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Digital Divide - Trip Paper

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THE IMPORTANCE OF BRIDGING THE DIGITAL DIVIDE

Access to computers and the Internet and the ability to effectively use this technology are becoming increasingly important for full participation in America's economic, political and social life. People are using the Internet to find lower prices for goods and services, work from home or start their own business, acquire new skills using distance learning, and make better informed decisions about their healthcare needs. The ability to use technology is becoming increasingly important in the workplace, and jobs in the rapidly growing information technology sector pay almost 80 percent more than the average private sector wage.

Technology, used creatively, can also make a big difference in the way teachers teach and students learn. In some classrooms, teachers are using the Internet to keep up with the latest developments in their field, exchange lesson plans with their colleagues, and communicate more frequently with parents. Students are able to log on to the Library of Congress to download primary documents for a history paper, explore the universe with an Internet-connected telescope used by professional astronomers, and engage in more active "learning by doing." Students are also creating powerful Internet-based learning resources that can be used by other students – such as award-winning Web sites on endangered species, the biology of sleep, human perception of sound, and an exploration of the American judicial system.

Access to computers and the Internet has exploded during the Clinton-Gore Administration. Unfortunately, there is strong evidence of a "digital divide" -- a gap between those individuals and communities that have access to these Information Age tools and those who don't. In some instances, this divide is actually widening. A July 1999 report from the Department of Commerce, based on December 1998 Census Department data, revealed that:

- **Better educated Americans more likely to be connected.** Between 1997 and 1998, the technology divide between those at the highest and lowest education levels increased 25%. In 1998, those with a college degree are more than *eight times* likely to have a computer at home and nearly *sixteen times* as likely to have home Internet access as those with an elementary school education.
- **The gap between high- and low-income Americans is increasing.** In the last year, the divide between those at the highest and lowest income levels grew 29%. Households with incomes of \$75,000 or higher are more than *twenty times* more likely to have access to the Internet than those at the lowest income levels, and more than *nine times* as likely to have a computer at home.
- **Whites more likely to be connected than African-Americans or Hispanics.** The digital divide is also persistent and growing along racial and ethnic lines. Whites are more likely to have access to the Internet from home than African-Americans or Hispanics have from *any* location. African-American and Hispanic households are roughly *two-fifths* as likely to have home Internet access as white households. The gaps between white and Hispanic households, and between white and African-American households, are now more than six percentage points larger than they were in 1994. However, for incomes of \$75,000 and higher, the divide between whites and African-Americans has narrowed considerably in the last year.
- **Rural areas less likely to be connected than urban users.** Regardless of income level, those living in rural areas are lagging behind in computer ownership and Internet access. At some income levels, those in urban areas are 50% more likely to have Internet access than those earning the same income in rural areas. Low income households in rural areas are the least connected, with connectivity rates in the singles digits for both computers and Internet access.

In addition, data from the National Center for Education Statistics reveals a "digital divide" in our nation's schools. As of the fall of 1998, 39 percent of classrooms of poor schools were connected to the Internet, as compared to 62 percent for wealthier schools.

creative-private and public-sector initiatives as well as public-private approaches that are making to help bring digital opportunity to all Americans technology a tool of digital opportunity.

PRESIDENT CLINTON'S NOVEMBER NEW MARKETS TRIP

Highlighting The Investments Of Sports Organizations & Private Corporations In Newark

November 4, 1999

TODAY, PRESIDENT CLINTON WILL VISIT NEWARK, NEW JERSEY TO HIGHLIGHT PRIVATE SECTOR/SPORTS ORGANIZATIONS' EFFORTS TO INVEST IN THEIR COMMUNITIES AND YOUTH PROGRAMS. President Clinton will kick off his second New Markets tour in Newark, NJ, an Enterprise Community, where he will visit Malcolm X Shabazz High School in Newark and speak to young people and community leaders. On this first stop of his two day tour of underserved communities, President Clinton will emphasize how sports organizations and private corporations can develop ongoing partnerships with their home cities and local community organizations to spur redevelopment and provide opportunities for young people.

President Clinton's New Markets Initiative builds on the Clinton/Gore Administration's strong record of promoting economic development, which includes the creation of the Empowerment Zone/ Enterprise Community Initiative in 1993. This second New Markets trip comes three months to the date after his first trip and again highlights the untapped potential in America's underserved markets. This second trip puts a special emphasis on how corporations and communities can leverage that potential through long term, sustainable partnerships. Through the New Markets Initiative, President Clinton is helping to mobilize corporate America and encouraging the private sector to invest in our inner cities so that all communities can share in the prosperity of this economic expansion.

NEWARK FACES SIGNIFICANT ECONOMIC CHALLENGES LIKE OTHER INNER CITIES.

- Decline in Population. The population in Newark dropped from 329,248 in 1980 to an estimated 267,823 in 1998, an 18.7 percent drop, while during that same time period the overall U.S. population grew by 19.3 percent. (Bureau of the Census).
- High Poverty. After increasing from 26.3 percent in 1989 to 35.3 percent in 1993, the poverty rate improved but remains high at 30.5 percent in 1995. (Bureau of the Census).
- Unemployment Rate. The city's unemployment rate declined from 15.2 percent in 1993 to 9.6 percent in 1998, more than twice the national average and the 4.1 unemployment rate in the suburbs.

PRESIDENT CLINTON WILL BE JOINED BY NUMEROUS CORPORATE LEADERS, ATHLETES AND REPRESENTATIVES OF SPORTS ORGANIZATIONS TO ANNOUNCE AND HIGHLIGHT NEW PARTNERSHIPS IN NEW MARKETS. These include: Art Ryan (CEO, Prudential), Ray Chambers (Co-Owner of the New Jersey Nets, New York Yankees and Chairman of the Amelior Foundation), Lewis Katz (Co-Owner of the New Jersey Nets and New York Yankees), Larry Siegal (CEO, Mills Corporation), Paul Tagliabue (Commissioner of the NFL), Bob Craves (Co-Founder, Senior Vice President of Costco Wholesale), Bill Freeman (President, Bell Atlantic, New Jersey), Frank Ianna (President, AT&T Network Services), Richard Rawson (Senior Vice President & General Counsel, Lucent Technologies), Art Guida (Director of External Affairs & Economic Development, PSEG), Bob Lanier (Former Basketball Player, Detroit Pistons), Rev. Jesse Jackson, Hugh Price (President, Urban League), Michael Rubinger (President, Local Initiatives Support Corporation) and Al From (Executive Director, Democratic Leadership Council).

CORPORATE AND ECONOMIC DEVELOPMENT LEADERS JOINED THE PRESIDENT TO ANNOUNCE THE FOLLOWING COMMITMENTS FOR NEWARK AND AMERICA'S INNER CITIES: The New Jersey Nets Partner with Malcolm X Shabazz High School and Commit Funding to Youth Programs in Newark. Today, President Clinton highlighted the efforts of Ray Chambers and Lewis Katz, co-owners of the New Jersey Nets. In Fall 1998, Ray Chambers and Lewis Katz invested their 38 percent ownership of the New Jersey Nets into the Community Youth Organization (CYO)—the largest single interest—in the team. Today, Chambers and Katz took another step to improve opportunities to the Newark community. They have agreed to have the New Jersey Nets adopt an after-school program at Malcolm X Shabazz High School in Newark, as part of the Newark Alliance's program for corporations to adopt Newark schools. The Newark Alliance is made up of eight leading business and civic leaders. Its goal is to improve the city of Newark by focusing on education and economic development by creating, facilitating and leveraging partnerships between and among private corporations,

community organizations, educational institutions and residents of Newark. Currently, Lucent and the Ford Foundation already provide funding to the Malcolm X Shabazz High School through the Project GRAD program.

In addition, the New Jersey Nets have made the following new commitments to programs in Newark:

- The Nets will increase their funding to \$500,000 a year for city teen job training and scholarship programs, with a particular focus on high school and post-high school students.
- As part of their plans for the new Newark Sports and Entertainment Redevelopment Plan, the Nets will include an educational and classroom section in the building to provide a venue, or even a potential Sports Business Academy, for sports-related job training, from service industry positions to sports marketing and management.
- The Nets will adopt a policy to encourage all sponsors to become similarly involved with New Jersey's youth directly through financial contributions or programmatic participation.

The NFL Community Football Fields Program Commits \$1.5 Million to Neighborhood-Based Organizations. Today, the National Football League (NFL) and the Local Initiatives Support Corporation (LISC) will announce this year's NFL Community Football Fields Program grants totaling \$1.5 million. In Newark, Corinthian Housing Development Corporation, a community development corporation that has developed new single family homes around the park that will be rehabilitated, received this year's grant in Newark. This program is a partnership between the NFL and LISC that provides non-profit neighborhood based organizations with financing and technical assistance to improve the quality, safety and accessibility of local football fields. In just two years (1998 and 1999), it has made 34 grants totaling \$2.7 million dollars in the distressed urban areas of 29 NFL cities. LISC works to ensure that field projects receiving NFL funding have matching dollars to meet their total development budgets. These field projects are located in close proximity to other community revitalization efforts, creating a web of investment that reinforce each other.

Costco Challenges Sports Teams to Follow the Seattle Seahawks Academy Initiative. Costco has challenged national sports teams to become involved with the Community in Schools program, a dropout prevention program that supports the connection between community resources and schools. Costco has pledged a total of \$500,000 to the Communities in Schools program. An example of this type of partnership is at the Seattle Seahawks Academy in Seattle, Washington. In 1997, the Costco and the Seahawks shared in the funding of the Seahawks Academy and this partnership has continued flourish. Students' test scores have improved compared to what they were before attending the academy, and dropout rates are down as well. While the Seahawks provide annual funding for the school, a number of the team's players have taken a personal interest in the students, most of whom have had difficulty with academics. Players visit the schools on a monthly basis to talk with the students and in turn students have the opportunity to take field trips to the stadium to meet with players. The school along with player participation, has created a personalized atmosphere for these children that provides inspiration and motivation to stay in school and excel in the future.

Major League Baseball (MLB) and the National Basketball Association (NBA) Commit to the Community. Major League Baseball is committed to the Diverse Business Partners Program that is meant to encourage relationships with businesses owned by women and minorities. Many teams will participate with the program by looking at qualified vendors for services in the ball park, including food, merchandise, office supplies and landscape. The NBA TeamUp Program involves the active participation of all 29 NBA teams who are then partnered with numerous area non-profit organizations and social service agencies in an effort to provide community service opportunities for area youth. By the end of the 1999-2000 season, all 29 franchises have undertaken to engage 2,000 young people in each respective city in community service projects with the players. A number of other sports teams and organizations have partnered with community organizations to provide funding and technical assistance to groups in their local community and around the country. These programs include:

- ✓ Jacksonville Jaguars Foundation: Honor Rows Program
- ✓ Chicago White Sox: Cultivating lasting relationships with minority-owned businesses.
- ✓ Portland Trailblazers: Blazers Community Builders Program-- the first and only professional sports team to receive the Points of Light Foundation Award for Excellence in Corporate Community Service.

The Prudential Insurance Company of America Will Provide \$2.5 Million to the Young Entrepreneur Program. Prudential has approved a \$2.5 million, four-year grant to launch the Prudential Young Entrepreneur Program (PYEP), a pilot program that is being administered by the Association for Enterprise Opportunity (AEO). This grant will support the creation of a new comprehensive entrepreneurial development and job creation program for young people between the ages of 18-30 in Newark, NJ and Philadelphia, PA. It is part of the Department of Labor's Youth Opportunity Movement, which was announced in Los Angeles, CA during the President's July New Markets tour. Other organizations participating in PYEP include the National Foundation for Teaching Entrepreneurship (NFTE), which created the program's curriculum, the New Jersey Institute of Technology Enterprise Development Center (NJIT EDC), the West Philadelphia Enterprise Center (WPEC), the Greater Newark Business Consortium, a small business micro-lender, and QED group which will evaluate the program. This commitment builds on Prudential's history of investing in programs all over the city of Newark. Recently, Prudential has announced that it will help assemble financing for the Newark Arena (up to \$170 million). The company also participates in the New Newark Foundation that is working on a plan to rebuild a section of downtown Newark. In addition, Art Ryan, the CEO of Prudential, participates on the Newark Alliance Board that focuses on education in Newark.

