti-drug youth academy idea as a possible add-on if any or all of these ideas go south. People seemed interested, and I am trying to see how solid it is. (Ricia McMahon says it's extremely solid.)

Don asked Waldman to do some thinking about the speech at the summit itself, and call a meeting on it.

Let me know what you think. If you want to go ahead with highlighting Maryland, let me know if you want to call Townsend, or if I should.

*Service  
Summit TT*

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Christa Robinson/OPD/EOP  
Subject: Calendar for summit build up

FYI, here are the rough beginnings of our presummit calendar of events. Still needs a lot of work.

- April 2: FL does Summit kickoff video conference with 140 communities
- April 4: VP Net Day: summit link, plus VP may announce some summit commitments related to technology
- April 5: Radio address: week of service, highlight MD, etc.
- April 7: Powell/Erskine meeting w/POTUS drop-by and photo
- April 8/12: FL Learn and Serve event with DC school
- April 13-19: Service/volunteer week (events still to be nailed down for this week)
- April 15: Possible AmeriCorps tarmac event in NY; also do service link for Kick Butts Day
- April 17: Early learning conf: Ann Lewis thinks there should be a positive link here
- April 18: National Teacher of the Year event affords opportunity for America Reads rollout, summit links
- April 19: Net Day: service link
- April 22: Earth Day: service link
- April 24: Take Your Daughter to Work Day: possible service link (believe it or not) if people "adopt" daughters for that day who might not otherwise participate in that day (actually, there may be a welfare to work opportunity here, too)
- April 26: Christmas in April for WH staff (although P/VP/FL are not participating, it appears)

Summit  
Summit

Diana Fortuna 04/01/97 02:42:46 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Dennis K. Burke/OPD/EOP, Leanne A. Shimabukuro/OPD/EOP  
Subject: Community Anti-Drug Coalitions of America

This group is ready to announce a new project, with federal help, that will train 200,000 youth by the year 2000 to be "community leaders" who fight drug abuse in their communities. ONDCP has been working on it. It seems like a natural for us to announce as a summit commitment. Ricia McMahon says it is ready to go but I need to double check. I will send you a copy of their writeup on this.

Dennis/Leanne: have you heard of this?

*Steve Summit*

Diana Fortuna 04/02/97 02:40:31 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Service in the summit

Steve sent you the press release announcing the "Alliance for Youth" 501c3. It describes the summit's mission not in terms of service or voluntarism, but only in terms of children and getting them what they need. Don is very big on reminding them that we signed up for a summit on service, but I want to confirm that you would like me beat this drum with them as well.

Also, it makes no mention of the federal government's role in reaching youth; I assume that adding us in is a lesser priority for you, but let me know if not.

No mention of the President's name, other than the fact that he is listed on the summit stationery.



# Community Anti-Drug Coalitions of America

*Service Summit*

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Chairman & CEO (ret.)  
BellSouth Telecommunications, Inc.

March 27, 1997

Melinda Hudson  
Presidents' Summit for America's Future  
P.O. Box 27120  
Washington, DC 20038-7120

Dear Ms. Hudson:

Community Anti-Drug Coalitions of America (CADCA) is eager to play a role in the April 1997 Presidents' Summit for America's Future. Our soon-to-be-launched *National Youth Academy--Community Coalition Building Project* fulfills many of the same objectives as those set forth by the Presidents' Summit, particularly in the area of giving back to the community through community service.

Enclosed you will find the *National Youth Academy* Concept Paper, along with several publications that detail CADCA's mission and focus. I hope that you will find these materials helpful.

Please feel free to contact me if you have any questions concerning the *National Youth Academy* project or any of CADCA's other initiatives. We look forward to playing an active role in the Presidents' Summit.

