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Folder Title:
Digital Divide New Markets Trip April 2000 [binder] [1]

Stack:	Row:	Section:	Shelf:	Position:
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**DIGITAL DIVIDE
NEW MARKETS
TRIP**

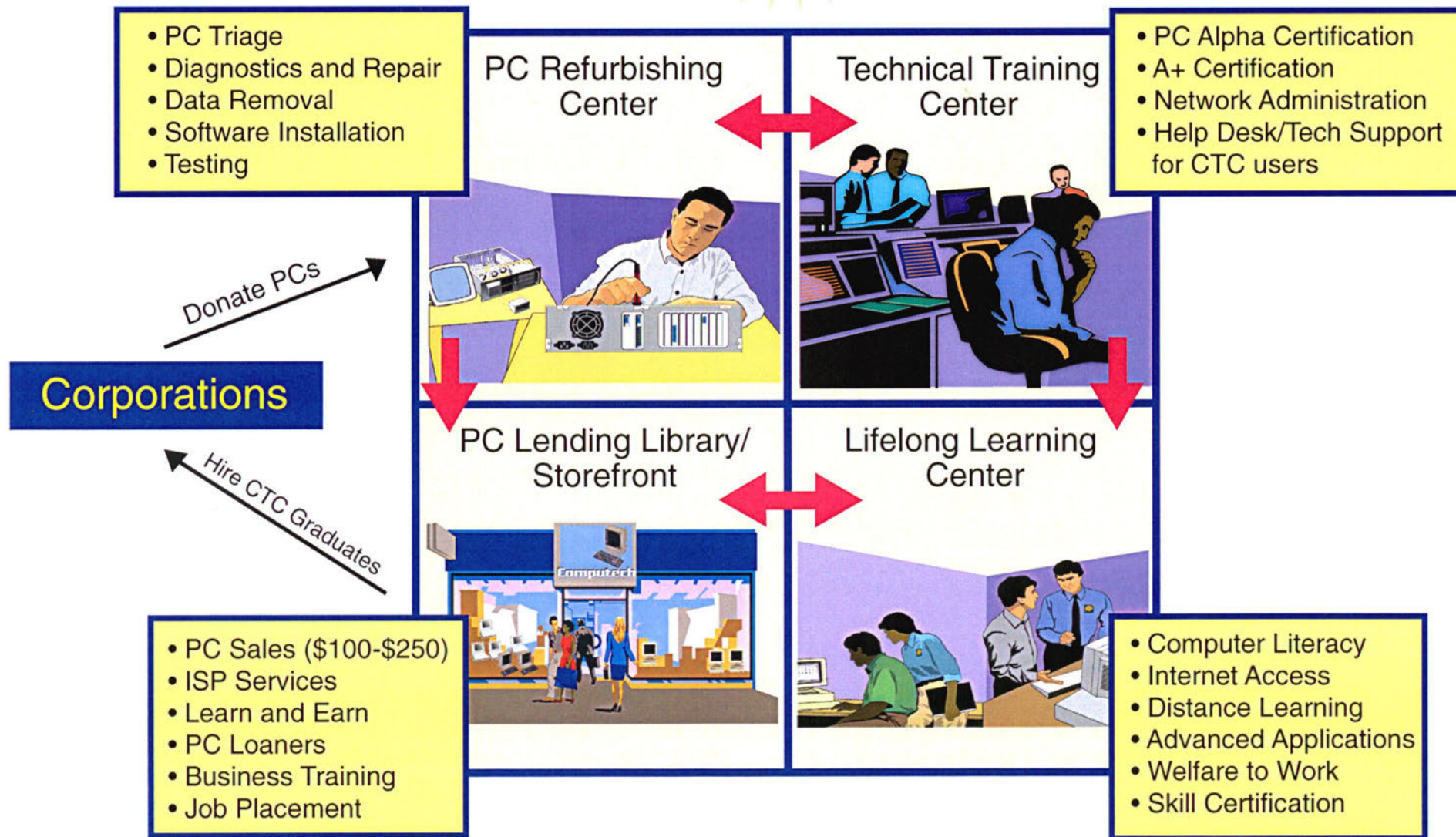
APRIL 2000

1-800-The Dream
Cabinet
Discounts...

PHOTOCOPY
PRESERVATION

An Integrated Approach to Community Technology Centers

ACCESS • TRAINING • SUSTAINABILITY



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13

Divider Title: _____

DIGITAL DIVIDE TRIP PLANNING BOOK

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TAB 29:	LEGISLATIVE STRATEGY
TAB 30:	PSAs

TAB 31: *Events Venues*

~~31~~
A: *DD Briefing memos / materials*
Vetting Sites

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1

Divider Title: _____

DIGITAL DIVIDE PLANNING

Week of March 6

- Meet with Agencies Monday and Friday with individual agency follow between meetings to bring in deliverable and site options (Friday deadline)
- Complete major CEO and follow-up staff calls to bring in announcement proposals (Friday deadline)
- Distribute Call to Action widely for sign on
- Develop recommended sites for trip (weekend)
- Develop list and outreach strategy for celebrities/sports stars for possible participation

Week of March 13

- Vetting of potential cities (Monday)
- Draft memo to GS with site suggestions and options (COB Monday)
- Revised memo completed and finalized (Tuesday)
- Additional vetting if necessary (Tuesday)
- Memo to President laying out site suggestions and options (Wednesday)
- NOTE: President leaves country on Saturday March 18
- Hold initial meeting to map out use of technology for various events (end of week)
- Contact celebrities for possible participation

Week of March 20

- Site selection completed
- Name Agency lead and coordinator for each site
- Agencies submit their ideas for event sites, themes, and logistics for each city and submit plans to NEC:
 - Develop specific recommendations for where the President could go, whom he could meet with, what visuals might be created
 - Identify agency staff in each location (or staff to travel to each location) who can coordinate with Scheduling and Advance Staff
- Release cities
 - Communicate with key legislators: WH Leg Affairs makes calls and sends letters to Members of Congress:
 - Whose districts will be visited by President
 - Who have expressed interest in having President coming to their district
 - Who have expressed interest/been involved in initiatives
 - Communicate with key CEOs: NEC and OPL make calls and send letters to corporations:
 - In cities the President will visit
 - That have expressed interest in making announcements
 - That have informally made commitments in the cities we're visiting
 - That are located in cities we're going to that could potentially make commitments

- Communicate with key Non-Profits: NEC and OPL
- White House formally releases sites to Press
- Provide Speechwriting and Communications with background on sites and commitments