The Mills Corporation Commits \$1 Million Toward a Training Facility and Projects to Hire Approximately 1,000 people from the Newark Community through the Welfare to Work Program. Today, the Mills Corporation made a \$1 million dollar commitment towards pre-employment training and a career development center at their Meadowlands development, which will provide retention and career advancement services for all employees. In partnership with the Rockefeller Foundation and Newark organizations helping people move from welfare to work, the Mills Corporation projects that they will hire approximately 1,000 people from the Newark community. The Meadowlands development site is located 10 miles north of Newark, and is one of five sites in the Mills Corporation's Jobs Initiative. The Mills Corporation is a board member of the Welfare to Work Partnership, and through its Jobs Initiative, it will offer opportunities for thousands of welfare recipients and other individuals in underserved communities not only to get a job at one of its development sites, but also to advance on a career path. The first Jobs Initiative site, which opened last week, is Katy Mills in Houston, TX, where 200 welfare recipients have already been hired.

AT&T Will Announce a Commitment of \$100,000 to Develop an Academy of Information Technology. Today, AT&T committed a \$100,000 grant to develop an Academy of Information Technology, a 9th – 12th grade curriculum in information technology to be delivered in conjunction with existing high school programs and established a new partnership with the Department of Labor's Edison Job Corps center to sponsor internships for graduates who meet technical certifications and provide three months of experiential training through a Minority and Women Owned Business Enterprise. AT&T also announced the establishment of a corporate mentoring program with Newark students, "Leadership Conversation for the Next America," in which students will engage in online discussions with policymakers across the country to discuss leadership, economic opportunities, education and job skills for the 21st Century. In addition, AT&T announced its Learning Network Program, which will offer free online basic technical training, and provide links to fee-based online learning courses, some of which offer credits and or certificates.

Bell Atlantic and Ford Motor Company Help Create the Youth Automotive Training Center.

Today, the Bell Atlantic Foundation announced a \$70,000 grant to fund the creation of an interactive "distance learning" classroom at the New Community Corporation's (NCC) new workforce development center, enabling it to interact with NCC's Youth Automotive Training Center (YATC), an innovative partnership with Ford Motor Company, Bell Atlantic, and Hillside Auto Mall. This new grant adds to Bell Atlantic's past philanthropic contributions of over \$5 million to support technology and education initiatives, workforce development and job training in Newark. This new commitment also builds upon Ford's commitment to YATC that will reach \$1 million in financing alone. The program, which will soon become an official training program for Ford, offers at-risk youth job training in automotive careers. Ford will use YATC as a prototype for community-based organizations and local auto dealers to train and certify technicians in urban areas. NCC has been a major contributor to the revitalization of Newark and continues to work on building a solid economic base that will create jobs and keep profits in the community.

Department of Housing and Urban Development

- HUD announced today the launch of a pilot program with Tutornet.com, Inc., an online interactive tutoring service. Tutornet will donate tutoring services in math and science via the Internet to 4th through 12th grade students living in public housing areas that include computer-training sites. This partnership is part of a comprehensive effort on Tutornet's part to narrow the gap between those with access to technology and those without. The service normally costs \$30/student per month. Tutornet is offering to provide it free of charge through the end of this school year. Eight sites (Boston (2), Philadelphia, Chicago (3), San Francisco and Newark) have been identified.

THE PRESIDENT WILL ALSO HIGHLIGHTS OTHER PROJECT PARTNERSHIPS AND EFFORTS TO BRING LONG-TERM IMPROVEMENTS TO NEWARK AND OTHER UNDERSERVED AREAS. Thirty-two years after the riots, the city of Newark is experiencing social and economic redevelopment. A number of projects established through funding from private corporations, federal, state and local entities and community organizations have continued to create new opportunities for the residents of Newark and disadvantaged people all over the country.

Lucent and Ford Foundation Commit Funding to Project GRAD. Lucent Technologies and the Ford Foundation have made a \$17 million, five-year commitment to bring this educational program to the city of Newark. Project GRAD seeks to guarantee academic success through the promise of a college scholarship. Students qualify for these \$1,000 to \$2,000 annual scholarships if they complete high school and remain in the GRAD program. The program's goal is to improve academic performance and serve as a model for school reform in other areas of Newark as well as around the country.

American Express Helps the National Retail Institute Establish a Training Facility in New Jersey. The National Retail Institute recently opened a retail skill development center at Jersey Gardens Mall in Elizabeth, New Jersey. As the second facility of its kind in the U.S., the center's goal is to provide pre-employment training and post-employment career advancement opportunities for mall employees. Funded by the New Jersey State Department of Labor and American Express, the center will eventually be funded by mall tenants.

The New Newark Foundation: The New Newark Foundation seeks to re-establish and rebuild the waterfront area of Newark as a vital part of the city. The project's goal is to redevelop this area of Newark as a place for commerce, recreation, transportation and housing. Extending upland, the plan connects the waterfront to the city and the historic parks through a network of streets and public open spaces. The plan draws upon many existing resources in Newark to generate economic development on the Newark riverfront.

The Newark Sports and Entertainment Redevelopment Plan. In an effort to breathe new life and energy into Newark's downtown area, the Newark Sports and Entertainment Village Redevelopment Plan provides for development of the Newark Arena as a new home for a number of New Jersey sports team. This plan will transform what was once an isolated and largely deserted section of the city into a well-populated and much utilized venue for sporting events, entertainment, transportation, shopping, and additional office employment. The plan also calls for the Village to sponsor sports and management education, training for jobs in the sports and communication industries, as well as help teams promote and provide community service initiatives throughout the city and state. Prudential Insurance has already announced it will assemble financing of up to \$170 million to support this initiative.

Public Service Electric and Gas (PSE&G) Southward Neighborhood Partnership. In 1996, PSEG undertook an initiative in Newark's South Ward community to create and sustain a stable community for about 8,000 residents through the promotion of job-readiness, home ownership and business growth. Their efforts focused on job creation and retention, small business and real estate development, improving the quality of life, transportation, education, housing, environment, health and public safety. As a result, 820 residents have undergone job training, the Newark Housing Authority is acquiring 96 properties to build 200 rental townhouses, 125 residents participated in the positive parenting program, a coalition of 16 partners was established to address healthcare issues, and the crime rate decreased. PSE&G is now proceeding with Phase II of this initiative in the Clinton Hill section the South Ward. This phase will, once again, focus on public safety, economic development, job training, housing, social services, health, environment, education, and recreation in a comprehensive approach to revitalize this neighborhood.

Continental Airlines and Port Authority of New York and New Jersey Undertake \$1 Billion of Improvements at Newark Airport. Continental Airlines and the Port Authority of New York and New Jersey have commenced a \$1 billion improvement project at Newark International Airport. The project is expected to create 5,000 construction jobs and 3,200 airline jobs. Improvements to the airport will include a 600,000 square-foot terminal expansion for Continental Airlines which will provide 12 wide-body gates, retail areas, customs and immigration facilities, and roadways and parking facilities. In addition, the airport is also using Passenger Facility Charge revenues to link the on-airport monorail with the Amtrak line and construct an Amtrak station approximately 1 mile from the airport.

Department of Commerce

- The Urban League of Essex County is one of four National Urban League affiliates selected to participate in a 1997 TIIAP award. Under this project each affiliate has designed a Technology Education and Access Center (TEAC). These affiliates represent four states in urban areas targeting low-income and disadvantaged adults and children. Programs offered by the centers include adult literacy, computer literacy, Internet training, web design, employment readiness, job searching, after school enrichment, and summer youth programs. All of the centers structured programs and set hours for public access/walk-in clients. The TEAC in Newark has 30 personal computers connected to the Internet through an ISDN connection. Seven instructors provide classes covering topics from computer literacy to basic Internet skills. The average class size is about 30 students.

Department of Transportation

- The New Jersey Transit Corporation has proposed to build a one-mile, five-station segment of an 8.8 mile, 16 station light rail transit system to link Newark with Elizabeth, New Jersey. This new system will extend from the existing Newark City Subway light rail line from Broad Street Station in Newark to Newark Penn Station. This new rail link will help to provide better access for area residents to job opportunities. The FY 99 Budget appropriated \$17.91 million in U. S. Department of Transportation Section 5309 funds for this project, which is estimated to have a total cost of \$694 million and will provide service to 24,900 riders per day in 2015 when completed.

discuss ways to bridge the digital divide. While lack of means represents the most important barrier to digital opportunity, the President will also highlight the need to motivate underserved Americans to "get connected" so as to maximize their educational and economic future.

**THE PRESIDENT'S NEW MARKETS TOUR:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY**
Background on: Accessing Technology in East Palo Alto
April 4, 2000

TODAY THE PRESIDENT VISITED EAST PALO ALTO. Today, the President visited East Palo Alto, and participates in a roundtable of high-tech CEO's and community leaders to highlight the need to motivate young people and underserved communities to participate in the information revolution. Despite its proximity to the Silicon Valley, this area has not shared in the technology boom. The President is committed to ensuring that all young people, families and communities are afforded digital opportunity and is building on his successful New Markets Initiatives to mobilize the high-tech industry to encourage the participation of all Americans in the digital economy.

change all past to future tense

EAST PALO ALTO HAS NOT SHARED EQUALLY IN THE NATION'S DIGITAL REVOLUTION. Despite its geographic proximity to the Silicon Valley - home of the technology revolution - East Palo Alto residents are often excluded from the area's abundance of wealth and knowledge; Moreover, East Palo Alto is a community with few resources available;

digital technology

- East Palo Alto residents make up 25% of the County welfare caseload;
- Over 80% of local K-8 students are eligible for free or reduced lunches - an indication of the city's low-income status;
- The high school drop-out rate is estimated at 50%; and
- Unemployment generally runs about 3 times that of the County.

City's (are we sure it is a city? Part of Palo Alto?)

-price

THE PRESIDENT WAS JOINED TODAY BY CEOs OF THE LEADERS IN THE TECHNOLOGY INDUSTRY TO HIGHLIGHT THE IMPORTANCE OF MOTIVATION.

THE PRESIDENT ANNOUNCED SEVERAL KEY INITIATIVES AIMED AT ENCOURAGING DIGITAL OPPORTUNITY FOR YOUTH, FAMILIES AND COMMUNITIES. Several high-tech firms today pledged their support for the President's digital opportunity call to action through the announcement of the following initiatives:

AT&T announced a \$1.2 million grant to create an Academy of Information Technology in Oakland, CA, a high-school curriculum to prepare students for the IT industry.

did AT&T establish a school or only a curriculum that it shares w/ other schools

AmeriCorps and PowerUP committed to significantly increase the number of volunteers as PowerUP scales up the number of national sites. PowerUP is a major initiative by AOL, Gateway, and other companies to expand access to technology for under-served youth in community centers and schools.

More explanation & description

cap
Public Service Announcements
Community Technology Centers
Yahoo! will commit \$1 million in Internet banner (PSAs) to recruit technology workers to join AmeriCorps and other volunteer organizations to serve as technology workers. Yahoo! has also committed \$1.5 million to create "Camp Yahoo!", a training program for non-profits, (CTCs) and other community groups around the country.

high-tech(?)
That are working to close the digital divide by teaching skills.
Needs more description
3Com announced the new "Connected Entrepreneur Awards Program", a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities. 3Com will reward these "economic heroes" by providing their small businesses with the technology tools that enable them to continue to succeed. In return, the honorees commit to mentor young girls and others who come to the YWCA for assistance. How much \$?

