

DRAFT 12/29/93

January 3, 1993

MEMORANDUM FOR CHRISTINE A. VARNEY

FROM: STEPHEN B. SILVERMAN
JENNIFER O'CONNOR
PHIL CAPLAN
DANA HYDE
LAURIE LABUDA

SUBJECT: STRATEGY PLAN

You have asked us to set forth a statement of the mission of Cabinet Affairs and a strategy plan for 1994. Below are some thoughts on these issues.

I. INTRODUCTION/MISSION STATEMENT

The mission of Cabinet Affairs in the Clinton Administration is to manage the President's relationship with his Cabinet and to serve as a point of entry and coordination point for the White House for Cabinet Members and their staffs. In this regard, the office seeks 1) to anticipate problematic issues and work to resolve them in a suitable manner; 2) to strategize with the Agencies and WH staff about introduction of policies to the American people, Congress and the media; 3) to coordinate WH offices' relationships with the Agencies; 4) to serve as staff contact when the President participates in an agency driven event; 5) to serve as the entry point for requests from the agencies for Presidential scheduling and to coordinate advice from staff on efficacy of Presidential participation; 6) to coordinate Cabinet involvement in Presidential initiatives such as NAFTA, budget reconciliation or health care; 7) to monitor political, policy, legislative developments at the agencies and bring information to the attention of appropriate WH staff; 8) to facilitate communication between WH offices and the agencies; 9) to facilitate the collection of timely information from the agencies for Presidential travel and Presidential statements; 10) to serve as the WH coordination point for the declaration of major disasters recommended by FEMA and coordination of federal response to disasters in certain circumstances; and 11) to serve as the Cabinet representative or advocate at WH staff meetings about events or initiatives.

Enhance integration with WH staff to better and more completely advise on issues affecting the agencies and to bring to bear agency input and views when appropriate.

J.
This stuff
has not
been
labelled
for
filing
- Matt

II. GOALS AND CHANGES

In 1994, Cabinet Affairs will be in a position to build upon the relationships it developed with White House staff, Members of the Cabinet, Chiefs of Staff and other Agency staff in 1993 to enhance our ability to advance the President's agenda. The following areas would be appropriate for further integration and coordination.

1) More closely monitor policy development at agencies to identify key issues to better strategize.

- o monthly reports with policy overview (contained in weekly report)
- o continue weekly oral reports
- o continue periodic meetings at agencies
- o work more closely with councils
- o provide summary updates for senior WH staff on issues that are percolating at the agencies.

issues on which they are working, with policy staff at the Agencies so as to bring them onto the political radar screen at the WH. better anticipate from a political perspective issues that will effect the White House and the agencies. Develop mechanism for sharing issues or problems being developed at Agencies with Policy Councils.

2) Develop systems by which grants are announced, including during Presidential travel. to develop system for grant announcements generally, and specifically before and during Presidential travel.

To engage earlier in discussions of schedule and policy pronouncements to more effectively utilize Members of the Cabinet and Agency staffs.

3) coordinate travel to impact elections and promote initiatives

- o Continue to develop a strategy for coordinating political and initiative travel by Members of the Cabinet by working closely with WH Political, Intergovernmental and Legislative, along with the DNC.

- o general parameters of memo

4) Help improve relations between WH offices and their counterparts at agencies (e.g WH Legislative, Intergovernmental, and Communications)

- o Establish master list of contacts at each agency for respective WH offices
- o Encourage weekly meetings at White House among WH Offices and their agency counterparts.

6) Further define the role of WH Liaison to maximize their utility.

- o Work with WH Personnel and Chiefs of Staff at the agencies to define this role.

SHOULD GO IN INTRO PARAGRAPH...Continue regular visits to the agencies to encourage strong communications between the WH and the Agencies and to foster positive morale and teamwork. Continue daily conference calls and twice-monthly breakfasts with Chiefs of Staff.

7) Further define the relationship between OCA and non-Cabinet agencies monitored by OCA such as FEMA, USIA, SBA, OPM, GSA, Peace Corps and others.