Week of March 27

- NEC finalizes event plans and works with Scheduling and Advance to fill in details/logistics
- Coordinate trip site activity with WH Scheduling, Leg Affairs, Cabinet Affairs, IGA
- Cabinet Affairs and Agencies develop list of sites other than main Presidential sites for Cabinet Participation in Satellite Events (Cabinet Affairs/Agency COS/Agency Communications Directors)
- Agencies provide proposals for how Cabinet Secretaries will:
 - Coordinate their own visits to separate sites and/or
 - Participate with the President in announcements at specific site
- Lock in and confirm all corporate deliverables and how/where/when they will be announced including:
 - New national announcements
 - New local announcements
- Finalize list of celebrities/sports stars for main event and satellite event participation
- Lock in and confirm all government deliverables and how/where/when they will be announced including:
 - Agency announcements of awards/grants
 - Release of Reports from Agencies
 - Relevant Executive Actions
- Draw up draft manifest for CEOs, Congressional Members, Cabinet and others (Echaveste)
- Begin preparing Press Paper for Events
- Draft list of potential validators (corporate, non-profit, etc)
- Find and vet Real People
- Develop language for event backdrops

Week of April 3

- Finalize manifest for CEOs, Congressional Members, Cabinet and others
- Send out Advance teams and Agency staff to sites
- Finalize all aspects of each event
- Finalize press paper
- Work with speechwriting
- Finalize language for event backdrops
- Pre-trip press (including on-line outlets)

March 6, 2000

March 1, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: DIGITAL DIVIDE WORK PLAN

The following memo will provide you with a plan for the next two weeks to:

- Get widespread support for the "call to action."
- Identify deliverables and sites for the April trip
- Set the stage for other commitments -- using a report in the summer, and possibly considering a national "Connected Communities" day in the fall.

Your Outreach Activities

It is our understanding that you have had discussions with the following corporations and individuals:

- **John Chambers:** We know that he is interested in teacher training and that Cisco is working on broadband technology which would be well-suited for a commitment to a Native American/rural site.
- **Roberta Katz at TechNet:** She has made a commitment to get all TechNet companies to sign on to President's challenge. Kalil will follow up.
- **PowerUP:** It is our understanding that they have not yet come back to us with a specific commitment, although they may be willing to hold their next 15-20 centers for the trip.
- **3Com:** They provided us with a proposal for the "Connected Entrepreneur" program (3Com YWCA partnership). Kalil is checking on the scope of the program and possible locations.
- **Colin Powell**
- **AOL:** Meeting scheduled for this morning. We do know that Steve Case has cleared his schedule for the April trip. Could do PowerUP announcement.

Plan for Additional Outreach

You should continue your outreach to the select individuals on your call list. While you may have already made some these calls, the following is a list of important individuals:

- **Bill Gates, Microsoft.** May want to start with his philanthropy person.

- **Craig Barrett**, Intel [**NOTE:** given their recent major commitment to teacher training and computer clubs, this may just be a call to reach out rather than for a new commitment - and ask them if they want to participate.]
- **Lew Gerstner**, IBM
- **Ivan Seidenberg**, Bell Atlantic
- **Michael Armstrong**, AT&T
- **Wellington Webb**, US Conference of Mayors - connected communities day?
- **Ray Schepach**, NGA [**NOTE:** Did you have the opportunity to speak with him during the NGA conference on Monday, February 28th?]
- **Morty Bahr**, CWA: We understand you are trying to schedule a meeting with him this week.
- **Sandy Feldman**, AFT: Gigi has had a preliminary conversation with her. She expressed interest in partnering with corporations to create after-school computer training programs for students, their families and teachers.
- **Jesse Jackson**, Rainbow Push
- **Hugh Price**, Urban League
- **General Motors** (may want to reach through Debby Dingell - to discuss GM Foundation - home access)
- **Ginny Markel**, Parent-Teachers Association - commitment to benchmark local schools.
- **Ann Bryant**, National School Boards

We also recommend that you add to your list the following media/entertainment companies (we will send you a formal call list later today):

Michael Eisner, Walt Disney
Sumner Redstone, Viacom
Robert Johnson, BET Holdings
Henry Cisneros, Univision

Other Outreach

Need to get letter out as soon as possible - we will get you a revised version today.

Other Outreach Calls

We recommend that the following outreach be split between Tom, Secretary Daley, and Mary Beth Cahill over the next few days:

Kalil

- **Irwin Jacobs**, Qualcomm
- **Nick Grouf**, PeoplePC: Tom has a meeting scheduled with him next week.
- **Jerry Yang and David Filo**, Yahoo!: Tom has spoken with them and they are crafting a revised proposal.
- **Jim Morgan**, Applied Materials: Tom has a meeting scheduled with them next week -- they might be interested in organizing a "connected communities" day in the fall in one or more communities.
- **Leonard Roberts**, Radio Shack: Tom has reached out to them and they are very interested in participating by having their employees serve as volunteer trainers in schools and communities.
- **Bernie Ebberts**, MCIWorldCom (will work through Sallet)

- **Eric Benhamou**, 3Com: Tom will follow-up with them on their Connected Entrepreneur proposal.
- **Roberta Katz**: Kalil will follow-up on "national call to action."

Secretary Daley/Mary Beth Cahill

- **Carly Fiorina**, HP
- **Michael Capellas**, Compaq
- **Richard McGinn**, Lucent Technology
- **F. Duane Ackerman**, Bell South
- **Ted Waitt**, Gateway
- **Edward Whitacre**, SBC Communications
- **Larry Ellison**, Oracle
- **Scott McNeally**, Sun Microsystems
- **Ted Engibous**, Texas Instruments
- **Michael Dell**, Dell Computers
- **Steve Jobs**, Apple Computers
- **Scott Cook**, Intuit
- **Eric Schmidt**, Novell
- **George Bell**, Excite@Home

Potential Commitment Ideas

Computers for Youth, New York, NY (we are working on a more detailed memo about this program)

- Home access program that currently provides 150 families with refurbished computers.
 - ✓ **PRO**: Interesting group of partners including Microsoft, New York Cares and has a good training component in addition to providing home access. They would like to significantly scale up their activity—which they would be willing to hold for the trip.
 - ✓ **CON**: We may not want to do a NYC event.

ClickStart

- Oakland project and Silicon Valley CEOs that conceived the Home Access program.
 - ✓ **PRO**: Would be a good highlight of our Home Access program.
 - ✓ **CON**: Need to figure out how big it would need to be to highlight.

Smart Age

- This group hosts web-sites for small businesses. They may be willing to make a commitment on an Indian reservation.

Cisco Systems

- As stated above, Cisco is working on broadband technology that would be well-suited for a commitment to a Native American/rural site.

Radio Shack

- They are very interested in participating in the President's trip by having their employees serve as volunteer trainers in schools and communities.
- Tom will reach out to them to get more information.

Applied Materials

- As discussed above, Tom will reach out to them about the connected communities day.

Yahoo!

- As discussed above, Tom will reach out to them about revising their initial proposal.