✓ 3Com also announced the creation of the YWCA TechGYRLS, a program to raise girls' interest, confidence and competence in the area of technology. Another 3Com/YWCA partnership program, NetPrepGYRLS, will offer high-school aged girls training in computer networking that could lead to industry-standard certification. 3Com and YWCA expect 600 girls will be trained at 30 NetPrepGYRLS programs around the country. How much \$?

Intel and Tech Corps announced a partnership that would provide free software for students to develop living history websites to create a virtual community of living histories on the web. How much \$?

Qualcomm committed to assist in the deployment of educational technology in San Diego area schools, and other institutions, including high speed Internet access, deployment of PCs, support of technology-focused curricula, and related teacher training and technical support. How much \$?

needs explanation

In general, the deliverable need more description, using perhaps an example of how each one works. Hopefully, we'll get more info in the next few days.

A STRONG RECORD OF WORKING TO CLOSE THE DIGITAL DIVIDE

President Clinton and Vice President Gore have worked hard to close the digital divide, and to help create opportunity for more Americans in the Information Age.

- President Clinton and Vice President Gore have set a national goal of **ensuring that every child is technologically literate**. In addition to preparing children for the high-tech workplace of the 21st century, technology can help change the way teachers teach and students learn. Teachers can communicate more frequently with parents, keep up with the latest developments in their field, and exchange lesson plans with their colleagues. Students can conduct research using primary source material, learn the principles of genetics by breeding virtual fruit flies, and learn astronomy by using a professional telescope located 3,000 miles from their classroom.
- **As a result of the Clinton-Gore educational technology initiative:**
 - The number of **classrooms** connected to the Internet has increased from 3% in 1994 to 51% in 1998.
 - The number of schools connected to the Internet has increased from 35% in 1994 to 89% in 1998.
 - The "e-rate", part of the Telecommunications Act of 1996, is providing \$2.25 billion in 20% - 90% discounts to connect schools and libraries to the Internet, with the deepest discounts going to the poorest schools that need it most. The e-rate alone has provided Internet access for children in more than 1 million classrooms.
 - Our total investment in educational technology at the federal level (including the e-rate) has increased from \$23 million in 1993 to over \$3 billion today.
 - Grants supported by the Department of Education are training 400,000 new teachers to use technology effectively in the classroom.

In addition, President Clinton and Vice-President Gore have worked to:

- **Expand access to technology for people with disabilities:** President Clinton and Vice President Gore have been strong supporters of efforts to make technology more accessible for people with disabilities. Recent actions by the Federal Communications Commission will help ensure that telecommunications equipment, such as cellular phones, is designed to be accessible for people with disabilities.
- **Expand access to technology in under-served communities:** In addition to the Community Technology Center program, HUD Sec. Andrew Cuomo has created approximately 500 Neighborhood Network learning centers that bring state of the art technology to publicly-assisted housing across America. HUD's Neighborhood Networks are innovative private/public partnerships that establish computer-based multi-service centers to help people in publicly-assisted housing learn critical computer skills and prepare for 21st century jobs.
- **Ensure that the Administration makes closing the Digital Divide a top priority.** In December, 1999, President Clinton directed members of the Cabinet to take specific actions to address the digital divide: President Clinton is directing members of his Cabinet (Secretaries of Commerce, Education, Health and Human Services, Housing and Urban Development, and Labor) to take specific steps to close the Digital Divide, including:
 - Continuing to measure the nature and extent of the digital divide by examining the importance of income, education, race, gender, geography and age to Americans' access to Information Age tools;
 - Expanding the network of Community Technology Centers to provide access to technology for those American who can't afford it;
 - Promoting applications of the Internet that will empower low-income families, such as the ability to start their own business; and
 - Upgrading the IT skills of workers in low-income communities.

THE CLINTON-GORE AGENDA FOR CREATING DIGITAL OPPORTUNITY

Private sector competition and rapid technological progress are powerful forces for bridging the digital divide and for making Information Age tools available for more and more Americans. The information technology industry is able to double the amount of computing power available at a given price every 12-18 months, and is now selling low-cost computers and "information appliances" – such as specialized Internet access devices. Some companies are even offering free, advertiser-supported Internet access. By working with the private sector and community-based organizations, the Administration can accelerate the trend of expanded access.

But access to technology is only the first step. We also need to give more people the skills they need to use technology, promote content and applications of technology that will help empower under-served communities, and ensure that our teachers can use technology effectively in the classroom. Below is a brief description of the initiatives that President Clinton and Vice President Gore are proposing to help accomplish these goals:

- 1. \$2 billion over 10 years in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and technology training for workers:** President Clinton's budget includes \$2 billion in tax incentives to encourage companies to donate computers to schools, libraries and community technology centers, to sponsor schools, libraries, and community technology centers in designated Empowerment Zones, and to provide basic computer training, workplace literacy, or other basic education for their employees.
 - **Encouraging companies to donate computers.** The President proposes to extend and expand an enhanced tax deduction to provide companies with an incentive to donate computers to schools, libraries and computer technology centers. This enhanced deduction allows companies to deduct more than the cost of their donation. Under current law, this enhanced deduction applies to donations of computers to schools only and expires after the year 2000. The President's proposal would extend this provision through June 30, 2004 and would expand it to donations to public libraries or community technology centers in Empowerment Zones, Enterprise Communities, and high-poverty areas.
 - **Promoting corporate sponsorship of schools, libraries and community technology centers.** The President proposes tax relief to encourage companies to sponsor schools and community technology centers in Empowerment Zones and Enterprise Communities and targeted low-income areas. The President's proposal would allocate credits for \$16 million in corporate sponsorship to each of the 31 existing Empowerment Zones and 10 proposed new Empowerment Zones and \$4 million in corporate sponsorship for each of the more than 80 Enterprise Communities. In total, the President's proposal would help support up to nearly \$1 billion in annual sponsorships to help improve schools and community technology centers.
 - **Supporting technology training for workers.** The President's proposal would provide targeted tax relief to encourage companies to provide basic computer training, workplace literacy, or other basic education for employees that lack the basic skills to succeed in the modern workplace. Companies would be allowed to take a 20 percent tax credit for up to \$5,250 in annual expenses per employee. Eligible employees generally would not have received a high school degree or its equivalent.
- 2. \$150 million to help train all new teachers entering the workforce use technology effectively in the classroom:** Under the leadership of President Clinton and Vice President Gore, the United States has made enormous progress in connecting schools to the Internet, and increasing the number of modern computers in the classroom. However, access to computers and the Internet will not help students achieve high academic standards unless teachers are as comfortable with a computer as they are with a chalkboard. President Clinton's budget calls for \$150 million in Department of Education grants -- double the last year's investment of \$75 million -- to ensure that all new teachers entering the workforce are technologically literate and can integrate technology into the curriculum. The need for this investment is clear. According to the National Center for Education Statistics, only 20 percent of teachers report that they are "very well prepared" to integrate technology into classroom. And over the next 10 years, K-12 schools will need to hire 2 million new teachers to fill the vacancies left by retiring teachers and to accommodate increasing student populations.

3. **\$100 million to create up to 1,000 Community Technology Centers in low-income urban and rural communities:** The President's budget more than triples the Department of Education's support for Community Technology Centers - from \$32.5 million in FY2000 to \$100 million in FY2001. This initiative, championed by Congresswoman Maxine Waters was initially funded at \$10 million in fiscal year 1999. The goal of the initiative is to help close the "digital divide" by providing computers and Information Age tools to children and adults that are not able to afford them at home. These community technology centers will help empower hundreds of thousands of low-income children and adults in a variety of ways. Children will be able to improve their performance in school by having access to high-quality educational software after school and prepare for the high-tech workplace of the 21st century by getting certified with an information technology skill. Adults will be able to use computers and the Internet to take a self-paced adult literacy course; get access to America's Job Bank to see what jobs are available; learn to type up a resume and cover letter using word processing software; learn to start up their own "micro-enterprise" or Web-based business, or acquire new training. A study sponsored by the National Science Foundation confirms that Community Technology Centers are helping to bridge the digital divide. Of the users surveyed: 62 percent had incomes of less than \$15,000; 65 percent took computer classes to improve their job skills; and 41 percent got homework help or tutoring at the center.
4. **\$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families:** The President's budget includes a new \$50 million Department of Commerce pilot program to expand access to computers and the Internet for low-income families, and to give these families the skills they need to use these new Information Age tools effectively. This new program will provide competitive grants to public-private partnerships at the local level. Potential partners might include: local school districts seeking to expand parental involvement in education; high-tech companies willing to provide discounts on computers and access; libraries offering training on "information literacy"; employers seeking to upgrade the skills of their workforce using distance learning, and government agencies at all levels seeking to save taxpayer dollars through the electronic delivery of government services. The Administration will continue to work with the private sector and non-profit organizations on the most effective way to design this program.
5. **\$45 million to promote innovative applications of information technology for under-served communities:** President Clinton's budget will increase the investment in the Department of Commerce's highly-successful Technology Opportunities Program (TOP) to \$45 million -- triple the current level of \$15 million. This program encourages innovative applications of information technology that help empower low-income communities -- public health information systems that raise childhood immunization rates in inner-cities, tele-mentoring for at-risk youth, and electronic networks that strengthen local communities by fostering communication and collaboration.
6. **\$25 million to accelerate private sector deployment of high-speed networks in under-served urban and rural communities:** High-speed Internet access is becoming as important to the economic vitality of a community as roads and bridges are today. The President will propose a new \$25 million program at the Department of Commerce and the Department of Agriculture to accelerate private sector deployment of broadband networks in under-served urban and rural communities -- using grants and loan guarantees. The potential payoff from these kinds of investments is enormous. One company, for example, has helped people move from "welfare-to-work" by connecting their community with the high-speed networks needed to support telecommuting. This solves some of the biggest barriers associated with welfare-to-work -- lack of childcare and transportation.
7. **\$10 million to prepare Native Americans for careers in information technology and other technical fields:** The National Science Foundation will support efforts by tribal colleges to increase the number of Native Americans who are prepared to pursue careers in information technology and other technical fields. The ability to use technology is becoming increasingly important in the workplace, and jobs in the rapidly growing information technology sector pay almost 80 percent more than the average private sector wage.

**THE CLINTON-GORE ADMINISTRATION:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY
February 2, 2000**

Today, President Clinton will unveil a comprehensive proposal to help bridge the Digital Divide and to help create digital opportunity for all Americans. This issue has also been a top priority for Vice President Gore, who has worked to bridge the Digital Divide by ensuring that all of our children have access to educational technology. Access to computers and the Internet and the ability to effectively use this technology are becoming increasingly important for full participation in America's economic, political and social life. Unfortunately, unequal access to technology and high-tech skills by income, educational level, race, and geography could deepen and reinforce the divisions that exist within American society. President Clinton believes that we must make access to computers and the Internet as universal as the telephone is today -- in our schools, libraries, communities, and homes.

To make the most of these new opportunities, the President believes we must:

- Broaden **access** to technologies such as computers, the Internet, and high-speed networks;
- Provide people the **skilled teachers** and the **training** they need to master the information economy;
- Promote **online content** and **applications** that will help empower all Americans to use new technologies to their fullest potential.

President Clinton will announce specific proposals in his FY2001 budget to help accomplish these goals and help create digital opportunity for more Americans -- including \$2 billion in tax incentives to encourage private sector activities such as computer donations, and \$380 million in new and expanded initiatives to serve as a catalyst for public-private partnerships.

