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THE WHITE HOUSE
WASHINGTON
12/12/83

MEMO TO MICHAEL CASTINE

FROM: BILL SITTMANN

SUBJ: The attached

Would you give Michael K. Deaver
a report on who in the White
House has responded to MKD memo
regarding the Adopt - a - School.

Thanks.

*Bill - Have Mike Read
Element II in Blue Folder
MC*

THE WHITE HOUSE
WASHINGTON

December 8, 1983

MEMORANDUM TO MICHAEL K. DEEVER

FROM: JAMES K. COYNE *JKC*

SUBJECT: UPDATE ON PARTNERSHIPS IN EDUCATION PROGRAM

Bin
This is good
Call 2 still
want a separate
report on w/
personnel who
responded to
inquiries

Following the October 13 announcement of a Nationwide Partnerships in Education Program and the White House involvement with Congress Heights Elementary School, a great deal of enthusiasm has been generated across the country.

I. Partnerships in Education Program

Ten Regional Conferences - sponsored by the National Community Education Association and the National School Volunteer Program will invite business leaders and education representatives to a "how-to" seminar on Partnerships in Education.

CNA Insurance Corporation - has developed and printed a generic brochure on the program. 50,000 copies have been printed and have been made available to trade organizations, business groups and members of Congress.

National Association of Manufacturers - in its December newsletter, has asked its 40,000 members to take up the President's challenge.

American Association of School Administrators - has adopted "Partnerships: Key to Excellence" as this year's theme, following the October 13 announcement.

American Marketing Association - has offered to help coordinate the program through their professional chapters located in 75 major cities.

Cleveland Growth Association - has prepared a "National Profile of Business Assistance to City Public School Systems," outlining programs which are already in place for possible replication.

Baltimore Gas and Electric and Memphis Adopt-a-School Program - have each prepared detailed manuals on how business/schools can form partnerships.

American Bar Association - after its announcement of the MENTOR Program in New York on October 13, has now committed to replicating that program in 13 major cities across the nation.

National Association of Elementary School Principals - has offered support and Association emphasis on school year 1983-84.

Federal Express Corporation - since their Oct. 13 involvement, have sent a letter encouraging involvement by their 200 affiliates. To date, one affiliate has adopted one elementary school in Colorado.

Indianapolis Partnerships in Education Program - has recently been expanded to involve all high schools and all inner-city schools.

Memphis Adopt-a-School Program - out of their goal of having all 154 schools adopted in the Memphis City School area, they have 8 schools left. Over 160 businesses are involved in the program with many schools having more than one adopter. They have asked President Reagan to speak at their annual conference in the Spring, when they plan to announce that every school in Memphis has been adopted.

Xerox Corporation - expect first quarter 1984 kickoff of their \$5 million grant of Xerox personal computers to school systems administered through the National Urban League.

Boston - The Boston Compact Program has increased their in-school job career preparation program from 7 to 10 high schools. Have 274 businesses committed to hiring 1,200 public school students for summer jobs. Have placed 415 graduating seniors from 1983 in paid permanent jobs.

ABC, Inc. - have sent a letter to their 214 stations encouraging their involvement in the Partnerships in Education Program, quoting the President in their cover letter.

CBS Television Stations - announced on November 17 that three of their five owned stations have adopted schools, and the other two will adopt a school before the year is out.

Tigard Public Schools - in Tigard, Oregon commended the President's initiative and has offered their school up for "adoption."

Senator Paul Trible - has asked to take the lead on the Partnerships in Education Program. He plans to personally adopt 5 schools in the State of Virginia as well as preparing Dear Colleague Letters, and proposing that next year be designated the Year of Partnerships in Excellence.

II. White House/Congress Heights

Following your November 13 memo to White House staff:

52 people have responded with varying offers of assistance. The White House Partnerships Program has been divided into ten categories, including tutoring, speaking, field trips, pen pals, shadowing, financial, entertainment, computers, equipment/supplies and athletics.

Students have visited the White House - to watch the President and Mrs. Reagan depart for Camp David followed by a tour on October 14.

Thanksgiving Dinner - was held at the school and James Coyne attended and carried a donation of books from a White House staffer.

David Prowse - the actor who portrays Darth Vader spoke to a school assembly on traffic safety and autographed pictures.

Mrs. Bush - invited 60 4th graders to watch her place the Christmas tree ornament on top of the National Christmas Tree. This was followed by a White House tour.

Teachers and facility - met with PSI staff to identify needs and match White House offers of assistance with classroom objectives. That White House list is now with the principal who will followup with our office to match tutors/speakers/offers of assistance with classroom curriculum. White House participation expected to begin January 1.

Arrival Ceremony for King and Queen of Nepal - was attended by 45 3rd graders. Guest Services provided complimentary hot chocolate to the students in the OEOB following the ceremony.

Goddard Space Center - in Baltimore has provided a tour of the facilities followed by a demonstration to 65 students of Congress Heights.

Mrs. Reagan - following her photo opportunity with Baryshnikov, will present 50 complimentary tickets to "Cinderella" to the students of Congress Heights.

Houston Marshall - responding to a request for audio/visual equipment, donated a VCR machine to Congress Heights.

Naval Research Lab - has invited 75 Congress Heights students to a Christmas Party on December 19. PSI staff member will deliver White House Children's books to event.

Advance Office - will designate an area at the Pageant of Peace Ceremony on the Ellipse for Congress Heights children and parents.

Visitors Office - has invited entire school to tour White House on December 14. Roughly 513 children and teachers will attend.

III. Executive Departments/Agency Participation
Following the President's memorandum to agency
and department heads:

27 agencies/departments - have responded to the President's memo and have requested further information.

D.C. Superintendent of Schools - is working directly with the U.S. Postal Service, OPIC, and the U.S. Dept. Labor on available schools.

Office of Personal Management - has been directly linked with a Maryland School to develop a partnership.

Department of Defense - has issued a policy statement to encourage all units to encourage participation in voluntary education partnerships. Also, participating in PIE regional conferences, and have established an intradepartmental working group to implement guidance on education partnerships. They have already adopted schools in San Diego, Chicago, Philadelphia and San Francisco. They will be adopting a school in Washington, D.C.

Federal Trade Commission - Chairman officially launched the program in the Commission and has established a Partnership in Education division for implementation of the plan. Press release issued.

ACTION - has announced that before Christmas, they will have adopted a school in the metropolitan area.

Smithsonian Institution - Developed a "Career Awareness Program" involving tours and assembly presentation at the elementary and secondary schools. Including article in national publication which reaches most of the elementary and secondary schools in the Nation.