Options for a Kick Off Event

It is our understanding that the issues surrounding the March 16th date has not yet been resolved. The following provide you with three possible options for a kick-off event:

1. **Hold a Kick Off Event on March 16th:** This was our original plan of holding an event at the White House or another site where the President would announce his national challenge. CEOs and others would sign on to this challenge and participate in the event.
 - ✓ **PRO:** Start momentum for the trip with national challenge
 - ✓ **CON:** May be difficult to get CEOs to commit to attend this event and the trip. Communications doesn't think this is a strong enough event to get much press. However, we may just need a few CEOs.
2. **Do a "Paper" Event:** We could release paper announcing the various corporations and groups that have signed on to the President's challenge.
 - ✓ **PRO:** Achieve same goals as an actual event without impairing CEO attendance for the trip.
 - ✓ **CON:** We would need a high-volume of people signing on to the challenge in order for it to be a strong message event.
3. **Do a Kick-Off Event the First Day of the Trip:** The President could announce his national challenge, announce the report and connected communities day for the fall. There could be a major commitment tied to the event.
 - ✓ **PRO:** This could be a big event to start off the trip. Would have the major CEOs involved in the event.
 - ✓ **CON:** ?????????

Other Issues to Consider

- We would like to distribute the longer framework document more widely since the additional detail may be helpful to them.

- Also, we would like to circulate information on “connected communities” day since this may be a commitment that would be appealing to a number of companies -- we can gage the level of interest in this.

March 2, 2000

DIGITAL DIVIDE TRIP WORKPLAN

The following is a time-based work plan that describes the necessary steps in planning for the April Trip. It includes steps to:

- obtain corporate commitments and sign on to the National Challenge
- secure interest group participation and sign on to the National Challenge
- determine Congressional participation
- work with agencies meetings on ideas, commitments and Cabinet roles
- secure Mayors and Governors sign on to the National Challenge
- develop innovative event ideas

I. CORPORATE COMMITMENTS

BY COB Tuesday (3/7), the following should be completed:

- Gene completes his calls to key CEOs
- Kalil completes his calls.
- Daley completes his calls. (??)
- NEC faxes out longer paper to CEOs who have the potential to have major commitments on the trip.
- Jay Dunn completes follow-up with Washington Reps. present at the briefing to help get their CEOs to make concrete proposals/commitments for the trip.

After each call is completed, the following information should be provided to Gigi who will keep a master chart:

- Who has been contacted
- Did they sign on to the National Challenge
- Are they providing a commitment to the trip, if so, what are their plans and when will they provide it (callers should stress that we hope to make a final decision within a week)

By COB Friday (3/10): We will have reviewed all proposed corporate commitments that have come in to date, and narrow options to top ten. Based on the list that we agree on, we begin vetting cities to down site options.

By COB Tuesday (3/14): We will have a tentative list of sites for the April trip. This deadline allows us to use the following week to further develop the events, try to create partnerships with interest groups that fit with these commitments (see below) and begin to work with other components of the White House on the events.

Those commitments that don't make it to the final list will be included in the paper for the trip as well as for the report to be released this summer.

II. CIVIL RIGHTS AND MINORITY GROUPS

By COB FRIDAY (3/10):

Hold meetings with civil rights, minority, disability and education community representatives. Jay Dunn is scheduling these meetings for Wednesday, 3/8 – Friday 3/10.

In these meeting, make the following specific requests:

- sign on to National Challenge
- provide ideas for commitments and partnerships with the private sector both for the trip and the summer report
- give them a deadline of Tuesday (3/14) for getting us these ideas.

By COB Thursday (3/16): We will make refined commitment and event recommendations by partnering corporate and interest group ideas to the extent possible. [NOTE: We recognize that certain corporate commitments will already have interest group participation attached to them.]

III. CONGRESSIONAL PARTICIPATION

During the week of 3/20: We must turn our attention to Congressional participation. This includes two components:

- Review the list of MOC who have expressed an interest in participating on the trip. As of today, the following Members have expressed interest:
 - Senator Mikulski (Maryland)
 - Cal Dooley (California)
 - Tom Udall (New Mexico)
 - Mark Udall (Colorado)
 - David Wu (Oregon)
 - Silvestre Reyes, (Texas)**Note:** Debbie Stabenow (Michigan) talked with Lisa and she will not be ready for the April trip so she's not pushing to attend the trip now.
- Once we have chosen our final list of sites, we need to invite the appropriate members from those districts (including satellite event participation).

IV. INTER-AGENCY PROCESS AND CABINET PARTICIPATION

Beginning the week of 3/ 6: We will hold twice-weekly inter-agency meetings and will feed agency ideas into our commitment and event decisions. Depending on these ideas, we will encourage Cabinet participation in the trip

- Ideas
- Outreach to other groups [eg 20 to 20 qd]
- [unclear]

V. MAYORS AND GOVERNORS

By Friday (3/10): Get National Challenge Sign on from NGA and US Conference of Mayors. [NOTE: If you would prefer, either Gigi or Tom could make calls to the Executive Directors of these associations. Please advise.]

VI. INNOVATIVE EVENT IDEAS

What follows are five concepts for event ideas where we could highlight our top corporate commitments and partnerships.

School Goal

Satellite Town Hall

The President along with 2-3 major CEOs [i.e. Steve Case, Bill Gates, John Chambers] and a major community leader [i.e. Jesse Jackson or Hugh Price] host a town hall meeting that would be broadcast via satellite to 10-20 schools around the country. The President would highlight major school commitments and this would also provide students with an opportunity to speak directly to this panel.

Community Goal

1. **Community Technology Centers:** Using a major corporate commitment to open a number of community technology centers (CTC), the President could attend the opening of one of these centers accompanied by the CEOs involved in the commitment as well as a major entertainment/sports celebrity who will discuss why they are excited about the Internet, and why mastering these new tools is so important. This event could also use technology by providing satellite hook-ups or the President could go on-line and chat with event participants at the other CTCs on line.
2. **Home Access:** The President could join with the CEOs of the big three auto companies and the President of UAW to announce their commitment to providing computers and internet access to their employees and their families at a reduced rate. This would be a Detroit-based event.
3. **Native American:** We could plan an event on an Indian Reservation where the President would highlight a commitment to provide wireless broadband technology to the reservation along with commitments from a national or regional telecommunications company to provide service and a way of promoting economic development through a training/employment opportunity. An example could be Cisco would provide the technology for wireless broadband, AT&T would provide service, Dell Computers could provide the hardware and Smart Age could provide technical assistance for small businesses wanting to get on the web.
4. **Public Housing:** The President could attend the opening of a new Neighborhood Networks facility (like the one at Edgewood Terrace) where he would be accompanied by CEOs and community leaders. This event could also include highlighting success stories from other Neighborhood Networks, such as adults who got jobs, kids who attended after-school programs at center, etc.