PRESIDENT CLINTON'S 2001 BUDGET INITIATIVES

1. **\$2 billion over 10 years in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and technology training for workers.**
2. **\$150 million to help train all new teachers entering the workforce to use technology effectively.**
3. **\$100 million to create 1,000 Community Technology Centers in low-income urban and rural neighborhoods.**
4. **\$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families.**
5. **\$45 million to promote innovative applications of information and communications technology for under-served communities.**
6. **\$25 million to accelerate private sector deployment of broadband networks in under-served urban and rural communities.**
7. **\$10 million to prepare Native Americans for careers in Information Technology and other technical fields.**

To Help Mobilize Public/Private Partnerships To Close the Digital Divide, President Clinton Will Lead A New Markets Trip This April: Closing the Digital Divide requires creative partnerships between industry, non-profit organizations and government. That's why President Clinton will lead a New Markets trip this April designed to mobilize a significant private and public effort to close the digital divide. This trip, which will include leading high-tech CEOs, will highlight communities that are using information technology to enhance our children's education, expand access to life-long learning, and create economic growth and high-tech, high-wage jobs.

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Kendra,

Looks good. My edits are minor.
For press paper, Patrice insists that
we use the future tense when
describing the event.

Call to let me know if you agree
w/ my proposed attachments. Can we
start calling around yet to get
background info on the trip?

- Sean
6-2803

I suggest following 1-page
attachments:

① Event + deliverables

② Trip ?

③ Problem + what Admin.
has done so far

K
Will Announce

**THE CLINTON-GORE ADMINISTRATION:
A NATIONAL CALL TO ACTION TO CLOSE THE DIGITAL DIVIDE**

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April 4, 2000

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will share
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asks calls (?)
The Clinton-Gore Administration's "National Call To Action" called upon companies, non-profits organizations, and individuals to take concrete steps to meet the Administration's two critical goals,

• **To Provide 21st Century Learning Tools For Every Child In Every School.** For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technology literacy. To help achieve these aims, we must focus on a comprehensive approach to connect every classroom, provide all students with multi-media computer access, train teachers to use and integrate technology and provide high quality content.

• **To Create Digital Opportunity For Every American Family And Community.** For all families and communities to benefit from the current economic expansion and the new digital economy we must ensure that no one is left behind. To that end, we must aim to meet the long-term goal of universal home access, bring technology to every community through community technology centers, equip all citizens with strong information and technology skills, and motivate more people to appreciate the value of "getting connected."

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The President Also Announced Several Initiatives To Bring Digital Opportunity To All. At the White House event, the President announced the following commitments to illustrate how the public sector and its private sector partners are working to meet the Call to Action goals and bridge the digital divide: meet

- **\$10 Million For AmeriCorps Tech Recruits.** The President announced a \$10 million commitment [from the Corporation for National Service] to recruit highly qualified AmeriCorps members for projects aimed at bring digital opportunity to youth, families and communities. These "digital shock troops" will take on a variety of tasks, such as providing technical support to school computer systems, tutoring at Community Technology Centers, and offering Information Technology (IT) training to those seeking high tech careers. divide (?)
- **Yahoo!'s \$2.5 Million Investment in Digital Opportunity.** In partnership with AmeriCorp's technology focus, Yahoo! announced a \$1 million Internet advertising campaign to recruit new high tech members. Another \$1.5 million commitment will be dedicated to Camp Yahoo!, a broadly distributed training curriculum designed to empower communities to learn how to use the Internet. to AmeriCorp's digital divide initiative.
- **The NetDay/TechNet One-Stop Shop.** The President announced a commitment from NetDay/TechNet to develop a web database of quality educational training tools and information for principals, teachers, parent support groups, and community members. This one-stop shop will serve as a clearinghouse for professional development resources, education discussion groups and online training materials.

will announce
Today's "National Call to Action" will kick-off President Clinton's Third New Markets Tour – From Digital Divide to Digital Opportunity. On April 10-11, President Clinton, accompanied by CEOs, Members of Congress, Cabinet Secretaries and Community Leaders will focus national attention on initiatives aimed at overcoming the digital divide and creating digital opportunities for youth, families and communities. The President will travel to East Palo Alto, CA, an Indian Reservation in New Mexico, rural North Carolina and Boston, MA, to highlight creative private-sector initiatives as well as public-private approaches that are making technology a tool of digital opportunity. The Navajo Nation

are we sure?

**THE CLINTON-GORE ADMINISTRATION:
A NATIONAL CALL TO ACTION TO CLOSE THE DIGITAL DIVIDE**

April 4, 2000

President Clinton Will Announce Today That Over 300 Companies And Non-Profit Organizations Have Signed A “National Call To Action” To Bring Digital Opportunity To Youth, Families And Communities. The President will be joined by Senator Barbara Mukulski and individuals from the communities that the President will visit during this third New Markets tour.

The Importance of Full Participation in the Information Revolution Access to technology and the Internet and the ability to use this technology effectively are becoming increasingly important to full participation in America’s economic, political and social life. While computer and Internet access has exploded in recent years, America faces a “digital divide” – a gap between those who have access to Information Age tools and the skills to use them and those who do not. President Clinton and Vice President Gore are dedicated to bringing digital opportunity to all Americans.

President Clinton’s “National Call To Action” President Clinton has issued a National Call to Action to bring corporations, non-profits organizations and individuals to take concrete steps to meet the Administration’s two critical goals.

- **Provide 21st Century Learning Tools For Every Child In Every School.** For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technology literacy. To help achieve these aims, we must focus on a comprehensive approach to connect every classroom, provide all students with multi-media computer access, train teachers to use and integrate technology and provide high quality content.
- **Create Digital Opportunity For Every American Family And Community.** For all families and communities to benefit from the current economic expansion and the new digital economy we must ensure that no one is left behind. To that end, we must aim to meet the long-term goal of universal home access, bring technology to every community through community technology centers, equip all citizens with strong information and technology skills, and motivate more people to appreciate the value of “getting connected.”

The President Also Will Announce Several Initiatives To Help Bring Digital Opportunity To All Americans. The President will announce the following commitments to illustrate how the public and private sectors working to answer the Call to Action and bridge the digital divide:

- **\$10 Million For Americorps Tech Recruits.** The Corporation for National Service will commit \$10 million to recruit 750 highly qualified Americorps members for projects aimed at bring digital opportunity to youth, families and communities. These “digital shock troops” will take on a variety of tasks, such as providing technical support to school computer systems, tutoring at Community Technology Centers, and offering Information Technology (IT) training for high tech careers.
- **Yahoo!’s \$1 Million Investment in Digital Opportunity.** Yahoo! will provide \$1 million for an Internet advertising campaign to enlist the new high tech members to Americorps’ digital divide initiative. The Yahoo! banner ads will help AmeriCorps meet the challenge of recruiting members to work on technology-related projects.
- **3Com Launches NetPrep GYRLS.** In partnership with the YWCA’s TechGYRLS program, 3Com will announce the NetPrep GYRLS program to offer high-school-aged girls training in computer networking. Currently, the YWCA offers after-school computer training classes through TechGYRLS. The addition of the 3Com NetPrep curriculum will allow high school girls to focus their technical education on computer networking, leading to industry-standard certification. The program expects to reach more than 600 girls in over 30 NetPrep GYRLS locations across the country.

Today’s “National Call to Action” will kick-off President Clinton’s Third New Markets Tour – From Digital Divide to Digital Opportunity. On April 10-11, President Clinton, accompanied by CEOs, Members of Congress, Cabinet Secretaries and community leaders will focus national attention on initiatives aimed at overcoming the digital divide and creating digital opportunities for youth, families and communities. The President will travel to East Palo Alto, CA, the Navajo Nation in New Mexico, and North Carolina, to

highlight creative private-sector initiatives as well as public-private approaches that are making technology a tool of digital opportunity.

**THE PRESIDENT'S NEW MARKETS TOUR:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY
Accessing Technology in East Palo Alto**

April 17, 2000

TODAY THE PRESIDENT VISITED EAST PALO ALTO, CALIFORNIA TO HIGHLIGHT THE IMPORTANCE OF MOTIVATION IN BRING DIGITAL OPPORTUNITY TO YOUTH, FAMILIES, AND COMMUNITIES. Today, the President will kick off his third New Markets tour in East Palo Alto, CA, where he will participate in a roundtable with high-tech CEO's and hold a town hall discussion at PluggedIn, a local computer technology center. On this first stop of his two day digital divide tour, the President will stress the need to encourage and inspire underserved communities – especially low-income youth – to "get connected" and become technologically literate. Building on his successful New Markets tours of 1999, the President will emphasize the importance of mobilizing the high-tech industry to encourage the participation of all Americans in the digital economy.

Closing the Digital Divide requires creative partnerships between industry, nonprofit organizations and government. That is why the President's trip will help to mobilize significant private and public effort to bring digital opportunity to all youth, families and communities. Today's visit will highlight how communities are using information technology to enhance our children's education, expand access to life-long learning, and create economic growth and high-tech, high-wage jobs.

EAST PALO ALTO HAS NOT SHARED IN THE NATION'S DIGITAL REVOLUTION.

Though in the heart of Silicon Valley, East Palo Alto has not shared in its digital economic expansion. In fact, East Palo Alto residents are often excluded from the area's abundance of wealth, knowledge and success.

- High Poverty. East Palo Alto residents make up 25% of the County welfare caseload. In addition, Over 80% of local K-8 students are eligible for free or reduced lunches – an indication of East Palo Alto's low-income status;
- Unemployment rate. The city's unemployment generally runs about 3 times that of the county and surrounding communities
- Lack of Education. The high school drop-out rate is estimated at 50% and less than 15% of the city's residents earned a bachelor's degree or higher.

THE PRESIDENT WILL BE JOINED BY LEADERS IN THE TECHNOLOGY INDUSTRY, CELEBRITIES AND HIGH-TECH ENTREPRENEURS TO ANNOUNCE AND HIGHLIGHT NEW INITIATIVES FOR MOTIVATING YOUTH. These include: XXXXX

THE PRESIDENT WILL ANNOUNCE THE FOLLOWING COMMITMENTS FOR EAST PALO ALTO AND AMERICA'S UNDERSERVED COMMUNITIES.

Public Service Announcements to Motivate Youth Participation in Technology. Today, the President highlighted the efforts of XXX, XXX and the Kaiser Family Foundation to help motivate young people to bridge the digital divide through raising public awareness. The Kaiser Family Foundation will produce XX public service announcements featuring XXX and other role models who will share the importance of technology literacy. BET, MTV and ABC have all agreed to join this effort by airing public service announcements -- aimed at motivating young people to "get connected" and become technologically literate. [The PSA's will feature prominent celebrities such as XXX and XXX who will speak to young audiences about the exciting opportunities in the information technology industry]

AT&T Launches the \$1.5 million Academy of Information Technology in Oakland, CA and the Leadership Conversation for the Next America. Today, the President will announce two initiatives sponsored by AT&T focused on preparing young people for the IT industry and the 21st century. AT&T will support the Academy of Information Technology with \$1.5 million over four years to develop high school curriculum that will prepare students for IT industry. In addition, AT&T will commit \$250,000 to develop a national forum series for underserved communities to engage high school students and policymakers in a dialogue about economic opportunities, education, job skills, and leadership for the 21st century.

govWorks Announces the Community Commitment Program to Reinvest in Community. Today govWorks announces the launch of the Community Commitment program in Philadelphia, PA and New Orleans, LA. Through the Community Commitment program, govWorks will reinvest a percentage of its revenue back into the communities where it does business in their form of publicly accessible computers and internet services. govWorks will work with localities to place these resources in appropriate locations such as community centers, libraries and city halls. [It is estimated that this year alone govWorks will contribute over \$150,000 to communities across the country.]

Yahoo! Invests in Camp Yahoo! -- An Education Tool Empowering Communities. Recognizing the importance of user education in bridging the digital divide, Yahoo! will dedicated \$1.5 million to Camp Yahoo!, a hands-on Internet educational tool designed to empower communities to learn how to use the Internet. In partnership with nonprofit organizations, schools, libraries, and others, Camp Yahoo! will be broadly distributed to community centers, education institutions, community groups and others. Yahoo! projects that over the next four years over 75,000 Americans will be trained and serving as Camp Yahoo! Counselors in their communities.