Sincerely,

James E. Copple  
President and CEO

*cc Bruce  
Elena  
Dennis  
Leanne*

*Per my  
email,  
-Diana*

*CADCA Membership Working for You*

In affiliation with National Drugs Don't Work Partnership and National Association of Drug Court Professionals



# THE NATIONAL YOUTH ACADEMY COMMUNITY COALITION BUILDING PROJECT



## PRESENTING THE CHALLENGE -- CELEBRATING YOUTH VOICES

The National Youth Academy -- Community Coalition Building Project is a major initiative that will bring together 200,000 young people, ages 12 to 17, and various sectors of their communities, for the purpose of *strategically planning and implementing change both in their environment and in their behavior to reduce substance abuse and substance abuse related violence.*

This exciting project will combine CADCA's national network of community coalitions and its established training capacity, with the dynamic peer leadership training methodologies of The CityKids Foundation. The project will also include the integral involvement of five nationally recognized partners:

- ☆Parents' Resource Institute for Drug Education (PRIDE)
- ☆Mothers Against Drunk Driving (MADD)
- ☆National Crime Prevention Council (NCPC)
- ☆ *Work Group on Health Promotion and Community Development* at the University of Kansas.
- ☆The United States Department of Defense (which has committed financial resources as well as the active participation of the Junior R.O.T.C.)
- ☆National Institute on Drug Abuse (NIDA)

The National Youth Academy will train youth and build youth coalitions in more than 100 cities throughout the United States. Intended to be a hard-hitting, far-reaching, peer-based program, this training project will involve more than 200,000 youth -- today's and tomorrow's leaders. It will teach them to become community leaders, challenge them to build local community coalitions, and empower them to create and implement youth-designed projects that *directly* tackle substance abuse and violence in their communities.

The youth leadership training and coalition-building components will be complemented by a one-hour primetime television special; the distribution of educational video curriculums; a ten-city celebration performance tour; and a promotional media campaign highlighting the accomplishments of these youth leaders.

## THE NATIONAL OUTCOME -- A NEW GENERATION OF LEADERSHIP

By the year 2000, CADCA and The CityKids Foundation will have provided more than 200,000 young people with community coalition building skills that will allow them to create environmental and behavioral change and to establish community-wide comprehensive responses to the nation's drug and violence problems. An emphasis will be placed on building a diverse and multi-cultural cadre of young people who understand the significance of collaboration and the power of community networking in creating healthy communities.

## THE BACKGROUND -- CALLING YOUTH TO THE CHALLENGE

The partnering institutions recognize that significant and sustainable behavioral and environmental change is essential if we are to tackle the devastating and deeply-rooted problems surrounding substance abuse in our communities. This type of change demands the impassioned involvement of entire communities.

Four years of trend data have pointed to an increase in the use of illicit drugs among America's youth. Now, youth must take the lead within their communities to reverse these trends. Young people are a rich natural resource for change, but they must be provided with the skills to organize and mobilize their peers. If youth are to escape drug use, gang involvement and crime, they need to engage in problem-solving and decision-making processes that include themselves as part of the solution.

Many of the traditional youth-focused drug programs have been designed by adults and have focused on telling youth what they should think. These programs have often failed to provide a mechanism for collaboration among sectors of influence within communities. Now we must provide youth with the tools necessary to effect meaningful and measurable change through partnerships with, and mobilization of, multiple community sectors.

CADCA, CityKids and our other partners will train 200,000 youth to develop a framework for *creating and sustaining change* in their communities that will contribute to substance abuse and violence prevention. Furthermore, these same skills can then be applied to other arenas of community service involving young people.

## PROJECT IMPLEMENTATION -- BUILDING COALITIONS TO EFFECT LASTING CHANGE

The project implementation will include the following components:

◆ National Television Campaign

The first phase of implementation will follow the appearance of a national television special to be aired in the fall of 1997. Capital Cities/ABC is seriously reviewing participation in this effort through either their news or entertainment divisions. The television special will feature young people affected by drug abuse and/or violence and the actions they took to organize their peers to confront their community's drug abuse or violence problem. The special will consist of in-studio and on location segments of youth interviews, as well as segments introducing their compelling personal stories. These stories will serve as examples that highlight both triumphs and tragedies, discourage destructive behavior and stand as beacons of hope for America's youth.