DC Public School System - will participate in the White House briefing for Agency/Department representatives on their involvement in the Partnerships in Education Program. School Superintendent Floretta McKenzie has prepared a packet of information on the DC school system and their partnership programs. The cover letter thanks individuals for responding to the President's challenge for more Partnerships in Education. Briefing will be held in Room 450 on December 19 or 20.

IV. Department of Education

Under the Office of Planning, Budget and Evaluation, the following aspects of the Partnerships in Education will be carried out.

Specific recommendations - insuring that various education associations are included in the program so that they can support and encourage the participation of their membership.

Specific recommendations - to thoroughly involve the private sector in this initiative. Trade associations and service organizations

are a natural vehicle.

Department of Education Plan - to address the problem of recruiting partners for the disadvantaged schools.

Assist DATA/NET - in keeping a tally of the number of partnerships developed.

Provide DOE funding - including staffing capabilities to implement this initiative, as available.

REPORT ON
PARTNERSHIPS IN EDUCATION
PROGRAM

12/9/83

THE WHITE HOUSE
WASHINGTON

AGENDA
National Partnerships in Education Program

October 13, 1983

East Room
1:00 - 3:00 P.M.

Opening Remarks, Welcome.....James K. Coyne
Special Assistant to the President
Private Sector Initiatives

Partnerships in Education.....Terrel H. Bell
Secretary of Education

The Department of Defense's Education Program.....Lawrence J. Korb
Assistant Secretary

New Initiatives by the Networks:

NBC.....Robert E. Mulholland
President

CBS.....Neil Derrough
President

ABC.....James E. Duffy
President

Presidential Remarks

Videotape on Partnerships in Education

Panel Discussion.....James Coyne, Moderator

Barbara Russell	Director, Memphis Adopt-A-School Program
James Barksdale	Vice President, Federal Express
Wallace Riley	President, American Bar Association
John Cardinal Krol	Archbishop of Philadelphia
Floretta McKenzie	Washington, D.C. Superintendent of Schools
Sandra Feldman	Executive Director, United Federation of Teachers
Jeffrey Campbell	Chief Executive Officer, Burger King Corporation
Margaret Dwyer	Director of School/Business, Indianapolis Chamber of Commerce
Douglas Reid	Vice President, Xerox Corporation
Carol Monell-Pugmire	Coordinator, San Diego Department of Education

Reception and demonstration of DATA/NET

THE WHITE HOUSE

Office of Private Sector Initiatives

For Immediate Release

October 13, 1983

The President launched the National Partnerships in Education Program today in a White House ceremony, with 150 representatives of business, schools, government and trade associations in attendance. He commended the positive role the business community has taken in improving the quality of education in local communities, and issued a challenge "that everyone of our country's public, private, and parochial schools and community colleges -- all 110,000 of them -- will have formed partnerships in education."

In addition to encouraging the private sector to participate in this program to upgrade the quality of education, the President directed the Federal Government to promote partnerships in education in every way that it can. James K. Coyne, Special Assistant to the President for Private Sector Initiatives and his staff were directed to work on this program throughout the year.

In describing the Partnerships in Education program, the President said, "Across the country, groups of working men and women have been forming partnerships with schools -- partnerships in education. To form a partnership, volunteers from a business, government agency, or other organization strike an agreement with a school to develop programs that will help the school's students in a number of basic ways. The volunteers might tutor students, establish scholarship funds, donate furniture and equipment, or teach classes."

This program was transmitted by closed-circuit TV, through the cooperation of WJLA-TV in Washington, D.C., to the students, teachers, and parents of Congress Heights Elementary School. In a surprise announcement, the President informed Bill Dalton, Principal of the school, that the White House was forging a partnership with Congress Heights.

By Presidential Proclamation, the 1983-84 school year has been named "National Year of Partnerships in Education".

This program is another example of the President's continued support for the private sector initiatives program and for the high priority he has assigned to encouraging private sector initiatives to solve social and economic problems throughout America.

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CONTACT: James K. Coyne, Special Assistant to the President
White House Office of Private Sector Initiatives
(202) 456-6676

ABC Television Network

1330 Avenue of the Americas New York, New York 10019 Telephone 212 887-7463

James E. Duffy, President

October 11, 1983

The President
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. President:

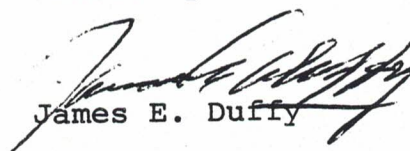
On behalf of ABC Television, I wish to congratulate you on the occasion of the official launch of "Partnerships-In-Education."

In response to your call to action to businesses across the country, ABC will focus national attention on education in America in a week-long series on "Good Morning America" airing October 24-28. An entire segment will be devoted to a successful adopt-a-school project in San Diego.

In the coming year, we will support "Partnerships-In-Education" with community relations projects which will be implemented in cooperation with our owned and affiliated stations.

ABC is proud to join those corporations who regard education in America as a top priority and a key to the future of our country's growth and prosperity.

Sincerely,


James E. Duffy

JED:cvh

CBS TELEVISION STATIONS

A Division of CBS Inc.
51 West 52 Street
New York, New York 10019
(212) 975-6710

Neil E. Derrough, President

Dear Jim:

November 17, 1983

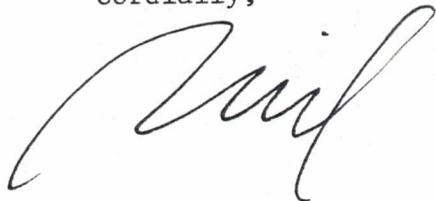
Thank you for sending me the picture that was taken at The White House. It will be a nice keepsake and remembrance of my visit.

Just this week I attended a meeting here in New York of the executives from each of our five owned stations where we discussed in great detail the Adopt A School project that we have committed to. The ideas were interesting, imaginative and practical. Three of the five stations have already adopted a school in their community. The other two will adopt a school before the year is out.

The most important part of this project, I think, is that it's creating an awareness of the Adopt A School concept and acting as a catalyst to encourage other businesses to participate. I am quite optimistic about our ability to do this effectively.

I will keep you informed of our progress. It is rewarding to work with you, as well as others in this worthwhile venture.

Cordially,



Mr. James K. Coyne
Special Assistant to
the President
Private Sector Initiatives
The White House
Washington, D.C. 20050

CBS TELEVISION STATIONS

A Division of CBS Inc.
51 West 52 Street
New York, New York 10019
(212) 975-6710
Neil E. Derrough, President

Dear Mr. President:

September 29, 1983

In response to your call for greater involvement by business in the schools of this country, the five CBS Owned Television Stations plan to become involved in the adopt-a-school concept for the 1983-84 school year. It is the hope of the station managers that they can find an appropriate way for the station in each city to adopt an individual school. It is also their intention to serve as a catalyst for other businesses to participate as well.