Qualcomm Commits \$1 million for Education Technology in Schools Qualcomm has announced a commit totaling \$1 million to the San Diego schools to support access to technology. Qualcomm is invested in the San Diego community and will assist in the deployment of educational technology in San Diego area schools. The IT tools provided for educational enrichment under this effort will include support for high speed Internet access, deployment of PCs, support of technology-focused curricula, and related teacher training and technical support.

PowerUP: Bridging the Digital Divide Commits to a Major National Scaling-up Challenge. The PowerUp program announces an effort to expand the successful technology education program to more than 40 new communities across the country. PowerUP: Bridging the Digital Divide is comprised of more than a dozen nonprofit organizations, major corporations and federal agencies that have joined together ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. Based in schools and community centers around the country, PowerUP provides young people with access to the wide range of content and information on the Internet; it helps them develop additional skills they need to succeed in the 21st century.

HUD Announces A Doubling of Neighborhood Network Centers to 1,000 Across the Country. The Department of Housing and Urban Development announced today that it will expand the number of Neighborhood Network Centers to over 1,000 over the next two years. Neighborhood Network Centers are computer training facilities located in or near HUD assisted housing developments. Neighborhood Network Centers offer computer access, staff assistance and a range of training resources to housing residents. Center programs include computer and Internet training, Internet access, job readiness support, microenterprise development, GED certification, health care and social services, adult education classes and youth services.

The Small Business Administration (SBA) Announces the San Jose Entrepreneurs Center. The San Jose Entrepreneur Center is \$10 million initiative of the SBA to provide entrepreneurs with a full range of support services including financing programs, technical assistance and training assistance with procurement opportunities, international trade information, and development of technology skills to assist entrepreneurs with developing e-commerce techniques. The San Jose Entrepreneur Center will house the Cisco Systems Internet Development Center, where businesses can find the resources they need to succeed in today's growing Internet economy. Another resource within the Center will be a fully equipped, state-of-the-art briefing center offering executive management and technology training sponsored by FSB magazine. The San Jose Entrepreneur Center will open in June 2000 and is expected to draw more than 20,000 users each year.

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY

Access to computers and the Internet and the ability to use this technology effectively are becoming increasingly important for full participation in America's economic, political and social life. While computer and Internet access has exploded during the Clinton-Gore Administration, America faces a "digital divide" -- a gap between those who have access to Information Age tools and the skills to use them and those who don't.

America has an important choice to make. We can allow unequal access to deepen divisions along the lines of race, income, education level, and geography, or we can use technology to help make the American dream a reality for more citizens. The Clinton-Gore Administration is committed to doing its part to ensure that all Americans benefit from opportunities created by information technology. But the government can not and should not do this alone. We need to build partnerships and develop a comprehensive approach to bringing digital opportunity to all Americans.

That is why we are asking you to build on actions you are already taking by agreeing to:

- Support the President's National Challenge to bridge the digital divide by agreeing to devote time and energy toward bringing digital opportunity to more Americans.
- Make new and innovative commitments to schools, families and local communities.
- Participate in the President's New Markets trip during the week of April 9th
- Support legislative initiatives designed to bridge the Digital Divide.

Your willingness to participate in these efforts will go a long way toward meeting two urgent and critical goals: to bring digital opportunity to every child in every school and to under-served families and communities.

GOAL ONE: 21ST CENTURY LEARNING TOOLS FOR EVERY CHILD IN EVERY SCHOOL

For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technological literacy. To help achieve these aims, we must focus on a comprehensive approach to integrating technology into teaching and learning while recognizing that -- as powerful as computers are -- they are no substitute for an inspiring teacher or a loving parent. Together, we must:

1. Connect every classroom to the Internet
2. Ensure that all students have modern multi-media computer access, ideally at a ratio of 1 computer for every 4-5 students
3. Ensure that teachers are technologically literate and can integrate technology into the curriculum
4. Make available high quality educational software and online learning resources

GOAL TWO: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

To ensure that no family or community is left behind, we must:

1. Set the long-term goal of making access to the Internet in the home universal
2. Bring technology to every community -- urban and rural -- through Community Technology Centers and high-speed networks
3. Give adults the skills they need to use information technology and compete for jobs in the IT sector
4. Motivate and inspire more people to appreciate the value of "getting connected"

**THE CLINTON-GORE ADMINISTRATION:
A NATIONAL CALL TO ACTION TO CLOSE THE DIGITAL DIVIDE**

April 4, 2000

Today At A White House Ceremony, President Clinton Announced That Over 400 Companies, Non-Profit Organizations And Individuals Had Signed The "National Call To Action" To Bring Digital Opportunity To Youth Families And Communities. The President was joined by **Senator** Barbara Mikulski and individuals from the communities that the President will visit during this third New Markets tour. The individuals who addressed the President have all found ways to create digital opportunity for themselves and their communities; they shared their stories to call attention to the need for access to technology for all Americans.

The Importance of Full Participation in the Information Revolution. Access to technology and the Internet and the ability to use this technology effectively are becoming increasingly important to full participation in America's economic, political and social life. While computer and Internet access has exploded in recent years, America faces a "digital divide" – a gap between those who have access to Information Age tools and the skills to use them and those that don't. To address this troubling trend, President Clinton and Vice President Gore are building creative partnerships between industry, non-profit organizations and government.

The Clinton-Gore Administration's National Call To Action called upon companies, non-profits organizations, and individuals to take concrete steps to meet the Administration's critical goals. First, to provide 21st century learning tools for every child in every school. For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technology literacy. To help achieve these aims, we must focus on a comprehensive approach to connect every classroom, provide all students with multi-media computer access, train teachers to use and integrate technology and provide high quality content.

Second, to create digital opportunity for every American family and community For all families and communities to benefit from the current economic expansion and the new digital economy we must ensure that no one is left behind. To that end, we must aim to meet the long-term goal of universal home access, bring technology to every community through community technology centers, equip all citizens with strong information and technology skills, and motivate more people to appreciate the value of "getting connected."

The President Also Announced Several Initiatives To Bring Digital Opportunity To All. At the White House event, the President announced the following examples of how the public sector and its private sector partners are working to meet the Call to Action goals and bridge the digital divide:

- **\$10 Million For Americorps Tech Recruits** The President announced a \$10 million commitment [from the Corporation for National Service] to recruit highly qualified Americorps members for projects aimed at bring digital opportunity to youth, families and communities. These "digital shock troops" will take on a variety of tasks, such as providing technical support to school computer systems, tutoring at Community Technology Centers, and offering Information Technology (IT) training to those seeking high tech careers.
- **Yahoo!'s \$2.5 Million Investment in Digital Opportunity** In partnership with Americorp's technology focus, Yahoo! announced a \$1 million Internet advertising campaign to recruit new high tech members. Another \$1.5 million commitment will be dedicated to Camp Yahoo!, a broadly distributed training curriculum designed to empower communities to learn how to use the Internet.
- **Gateway Trains 75,000 Teachers** Recognizing the importance of qualified guidance in the classroom, Gateway computers pledged to train 75,000 teachers on XXX and XXX. *a web-based one stop shop for quality education resources.*
- **The NetDay/TechNet Knowledge Map Partnership** The President announced a commitment from NetDay and TechNet to develop a web-based knowledge map that would provide valuable content for key education stakeholders such as school principals, teachers, parent support groups, community members and local business supporters.

Today's "National Call to Action" will kick-off President Clinton's Third New Markets Tour – From Digital Divide to Digital Opportunity. On April 10-11, President Clinton, accompanied by CEOs, Members of Congress, Cabinet Secretaries and Community Leaders will focus national attention on initiatives aimed at overcoming the digital divide and creating digital opportunities for youth, families and communities. The President will travel to East Palo Alto, CA, an Indian Reservation in New Mexico,

rural North Carolina and finishing in Boston, MA, to highlight creative private-sector initiatives as well as public-private approaches that are making technology a tool of digital opportunity.

ELEMENTS OF A NATIONAL PARTNERSHIP

We can only reach our goals by developing strong partnerships between government, industry, and the rich mosaic of America's civil society -- educators, labor unions, librarians, civil rights leaders, faith-based organizations, foundations, and volunteers, and community-based organizations. We must also recognize that while competition, market forces, technological progress and new business models will help expand access by lowering the price of Internet access, computers, and "information appliances," access to technology is only one piece of the puzzle.

That is why we are urging that we agree to take a comprehensive approach: addressing not only Internet access and hardware, but the creation of quality content and applications, effective training, the development of information literacy, and intensive support and guidance from teachers and mentors. We must also make a special effort to find ways to motivate and inspire those who are not connected to see the value of participating in the Information Revolution.

By pledging to take on specific challenges in the overall effort -- beginning with some of the items outlined below -- you can make a tremendous difference in the lives of millions of American children and families. We also encourage other ideas and commitments to help bring digital opportunity to all Americans in a sustained and thorough way.

GOAL 1: 21ST CENTURY LEARNING TOOLS FOR EVERY CHILD IN EVERY SCHOOL

Taking Action to Meet All Aspects of the Goal

- Make every school a model school by providing a comprehensive approach to education technology.
- Work with local parents' groups to develop and complete school-wide surveys to determine which of the goal's four components are being met.
- Offer experts from universities and corporations to work full or part-time in schools -- devoting their knowledge and energy to helping schools achieve all four parts of the goal.
- Match the Administration's \$450 million investment in the Technology Literacy Challenge Fund -- to help bring comprehensive technology solutions to states and local communities.

Connecting Every Classroom and Library to the Internet

- Continue support for the E-rate to bring Internet connections to our schools and libraries -- with the deepest discounts going to our neediest schools.
- Continue volunteer efforts such as NetDay and TechCorps.

Providing Schools with the Computers they Require

- Donate computers to schools and libraries to bring greater technology access to children and families.

Training Teachers to Use Technology Effectively in the Classroom

- Develop partnerships to help provide technology training to all new and existing teachers.

Providing Compelling Content

- Create a Digital Library for Education to help students and teachers find quality Internet content.

GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY**Expanding Home Access**

- Build on the momentum created by a number of employers by providing computers and Internet services at reduced rates to employees and their families.

Creating more Community Technology Centers

- Donate all aspects of technology to help expand the number of Community Technology Centers (CTCs) -- to make computers, Internet access and locally assistance available to children and adults.

Providing Greater Training to Allow all Individuals to Fully Participate in the Digital Economy

- Provide training and internships to prepare minorities and low-income workers for IT sector jobs.
- Provide basic technology training to employees to expand computer expertise and workplace literacy.
- Donate computers and Internet access to libraries to help more Americans develop “information literacy” skills – so that they can more effectively locate, evaluate, and use the information they need.

Motivating People to Learn and Use Technology to its Fullest Potential

- Develop Public Service Announcements with celebrities to motivate young people and adults to use computers and explore the Internet -- including a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.

Creating and Providing Content and Applications that will Help Empower Low-Income Communities

- Develop content to help families access quality information and resources to meet their everyday needs -- including child care, transportation, employment opportunities, and social services.

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

- Provide Native Americans with training for IT jobs, access to broadband networks, e-commerce solutions for small businesses, and the use of technology to preserve Native American culture.
- Develop innovative business models and broadband technologies to deploy advanced services to rural America.

Ensuring that Information Technologies and the Internet are Accessible to People with Disabilities

- Adopt accessibility standards and enhance the accessibility of products to bring the Web and information technology to people with disabilities.

March 16, 2000

MEMORANDUM FOR THE PRESIDENT

**FROM: GENE SPERLING
MARIA ECHAVESTE
STEPHANIE STREETT**

**SUBJECT: APRIL PRESIDENTIAL NEW MARKETS TRIP TO BRIDGE THE
DIGITAL DIVIDE**

BACKGROUND

As you know, you will travel the week of April 9th across the United States to continue to bring attention to the need to bring digital opportunity to youth, families and communities. We hope that this trip will generate momentum, excitement and concrete commitments, as well as provide a national framework for government, private sector and non-profit actions to close the digital divide and create digital opportunity. Similar to the first two New Markets trip in July and November, you will be joined by a congressional delegation, community leaders, and corporate executives where you will make announcements about new private sector investments and initiatives as well as partnerships between the corporate, non-profit and government sectors to bridge the digital divide.