◆ Youth Training and Coalition Building: The National Youth Academies

We will select ten cities for participation in the 1997-98 phase of the project. The components of this phase are as follows:

- Training the Youth Trainers: After the cities are selected, 200 young people from each city will be identified for specialized training in coalition building. These youth will, in turn, be trained as trainers of their local peers. Focusing on leadership skills, training will include intensive sessions on community mobilization, diversity, conflict resolution, addiction and substance abuse and the behavioral and environmental approaches to prevention. Training will take place over a three-month period in each city, and on-going local coalition organization support, technical assistance hotlines and other resources will be provided to these youth through the initiative. A high-powered City Kids Rep performance and training workshop will kick-off the program.
- Building the Youth Coalition: In each city, the 200 core youth will each identify 9 additional youth to be trained, for a total of 2,000 youth to be trained. Over the course of several months, the core group will train the additional youth.
- Local Project Implementation: After the training of the additional youth has been completed, the group of 2000 youth (a core group of 200 trainers and the group of 1,800 they trained) will engage in a community-based project



with the assistance of the local community coalition members (including local Junior R.O.T.C., CityKids, and local members of CADCA, NCPC, PRIDE, and MADD groups).

- **Celebration Celebrity Concert:** Following the project implementation, a celebrity & CityKids concert will be held in each city to celebrate the projects' successes and the youth participants themselves. Each of the 2000 youth will invite their peers to this invitation-only major event. This will create a community-wide enlistment, launch and celebration. CityKids' National Coalition Director-in-Residence, Malik Yoba (star of television series *New York Undercover*) and CityKids alumnus Donald Faison (star of *Clueless* television show and film, *Waiting to Exhale*, and *Sugar Hill*), Renoly Santiago (star of *Dangerous Minds*, *Hackers*, etc.), Dash Mihok (star of the films *Sleepers* and *Romeo and Juliet*; Dash can currently be seen on *Pearl*, the weekly series starring Rhea Perlman), Isaiah Washington (*Clockers*, *Strictly Business*), and other celebrity CityKids will be called upon to participate in this high-powered and high-visibility concert.
  - **Continued Training:** Communities will identify key leaders who have emerged during this process so that they may receive further training in the annual youth exercise conducted by the National Crime Prevention Council and by CityKids.
  - **Television Exposure:** ABC News is exploring the chronicling of the projects of the ten tour cities for a fall television special in 1998.
- ◆ **Educational and Outreach Video Distribution**
- Short video clips and appropriate curriculums will be distributed to America's secondary schools in conjunction with the airing of the program. The video will be created from the television special and will include a companion teacher/parent guide which will be distributed to 15,000 middle schools and 21,000 high schools across the country. The videos will be rolled out in conjunction with the *Training* and *Celebration Concert Tour* phases, described above. The video and discussion guide will include provocative questions to encourage dialogue about substance abuse and violence, and are designed to be used by teachers, parents and youth leaders.
- ◆ **1998-99 and 1999-2000 One Hundred City Roll-Out**
- Following the 1998 special, 50 additional cities will be selected for participation in 1998-99. The training structure utilized in the 1997-98 training phase will be implemented. 100,000 youth will participate in these trainings.
  - In 1999-2000, an additional 50 cities will be selected, allowing 100,000 more youth to experience the training.

## PROGRAM GOALS -- YOUTH SKILL BUILDING

The National Youth Academy experience and curriculum will focus on specific outcomes. Participants will:

1. Identify and understand their own values related to alcohol, tobacco and other drugs.
2. Identify positive and negative sources of influence related to substance abuse and violence within their own communities.
3. Distinguish between behavioral and environmental change and understand how these two forces interact and influence the other.
4. Identify community assets that will assist in preventing drug use and violence.
5. Identify various sources for change (i.e. business, schools, faith communities, etc.) that must be engaged to produce behavioral and environmental change.
6. Identify the various risk factors that contribute to ATOD use and violence.
7. Access community needs assessments and indicator data that define the nature of the substance abuse and violence problems within their community.
8. Create a collaborative strategic plan involving multiple sectors and implement an appropriate action plan for environmental and community change around a specific area of substance abuse or violence within their community.
9. Identify and implement necessary strategies to mobilize appropriate community sectors for implementation of their community plan.
10. Evaluate the effectiveness of their strategy.
11. Identify appropriate ways to celebrate their successes.

These outcomes can be applied in a variety of community arenas. For example, youth coalitions may want to organize and mobilize around the following areas:

1. Alcohol and illicit drug use in community festivals.
2. Alcohol and tobacco policies that surround school and parent activities.
3. Teenage access to alcohol or tobacco products in their community.
4. Alcohol and tobacco billboard advertising.
5. Explicit and implicit drug and alcohol messages from popular radio stations.