The cities where CBS owns stations, and the managers names, are: WCBS-TV, New York, Peter Lund; WCAU-TV, Philadelphia, Steve Cohen; WBBM-TV, Chicago, Eric Ober; KMOX-TV, St. Louis, Allan Cohen; and KNXT, Los Angeles, James Bennett.

Our stations look forward to the significant benefits they believe can flow from greater involvement by all segments of society in our school system.

Cordially,



The President
The White House
Washington, D.C. 20050

NBC

National Broadcasting Company, Inc.

Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-5145

Robert E. Mulholland
President
and Chief Operating Officer

October 11, 1983

The President
The White House
Washington, D.C. 20500

Dear Mr. President:

We at NBC are honored to join you in initiating the National Partnerships in Education Program.

The Program both celebrates and stimulates the kind of fruitful relationship business today can have with our country's future by nurturing our nation's schools.

NBC has expressed its commitment to that kind of partnership here in Washington with the adoption in 1981 of the Ellington School for the Arts by our owned station, WRC-TV.

As an adoptive parent, we are very much involved in the life of the school. Our station's general manager serves on the Ellington Fund Board; we contribute to the fund itself; and we award annually a community service scholarship to a graduating senior.

We also like to use the unique nature of our business to express our concern for the young people of this school. For instance, WRC-TV has produced a prime time fund-raising special, BLACK TOP REVIEW, featuring Ellington students. And we've contributed to classroom instruction, career counseling, and library acquisitions. We feel close to the school. And we like that.

NBC

The President
October 11, 1983
Page Two

As a total corporation, we've also been committed to our own partnership with education and with encouraging other corporations to be partners. As an active partner, we regularly distribute viewer guides to schools on programs we think will be of special interest to students, as well as make programs available to educators for non-broadcast use. And we've used our medium to help educate students and adults on serious problems that particularly affect young people, substance abuse and missing children among them.

As an advocate of partnerships with education, we've accepted an invitation to be on the board of directors of the National Association for Industry-Education Cooperation.

We think such partnerships are a great thing, not just for the schools, not just for the students. They are good for us.

We are proud to be part of the Program you are initiating today. We think it will encourage other businesses to do something that will be good for them, good for the nation, good for our young people.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert E. Muller". The signature is written in dark ink and is positioned below the typed name "Robert E. Muller".

Guest Forum

Partnerships in Education

By James K. Coyne
Special Assistant to President Reagan
For Private Sector Initiatives

Partnerships between the business community and public schools are founded on the basic premise that quality education is everybody's business. Successful Partnerships in Education take many forms, including released time and loaned personnel from business to the schools. Perhaps the most popular form of partnership is the Adopt-A-School program which has developed independently between businesses and schools throughout the country. From Maine to California and from Tennessee to Hawaii, Adopt-A-School programs have appeared wherever concerned citizens have taken an interest in improving the quality of education in their community.

Until recently, however, there has been no broad-based national effort to encourage more partnerships between the private sector and public education. On October 13 President Reagan launched the National Partnerships in Education Program in a White House ceremony, with 150 representatives of business, schools, government and trade associations in attendance. He commended the positive role the business community has taken in improving the quality of education in local communities, and issued a challenge "that every one of our country's public, private, and parochial schools and community colleges—all 110,000 of them—will have formed partnerships in education."

In addition to encouraging the private sector to participate in this program to upgrade education, the President directed the federal government to promote partnerships in education in every way that it can. The President directed me and my staff to work on this program throughout the year.

In describing the Partnerships in Education program, the President said, "Across the country, groups of working men and women have been forming partnerships with schools—partnerships in education. To form a partnership, volunteers from a business, government agency, or other organization strike an agreement with a school to develop programs that will help the school's students in a number of basic ways. The volunteers might tutor students, establish scholarship funds, donate furniture and equipment, or teach classes."

The White House launching ceremony was transmitted by closed-circuit TV, through the cooperation of WJLA-TV in Washington, D.C., to the students, teachers, and parents of Congress Heights Elementary School in the Anacostia section of the District of Columbia. In a surprise announcement, the President informed Bill Dalton, principal of the school, that the White House was forging a partnership with Congress Heights.

To stress the importance of partnership relationships, by Presidential Proclamation, the 1983-1984 school year was named "National Year of Partnerships in Education."

Through Adopt-A-School, concerned citizens in the business community, educators, and students develop a unique partnership that helps strengthen the educational process. These partnerships foster a better understanding of the community's school system—strengthens and improves school programs and curricula—creates a climate of involvement and interaction between businesses and schools—and involves the community in preparing for its own economic future through the quality education of its young people.

No profession can do more than the engineering profession to help achieve excellence in education, especially in the areas of math and science. Scientists and engineers recognize the seriousness of the problem and by joining together with private sector groups can stimulate in our young people a renewed interest in the excitement and value of mathematics and science.

One program that comes to mind is the MATHCOUNTS program. This program, sponsored by the National Society of Professional Engineers, the National Council of Teachers of Mathematics, the CNA Insurance Companies and the National Science Foundation could involve as many as 7.4 million 7th and 8th grade students who will enter the program and be coached in accelerated math topics. The engineering professionals involved in this program say that it is necessary to promote math to this age group as an exciting and challenging experience in order to ensure a technically literate population. And it is working.

I can condense participation in the Partnerships in Education program to caring, sharing and investing. Caring enough to become involved. Sharing experience, expertise and time. Investing in the future of America by becoming involved in education—a way to reach and influence the future leaders of America—our current crop of students.

10/14/83

AS ✓

November 14, 1983

President Ronald Reagan
The White House
Washington, D.C. 20500

Dear President Reagan,

You have done it again! You have led out in a small, but powerful way to show what should be done, and must be done to correct the problems in America.

I am referring to the adoption of the Congress Heights Elementary School by the White House. This means that White House staff will get a first hand view-better than that-a working experience in a school setting with less than privileged children. Were you speaking and I could stand and applaud, I would do so.

The fact that no Federal money will be expended is another plus--just honest, roll-up-your-sleeves-and-help kind of effort. That is what America needs today. Thank you for placing a beacon on the hill. The light gives some of us in the trenches the courage to carry on.

Will the aide who reads this letter kindly make copies and give to every staff member who actually helps at that Elementary school. While I have addressed it to the President, I mean every word for everyone who helps. Thanks and good luck!