CALL TO ACTION

We have circulated a "Call to Action" to major corporations, non-profits, and individuals organizations to sign to show their support for our two national goals to provide digital opportunity to all Americans. These goals are:

- Bringing 21st Century learning tools to every child in every school
- Bringing digital opportunity to every family and community

KEY DIGITAL DIVIDE ACTIONS

Although this memo focuses specifically on the April Digital Divide trip, we have provided you with an outline of key digital divide actions we recommend for the upcoming months.

April 4th: Call to Action Event and Kick for April Trip

- On April 4th, you will host an event at the White House to announce your "Call to Action" and demonstrate the widespread support for your two national goals. This event will provide you with the opportunity to recognize the hundreds of corporations, non-profits, civil rights groups, unions and other community organizations that have signed on to the National Call as well as the need to build partnerships to provide comprehensive solutions to the digital divide.
- This event is also an opportunity for you to preview the trip and talk about the on-going Administration and private sector efforts to create digital opportunity for children, adults and communities all over the country.

April 10-11: Digital Divide Trip

- This trip will provide the opportunity for you to highlight meaningful, lasting efforts that can be sustained. See below for more detailed information.

Follow-Up Report

- After the trip, in order to continue with our commitment to create digital opportunity for all Americans, we propose that a follow-up report be issued in the summer that would describe new and existing commitments to close the digital divide. This could help disseminate best practices and highlight commitments that were not featured in the trip.

Connected Communities Day

- We are also proposing a "Connected Communities" day in the late fall to maintain momentum and generate grassroots activity, building on the highly successful NetDay model. Since we could not organize this ourselves, we would work to ensure that there was sufficient outside support before launching this.

PROPOSED PLAN APRIL DIGITAL DIVIDE TRIP

Proposed Itinerary

A more detailed itinerary from Scheduling is attached to this memorandum.

Monday, April 10:	East Palo Alto, CA and A Native American reservation in New Mexico
Tuesday, April 11:	Detroit, MI and A rural community in North Carolina

We would also develop creative ways to use the Internet and other technology to involve multiple sites around the country.

At the last event in North Carolina, we propose that you announce a future event/trip that would focus on bringing digital opportunity to Americans with disabilities.

SUMMARY OF SITES

PROPOSED MORNING SITES

Site 1: East Palo Alto, California

East Palo Alto is a low-income urban community in the heart of the Silicon Valley. Over 80 percent of the students in local K-8 schools are eligible for free or reduced priced lunches. The latest data available indicates that 21 percent of East Palo Alto residents had incomes below the federally designated poverty level. Despite its geographic proximity to Silicon Valley, the center of the high-tech world, East Palo Alto residents are struggling. Much of the community lacks the skills necessary to succeed technology-based skills. Going to East Palo Alto would demonstrate that even in the shadow of Silicon Valley, there is still a substantial divide.

Message: Importance of Motivation

- At every briefing where we have discussed the Digital Divide, the issue of motivation has consistently come up, particularly with underserved communities. While the price of computers is continuing to decline, and some companies are beginning to offer free Internet access, not enough has been done to demonstrate why gaining access to technology is so important.
- You could use this first event of the trip to highlight this issue and bring together a number of major CEOs, celebrities, minority entrepreneurs as well as low-income youth who have obtained high-tech jobs.
- This would help motivate underserved communities (especially youth) to “get connected” and become technologically literate by stressing the economic opportunities in the high tech world.

Key Commitments for East Palo Alto Event

Public Service Announcements

- You could announce the kick-off of a major Public Service Announcement campaign with celebrities and sports stars to motivate young people and adults to use computers and explore the Internet. This could include a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.

AT&T

- You could announce a \$1.2 million grant over four years from AT&T to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry. The academy would be in Oakland, California.

Americorps / PowerUP

- You could announce the commitment by Americorps to significantly increase the number of volunteers as PowerUP scales up the number of national sites. PowerUP is a major initiative by AOL, Gateway, and other companies to expand access to technology for underserved youth in community centers and schools.

Yahoo!

- Yahoo! has agreed to commit \$1 million in Internet banner PSAs to recruit technology workers to join Americorps and other volunteer organizations to serve as technology workers. Yahoo! has also committed \$1.5 million to create “Camp Yahoo!”, a training program for non-profits, CTCs and other community groups (including the Boys and Girls Clubs of America and PowerUP) around the country.

3Com

- You could also announce 3Com's new “Connected Entrepreneur Awards Program”, a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities.

- ✓ The Program which is a partnership between 3Com and the YWCA of the U.S.A., encourages small businesses to institute mentoring programs that educate youth, particularly young girls and women, to the benefits of high technology in the workplace and to create an overall positive learning experience.
- ✓ 3Com will reward these “economic heroes” by providing their small businesses with the technology tools that enable them to continue to succeed. In return, the honorees commit to mentor young girls and others who come to the YWCA for assistance.
- ✓ 3Com will also announce the creation of the YWCA TechGYRLS, a program to raise girls’ interest, confidence and competence in the area of technology. They also plan to announce their first round of awards throughout the country.
- You could also announce another 3Com/YWCA program called NetPrepGYRLS that will offer high-school aged girls training in computer networking that could lead to industry-standard certification. 3Com and YWCA expect 600 girls will be trained at 30 NetPrepGYRLS programs around the country.

Intel and Tech Corps

- You could announce a partnership between TechCorps and Intel that would provide free software for students to develop living history websites to create a virtual community of living histories on the web.

Qualcomm

- The company has also committed to assist in the deployment of educational technology in San Diego area schools, and other institutions, including high speed Internet access, deployment of PCs, support of technology-focused curricula, and related teacher training and technical support.

Department of Education

- You could announce that a number of deans of colleges of education have agreed to work with us to ensure that all new teachers are prepared to use technology effectively in the classroom. Currently, most schools of education do not adequately prepare new teachers to integrate technology into the curriculum.
- You could announce the Department of Education’s Technology Innovation Challenge Grants (3 grants totaling \$6 million) and Star School awards. (4 grants totaling \$5.5 million)

Potential Site Visits and Events

- You could visit a high school to highlight the need for information and technological literacy for young people and adults.
- You could begin the event with a roundtable with major CEOs where you could highlight corporate commitments and discuss the importance of technology and the opportunities available for both youth and adults in schools and communities.

- You could then move to the school auditorium, where you could give opening remarks that would frame the importance of motivating both youth and adults to use technology.
- ✓ You would be joined on stage in an informal setting by two celebrities (i.e. Magic Johnson), a minority entrepreneur and a young adult who has acquired a job in the high-tech field.
- ✓ This event will provide an opportunity for you and the other participants to speak about the many doors that can be opened through technology.
- ✓ This would also allow the participants on stage tell their stories about how technology made a difference in their lives. Young people who are hooked up to the event via the Internet from schools in other parts of the country could ask questions and interact with you and the other participants.

Site 2: Native American Reservation in New Mexico

As you know, Native American communities face major economic and social challenges. A stop in Indian Country will allow you to highlight these difficulties and focus on how private and public sector investments can help bring digital opportunity to Native Americans.

Message: Bringing Digital Opportunity to Indian Country

- You could use this event to focus on access to technology as a vehicle for economic development to help bring employment opportunities to Native Americans by, for example, enabling more small Native American businesses to sell goods on-line.

Key Commitments for Indian Country

America On-Line (AOL)

- You could announce \$1 million in the AOL Foundation's Digital Divide Grants, one of which will be in Indian country.

Compaq Computers and TechCorps

- You could announce a national expansion of "Tech4schools" a new online mentoring initiative that connects IT professionals with remote and underserved schools to give them access to much-needed technical support and advice.
- Compaq, in partnership with Tech Corps, currently has 12 pilot sites (one on an Indian reservation in New Mexico) and has decided to fully fund the program so that it will be available to all schools nationwide in April. You could also encourage Federal government IT workers to volunteer their expertise to be on-line technology mentors.

Federal Communications Commission (FCC)

- You could announce the FCC's proposal to increase funding under the Lifeline program so that every member of a federally recognized Indian tribe who is income eligible can have basic phone service for a very low monthly fee. We still need to run a policy process on this idea.

HUD's Native American Economic Access Center

- You could announce the new toll free number and website for the Native American Economic Development Access Center, through HUD's Office of Native American programs (ONAP). The Access Center will, for the first time, link over twelve agencies through a single toll-free number and web-site so that entrepreneurs--Native Americans, lending institutions, non-profits, foundations, and private businesses--can collaborate to achieve sustainable economic development in Indian Country.

Partnership between University of Michigan and the W.K. Kellogg Foundation

- You could announce a partnership between the University of Michigan and the W.K. Kellogg Foundation to work with a group of Tribal Colleges to create a "virtual Tribal College library." A major database structure will be located at Bay Mills Community College, in the Upper Peninsula of Michigan which is working with other Tribal colleges and universities (TCU) to develop a virtual identity for each Tribal College. The virtual library will span challenging geographic boundaries and bring near limitless access to learning to TCU students and faculty.

Partnership between Crownpoint Institute of Technology (CIT), Phone Solutions and Computer Cabling Connection Network System Integrator

- You could announce the partnership between CIT and two private firms, Phone Solutions and Computer Cabling Connection Network System Integrator, to improve the telecommunications system across the Navajo Nation, an area the size of West Virginia. CIT initially will develop a call center in Crownpoint, New Mexico, before expanding to a high technological telecommunications system and offering high-tech telecommunications services throughout the Navajo Nation. The call center portion of the project is being conducted and will be managed by a corporation known as UCMS.

We are currently working on the following additional commitments that you could also announce at this stop:

- Commitments from e-commerce companies that could work with Native American entrepreneurs and help them create websites and e-businesses.
- Commitments from the private sector to upgrade equipment and training (i.e. e-commerce training) to SBA's Tribal Business Information Centers (TBICs).

Potential Site Visits and Events

- You could visit a tribal college and highlight the programs that the school has developed to promote economic development through technology and help provide training and job skills to its students.

DAY TWO

Site 3: Detroit, Michigan

As you are aware, in the last few months Ford Motor Company took the lead in providing Home Access by providing computers and low-cost Internet to its employees. Detroit provides a good urban setting to highlight areas that are in need of access to technology and to demonstrate the way the people's everyday lives can be enhanced by it.

Message: Importance of Home Access, Community Technology Centers (CTC) and Neighborhood Networks

- You could use this first event to emphasize the need for access to technology and the skills to use it. While universal home access is our goal, it is essential that those without it do not get left behind. Community Technology Centers and the Neighborhood Networks program help provide access to computers and the Internet to people in many communities who would not otherwise be using technology.

Key Commitments for Detroit Event

Home Access

- We are currently working with a major PC company to see if there are other large employers, both in the manufacturing and service industries, that would be willing to match the commitments made earlier this year by the Ford Motor Company and Delta Airlines. By focusing on the service industry, we would be able to show the benefits of such an effort to lower income workers. We could announce this commitment and highlight the efforts of Ford and Delta. Ford is a good example of a company making the transition from the industrial age to a technology-based "e-business."

SBC Communications

- We are also talking to SBC Communications about providing high-speed Internet access to CTCs and Neighborhood Networks.

Department of Housing and Urban Development

- You could announce the doubling of HUD's Neighborhood Networks centers from 500 to 1000 over the next two years. As you know, the Neighborhood Networks program is a community-based initiative that encourages the development of resource and computer learning centers in HUD-assisted and/or-insured housing.
- You could also announce a new public-private partnership between HUD, Communities in Schools (CIS) and Cisco Systems to bring IT job opportunities to 10 underserved communities (including a location in Indian country), including a possible site in Detroit. Cisco Systems will commit \$1 million to work with HUD and CIS to expand its Networking Academy program to serve youth and their families in public housing, Neighborhood Network sites, Indian country, Empowerment Zones and Enterprise Communities.