- o Beginning early in the year, add several agencies to the "Weekly Reports" binder.
- o Add several agencies to conference call
- o Help these agencies navigate WH policy and political channels through introduction to WH staff, etc.

III. MILESTONES

Cabinet Affairs plays a vital role in coordinating the collection of information utilized by the President in preparation for speeches, press conferences and travel. Thus, certain milestones relate directly to the President's schedule. In fact, presently, Members of the Cabinet are participating in the collection of information for the President's State of the Union speech. Other milestones will relate to the dates of Congressional votes on major Presidential initiatives such as the health care reform legislation. Prior to such a vote, the Cabinet will be expected to travel extensively promoting the legislation, visit with Members of Congress and the media, and to participate in public outreach programs at the White House.

Generally, each agency has milestones directly related to its own work as well. OCA should collect Memorandum outlining

these expected milestones early in the year and make summaries available to appropriate WH staff and to update those milestones on a monthly basis.

Intro	Dana
Budget	Dana
Health	Dana
Political	Steve
Crime	Jennifer
Welfare	Jennifer
NPR	Phil
Natl Ser	Phil
Education	Phil

In addition, there are a host of issues that will not warrant the attention of the entire Cabinet to the extent that say healthcare does, but will require a substnatial amount of OCA staff time. Many of these issues crosscut to 2 or 3 agencies:

- Superfund
- Clean Water
- Endangered Species
- Grazing Reform
- Mining Reform
- Immigration Reform
- Information Superhighway
- GATT
- Food Safety Regulations
- Foreign Aid Reform
- California Smog

- Rapid Response Section
 - Line Item Veto
 - Balanced Budget Amendment

DRAFT 12/27/93

To: Phil, Dana, Jennifer, Laurie.
From: SBS -

Subject: Below: I look forward to seeing
hearing, discussing your comments.
Let's plan to go over Thurs. 9 a.m.
after conf. call.

January 3, 1993

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In 1994, Cabinet Affairs will be in a position to build upon the relationships it developed with White House staff,

Members of the Cabinet, Chiefs of Staff and other Agency staff in 1993 to enhance our ability to advance the President's agenda. The following areas would be appropriate for further integration and coordination.

1) Work more closely with WH Policy Counsels to better anticipate from a political perspective issues that will effect the White House and the agencies. Develop mechanism for sharing issues or problems being developed at Agencies with Policy Counsels. Work closely with NEC and DPC, and WH staff to develop system for grant announcements generally, and specifically before and during Presidential travel.

2) Enhance integration with WH staff, including scheduling, to better and more completely advise on issues affecting the agencies and to bring to bear agency input and views when appropriate. To engage earlier in discussions of schedule and policy pronouncements to more effectively utilize Members of the Cabinet and Agency staffs.

3) Continue to develop a strategy for coordinating political and initiative travel by working closely with WH Political, Intergovernmental and Legislative, along with the DNC.

4) Seek to maximize through pro-active coordination appropriate Cabinet participation in promoting Administration initiatives to the American people, Congress and the media. Develop plans modeled on successful initiatives such as NAFTA and budget reconciliation, to support the Administration's major initiatives including health care, crime, and welfare reform, and as yet undetermined minor initiatives.

5) Assist in the improvement in relations between WH offices and their counterparts at agencies to enhance effectiveness of OCA to deal with major problems, while allowing WH Legislative, Intergovernmental, and Communications to communicate effectively on a day-to-day basis with colleagues at the Agencies.

6) Further define the role of WH Liaison to maximize their utility.

7) Establish regular Cabinet meeting times on a monthly basis to enhance their utility and maximize attendance and quality participation by Members of the Cabinet.

8) Provide in summary form updates for certain WH staff on issues that are percolating at the agencies.

9) Continue regular visits to the agencies to encourage strong communications between the WH and the Agencies and to foster positive morale and teamwork. Continue daily conference calls and twice-monthly breakfasts with Chiefs of Staff.

10) Further define the relationship between OCA and non-Cabinet agencies monitored by OCA, including FEMA, USIA, SBA, OPM and others.

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