An appreciative teacher,

Roy Allen Tenney

Roy Allen Tenney

RAT/hs

HS

AMERICAN ASSOCIATION
OF SCHOOL ADMINISTRATORS

LEADERSHIP
FOR LEARNING

November 9, 1983

The Honorable James K. Coyne
Special Assistant to the President
Private Sector Initiatives
The White House
Washington, D.C.

Dear Jim:

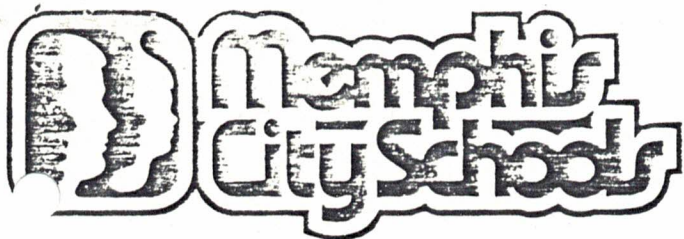
Thank you for sharing materials about the National Year of Partnerships in Education. You'll be pleased to know that our theme for this year at the American Association of School Administrators is "Partnerships: Key to Excellence." We are working to build those partnerships in many ways.

I am enclosing a copy of the logo we have developed for our efforts. You may find use for it in showing how efforts are moving forward.

Please let us know how we can work with you.

Sincerely,


Gary Marx
Associate Executive Director



Memphis City Schools • 2597 Avery Avenue • Memphis, Tennessee 38112 • Phone (901) 454-5200

189364

November 23, 1983

Mr. Michael Deaver
Deputy Chief of Staff
White House
Washington, D. C. 20500

SUBJECT: Second National Adopt-A-School Seminar

Dear Mr. Deaver:

It is my hope that you will look favorably upon our request that you help us get President Reagan to be our keynote speaker for the Second National Adopt-A-School Seminar in Memphis on April 11, 1984. I am sure you are aware the President has declared 1983-84 as National Partnerships in Education Year. We think it would be an appropriate time for the President to give an up-date on the progress of the White House Private Sector Initiatives at our seminar. I have spoken with Mr. James Coyne, Special Assistant to the President, Private Sector Initiatives, and he concurs with our thinking.

You may wish to refer to the White House video-tape covering the kick-off meeting in the East Room on October 13, at which time I was a speaker on the program (see attached).

Memphis has been a leader in the Adopt-A-School movement. We are in our fifth year, and our program is highly successful with all but ten of our schools adopted. However, it is our plan to have every school adopted by the time the President would speak at our seminar.

Our governor, Lamar Alexander, is providing great leadership in education with his Better Schools Program. Also, Tennessee is known as the Volunteer State. We feel that all of this fits into President Reagan's approach to solving some of the problems in education.

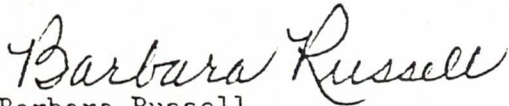
Mr. Deaver, realizing that you must receive thousands of requests like mine, I know your time is limited for reading material. Therefore, I offer only a copy of our ABC's of Adopt-A-School for your review. This

Mr. Michael Deaver
November 23, 1983
Page 2

material is being sent out daily (upon request) to other cities. I would be happy to supply additional support information regarding our program or answer any questions you might have.

May I please hear from you regarding your decision in this matter. My telephone number is (901) 454-5364.

Sincerely yours,

A handwritten signature in cursive script that reads "Barbara Russell".

Barbara Russell
Adopt-A-School Director

RB/jg

Enclosures



Tigard Public Schools, District 23j
Twality Junior High
14650 S.W. 97th
Tigard, Oregon 97223
Area Code (503)620-1620

J.K. [unclear]

October 17, 1983

The President
The White House
Washington D. C. 20020

Sir:

When I read the short article "School Adopted" in this morning's issue of the Portland Oregonian I was impressed.

For the first time in my life I phoned the White House and was tremendously pleased with the courtesy and efficiency on the part of your staff.

The receptionist referred me to the Executive Branch and I had a friendly and informative chat with a Mrs. Bauer (perhaps spelled Bower). She is to be commended.

I volunteered our school to be "adopted" in the "Partnerships in Education" program. Because of Oregon's interest in the affairs of the Department of Interior I suggested that Mr. William Clark, upon his confirmation, would make an appropriate sponsor.

Twality Junior High is a suburban school with a total of 830 students in grades 7, 8, and 9. We are just 22 miles from Portland International Airport.

Twality will be in it's 25th year at the start of our next school year (1984-85). We will be planning some special activities in recognition of serving our community for a quarter of a century.

I have been principal of this school since it opened in the fall of 1960. This year I am president-elect of the Oregon Association of Secondary School Administrators and will serve as president during the 1984-85 academic year.

Once again, your staff is to be commended. Thank you for your consideration.

Respectfully,

Arthur A. Biederman
Principal

AAB/ji

175925

HAROLD WEINSTEIN, M.D.

1820 AVENUE V
BROOKLYN, NEW YORK 11229

(212) 743-1399

HS

Oct. 29, 1983

Mr. James K. Coyne
Special Assistant to the President
Office of Private Sector Initiatives
The White House
Washington, D. C.

Dear Mr. Coyne:

I have received the literature, the President's, "Partnerships in Education" you have forwarded to me. Thank you for your thoughtfulness.

If ever you are in Brooklyn on a Sunday morning we would be honored to have you visit with us and witness a most heart-warming and beautiful sight. You will see second and third graders being taught the basic skills on an individual basis by older gifted children and supervised by licensed teachers. You will see unusual teaching aids that I have created and are not available anywhere. As Helen Hayes so aptly phrased it on her radio broadcast, "they come to play at learning." And perhaps you will join the children with milk and cookies which is served at the close of each session.

Thank you again.

Sincerely,

Harold Weinstein
Harold Weinstein, M. D.

THE WHITE HOUSE

WASHINGTON

November 3, 1983

MEMORANDUM FOR WHITE HOUSE AND EOP STAFF

FROM: MICHAEL K. DEEVER *mkd*

SUBJECT: PARTNERSHIPS IN EDUCATION.

During the launching of the Partnerships in Education Initiative on October 13, the President announced that the White House staff would lead by example by forming a partnership with Congress Heights Elementary School in Washington, D.C. I want to emphasize the seriousness of this initiative and ask that each of you commit several hours a week to assist the school and student body in meeting special needs beyond the resources of the school.

Congress Heights is a predominately black elementary school with 518 students (pre-kindergarten through 6th grade) and 28 teachers. It is located at 6th and Alabama Avenue, S.E. They have a number of programs aimed at improving basic education, including pilot writing and reading programs involving the Washington Post and IBM.