March 7, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: DIGITAL DIVIDE UPDATE AND DISCUSSION ITEMS FOR TOMORROW'S
DIGITAL DIVIDE MEETING

This memo includes a proposed itinerary to initiate serious site discussions and an update on corporate commitments to date.

I. Itinerary Options for April Trip

You could lay out options for how the trip would move in order to get buy in for possible event ideas as well as site locations. We are assuming the trip can accommodate either four or five stops: two on day one, two on day two, and a possible morning event on day three.

Thematically, we suggest the following:

Day One: Morning – Schools/Education Technology *S. Palo Alto*
Afternoon – Native Americans *NM / MONTANA*

Day Two: Morning - Families/Adult Access and IT Training for Workers
Afternoon – Connected Communities *Boston* ✓
NYC?

Day Three (possible):
Morning – Communities/Legislative Action *DC*

- Cleveland X

Explore

Detroit?

Day One, Morning Event:

- **Recommendation:** Kick off with a school-based event in East Palo Alto, CA.
- Since the first event will attract the most attention, we could have the CEO roundtable (i.e., Bill Gates, Steve Case, Carly Fiorina, etc) with a focus on education.
- Would be broadcast via satellite to a number of different schools around the country where students and teachers would interact with the roundtable participants.
- The President could announce all of our School and Ed Tech commitments:
 - Agreements by PTA, NSBA to survey schools
 - Commitments from teacher colleges to help train all new teachers

- Also include the major deliverables that will not be a focus at any of the other events.

Day One, Afternoon Event:

- **Recommendation:** Fly to a Native American reservation where the President would announce all of our efforts and commitments to Native Americans. Strong recommendation for coordinating a bipartisan event in New Mexico.
- CISCO is currently putting together a commitment proposal for Native Americans.
- Include commitments from companies that would host Native American e-commerce websites.
- Commerce, SBA and USDA are looking into possible deliverables at specific locations in Indian Country, including New Mexico, Montana and Nevada.

Day Two, Morning Event:

- **Option 1:** Begin the day in either a Midwestern or Southern city. Possible options include cities in Minnesota, Ohio, Pennsylvania, Mississippi.
- This might include an event at one of HUD's Neighborhood Network sites or a Community Technology Center – i.e., POWERUP site -- where the President could highlight:
 - the Neighborhood Networks program increase from 500 to 1000 centers
 - the commitment of \$32.5 million to expand the number of CTCs to XX (DOE is providing us with the exact number)
 - a major corporate commitment: for example, AOL scaling up the number of POWERUP sites
- This option could include celebrity/sports star participation to highlight the motivation piece, including similar events at satellite locations.
- Could also announce PSA "No fear, no shame" campaign.
- **Option 2:** Begin the day in Detroit, and focus the event around home access and technology training. This might include an event with Big Three Auto Companies, highlighting both existing and new home access commitments and employee technology training.
- PeoplePC has told us they are aggressively working on getting the GM and Daimler-Chrysler to follow Ford's lead by providing their employees with computers and low-price Internet access. Also talking to other major companies and unions to replicate the program that Ford launched (NOTE: this information is business confidential). They suggested that an event in Detroit could include a photo opportunity with Ford providing computers to their employees.
- **NOTE:** Choosing Detroit could significantly contribute to making the deliverable a reality.

Day Two, Afternoon Event:

- **Option 1:** Go to Boston to highlight what can be done when local government takes an active role in building partnerships with the private sector to serve communities needs. Also can use this forum to announce Connected Communities Day in the fall.
- Boston is a good candidate for this given the Mayor's comprehensive efforts to bring technology companies and efforts together throughout the city. Boston efforts include: 80 CTCs and 26 libraries, TechBoston: a high tech certification program for middle and high school kids, and Technology Goes Home: a home access and training program for low-income families.
- Can include new commitments from some of the Internet start-up companies located on Route 128.
- **Option 2:** Go to New York City to highlight Computers For Youth (CFY), a program that solicits Pentium computers from the New York City business community, has them repaired by students in a vocational program in East Harlem, and then distributes them to an inner-city school where they provide computers to all the families who have children attending that school, as well as the teachers and parents and they train them to use the computers collectively. The program is aiming to scale up their program from 250 computers to tens of thousands computers by the end of the school year. **NOTE:** This commitment is not finalized, but could be if we pushed it.
- This event could include participation by key NY based Internet and multimedia companies that are part of a group of companies known as "Silicon Alley."

OPTIONAL Day Three, Morning Event:

- **Recommendation:** An event in DC to bring together a congressional rally on closing the digital divide. The President could announce commitments to the DC area from Northern Virginia companies as well as emphasize the need for legislative action on closing the digital divide.

Each event would utilize technology to expand it to a number of different sites around the country.

II. Proposals for Commitments

- **3Com:** The new Connected Entrepreneur Awards Program is a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities. The Program enables 3Com and the YWCA of the U.S.A. to encourage small businesses to institute mentor 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. **NOTE:** This program is currently focused in New York, however we are talking with them about scaling up and expanding the program for the April trip.
- **AOL:** They will get back to us by COB Thursday with a specific commitment, although they have discussed scaling up the number of PowerUP sites for the trip. In addition, AOL also has project in

development called "Technology Works" which is a regional support center, placed in DC that will provide technical assistance and support to non-profit organizations.

- **AT&T:** They are prepared to announce a \$1.2 million grant over four years to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry, in one of the following sites: Miami, Pittsburgh, Oakland, and Rio Grande Valley (TX). They are also working on additional commitments to provide grants to universities for technology training.
- **Yahoo!:** They are creating a program called Camp Yahoo to train the trainers, working with the Boys and Girls Clubs and other community Technology Centers. They are also providing \$1 million in internet PSAs to recruit technology volunteers to Americorps and other volunteer organizations.

III. Pending Commitments

- **Cisco Systems:** We know that he is interested in teacher training and that Cisco is working on broadband technology which would be well-suited for a commitment to a Native American/rural site.
- **Qualcomm:** Working on launching a new high-speed modem able to connect to the Internet 150 times faster than other modems. This announcement could be made on an Indian reservation or another rural location.
- **SBC Communications:** OPL is working on a commitment to build on the work SBC is already doing -- including its efforts to provide high-speed internet access (ADSL) to underserved communities (note: major focus currently in California).
- **Enron:** Investing in minority-owned high-tech companies. They have a pending commitment with an Internet auction site, but we are following up to get further details on this partnership.
- **People PC:** Working on getting the GM and Daimler-Chrysler to follow Ford's lead by providing their employees with computers and low-price Internet access. Also talking to other major companies and unions to replicate the program that Ford launched (NOTE: this information is business confidential). They suggested an event in Detroit that would include a photo opportunity with Ford providing computers to their employees.
- **NorthPoint Communications:** They are currently in discussions with HUD regarding its Neighborhood Networks as well as USDA's Rural Empowerment Zone program. NorthPoint Communications provides high-speed Internet access over existing phone lines using DSL technology. They are willing to make a "substantial" commitment for the trip.
- **GovWorks.com:** The company is in the process of relocating its corporate headquarters to Harlem. It will be the anchor tenant in a Harlem Technology Cluster and hopes to attract several other technology companies to the area. The Technology Cluster will include an incubation space and a technical training facility designed to help increase career opportunities in Harlem. It will also provide the tenant companies with greater access to individuals who complete programs and have developed strong technical skills.