Department of Education's Community Technology Center Grants

- You could announce the Department of Education's grants for Community Technology Centers totaling \$32.5 million.

Potential Site Visits and Events

- You could take a tour of a Neighborhood Network site or a CTC and highlight the importance of access to technology for adults, both by using Computer Technology Centers for job searches, training and the development of microenterprise as well as through employee commitments to provide home access to their employees.

Site 4: Rural Community in North Carolina

North Carolina provides a good forum for addressing the broadband issue because it is a largely rural state. While North Carolina still has a significant number of communities that have not benefited from advances in technology, its leadership has expressed a strong commitment to address the needs of its rural population.

Message: Need for Broadband Technology in Rural Communities

- This event provides you with an opportunity to highlight the benefits of broadband as a way to provide access to rural communities. It is also a forum for you to recognize the importance of broadband networks to rural economic development, distance learning and telemedicine.

Key Commitments for North Carolina

Qualcomm

- QUALCOMM has agreed to deploy wireless broadband Internet technology that will provide wireless broadband Internet access for people living in areas that are currently not served by DSL or cable modems.

National Science Foundation (NSF)

- You could announce that NSF plans to invest \$10 million in FY2001 funds for research for next generation broadband technology. Technological breakthroughs could accelerate the deployment of broadband networks in rural areas.

NTIA Report

- You could announce NTIA's report "Advanced Telecommunications Capabilities in Rural Areas." The report shows that rural regions may be falling behind urban areas in the development of broadband networks.

USDA

- You could direct the Department of Agriculture to expand its program for rural telecommunications to make it easier for companies to obtain loan guarantees for broadband networks.

Potential Site Visits and Events

- You could visit a site that is linked up with the North Carolina Information Highway, a high-speed network that was created by Governor Jim Hunt.

THE WHITE HOUSE

Office of the Press Secretary
(Cologne, Germany)

For Immediate Release

June 19, 1999

STATEMENT BY THE PRESS SECRETARY

The President's Trip to America's New Markets

From July 5 through July 8, as part of his New Markets Initiative, President Clinton will lead a bipartisan delegation of CEO's and Members of Congress to untapped markets throughout America, touring economically distressed communities, highlighting new opportunities, and identifying the economic potential for investment in these underserved markets.

The President will begin his trip in the Kentucky Highlands, to discuss the lack of investment in Appalachia and the new market opportunities in these rural areas. The President will then travel to Clarksdale, Mississippi - a rural community in the Mississippi Delta - to focus attention on rural new markets.

The President will visit East St. Louis, on Tuesday, July 6. East St. Louis is an empowerment zone community. The President will call attention to the economic problems in former industrial centers and new market opportunities in urban enterprise zone communities.

Following East St. Louis, the President will travel to Pine Ridge Indian Reservation in South Dakota. The President will discuss the lack of private sector investment in Native American communities and the economic potential of this underserved market. Pine Ridge is the first Enterprise Zone on a reservation.

On Wednesday, July 7, the President will travel to South Phoenix, Arizona, an Enterprise Community with a large Hispanic population, to call attention to the need for access to capital in Hispanic communities. After Arizona, the President will travel to the Watts neighborhood in Los Angeles, a community on its way to economic revitalization after being devastated by riots. The President will discuss the need to provide job training to disadvantaged youth, and the new market potential in tapping a new, productive workforce.

The President will end his trip at a CEO Conference in Anaheim, California, to encourage private sector workforce investments in disadvantaged youth.

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BOOK #2 – NEW MARKETS TRIP – NEWARK, N.J. and HARTFORD, CT

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Hartford

TAB 1: Event Memos
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NORTH CAROLINA

Rural Prosperity
Task Force

Final Report

Rural Prosperity Task Force Final Report

- [Recommendations Summary](#)
- [Costs Sheets](#)
(This file is in Adobe Acrobat format. [Click here](#) to get your free copy of the latest Acrobat Reader)

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**THE CLINTON-GORE ADMINISTRATION:
A NATIONAL CALL TO ACTION TO CLOSE THE DIGITAL DIVIDE**

April 4, 2000

~~Today~~ At A White House Ceremony, ~~President Clinton~~ Will Announce ~~That Over 300 Companies And Non-Profit Organizations Have Signed The~~ "National Call To Action" To Bring Digital Opportunity To Youth, Families And Communities. The President will be joined by ~~Senator Barbara Mikulski~~ and individuals from the communities that the President will visit during this third New Markets tour. ~~These individuals have found ways to create digital opportunity for themselves and their communities; they will share their stories to call attention to the need for access to technology for all Americans.~~] => ? May not be necessary

The Importance of Full Participation in the Information Revolution. Access to technology and the Internet and the ability to use this technology effectively are becoming increasingly important to full participation in America's economic, political and social life. While computer and Internet access has exploded in recent years, America faces a "digital divide" – a gap between those who have access to Information Age tools and the skills to use them and those who don't. To address this ~~troubling trend~~, President Clinton and Vice President Gore are building creative partnerships between industry, non-profit organizations and government. ~~Pres. Clinton & VP Gore are dedicated to ensuring that~~ ~~all Americans~~ Digital Opp. to all Americans

The Clinton-Gore Administration's "National Call To Action" asks companies, non-profits organizations, and individuals to take concrete steps to meet the Administration's two critical goals.

- ~~To Provide 21st Century Learning Tools For Every Child In Every School.~~ For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technology literacy. To help achieve these aims, we must focus on a comprehensive approach to connect every classroom, provide all students with multi-media computer access, train teachers to use and integrate technology and provide high quality content.
- ~~To Create Digital Opportunity For Every American Family And Community.~~ For all families and communities to benefit from the current economic expansion and the new digital economy we must ensure that no one is left behind. To that end, we must aim to meet the long-term goal of universal home access, bring technology to every community through community technology centers, equip all citizens with strong information and technology skills, and motivate more people to appreciate the value of "getting connected."

The President Also Will Announce Several Initiatives To Bring Digital Opportunity To All. At the White House event, the President will announce the following commitments to illustrate how the public sector and its private sector partners are working to answer the Call to Action and bridge the digital divide:

- **\$10 Million For Americorps Tech Recruits.** The President will announce a \$10 million commitment [from the Corporation for National Service] to recruit highly qualified Americorps members for projects aimed at bring digital opportunity to youth, families and communities. These "digital shock troops" will take on a variety of tasks, such as providing technical support to school computer systems, tutoring at Community Technology Centers, and offering Information Technology (IT) training to those seeking high tech careers.
- **Yahoo!'s \$2.5 Million Investment in Digital Opportunity.** Yahoo! will announce a \$1 million Internet advertising campaign to recruit the new high tech members to Americorps' digital divide initiative.
- **The NetDay/TechNet One-Stop Shop.** The President will announce a commitment from NetDay/TechNet to develop an internet database of quality educational training tools and information for principals, teachers, parent support groups, and community members. This one-stop shop will serve as a clearinghouse for professional development resources, education discussion groups and online training materials.

Today's "National Call to Action" will kick-off President Clinton's Third New Markets Tour – From Digital Divide to Digital Opportunity. On April 10-11, President Clinton, accompanied by CEOs, Members of Congress, Cabinet Secretaries and community leaders will focus national attention on initiatives aimed at overcoming the digital divide and creating digital opportunities for youth, families and communities. The President will travel to East Palo Alto, CA, the Navajo Nation in New Mexico, and North Carolina, to highlight creative private-sector initiatives as well as public-private approaches that are making technology a tool of digital opportunity.

Issued
~~launched~~

President Clinton has ~~set forth~~ a National Call to Action [~~to bring digital opp. to every child in every school & every family & community~~]

to bring corporations, non-profit organizations and individuals to take concrete steps to meet the Administration's ~~concrete~~ critical goals.

DETAILS ON THE DIGITAL DIVIDE AND THE ADMINISTRATION'S EFFORTS TO BRIDGE IT

Access to computers and the Internet has exploded during the Clinton-Gore Administration. Unfortunately, however, there is strong evidence of a "digital divide" -- a gap between those individuals and communities that have access to these Information Age tools and those who don't. In some instances, this divide is actually widening, as the following 1998 census data make clear:

Can we lose this one?
Americans with a college degree are more than *eight times* likely to have a computer at home and nearly *sixteen times* as likely to have home Internet access as those with an elementary school education.

- Households with incomes of \$75,000 or higher are more than *twenty times* more likely to have access to the Internet than those at the lowest income levels, and more than *nine times* as likely to have a computer at home.
- African-American and Hispanic households are roughly *two-fifths* as likely to have home Internet access as white households.
- Those living in rural areas are lagging behind in computer ownership and Internet access. At some income levels, those in urban areas are 50 percent more likely to have Internet access than those earning the same income in rural areas.

Moreover, ^{in 1998} as of the fall of 1998, 39 percent of classrooms of poor schools were connected to the Internet, as compared to 62 percent for wealthier schools, according to the National Center for Education Statistics.

Since they took office in 1993, President Clinton and Vice President Gore have worked hard to create opportunity for more Americans in the Information Age. They have set a national goal of **ensuring that every child is technologically literate**. As a result of the Clinton-Gore educational technology initiative:

- The number of **classrooms connected to the Internet** has increased from 3 percent in 1994 to 31 percent in 1998.
- The number of **schools connected to the Internet** has increased from 35 percent in 1994 to 89 percent in 1998.
- The "**e-rate**", part of the Telecommunications Act of 1996, is providing \$2.25 billion in 20 percent - 90 percent discounts to connect schools and libraries to the Internet, with the deepest discounts going to the poorest schools that need it most. The e-rate alone has provided Internet access for children in more than 1 million classrooms.
- Our **total investment in educational technology** at the federal level (including the e-rate) has increased from \$23 million in 1993 to over \$3 billion today.
- Grants supported by the Department of Education are **training 400,000 new teachers to use technology effectively** in the classroom.

In addition, President Clinton and Vice-President Gore have worked to:

- **Expand access to technology for people with disabilities:** Recent actions by the Federal Communications Commission will help ensure that telecommunications equipment, such as cellular phones, is designed to be accessible for people with disabilities.
- **Expand access to technology in under-served communities:** In addition to the Community Technology Center program, HUD Sec. Andrew Cuomo has created approximately 500, public-private Neighborhood Network learning centers that bring state of the art technology to publicly-assisted housing across America.
will double

The **Administration's FY2001 budget** builds on this strong record by further harnessing the potential of public-private partnerships:

1. **\$2 billion over 10 years in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and technology training for workers:**