As indicated in the attached material, there are a number of ways you can get involved in the school, including:

- one-on-one tutoring
- serving as guest classroom speakers
- arranging White House or office tours
- donating equipment and books
- sponsoring special events
- developing and presenting awards for academic achievement
- communicating with students

Jim Coyne will be meeting again with William Dalton, their principal, to determine the school's most important needs. In order that their needs can be matched with our resources, please let Jim know by November 16 the areas of your interest and your planned participation.

We are anxious to make this a quality and substantive partnership. I am counting on your support.

THE WHITE HOUSE

Office of Private Sector Initiatives

For Immediate Release

October 13, 1983

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CONTACT: James K. Coyne, Special Assistant to the President
White House Office of Private Sector Initiatives
(202) 456-6676

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

October 3, 1983

NATIONAL YEAR OF PARTNERSHIPS IN EDUCATION 1983-1984

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BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

America's future is dependent upon the health and vitality of her education system. Although thousands of businesses, industries, individuals, organizations, teachers, administrators, and government at all levels have been involved in the education of our youth, there is more work to be done. More people must become active in improving the quality of education in our Nation.

Recently, many schools have developed private sector partnerships in an effort to broaden available resources and reach out to their communities for support. The private sector has much to offer the growing national movement to improve our education system. Some of the most effective methods include helping educators identify the learning needs of our society; encouraging professional exchanges between teachers, educators, and businesses; contributing expertise, financial resources, and equipment; and providing technical assistance in school administration and curriculum development. In order to encourage this trend, I call upon businesses, organizations, individuals, and agencies to become involved with their local schools.

Partnerships in Education Year gives us the opportunity to acknowledge the efforts of the private sector and to encourage the creation of new partnerships in education all across this Nation.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the period from October 1, 1983, through June 30, 1984, as the National Year of Partnerships in Education. I invite all Americans to join me in my commitment to the excellence and quality of education offered to all Americans.

IN WITNESS WHEREOF, I have hereunto set my hand this third day of October, in the year of our Lord nineteen hundred and eighty-three, and of the Independence of the United States of America the two hundred and eighth.

RONALD REAGAN

- Pen Pals Correspondents are needed to write to the students to help them develop their writing skills. This is expected to result in a regular exchange of letters and information.
- Counseling Students often need "just someone to talk to." Trips or meetings may be arranged for students to have a chance to talk about a problem or an issue.
- ELEMENT II: Resource Development - Partnerships are needed in the following areas:
- Expertise Speakers are needed for all classes and clubs. Congress Heights has developed a Science Club, a Red Cross Club, an Art and Music Club, a Math Club, and a Library Club. The opportunities here are endless - whatever your expertise - Congress Heights would welcome a speaker to inform and educate the students.
- Computers IBM and Digital Equipment Corporation have donated computers to the school. Assistants, technicians and programmers are invited to work with the teachers and students to develop new learning techniques.
- Assistants Assistants are needed in the library and the school office to help develop the library system and maintain the daily operation of the school.
- Equipment and Supplies Books, magazines, and records are accepted for the library as well as the classroom. Almost any type of equipment or supplies will be accepted if functional.
- Financial Congress Heights is planning to establish a "Send a Child to Camp" fund. All proceeds will go towards sending the students to Camp Round Meadow, a fully equipped camp run by the National Park Service located near Camp David. Students will have the opportunity to attend camp for one week in the Spring.

Landscaping and
Beautification

The school welcomes assistance in 'sprucing' up the place. The students have a Garden Club and would appreciate direction as well as supplies.

Athletics

Individuals might offer their expertise and time to organize and coach a football game, basketball game, etc. or spend time on physical fitness in general. Again, a one-on-one relationship is important.

Field Trips

Special events are created for the students as a motivational tool. Congress Heights would like to organize more events for the students. Supervisory and organizers are needed for events such as: arrival ceremonies, White House tours, holiday events, technical tours of the complex, Kennedy center programs and events, NASA/Air and Space Museum, the Pentagon, Air Traffic Control Center, and the Weather Bureau.

This is only a basic outline. Beyond these two central elements, we offer a wide range of additional student and teacher-supported activities which we urge you to explore with our staff.

The degree of participation is as creative as you make it. Any special skills or interests not mentioned above which you might offer to Congress Heights?

NAME _____

OFFICE _____

ADDRESS _____

PHONE NUMBER _____

Please indicate your preference:

A) Grade Level (K, 1,2,3,4,5,6) _____

No Preference _____

B) Particular subject area _____

(English, Math, Science
Arts, Music, Athletics,
Foreign Languages)

Other _____

No Preference _____

Specific interest, estimate of time available

Return to James K. Coyne, Private Sector Initiatives, Room 134,
OEOB.

THE WHITE HOUSE

WASHINGTON

November 16, 1983

MEMORANDUM TO JAMES COYNE

FROM: HOLLY STEWART

RE: PiE/CONGRESS HEIGHTS ELEMENTARY SCHOOL

We have had 24 responses to Mr. Deaver's memo on Congress Heights. Because most people have indicated that they want to do more than one project, I have categorized each offer on the attached forms.

We've also received five telephone calls expressing interest. Roger Porter's office would like to a group project and will call me after their staff meeting; Pat McKelvy in Carlton Turner's office is forwarding the press packet on the drug awareness comic book, which the Congress Heights 6th graders attended; Julie in Mrs. Bush's office wants to coordinate an assembly at which Mrs. Bush might be present; and Linda Faulkner of the Social Office wants to become involved after Christmas.

I have requested a meeting with Fred Ryan and Sarah Long in Scheduling for 6:30 today or tomorrow morning to discuss scheduling events with children, especially around the holidays.