- **Other Possible Major Corporate Commitments**

- Microsoft/Gates Foundation
- John Doerr
- Hewlett-Packard
- Radio Shack/Tandy

IV. Commitment Follow-Up

- You and Mary Beth will have met with Civil Rights group leaders and are scheduled to meet with Hispanic Leaders (Thursday) and Disability community representatives (Friday).
- We have sent out letters to 35 CEOs describing our goals, asking for sign on to the Call to Action, and participation in the April trip.
- OPL is doing follow-up with the Washington Reps. from each of these corporations. NEC is also following up with corporate staffers, agency liaisons and others.

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Divider Title: _____

DIGITAL DIVIDE TRIP MASTER LIST

1. **Call to Action** – First wave deadline Friday 3/10
Second Wave deadline Tuesday 3/14

- ☐ Finalize one pager
- ☒ Set up tracking system
- ☐ Fax directly to corporate offices
- ☐ Follow-up corporate calls (coordinate w/TAK, JD, NB)
- ☐ Give to Agency reps/set up Agency OPL system
- ☒ Get list of groups covered by end of week meetings:
AA, Hispanic Disability
- ☐ Set up fax/call system with OPL for groups not covered
- ☐ Universities (TAK) – WED
- ☐ IGA for Mayors, Govs?

2. **Letter to CEOs**

- ☒ Send out Sunday/Monday AM
- ☐ Follow-up calls to key staff ~~GG/PP~~ (TAK, GG, JD)
- ☐ Fax to WPST Reps (JD)

3. **Kickoff plan**

- ☐ Redraft event plan (GG- Sunday)
- ☐ Get event back on (GS/GG/PD)
- ☐ Invites based on sign on
- ☐ Congressional participation?
- ☐ Cabinet participation/roles?
- ☐ Paper
- ☐ Press plan (PD)

4. PSAs

- ☐ Check into options
- ☐ Celebriy/Sports outreach
- ☐ Timing?
- ☐ Develop message

5. Commitments

- ☒ Create tracking chart with assignments (NB)
- ☐ Assign staff followup to get proposals in (GG/TAK/JD)

Get proposals/commitments in for:

- ☐ AOL/Powerup (GS followup)
- ☒ AT&T (proposal scheduled Monday 3/6)
- ☐ Gates Foundation (GS start/team followup)
- ☐ 3Com (TAK followup)
- ☐ PTA/NSBA (GS start/GG followup)
- ☐ GM (Dingell proposal due in -team follow up)
- ☐ Kim Smith/John Doerr (GS ask - one commitment)
- ☐ Cisco (TAK follow up w/Ipsen)
- ☐ IBM (GS call/team followup)
- ☐ Bell Atlantic (GS call/team followup)
- ☐ Yahoo (TAK followup w/Jonathon Scheibel)
- ☐ HP (GS call/Daley followup/team)
- ☐ Dell (GS call/Daley followup/team)
- ☒ Novell (GS call/Daley followup/team)
- ☐ SBC (JD add -assign followup)
- ☐ NCTA (JD add-assign followup)
- ☐ Enron (JD add-assign followup)
- ☐ Qualcomm (TAK followup)
- ☐ Americorps (GS call to Wofford/team followup)
- ☐ PEOPLE PC (TAK meeting Tuesday)

Compaq

Ebay

6. Agency role

- ☒ Do block meeting schedule (GG-Sunday) TUESdays & FRIdays
- ☒ Assign sign-on followup

- ☒ Set commitment deadline (Friday 3/10)
- ☐ Get details of \$32 million CTC commitment
- ☐ CEA report followup
- ☐ Do individual followup calls with agency reps re: commitments and ideas (Tues.-Thurs. GG/NB)

7. Trip participation

Invite CEOs:

- ☐ Steve Case
 - ☐ Bill Gates
 - ☐ Michael Armstrong
 - ☐ John Chambers
 - ☐ Eric Benhamou (after TAK followup)
 - ☐ Carly Fiorina
 - ☐ Andy Grove/Barrett
 - ☐ John Doerr
- ☐ Determine short list of other must haves

Invite Civil Rights/Community Leaders

- ☐ Jesse Jackson
- ☐ Hugh Price
- ☐ Determine other community leaders (develop short list-GG/NB/OPL)
- ☐ Morty Bahr
- ☐ AFL-CIO

- ☐ Determine Congressional participation
 - ☐ Develop overall list
 - ☐ District list based on cities

8. Report

- ☐ Explore options for sponsorship:
 - Agency vs. contracting out (TAK/GG)

____ Map out requirements to be able to announce on trip
____ Followup with Kim Smith

9. **Choosing Sites** — Initial outline of options (Tuesday)
____ Pick Trip Sites (By March 18) — Draft memo to GS (weekend)
____ Name coordinator and agency lead for each site
____ Release Sites:
____ Key legislators (through Leg Affairs) — Look at non-detroit options
____ Key CEOs (NEC/OPL)
____ Key Non-Profits (NEC/OPL)
____ To Press – What Date?

10. **Use of Technology on the Trip**

— need w/WH technology for people

11. **Press Strategy** — DO a plan on this ASAP

12. **Paper**

13. **Staging of events/Logistics**

14. **Connected Communities Day**

15. **Speech development**

SUNDAY

- Get CEO letter out
- Finalize Call to Action One-pager
- Kick-off
- Discuss PSA plan (Ad Council)
- Ginny?

MONDAY

- Bill Gray follow-up (GS)
- Agency meeting plan –Asks:
 - search for deliverables
 - help get sign on (their OPLs?)
 - bring event ideas/sites
- Get staff contacts for top 35 CEOs – to do follow-up calls off letters and GS calls
- Calls to company and group staffers/fax sign on paper out
- PSA follow-up
- Set up interagency schedule through March:
 - Friday at 11AM
 - Tuesday at 2 PM
 - Tuesdays and Fridays
- Get group lists for AA, Hispanic and disability meetings
- What do we do about coordination roles on the ground (Agencies)
- How many sites can we do? 10th(2)/11th(2)/12th??
- Establish daily plan:
 - 9:15 am – review day's plan
 - 5:30 pm –what we have
 - 7 pm update to gs
 - Nightly – get gs call download

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

Divider Title: _____

Friday 3/3

The Digital Divide Daily

News You Can Use

1. AT&T wants to participate -- will have a concrete proposal by Monday. Also interested in "Connected Communities" idea because they are already sponsoring a series of "leadership conversations" already around the country.
2. Kalil met with Qualcomm -- they were originally just thinking about one wireless broadband demo, but after the meeting, interested in developing some other options.
3. Kalil talked to Leadership Conference -- they would be happy to help us sign up groups for the National Call To Action (they have 180 members). Also -- they have already been talking to the Ad Council about a PSA campaign - would love to have a meeting at the White House on this with the Ad Council.
4. Kalil talked to Competitive Broadband Coalition -- which has over thousands of telecom companies and ISPs as members. They are also willing to send out the challenge to their membership. Same deal with ITAA.
5. OPL has received some other proposals which we will summarize for you.