6. Graffiti removal in and around schools.
7. A youth job program.
8. Youth access to recreational facilities.
9. Mentoring programs with business leaders or other community leaders.
10. Reducing the number of retail liquor store outlets in neighborhoods.
11. Youth recognition or award programs.
12. Neighborhood park clean-up activities for non-athletic students in schools.
13. Alternative youth activities for non-athletic students in schools.
14. Parent-youth conferences to enhance cross-generational understanding.
15. Promoting and creating multi-cultural awareness activities and understanding the assets of diversity.

### GO-FORWARD

This \$8 million project has been designed in specific phases, with foundation and corporate partner involvements in each phase. The Robert Wood Johnson Foundation has committed \$500,000 for the creation of the 1997 television special and has expressed an interest in further involvement in the youth academy. The United States Department of Defense has also committed substantial resources to this project. The *Work Group on Health Promotion and Community Development* at the University of Kansas has committed to the planning and evaluative phases of this initiative.

*Service Summit*

Diana Fortuna 04/02/97 07:19:57 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: HS service scholarships

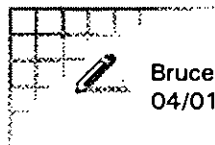
Here, at last, is a read on the status of the HS service scholarships from the Corp.

On the match, they are still nowhere (maybe 5% of the \$3million raised), and they won't be much further ahead of that in 2 weeks. So that argues for your plan to just stick it in the radio address now.

Gomperts only argument against this was that, in 2 weeks, with some notice, they could produce the first few winners of the scholarship. But, since you're not convinced this is a freestanding event anyway, I don't think that works.

*G & L  
File - Dem Parker*

Service  
summit



Bruce N. Reed  
04/01/97 05:45:21 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Coca-Cola Reads

An old friend from Coke called me today to say they were considering a big education commitment to the summit, possibly on America Reads, and would like to coordinate it with one of our events. She's going to call me later in the week when they're sure what they want to do. I don't know if they could have it ready for Saturday, but it would be a great thing for us sometime between now and the summit. (Don't tell them yet.)

Service  
Summary

Diana Fortuna 04/03/97 11:28:13 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Michael Cohen/OPD/EOP, William R. Kincaid/OPD/EOP  
Subject: Study on benefits of service learning

The Corporation has just brought to my attention a study that Learn and Serve America is about to release that shows benefits from well-structured service learning programs. They think it may be something to add to the radio address, and it might be.

Conducted by Brandeis and Abt, it looked at 1,000 participants in high quality Learn and Serve programs in 95-96 at 17 sites. It says that participants scored "significantly higher" than the comparison group on math, science, and social studies grades, "core" GPA, "school engagement," and desire to go to 4 year college. They also did better on civic attitudes, time spent on service, etc.

I will send you the summary. What do you think?

Price  
summit

Diana Fortuna 04/05/97 11:31:40 AM

Record Type: Record

To: Cathy R. Mays/OPD/EOP  
cc: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
Subject: Summit idea meeting

Cathy, I think we need a meeting to brainstorm about big ideas for the President's summit speech, I would say late Tuesday or anytime Wednesday. Bruce, does that seem right? Would you want Tom Friedman and/or Jonathan Prince there as well? Mike Cohen and Bill Kincaid, given America Reads importance or tie-in? Any outsiders?

*Service  
summer*

Diana Fortuna 04/04/97 10:08:09  
AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Michael Cohen/OPD/EOP, William R. Kincaid/OPD/EOP  
Subject: Yet another idea for radio address

Education wondered if we could add an America Reads tie-in to the radio address, as follows:

The President could encourage middle school/high school students to do community service by being reading partners with young children, particularly on weekends and during the summer, as well as during weekdays - after school. He could also encourage high school students to be tutors for middle school students to learn math and science.

Are we getting too many messages, or is this a helpful tie-in?



serv summit

Diana Fortuna 02/28/97 12:10:16 PM

Record Type: Record

To: Elena Kagan/OPD/EOP  
cc: Bruce N. Reed/OPD/EOP  
Subject: Weekly submission: Summit commitment watch for next week

Attached is a file with this week's "Commitment Watch" information submitted by the summit people to Jonathan Alter of Newsweek.