THE WHITE HOUSE

WASHINGTON

ELEMENT I: The Mentor Program

TUTORING

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Patty Hobbs/Counsel	tutoring-reading, history government	evenings weekends	5-6th grade
Betty Ayers/Policy	tutor-English, Math Arts, French	lunch/w-ends evenings	K, 1,2,3
Susan Borchard/P. Personnel	tutor-history work w/teacher	---	6th
Terry Abdoo/Speechwriting	tutor-English	evenings weekends	4th or 6th
Wendy Weber, Mrs. Reagan's Press Office	tutor-anything	AM-8:00-9:30 evenings	4,5,6th grades
Priscilla Rowe/Personnel	tutor-English Science	weekends evenings	K-3rd
Julie Cave/Speechwriting	tutor-social studies math, English	hour/week	4th, 5th, 6th
Cindy Herrick/Visitor's Office	tutor-anything	one day/week evenings	K-3rd grade
Sylvia Bosak/RR Gift Unit (would prefer to be paired with someone for trans.)	tutor-individual group/classroom	1-2 days/week Wed.-Sat.	K-3rd grade
Jude Muskett/Public Affairs	tutor-individua		
Kim Timmons/Speechwriting	tutor-Eng.Arts, For. Language	1 hr./wk.	
Dana Rohrabacher Speechwriting	tutor-Eng., History	2 hrs./wk.	4-6th grades
Stephen Maringo Special Letter Reply	tutor-History, Latin	---	---

THE WHITE HOUSE

WASHINGTON

ELEMENT I: The Mentor Program

SPEAKERS

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Douglas Riggs/Public Liaison	classroom speaker	---	---
Betty Ayers/Policy Dev.	Classroom speaker Eng., Arts, French	lunch, w-ends evenings	K-3rd grade
Sue Mathias/Media Relations	speaker-English Speech	arrange in advance	5th and 6th
Ralph Bledsoe/Policy	speaker-class or teachers-work out programs	2-3 hours/ week	4th, 5th, 6th
Karna Small/Media Relations	speaker-Communications	---	6th grade
Wendy Weber/Mrs. Reagan's Press Office	speaker-general drug abuse	A.M. 8:00-9:30 evenings	4th, 5th, 6th
Sig Girgus/Interior Design	speaker-music/arts drawing	lunchtime weekends	K-3rd
Marie Allen/Nat'l Archives	speaker-slide show on RR Library/WH and OEOB	---	---
Judi Buchalew/Public Liaison	speaker-teach class	---	---
Craig Fuller/Cabinet Affairs	speaker-teach class	---	4th, 5th, 6th
Linda Faulkner/Social Office	speaker	after Christmas	---
Fred Ryan/Scheduling	speaker address class	-----	-----
Jack Courtemanche Public Liaison	speaker		
Faith Whittlesey/Public Liaison	speaker		
Carolyn Sundseth Public Liaison	speaker classroom or clubs	2 hours/week	

THE WHITE HOUSE

WASHINGTON

ELEMENT I: The Mentor Program

SPEAKERS

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Stephen Maringo Special Letter Reply	Speak to class; has taught History, Latin, Greek	---	-----
Mary Jo Jacobi	guest speaker	3 hrs./ month	---

THE WHITE HOUSE
WASHINGTON

ELEMENT I: The Mentor Program

PEN PALS

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Berndt Schine/Personnel	pen pal	weekends	—
Sue Mathias/Media Relations	pen pal	---	5th & 6th
Karna Small/Media Relations	pen pal with one student	--	6th
Priscilla Rowe/Personnel	pen pal	weekends evenings	K-3rd
Kathleen P. Utgoff/328	pen pal	--	--
Nancy Theis/Correspondence	group of 5 would like to hold letter writing seminar and develop pen pals/with President. (They receive 4,000 letters/day from children and answer)	-----	-----
Kim Timmons/Speechwriting	pen pal	1 hr./wk.	
Dana Rohrabacher/Speechwriter	pen pal	2 hrs./wk.	4-6 grade
Barb Gleason	pen pal	---	4-6th grades

THE WHITE HOUSE

WASHINGTON

ELEMENT I: The Mentor Program

SHADOWING

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Berndt Schine/Personnel	one-on-one	weekends	----
Susan Borchard/Personnel	one-on-one with student or teacher (History)	---	6th
Sue Mathias/Media Relations	one-on-one-general	---	5th and 6th
Ralph Bledsoe/Policy Dev.	one-on-one with class/teacher to develop talks, programs	2-3 hrs. week	4th, 5th, 6th
Judi Buchalew/Public Liaison	one-on-one with students	—	—
Kim Timmons/Speechwriting	one-on-one	1 hour/wk.	
Dana Rohrabacher/Speechwriting	one-on-one	2 hrs./wk. lunch/after school	4-6th grades.
Linda Faulkner	one-on-one		

THE WHITE HOUSE

WASHINGTON

ELEMENT II: Resource Development

FIELD TRIPS

<u>NAME/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Bob Tuttle/Personnel	Tour of WH followed by lunch in WH Mess. Also tours of Washington, DC	----- weekends	-----
Douglas Riggs/Public Liaison	WH or office tours	-----	-----
Craig Fuller Cabinet Affairs	WH tour/visit by students/visit cabinet agencies/NASA	-----	-----
Marie Allen Nat'l Archives	Tours of National Archives buildings w/slide show	-----	-----
Jan Elston Advance Office	Offer to provide events; tie children into WH events		
Carolyn Sundseth Public Liaison	assist on field trips		
Douglas Riggs Public Liaison	WH or office tours	anytime	any
Linda Watson Mail Analysis	escort for field trips	anytime	K-3rd grade
Sharon Lewis Correspondence analysis	escort for field trips	anytime	K-3rd grade
Audrey Berenato Correspondence Analysis	escort for field trips	anytime	K-3rd grade

THE WHITE HOUSE
WASHINGTON

ELEMENT II: RESOURCE DEVELOPMENT

FINANCIAL

<u>NAME/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Kathleen P. Utgoff	Financial		
Jane Lankering (Library) x.7000	Financial		

THE WHITE HOUSE

WASHINGTON

ELEMENT II: RESOURCE DEVELOPMENT

ENTERTAINMENT

<u>NAME/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Maureen Zatarga Personnel	entertainment - a member of Sugarfoot Cloggers, Irish folkdancers. Willing to put on performance, at assembly or school function.	evenings or weekends	---

THE WHITE HOUSE

WASHINGTON

ELEMENT II: RESOURCE DEVELOPMENT

COMPUTERS

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Eric Larson/NSC	general computers, programming, "how to think computer," as well as helping the school design study programs.	1-2 hrs. week	all

THE WHITE HOUSE

WASHINGTON

ELEMENT II: RESOURCE DEVELOPMENT

EQUIPMENT/SUPPLIES

<u>PERSON AVAILABLE/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Kathleen P. Utgoff	general equipt/supplies		
Michael P. Castine Private Sector Initiatives	donated VCR machine Working on satellite dish; photography equipt. Book donations for library	---	all

THE WHITE HOUSE

WASHINGTON

ELEMENT II: RESOURCE DEVELOPMENT

ATHLETICS

<u>NAME/DEPT.</u>	<u>OFFER OF ASSISTANCE</u>	<u>TIME</u>	<u>GRADE</u>
Berndt Schine	any type of athletic assistance	weekends	---
Susan Borchard	former teacher - offers assistance	--	6th
Jude Muskett	anything-one-on-one	---	---



President Reagan shakes hands yesterday with William Dalton, principal of Congress Heights Elementary School in Washington, during a White House ceremony to launch a national program of "Partnerships in Education" to increase the role of business and other organizations in local communities to improve the quality of American education. James Coyne (center), the president's special assistant for Private Sector Initiatives, looks on and applauds.