EOP and agency-land

1. CEA interested in doing a report -- with some preliminary numbers by April -- on Hispanic and African-American access to technology and its impact on wages.
2. Daley will start doing calls on Monday to the list we gave him.
3. OPL (Jay Dunn) thinks we should lock in the top 10-15 CEOs that we know we want to invite early. Kalil thinks this is a good idea. Media won't be able to not cover it.
4. Inter-agency meeting on Monday.
5. Dunn liked the idea of recruiting agency help on outreach.

View from the Hill

1. Mikulski will do a low-key press conference to drop her bill in on Thursday. Kalil has asked for a copy of the bill.
2. Jefferson is dropping in a tax bill on Monday. Natasha has asked Len Burman for an analysis.
3. Kalil asked Lisa Koutoupes to do a first draft of the possible "lead" members.

4. Kalil, Gotbaum, Beier and Deich met on the rural TV bill. Unanimous agreement that if Congress is going to do a loan guarantee for rural TV -- more emphasis should be on broadband networks -- as opposed to just TV. Gramm mark-up on Wednesday.

Sperling May I

1. Kalil would like permission to do broader distribution of "Connected Communities," 6-page framework, and social software.

Short-term goals

1. Get the CEO letter out.
2. Get the call to action out.
3. Call Bill Gray ASAP on Microsoft.

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-off 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

DAY ONE

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.

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.

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)

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.

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.

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 "Techs4schools" 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).

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.

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.

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.

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.
- As you know, Erskine Bowles has led a Rural Prosperity Task Force. The key conclusion of the Task Force was that broadband is critical to the economic future of rural North Carolina.

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.

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.

POSSIBLE CITIES

East Palo Alto, CA
Cleveland, Ohio
Detroit, MI
Boston, MA

POSSIBLE RURAL SITES

Louisiana
New Mexico
Montana
North Carolina
Pennsylvania

Need vet the cities – if there's a problem from your agency's perspective, let us know ASAP

Others: political, IGA, Leg Affairs

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March 14, 2000

MEMORANDUM FOR THE PRESIDENT

FROM: GENE SPERLING
MARIA ECHAVESTE
STEPHANIE STREETT

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

Call To Action

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. On the trip, we will highlight meaningful, lasting efforts that can be sustained to meet two national goals:

Call To Action:
2 Goals

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

An interagency working group (Commerce, HUD, Treasury, Americorps, Education, Interior, SBA, Commerce, Labor, Transportation, and USDA) together with White House staff have identified several potential locations and deliverables for the Digital Divide Tour. After review of numerous locations, we propose the following itinerary option that would allow you to visit four cities, over a two-day period. The options presented below reflect logistical constraints, such as travel times and press deadlines. The option also allows you to:

- Visit a broad range of communities that reflect the cultural and geographic diversity of the country.
- Highlight numerous private sector investments and initiatives.
- Start each day with the strongest stories and events. We expect media coverage to be focussed principally on the first event of the day, similar to our experience during the July and November trips.

7/10/00
1) April 4
Call to Action
2) April 10-11

After the trip, to continue with our commitment to create digital opportunity for all Americans, we suggest the following:

- Follow-up
Issuing a follow-up report 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.

• Final Call Page

- 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 ITINERARY

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

Monday, April 10:	East Palo Alto, CA and A Native American reservation (New Mexico or Montana)
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, 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 STOPS

1. East Palo Alto, California

(Terrific Forthright Guys)

FOCUS: Motivating Minority Youth and Under-Served Families and Communities to Use Technology

Background and Potential Deliverables

Cite Why
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 it's geographic proximity to the center of 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. *Shw red divide 1st in S. L. Underget Div. en here in P. A. A. A.*

Message: ~~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 under-served communities (especially youth) to "get connected" and become technologically literate by stressing the economic opportunities in the high tech world.

Key Deliverables for (not GW)

- You could ~~announce~~^{Public Service} 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.
- ^{ATT} 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.
- ^{PowerUP} You could announce the commitment by Americorps to dramatically 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. Also, 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.
- 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, 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 30 NetPrepGYRLS programs around the country.
- 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.
- 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 could 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 into the event from schools in other parts of the country could ask questions and interact with you and the other participants via the internet.

2. Detroit, Michigan

FOCUS: Home Access, Community Technology Centers (CTC) and HUD's Neighborhood Networks Program

Background and Potential Deliverables

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

- 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 Computer Technology Center (CTC) and highlight the importance of access to technology for adults, both by using CTCs for job searches, training and the development of microenterprise as well as through employee commitments to provide home access to their employees.

PROPOSED AFTERNOON STOPS

In addition to the sites discussed above, we recommend that you stop at a Native American reservation and a rural site for afternoon events.

1. Native American Reservation (either New Mexico or Montana)

FOCUS: Bringing Digital Opportunity to Indian Country

Background and Potential Deliverables

- 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. We could 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.
- You could announce \$1 million in the AOL Foundation's Digital Divide Grants, one of which will be in Indian country.
- You could announce a national expansion of "Techs4schools" a new online mentoring initiative which 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 an on-line technology mentor.
- We are currently exploring an idea with Cisco Systems to bring wireless broadband technology to Native American reservations.
- 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 as little as \$1 a month. We still need to run a policy process on this idea.

- 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.

2. Rural Community in North Carolina

FOCUS: The Need for Broadband Technology in Rural Communities

Background and Potential Deliverables:

- 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.
- You could direct the Department of Agriculture to expand their 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.

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5

Divider Title: _____

**A NATIONAL CALL TO ACTION FOR
DIGITAL OPPORTUNITY**

**YES, WE SUPPORT THE CALL TO ACTION AND ARE COMMITTED
TO TAKING CONCRETE STEPS TOWARD MEETING THE TWO
NATIONAL GOALS FOR DIGITAL OPPORTUNITY.**

COMPANY/ORGANIZATION NAME:

PRESIDENT/CEO: _____

ADDRESS: _____

PHONE: _____ **FAX:** _____

E-MAIL: _____

PLEASE RETURN THIS FORM BY MARCH 24th TO:

Jackson Dunn, Office of Public Liaison

E-mail: [jackson_dunn @who.eop.gov](mailto:jackson_dunn@who.eop.gov)

Phone: 202-456-2930

Fax: 202-456-6218

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY

A NATIONAL CALL TO ACTION

Access to information 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.