We had talked about sending it to the President on a weekly basis, so he gets an advance peek at what Alter will announce -- although of course Alter puts his own spin on it.

One item of note: there is a Kiwanis pledge that includes something called the Key Club, a high school organization, that the President apparently was once a member of. The submission calls the President the Key Club's most famous alum.

I will bring a copy to the Erskine meeting today.



commwa.f2

**This Week's New Commitments to the Service Summit:**

Below are the commitments to the Presidents' Summit on America's Future to be announced next week. The summit's organizers are providing this information to Jonathan Alter of Newsweek, and it may appear as part of their weekly "Commitment Watch."

**Kiwanis International** will involve 250,000 young people in more than 30 million hours of community service by the year 2000 through their sponsored youth clubs, Builders Clubs in junior high and middle schools, Key Clubs in high schools, and Circle K International in colleges and universities.

The submission to Newsweek notes that the President is the Key Club's most famous alumnus.

**National Education Association** retirees will train over 1,000 retired members to work in our public schools, will teach over 50,000 youth to read independently, and will involve over 100,000 young people in intergenerational and mentoring programs by the year 2001.

**Utility Business Education Coalition** (300 natural gas and electric company CEOs) will engage at least 1,500,000 young people in meaningful K-12 school-to-career experiences in model programs in a hundred communities by the year 2000.

**Seventh Day Adventist Youth Service Network** (or YouthNet) will pilot 100 tutoring and mentoring projects in ten cities that will place 3,000 trained volunteers in relationships with 10,000 children in the first year alone.

**Michigan Nonprofit Association** along with the Volunteer Centers of Michigan and Michigan Campus Compact higher education institutions will engage 50,000 young people in community problem solving through volunteerism over the next five years in the state of Michigan.

**Federated Department Stores** will be a catalyst for 50,000 hours of employee volunteer service in schools as tutors and mentors and will encourage employees' children and families to join them.

**University of Notre Dame's Fighting Irish Retired Service Team (FIRST)** and their 200 alumni clubs will reach over 150,000 children, youth, and families through intergenerational community service activities... and the Fighting Irish are challenging other alumni clubs to match their commitment.

*File -  
service  
summit*

THE WHITE HOUSE  
WASHINGTON

DETERMINED TO BE AN ADMINISTRATIVE  
MARKING Per E.O. 12958 as amended, Sec. 3.2 (c)

Initials: PLJ Date: 5/23/10

February 27, 1997

~~CONFIDENTIAL~~

MEMORANDUM FOR SYLVIA MATHEWS

cc: BRUCE REED

FROM: DON BAER *DB*

SUBJECT: BEN BARBER

Here is the Ben Barber memo. Ben asks that we not move it around widely. I feel some obligation to move this to the President within 24 hours, in part because the President would take Ben's message very seriously. Should we talk tonight?

Also, I spoke at length with Leslie Dach about the Summit, and we have ideas to push ahead that will work for both the White House and the Summit. I'm ready to discuss when you are.

1

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

~~CONFIDENTIAL~~ MEMORANDUM

INITIALS: By DATE: 5/23/10

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.

Yet 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

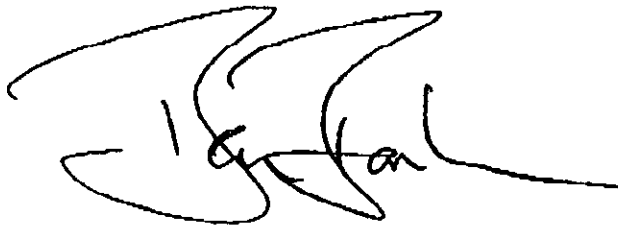
"Americorps embodies everything we believe about service, the linkage between education and democratic responsibility, the partnering of federal, state and local resources to make projects work, the impact on community outcomes but also on volunteers. Every American should be a volunteer; every volunteer 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. G. Powell', written in a cursive style.