Reagan 'adopts' black school

From combined dispatches

President Reagan yesterday "adopted" a black elementary school in Washington to dramatize the start of a national "Partnerships in Education" program. He urged other top government officials to establish ties with local schools throughout the United States.

"I'm issuing a challenge to America to ensure our children get the education they deserve," he told 150 business and education leaders gathered in the East Room of the White House. "Let us resolve that every one of our country's public, private and parochial schools and community colleges — all 110,000 of them — will have formed a partnership in education."

Reagan called the principal of Congress Heights Elementary School in Washington to the podium to announce that the White House was adopting his school.

Students at Congress Heights were viewing the ceremony over closed-

circuit television. Reagan said they had been told the school was being adopted by a local television station, WJLA-TV. But he told Principal William B. Dalton, "With your permission, it's the White House which would like to form a partnership with your school.

"We'd like to pitch in at Congress Heights, tutoring, showing students how the White House works, helping them further develop their academic skills and talking to them about our jobs here and the careers that we had before we came here," the president said.

"By the way, if there's anybody interested in lifeguarding, sports announcing on radio or movie acting, I'd be happy to help, too," he added with a laugh.

The ceremony marked the official launch of the program, supported by dozens of major corporations and all three major television networks.

Reagan said that adopt-a-school programs already exist in many cities,

including San Diego, where the U.S. Navy has ties to the local schools.

But he added, "There is much more to be done. Everyone must get involved. So I'm directing the federal government to promote 'Partnerships in Education' in every way that it can."

Reagan said he would sign a memo asking all federal department and agency heads to form "their own partnership with local schools."

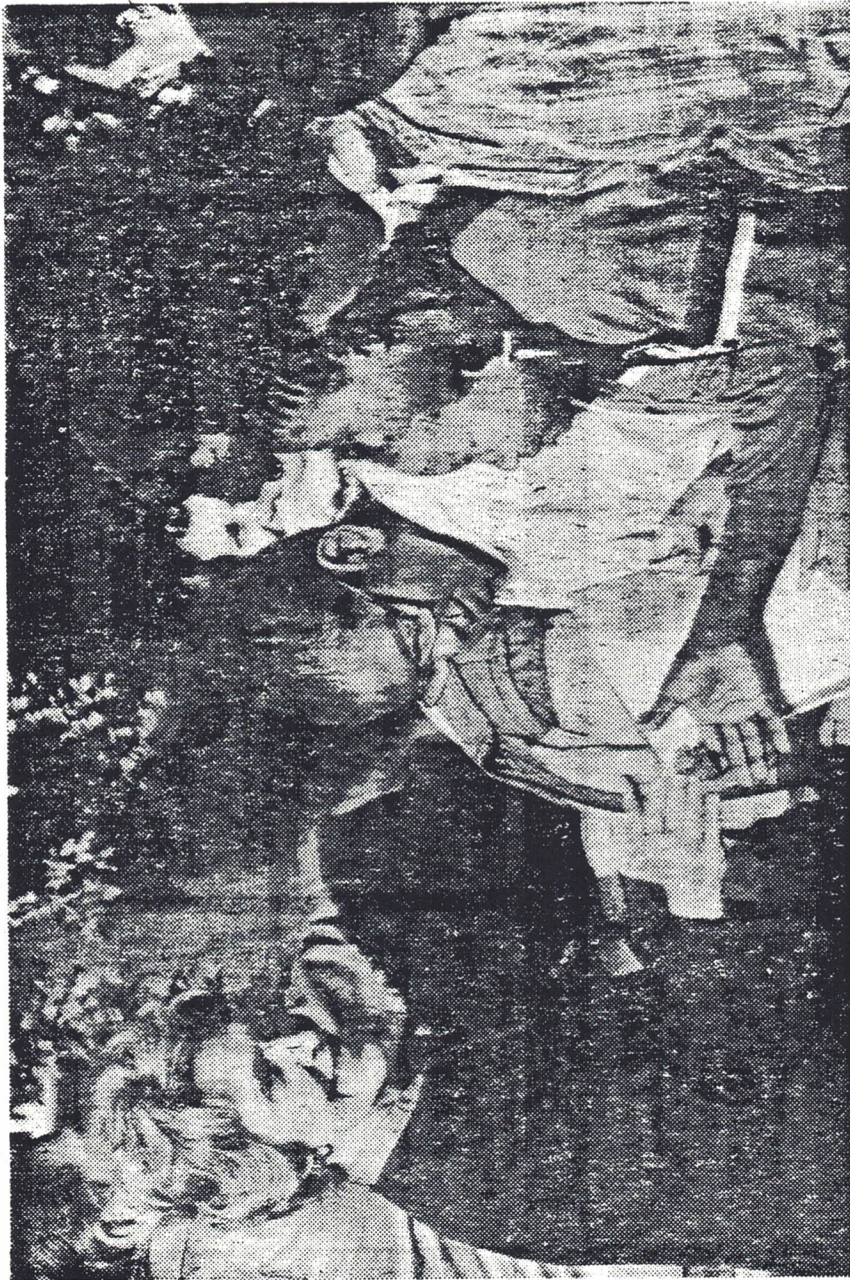
"This won't be an expensive new government program. It will be human and effective," he said.

Reagan said he was lending his administration's support to the school-business partnership program as an outgrowth of the concern expressed in the National Commission on Excellence in Education's report on the erosion of standards in U.S. schools.

The White House said that Congress Heights has 520 students in pre-kindergarten through sixth grade with 28 teachers.

Reagans Greet Visiting Students

President and Mrs. Reagan greet some of the 60 fifth and sixth grade students from Congress Heights Elementary School who visited the White House yesterday. The public school, in one of the poorest sections of Southeast Washington, has been adopted by the White House as part of a new "Partnerships in Education" program. The White House staff will be expected to do volunteer work at the school.



By Ray Listig - The Washington Post

PHOTO BY AP/WIDE WORLD

Friday, October 14, 1983



By Ray Lustig—The Washington Post

William B. Dalton, the principal of Congress Heights School, listens to President Reagan's announcement.

White House 'Adopts' School

Help for Congress Heights Launches National Drive

By Ronald D. White
Washington Post Staff Writer

The White House is "adopting" Congress Heights Elementary School, a public school in one of the poorest sections of Southeast Washington, to open a nationwide drive to promote private sector involvement in education, President Reagan announced yesterday.