America has an important choice to make: we can allow unequal access to deepen existing divisions along the lines of race, income, education level, geography, and disability -- or we can use technology as a powerful tool to help make the American dream a reality for more people. To help create digital opportunity for more Americans, we must create strong partnerships between government, industry, and the rich mosaic of America's civil society -- including educators, labor unions, librarians, civil rights leaders, faith-based organizations, foundations, volunteers, and community-based organizations.

As companies, non-profit organizations and individuals, we are committed to taking concrete steps to meet two critical national goals: (1) Ensuring Access To 21st Century Learning Tools For Every Child In Every School; and (2) Expanding Digital Opportunity For Every American Family And Community. We pledge to support these two goals.

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 technology is -- it is 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 home access to the Internet universal
2. Bring technology to every community -- urban, rural, and Native American -- 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"

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Divider Title: _____

CALL TO ACTION - GROUP SIGNED ON AS OF 3/21/00

TOTAL: 137

COMPANY/ORGANIZATION	CEO	CONTACT INFO
3Com	Eric Benhamou	408-326-5000
America Online	Steve Case	Richard Socarides
American Federation of Teachers	Sandra Feldman	202-879-4440
Americans for Democratic Action	Jim Jantz	202-785-5980
Americans for Indian Opportunity	LaDonna Harris	505-867-0278
Asian American Drug Abuse Program	Mike Watanabe	323-293-6284
Athena Alliance	Kenan Patrick Jarboe	202-547-7064
Baltimore Urban Technology Network	Jane Brown	410 252-9244
Baltimore Urban Technology Network	Jane Brown	410 252-9244
BDPA Cincinnati Chapter	R. Wayne Hicks	(513) 573-9289
Biltmore Properties, Inc	William M. Moore	(602) 997-0013
Black Data Processing Associates - Cleveland Chapter	Bruce M. Keene	440-239-4531
Blackfeet Tribal Business Information Center	Zana L. McDonald	(406) 338-5441
Boardroom Presentations, Inc.	James Bonds	610.388.1334
Boston Photo Collaborative	Carl Mastandrea	(617) 524-7729
Byte Back Inc	Glenn Stein	202-529-3395
C. B. Williams & Associates	Clarence Williams	619-497-6908
California Breast Cancer Organizations	Arlyne Draper	
California Foundation on the Environment and the Economy	Donald Vial	415-788-0812
California Indian Education Association,	Michael Hermann	209-726-9620
Center for Public Outreach	Gary Marx	703-938-8725
Central Dallas Ministries	Larry M. James	214.823.8710
Cincinnati Business Incubator	Annette Smith Tarver	513-569-8282
Cisco Systems	John Chambers	
Civic Association Serving Harems, Inc/CASH-Tech	Lorraine Treadwell (CIO)	212-864-5850
Coalition for Fair Employment in Silicon Valley	Jacqueline S. Anderson	510-663-2649
Communications Workers of America	Morton Bahr	202-434-1194
Community Technology Centers' Network (CTCNet)	Antonia (Toni) Stone	781 684 0830
Computer & Communications Industry Association (CCIA)	Edward J. Black	(202) 783-0070
Computerworks	Dr. Eric Flescher	913-780-5902
Computing Technology Industry Association	Bruce N. Hahn	703.536.0002
Congressman John B. Larson		202-226-6970
Consortium for School Networking	Helen Soule	202-462-9600

CALL TO ACTION - GROUP SIGNED ON AS OF 3/21/00

TOTAL: 137

Construction Management Association of America	Bruce D'Agostino	703 356.2622
Curriculum Resource Solutions	Jennifer Fettig	510-704-9059
Destiny Communications Institute	Dr. D.L. Crooker	480-396-4149
DISKovery Computer Learning Center	Bill Watanabe	213/473-1607
DJM Internet Marketing/Ezas12Free.com	Jeffrey Menaged	
Easter Seals	Jim Williams	202-347-3066
EComForum	Mary Clare Fitzgerald	202-274-2865
Educational Testing Service (ETS)	Harry Cole	609-734-1010
Electronic Data Systems (EDS)	Richard Brown	703.607.4151
Enron Investment Partners	Gene Humphrey	713-853-6215
Enterprise Computer Services	Frieda Bowman	888-804-6626
Enterprise Integration Corporation	Edward G. Viltz	(301) 998-3243
Foothill Indian Education Alliance, Inc.	James Philip Marquez	530-621-3096
Foundation for Successful Solutions - Project T.E.C.H	Karen L. Wade	(323) 735-6616
Foundation for the Future	David Pines	301-468-9612
✓ govWorks, Inc.	Kaleil Isaza Tuzman	(212) 941-6900
Harlem Center for Education	Paula J. Martin	(212) 348-9200
✓ Hewlett-Packard	Carly Fiorina	(650) 857-4321
HKC Communications	Monique Bell	732-413-0777
Imaginuity Interactive	McKinley Hailey	214.637.4624
Interactive Media Management	Susan Myrland	(619) 463-4364
International Society for Technology in Education	John Vaille	541-302-0952
James Lick Middle School	Connie Hendrix	415 647 2887
KDSI, Inc.	Barbara Maloney	(703) 354-7389
La Plaza Telecommunity	Judith Pepper/Peter Alexander	505-758-1836
Leadership Conference Education Fund	Karen McGill Lawson	202-466-3431
Leadership Conference on Civil Rights	Wade Henderson	202-466-3311
League of United Latin American Citizens	Rick Dovalina	202-833-6130
Libraries for the Future	Diantha Schull	212-352-2330
LINCT Coalition	P. Kenneth Komoski	516-728-9100
MATV (Malden Access Television)	Jeffrey Hansell	781-321-6400
✓ MCI Worldcom	Bernard J. Ebbers	601-460-8602
McMath-Hulbert Observatory		248-335-4791
M-E-A.com	Al Terrell	610-322-2238
Mentoring Partnerships, Inc.	Thomas L. Webster	(215) 568-7770