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002a. memo	Diana Fortuna to Bruce Reed et al. re: attached (1 page)	02/28/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### 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 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]



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## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002b. list	Re: Proposed Task Force Leadership (1 page)	ca. 02/28/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### RESTRICTION CODES

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

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

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## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002c. list	Re: Proposed Task Force for Goal 5 (1 page)	ca. 02/28/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F

kh564

### RESTRICTION CODES

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

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

P1 National Security Classified Information [(a)(1) of the PRA]  
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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002d. list	Re: Possible Candidates (1 page)	ca. 02/28/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### RESTRICTION CODES

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

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

RR. Document will be reviewed upon request.

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# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002e. chart	Re: Additional Possible Candidates (2 pages)	ca. 02/28/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [1]

2009-1006-F  
kh564

### RESTRICTION CODES

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

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

RR. Document will be reviewed upon request.

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- 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]

Service Summit

Diana Fortuna 03/04/97 09:47:12 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP, Cathy R. Mays/OPD/EOP  
Subject: FYI, this is working list of names for summit meeting w/Powell and Erskine

I hear that Erskine reached Powell yesterday, and meeting is being set up.

----- Forwarded by Diana Fortuna/OPD/EOP on 03/04/97 09:46 AM -----

▶ Katherine Hubbard  
03/04/97 09:43:59 AM  
.....

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Stephen B. Silverman/WHO/EOP  
Subject: List of Attendees for Volunteerism/Service Summit mtg with Erskine

These are the outside names Steve gave to me for the meeting:

- Rick Little
  - Harris Wofford
  - Henry Cisneros
  - Bob Goodwin
  - Ray Chambers
  - Stuart Shapiro
  - Colin Powell
- Maybe:
- Mike Deaver and Leslie Dachs

I don't know who is developing the WH participants for the meeting.

Is there anyone else you would like to add to the list? If not, I will send an email to Vicki and Sylvia with these names. Please advise. Thanks.

*Summit Summit*

Diana Fortuna 03/03/97 07:01:03 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Cathy R. Mays/OPD/EOP  
Subject: Meeting tomorrow of Federal interagency summit group; and a question

I assume you don't plan to come to tomorrow's 11 a.m. meeting of the federal agencies on the summit, which is fine.

The agencies submitted a hodge-podge of material that I have sent over to you. There are some good things in there, but we need to separate wheat from chaff. A lot of it is volunteering by Federal employees. I am doing a summary, but I also need to make sure I'm on your wave length in terms of what is a good idea. I would love to sit down with you in a day or two if possible.

I can make tomorrow's meeting productive by allowing some of the obviously better agencies to talk about their ideas, in hopes of bring other agencies up to their level. I would single out proposals that work with communities/voluntary efforts to help support the agency's mission.

One major question: I need to be sure I can define service in a way that distinguishes it from voluntarism. The Corporation has told me both that voluntarism is a subset of service, and that service is generally more sustained than voluntarism. Also, they say that service has more emphasis on how the person doing the serving benefits from their service. But I imagine that voluntarism types assert that many volunteers do sustained work, and that they get a ton out of it, so I'm not sure this distinction works. I assume service needn't be paid. In any case, your reaction would be helpful as I try to make sure Federal agencies are holding up the service end of the equation.

Diana Fortuna 03/03/97 06:19:31 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: summit update

Lots going on here. Welcome back.

1. Summit memos from you: Sylvia asked Steve to send Erskine and others the list of potential chairs of the post-summit task forces, so we did so under your and his signature. You should have a copy of that memo soon. Here is Steve's draft (we told him to make it from you, not from me).



summtask.wp

There is also a memo floating around from Sylvia, you, and Steve to the President. It gives a basic update and attaches a memo (which I haven't seen yet) from Benjamin Barker, warning about dangers of the summit. Looks OK; some of the things it describes as happening haven't really happened yet, but they should happen soon.

2. I met today with Leslie Dach of Edelman, Steve, Don Baer, and Elaine Kamarck. He had lots to say, and basically reiterated that we should be nervous.