The announcement came as Reagan told a gathering of business executives and educators in the East Room of the White House about a new "Partnerships in Education" program aimed at increasing private and federal involvement in public schools around the country.

He said that the heads of the various fed-

eral departments and agencies will be directed to form partnerships with schools, and that the Department of Education will hold seminars around the country at which business leaders will be encouraged to become more involved in their community's schools.

Congress Heights' principal, William B. Dalton, was in the East Room's audience when Reagan made the announcement.

The president called Dalton to the podium and said: "I have a surprise for you . . . with your permission, it's the White House that would like to form a partnership with your school."

"We'd like to pitch in at Congress Heights, tutoring, showing students how the White

See SCHOOL, B9, Col. 1

White House 'Adopts' Elementary School in Southeast D.C.

SCHOOL, From B1

House works, helping them further develop academic skills," Reagan continued, in a statement that was broadcast live on closed-circuit television at the school.

"And by the way, if there's anybody interested in life-guarding, sports announcing on radio or movie acting, I'd be happy to help, too," he added.

Former congressman Jim Coyne, who directs the White House's office of private sector initiatives, said that he will contact Dalton to draw up a "needs evaluation" on the best ways to assist the school, and that the potential help would consist of volunteer work, not additional federal spending.

"We will not have a budget to give money," Coyne said. "There is no federal spending that is proposed to be part of this, but it is certainly federal involvement."

Asked who would be volunteering, Coyne said: "The White House staff will be doing

this. Everyone agreed that this will become a priority. The president really thinks we have an important job ahead of us."

There are no immediate plans for Reagan to visit the school.

Congress Heights, located at Sixth Street and Alabama Avenue in Southeast Washington, has approximately 550 students, many of them from single-parent families on public assistance.

Coyne said that there was no search to pick a school and that Congress Heights was chosen after he became "enamored" with the teachers and students during a visit to the school in June to see its "writing-to-read program," an effort sponsored by IBM to teach kindergarten and first-grade students how to read.

Congress Heights and school system officials expressed surprise and pleasure when told of the adoption plan.

"It's a surprise to all of us," said Lourene A. Browne, a counselor at the school for 17 years.

"I think he picked the right area. We are usually forgotten. I assume there will be money appropriated for us. If they don't appropriate money it is [still] a nice gesture."

"Are you pulling my leg?" asked at-large school board member Eugene Kinlow. "I can only guess that the quality and the state of education is going to be a national agenda item in the [upcoming] campaign . . . This may, in fact, be part of the whole campaign strategy of outselling the Democrats on the educational issue."

Coyne denied that there was any intention of gaining political mileage from the program, declaring: "This is an effort that will bring together all Americans in a nonpartisan way."

"I think it's fantastic . . . for the simple reason that it shows that the president and the school system can work together for the betterment of education," said physical education teacher Ruby Martin.

First-grade teacher Brenda Williams added:

"It's quite exciting. I think he [Reagan] is trying to mend his ways. It's commendable that he is trying to do so."

Calvin Rolark, a prominent Ward 8 resident who is chairman of the United Black Fund, also thought the idea was "excellent," and said, "For years Southeast has been known as the forgotten section of D.C."

Both he and Ward 8 City Council member Wilhemina Rolark plan to send telegrams to Reagan thanking him for the gesture.

Having a business or group enter a school to help students is not new in District schools, and has been encouraged by School Superintendent Floretta D. McKenzie.

Several firms have donated equipment and materials for programs such as the school system's career schools in engineering and computer processing.

Several churches also have adopted individual schools, providing their students with tutorial help.

WASHINGTON

USA TODAY'S SPECIAL REPORTS FROM THE CAPITAL

Department heads urged to adopt a school

President Reagan said Thursday he is ordering the heads of all federal departments to "adopt" local schools as part of a drive across the USA to bring closer ties between business and education. To set an example, Reagan said the White House was adopting Congress Heights Elementary School, a predominantly black school in a low-income neighborhood of the nation's capital. The students will be tutored and shown how the White House operates.

HS

17542

Dear Mr. President,
I go to Congress Heights
Elementary School, and I
think it was a great
idea to adopt our school
to start a partnership in
education. I was one of
the 5th and 6th graders who
was there on Friday to see
you off to Camp David. I
considered it a great
privilege to be able to be at
the White House. Also,
The partnership in education
idea will be a success.
I hope you enjoyed your trip
to Camp David.

↓ (Continued on back)

Sincerely,
Todd Myers

President of Togo Visits SE School

VISIT, From C1

a sixth grade student, said with a giggle. "I've only been as far away as North Carolina."

These are heady days at Congress Heights, a school in one of Washington's poorest neighborhoods. Less than two weeks ago, President Reagan announced that the White House was adopting the school to kick off a "Partnership in Education" program, and invited students over for a visit.

Nowadays, Principal William B. Dalton said, "Every time I look, there's someone coming."

Yesterday Eyadema decided to take part in that program by going to Congress Heights and offering the staff at the Togolese Embassy for tutoring in French, African history and contemporary African politics.

Togo is a tiny West African nation of about 2.5 million residents that is smaller in area than West Virginia. Eyadema is its popular, pro-western ruler who led a military coup in 1963. He handed the country over to civilian leaders and then toppled that government and installed himself in 1967. This is his first visit to the United States.

Togo spends 25 percent of its budget on education, and 70 percent

of its people younger than 25 are literate. Eyadema said his country's emphasis on better education was one of the reasons he wanted to visit Congress Heights.

"In Togo, we too prepare for the future of the children because they will be the ones to take our place," Eyadema said. "If you waste your time in school you cannot get it back."

Frances Pearson's and Ernestine Walker's sixth grade classrooms were festooned with miniature flags of Togo and the United States and the children were prepared with questions such as "What do you think of our foods?"

"When you see children of a great country you see that they are well fed," Eyadema told the students. "You are not like children of an underdeveloped country like ours."

Ward 8 leaders such as City Council member Wilhemina J. Rolark and school board members R. Calvin Lockridge and Eugene Kinlow seemed as enthusiastic as the students.

"It's an opportunity for our students to touch their roots," Lockridge said.

"This is excellent. This is wonderful," Rolark said.

"It's been a tremendous lift to the children," said School Superintendent Floretta D. McKenzie.

The students, many of whom come from poor, single-parent homes, talked mostly about how nice it was to see a black head of state.

"He sounds like a good president. This is my first time seeing a black president," said Lisa Nipper, 11.

"I like it," student Michael Poindexter said of all the unexpected attention Congress Heights is receiving. "It's great. It makes me feel happy."