- **Encouraging companies to donate computers.** The President proposes to extend and expand an enhanced tax deduction to provide companies with an incentive to donate computers to schools, libraries and computer technology centers. This enhanced deduction allows companies to deduct more than the cost of their donation. Under current law, this enhanced deduction applies to donations of computers to schools only and expires after the year 2000. The President's proposal would extend this provision through June 30, 2004 and would expand it to donations to public libraries or community technology centers in Empowerment Zones, Enterprise Communities, and high-poverty areas.
 - **Promoting corporate sponsorship of schools, libraries and community technology centers in Empowerment Zones and Enterprise Communities and targeted low-income areas.** The President's proposal would allocate credits for \$16 million in corporate sponsorship to each of the 31 existing Empowerment Zones and 10 proposed new Empowerment Zones and \$4 million in corporate sponsorship for each of the more than 80 Enterprise Communities. In total, the President's proposal would help support up to nearly \$1 billion in annual sponsorships to help improve schools and community technology centers.
 - **Supporting technology training for workers.** The President's proposal would provide targeted tax relief to encourage companies to provide basic computer training, workplace literacy, or other basic education for employees who lack the skills to succeed in the modern workplace. Companies would be allowed to take a 20 percent tax credit for up to \$5,250 in annual expenses per employee. Eligible employees generally would not have received a high school degree or its equivalent.
2. **\$150 million – double last year's investment -- to help train all new teachers entering the workforce to use technology effectively in the classroom.** → *need something here*
 3. **\$100 million to create up to 1,000 Community Technology Centers in low-income urban and rural communities:** The President's budget more than triples the Department of Education's support for Community Technology Centers - from \$32.5 million in FY2000 to \$100 million in FY2001. This initiative, championed by Congresswoman Maxine Waters, was initially funded at \$10 million in fiscal year 1999. It aims to help close the "digital divide" by providing computers and Information Age tools to hundreds of thousands of children and adults who are not able to afford them at home.
 4. **\$50 million for a public-private partnership to expand home access to computers and the Internet for low-income families:** This new pilot program will provide competitive grants to public-private partnerships at the local level. Potential partners might include: local school districts seeking to expand parental involvement in education; high-tech companies willing to provide discounts on computers and access; or libraries offering training on "information literacy", to name but a few possibilities. The Administration will continue to work with the private sector and non-profit organizations on the most effective way to design this program.
 5. **\$45 million to promote innovative applications of information technology for under-served communities:** President Clinton's budget will increase the investment in the Department of Commerce's highly successful Technology Opportunities Program (TOP) to \$45 million -- triple the current level of \$15 million. This program encourages innovative applications of information technology that help empower low-income communities, such as public health information systems that raise childhood immunization rates in inner-cities, tele-mentoring for at-risk youth, and electronic networks that strengthen local communities by fostering communication and collaboration.
 6. **\$25 million to accelerate private sector deployment of high-speed networks in under-served urban and rural communities.**
 7. **\$10 million to tribal colleges to prepare Native Americans for careers in information technology and other technical fields.**

Diné College: "The Higher Education Institution of the Navajos"

1998 FACTS

College Mission

- *To strengthen Personal Foundations for Responsible Learning and Living Consistent with Sa'ah Naaghái Bik'eh Hózhóón.*
- *To Prepare Students for Careers and Further Studies.*
- *To Promote and Perpetuate Navajo Language and Culture.*
- *To Provide Community Services and Research.*

History

Diné College (formerly Navajo Community College) was established in 1968 as the first tribally-controlled college in the United States.

Under the direction of an eight-member Board of Regents, Diné College has the responsibility to serve the residents of the 27,000 square mile Navajo Nation that spans into the states of Arizona, New Mexico and Utah, with a population of more than 250,000.

Diné College facilities consist of a residential campus at Tsaile, Arizona, and a branch campus at Shiprock, New Mexico. The College also provides community campuses in Arizona, at Chinle, Window Rock, Ganado, Kayenta, and Tuba City; and Crownpoint. in New Mexico.

Accreditation

Diné College is fully accredited by the North Central Association of Colleges and Schools.

Costs

The total cost per semester including tuition, room and board, incidentals, is about \$2100. Tuition is \$25 per credit hour. A five-day meal plan is required of resident students.

The College

Diné College is known as "*The Higher Education Institution of the Navajos.*" At the Tsaile campus, the design of the buildings and layout of the campus reflects the strength and dignity of Navajo culture and heritage, paralleling Navajo education with Navajo ceremonial life.

The facilities at the Tsaile campus include the following: Culture Center, 10 Residence Halls, Fine Host Inn Cafeteria, a Gymnasium, Student Union Building, Library, and General and Specialized Classrooms.

Institutional Support Services and additional facilities include Postal Service, Computer Center, Museum, College Press and a Book Store. There are also a variety of recreational facilities.

The Shiprock campus is set in a 500-acre compound with its own accommodations for student services, gymnasium, dining, laboratories and instruction.

Diné College also maintains 6 Community Campuses at: Chinle, Ganado, Window Rock, Kayenta, and Tuba City Arizona; and at Crownpoint, New Mexico.

Location

The Tsaile campus is located in the Navajo Nation at an altitude of approximately 7,000 feet. It has an abundance of semi-desert vegetation as well as sagebrush, pinon, and

juniper trees. The Lukachukai Cliffs of the Chuska mountain range (altitude 7,900 feet) lie to the east, and historic Canyon De Chelly National Monument begins 3 miles to the southwest. Spring and summer weather is generally mild. Winters are cold and snowy but there is ample sunshine on the snow-covered landscape. The air is fragrant with evergreens and remarkably clear of pollution. The campus is a true expression of the Navajos' desire for harmony in the world between humanity and nature.

The Shiprock campus is situated in the community of Shiprock, New Mexico. It is surrounded by distant mountains, with the majestic and legendary Shiprock pinnacle standing in isolated grandeur on the western horizon. Students can expect long Indian summers with short periods of wind and rain and pleasantly warm winters with occasional light rain.

Majors and Degrees

- The **Associate of Arts degree** is offered in business, computer science, elementary education, fine arts, general studies, liberal arts, Navajo bilingual-bicultural education, Navajo culture, Navajo history and Indian Studies, Navajo language, psychology, social science, and social work.
- The **Associate of Science degree** is offered in business, computer science, earth/environmental science, life sciences, and pre-engineering.
- The **Associate of Applied Science** is offered in educational assistant studies, general business, and office administration. Certificate programs include bicultural specialist, clerical, and instructional assistant programs.
- A new **Baccalaureate Degree in Diné Teacher Education Program (D.T.E.P.)** Began at the Tsaile campus in the fall of 1996. The program was launched as a partnership effort with Arizona State University.

The College operates on a two-semester calendar. Students must complete 64-67 credit hours to earn the Associate of Arts, the Associate of Science, and the Associate of Applied Science degrees. Students must also fulfill general education and core requirements.

Faculty

Diné College has 59 full-time faculty members on its Tsaile, Shiprock and Community campuses. Of

these, 10% have doctorates and 70% have master's degrees; 15% are authorities in Navajo history, culture, language, or arts. An additional 60 adjunct instructors teach at locations throughout the Navajo Nation.

The faculty to student ratio is approximately 16 students to each faculty member. The college maintains an open-door policy admitting all qualified students without regard to race, creed or origin.

Enrollment (Head Count)

1997	
Tsaile	1,340
Shiprock	1,032
Community Campuses	2,335
TOTAL	4,707
1996	
Tsaile	1,238
Shiprock	1,114
Community Campuses	2,319
TOTAL	4671
1995	
Tsaile	1,417
Shiprock	2,252
Community Campuses	1,947
TOTAL	3,616

A MULTI-CAMPUS COLLEGE

The main campus of Diné College is located in Tsaile, Arizona, translated as the "place where the stream flows into the canyon." Four community center locations in Window Rock, Chinle, Ganado, and Tuba City serve Arizona residents, while a campus in Shiprock and a community campus in Crownpoint provide educational services to New Mexico residents.

The Tsaile, "Tsééhíí" Campus, designed in the circular holistic tradition of the Navajo hogan, reflects the strength and dignity of the rich Navajo culture. Administrative, instructional, housing, recreational, cafeteria and library facilities are accurately placed in reverence to traditional Navajo beliefs; thus, creating an environment for traditional growth and academic success.

The Tsaile Campus provides ten (10) residential halls to students.

The Shiprock, "Naat'aanii Nééz" Campus, located 100 miles northeast of Tsaile, is a commuter campus with a limited residential program that serves the largest community in the Navajo Nation and the surrounding Four Corners region. Educational, athletic, administrative, and research facilities are located near highway 666 north of town, on a mesa overlooking the San Juan Basin, outlying mountain ranges, and the majestic Tsé Bit'aí (Ship Rock Pinnacle) to the southwest. The Shiprock Campus is also responsible for the operation of the nearby DC Farm.

The Crownpoint Center is housed in a new campus facility and is now under the administrative jurisdiction of the Dean of DC East at Shiprock Campus.

The DC Community Campuses were established in 1979 with the sites in Chinle, Ganado, Kayenta, Tuba City, and Window Rock. The centers are now under the administrative jurisdiction of the Dean of DC West at Tsaile Campus.

The Community Campus plays an active role in addressing the unique higher educational needs of the various communities they serve. The commitment of the Community Campus is to provide essential educational, personal and career opportunities that result in an increased student enrollment. The number of students enrolled at Community Campuses accounts for half of the total students population. A significant number of students at Community Campuses are adults with established values; therefore, Community Campus strives to enhance personal growth and academic success.

The foundation of the Community Campus is to provide a positive learning environment for staff, faculty, and students. In addition, by focusing on specific academic areas, the quality of instructional services is enhanced.

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**THE CLINTON-GORE ADMINISTRATION:
A NATIONAL CALL TO ACTION TO CLOSE THE DIGITAL DIVIDE**

April 4, 2000

Today At A White House Ceremony, President Clinton Announced That Over 300 Companies, Non-Profit Organizations And Individuals Had Signed The “National Call To Action” To Bring Digital Opportunity To Youth Families And Communities. The President was joined by Senator Barbara Mikulski and individuals from the communities that the President will visit during this third New Markets tour. The individuals who addressed the President have all found ways to create digital opportunity for themselves and their communities; they shared their stories to call attention to the need for access to technology for all Americans.

The Importance of Full Participation in the Information Revolution. Access to technology and the Internet and the ability to use this technology effectively are becoming increasingly important to full participation in America’s economic, political and social life. While computer and Internet access has exploded in recent years, America faces a “digital divide” – a gap between those who have access to Information Age tools and the skills to use them and those that don’t. To address this troubling trend, President Clinton and Vice President Gore are building creative partnerships between industry, non-profit organizations and government.

The Clinton-Gore Administration’s National Call To Action called upon companies, non-profits organizations, and individuals to take concrete steps to meet the Administration’s critical goals. First, to provide 21st century learning tools for every child in every school. For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technology literacy. To help achieve these aims, we must focus on a comprehensive approach to connect every classroom, provide all students with multi-media computer access, train teachers to use and integrate technology and provide high quality content.

Second, to create digital opportunity for every American family and community. For all families and communities to benefit from the current economic expansion and the new digital economy we must ensure that no one is left behind. To that end, we must aim to meet the long-term goal of universal home access, bring technology to every community through community technology centers, equip all citizens with strong information and technology skills, and motivate more people to appreciate the value of “getting connected.”

The President Also Announced Several Initiatives To Bring Digital Opportunity To All. At the White House event, the President announced the following examples of how the public sector and its private sector partners are working to meet the Call to Action goals and bridge the digital divide:

- **\$10 Million For Americorps Tech Recruits** The President announced a \$10 million commitment [from the Corporation for National Service] to recruit highly qualified Americorps members for projects aimed at bring digital opportunity to youth, families and communities. These “digital shock troops” will take on a variety of tasks, such as providing technical support to school computer systems, tutoring at Community Technology Centers, and offering Information Technology (IT) training to those seeking high tech careers.
- **Yahoo!’s \$1.5 Million Investment in Digital Opportunity** In partnership with Americorp’s technology focus, Yahoo! announced a \$1 million Internet advertising campaign to recruit new high tech members. ~~Another \$1.5 million commitment will be dedicated to Camp Yahoo!, a broadly distributed training curriculum designed to empower communities to learn how to use the Internet.~~
- **The NetDay/TechNet One-Stop Shop** The President announced a commitment from NetDay/TechNet to develop a web database of quality educational training tools and information for principals, teachers, parent support groups, and community members. This one-stop shop will serve as a clearinghouse for professional development resources, education discussion groups and online training materials.

Today’s “National Call to Action” will kick-off President Clinton’s Third New Markets Tour – From Digital Divide to Digital Opportunity. On April 10-11, President Clinton, accompanied by CEOs, Members of Congress, Cabinet Secretaries and Community Leaders will focus national attention on initiatives aimed at overcoming the digital divide and creating digital opportunities for youth, families and communities. The President will travel to East Palo Alto, CA, an Indian Reservation in New Mexico, rural North Carolina and Boston, MA, to highlight creative private-sector initiatives as well as public-private approaches that are making technology a tool of digital opportunity.