- He said the single most important thing we can do immediately is get someone "over there" at the Corporation to help us with communication. Stacey Spector was a name mentioned.
- He showed us a draft ad for the summit that he stopped because it didn't highlight our involvement in an appropriate way (big photo of Powell, though).
- We discussed how we will have to deploy our people (Cabinet, Cisneros, etc.) to make sure we have visibility throughout the event. Dach said Powell will do all 3 Sunday talk shows unless we put up President and VP; and that we need to make constant demands as the program is put together in order not to be shut out. Not so clear whom we make demands of, though. He agreed the meeting Erskine/Powell meeting would be useful.
- Don stated his concern that "service" and "giving back/civic obligation" and "community building" are in danger of being underemphasized. He fears that this could set Americorps back, saying "Harris is giving Americorps away" after the summit ends, in favor of the 501c3, I think.
- We talked about how to steer the federal commitment away from volunteerism and toward service, particularly the 5th goal of giving young people an opportunity to serve. We talked about how our choice of events leading up to summit should reinforce this theme.
- Likewise, we talked about how to ensure that the post-summit partnership includes the President's concept of service. Someone threw out the idea of our rejecting the partnership as our means of following up on the summit; that made people a bit nervous.

3. I still don't have a clear answer from Harris's office on when the post-summit partnership will be announced.

4. Re: the status of that list of potential names for the post-summit task forces: according to the low-level staffer who called me back on this, these names are the result of discussions between

Harris, Goodwin, and Ray Chambers. While nothing is "set in stone", some of the people already have been contacted to see if they would be interested. So far I have only yelled at Wofford's staff (John Gomperts, new COS) by voice mail, because he hasn't called me back.



*Service Summit*

March 3, 1997

## MEMORANDUM FOR DISTRIBUTION

FROM: STEVE SILVERMAN  
DIANA FORTUNA

SUBJECT: Summit Task Forces

Planning for the Administration's involvement in the Philadelphia "Summit for America's Future," scheduled for April 27-29 in Philadelphia is under way. The first White House working group meeting will take place Wednesday, March 5 at 3 pm. At that meeting we will begin to discuss the role of the principals, objectives, message/communication, and service/volunteer commitments. However, before that meeting your attention is needed on the following issue.

"Summit for America's Future" organizers are setting up a series of "Summit Objectives Task Forces" which will coordinate substantive follow-up from the Summit. We have received the attached proposed list of Summit Objectives Task Force Chairs and Co-Chairs from the organizers. While Americorps, led by Harris Wofford, has been consulted on this list, the White House has not yet had an opportunity to comment. Sylvia suggested that we forward the list to you for comment. Organizers have suggested that these announcements could be made this week.

Thus, your attention to this matter as soon as possible is vital. Please call Steve (x6-2572) or Bruce Reed (x6-6515) with your comments by tomorrow morning and we will forward them.

**Distribution:**

Erskine Bowles  
Sylvia Mathews  
John Podesta  
Ron Klain  
Milanne Vermeer  
Kitty Higgins  
Bruce Reed

Diana Fortuna 03/19/97 10:56:52 AM

Record Type: Record

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

cc: Cathy R. Mays/OPD/EOP

Subject: Scheduling request for the summit

I signed off for you on the scheduling request for the service summit -- hope that's ok, but we were in a hurry to get it in before the scheduling meeting. We asked for all of Sunday and half of Monday. It will come from you, Don, and Steve, as will the final version of the memo to Erskine that you saw yesterday.

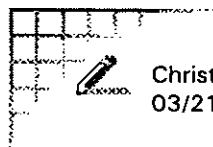
Today's activities include a public liaison briefing on the summit for groups that were feeling left out, and our weekly Wednesday White House update meeting. There is no need for you to attend these meetings on a regular basis (and I hear you can't come anyway), because they are more logistics and making sure other offices are up to speed. I will let you know if anything happens.

For the HS service scholarship event, how did you leave it with Lt. Gov Townsend, in terms of selecting a site?

One idea that we were kicking around on the Federal commitment: we would not only increase our adopt a school effort (maybe doubling it), but we would take a more comprehensive approach and make sure kids at our adopted schools had each of the 5 resources, perhaps by coordinating across agencies. (For instance, DOJ does a lot of "safe place" stuff that we could all take advantage of.) Not sure I love it because it's somewhat hard to summarize, it's not that service-y, and it plays off of their five goals more than we might wish, but....

FYI also yesterday: we met with Benjamin Barber to hear about his fears, and we met with the Christmas in April people to try to structure a WH activity. They do make it very easy.

File: Service  
Summit



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

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.