CALL TO ACTION - GROUP SIGNED ON AS OF 3/21/00

TOTAL: 137

✓ Mercer & Associates	David L. Mercer	202-293-0599
Metropolitan Area Advisory Committee on Anti-Poverty (San Diego County)	Roger Cazares	(619) 426-3595
Mexican American Legal Defense and Educational Fund	Antonia Hernandez	213.629.2512
Mexican Heritage Corporation	Richard Alejandro	(408) 928-5500
✓ Microsoft Corporation	Steve Ballmer	202-263-5911
Millenium 2000 Training Group	Gina M. Bruce	770-498-7940
Mirage Information and Research Services	Trina Stephenson	505-783-4737
Montgomery College	Keysha Ingram-Gamor	301/251-7412
National Association of College and University Business Officers (NACUBO)	James Morely	(202) 861-2510
National Association of Federally Impacted Schools	John B. Forkenbrock	202-624-5455
National Bandwith	John Hohmann	914-229-1414
National Black MBA Association (San Francisco Chapter)	Henry Hutchins	510 651-3534
National Center for American Indian Enterprise Development - Arizona	Ken Robbins	480-545-1298
National Center for American Indian Enterprise Development - California	Danny Harjo	626-442-7115
National Education Association	Bob Chase	202-822-7389
National Halian American Foundation	Alfred Rotondaro	202-387-0600
National Latino Children's Institute	Rebeca Barrera	512-472-9971
NetVDV	William R. Carter	404-636-0321
Networking for Democracy	Carl Davidson	773-384-8827
New York Public Library	Dr. Paul LeClerc	(212) 930-0692
Newark Enterprise Community Resource Development Center	Martha L. Bahamon	
North Carolina Center for International Understanding	Millie Ravenel	919-733-4902
✓ Novell	Eric Schmidt	408-967-7413
One World Media Center	Theodore Smith	
Online Internet Institute	Ferdi Serim	505 466-3616
OpenVoice	Kara Hartnett	(650) 323-9184
Organization Concerned About Rural Education (OCRE)	Charles O. Conrad	202-822-7638
Organization of Chinese Americans	George Ong	202-223-5500
People Without Borders	Melodie Lim	202-237-5711
Public Education Network	Wendy Puriefoy	202-628-7460
✓ Qualcomm	Irwin Jacobs	
RMCI	Raydean Acevedo	racevedo@rmci.com
San Diego Urban League	John W. Johnson	(619)263-3115
Santa Clara University School of Law	Allen Hammond	
Seek Ye First Associates & Ministry	Rev. Fred Irving Williams	(301) 856-3520

CALL TO ACTION - GROUPS SIGNED ON AS OF 3/21/00

TOTAL: 137

SeniorNet	Ann Wrixon	(415) 495-4990
Share the Technology	Barry Cranmer	856 234-6256
Sierra Baca Services	Polly Baca	303-292-4665
Southeast Raleigh High	Kenneth T Burks	919-250-1944
Southeast Raleigh High School	John Modest (Principal)	919-856-2800
St. John Learning Center	Stephani Johnson	614-252-3132
State of Alabama		Madeline Hinson-Lewis
Sun Microsystems	Scott McNealy	202-326-7522
Tech Corps Wisconsin	Michael F. Pitsch	(262) 886-1807
Technology Access Foundation	Trish Millines Dziko	206-725-9095
Technology Integration Solutions (TIS)	Edward G. Viltz	(301) 802-3996
The 2030 Center	Hans Riemer	(202) 822-6526
The American Distance Education Consortium (ADEC)	Dr. Janet K. Poley	(402) 472-7000
The Education Technology Think Tank (ET3)	Dr. Ronnie B. Lowenstein	(703) 448 6022
The Falu Foundation	Mr. Rey Hollingsworth	(212)-360-1210
ThreeDimensions.Net	Theodore Smith	(804) 984-9791
Tido Tech International	Dr. Olu Olatidoye	(770) 941-0406
Tomas Rivera Policy Institute	Dr. Harry Pachon	909-627-8720
United South End Settlements	Frieda Garcia	617-536-8610
Universal Business and Media School	Dr. Georgina Falu	(212)-360-1210
Van Buren Middel School	Loweel Vorpe	(937) 297-1985
VG Enterprises	Barbara Williams	404-350-0982
Virginia High-Tech Partnership	Mark R. Warner	(703) 518-6125
Women In New Recovery (WINR)	Patricia Henderson	480-464-5764
Youth Vote 2000	Julia Cohen	202-263-1326
	Karen Sherman	(310) 454-2980
	Barnaby Richards	(303) 247-9226
	Charmaine N. Jackson	(202) 543-6939
	Abdur Rahman-Shareef	626-793-6097
	Cathy Hubbs	703-993-8384
	Perry Chase	404-652-5323
	Doreen Croser	202-387-1968

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FINAL

DRAFT LETTER TO CEOS

March 3, 2000

Dear:

During the past year, President Clinton has emphasized the importance of bringing greater opportunities to America's under-served urban and rural areas. He has visited communities around the country that have not participated in our country's economic prosperity, and helped create a catalyst for public and private investments to foster economic opportunity in these areas. The Administration has also introduced legislative initiatives to provide greater incentives for private sector investment in under-served areas, and is currently working with Congress on bipartisan efforts -- including Congressional Republican leaders such as Speaker Hastert -- to move this legislation forward.

The President has taken these steps because he believes that, given the unprecedented expansion and performance of the U.S. economy, now is the best time to bring these areas into our country's economic mainstream. An important part of this endeavor is the need to bridge the digital divide and create digital opportunity for more Americans. As the President Clinton said in his State of the Union, America has an important choice to make. We can allow unequal access to technology and the skills need to use it effectively to deepen divisions along the lines of race, income, education level, geography, and disability, or we can use these new technologies to help make the American dream a reality for more of our citizens.

To make the most of these opportunities, the President is issuing a National Call To Action to corporations, non-profits, educators and others to work together to meet two broad goals:

1. **Ensure that every child in every school has access to 21st Century Learning Tools:**
To prepare children for the high-tech workplace of the 21st century, and to help improve their academic performance in all subjects -- we must have a comprehensive strategy to connect every classroom to the Internet, ensure that students have access to modern computers, train teachers to use technology, and expand access to high quality educational software and resources.
2. **Help create digital opportunity for every American family and community:**
Our long-term goal should be to make home access to the Internet universal. We also need to bring technology to every community -- urban, rural and Native American -- through Community Technology Centers and high-speed networks. Finally, we need to give adults and young adults the IT skills they need to compete for high-wage jobs, and to motivate and inspire more people to appreciate the value of "getting connected."

We would greatly appreciate your participation and the participation of your employees in this important initiative. We are asking high-tech leaders such as yourself to consider the following actions:

1. Endorse the goals of the President's National Call To Action.
2. Identify new and existing commitments that you and your company have made to close the digital divide, which we would publish in a report that would be released later this year.
3. Consider participating in the trip that the President will lead on the week of April 9th. The President will travel with CEOs, leaders of non-profit organizations and a bipartisan delegation of members of Congress, and will highlight new and expanded efforts that companies like yours are undertaking to bring digital opportunity to under-served children, families and communities.

Among the efforts the President hopes to highlight are:

- Investments in comprehensive technology solutions for schools – including wiring and equipment, trained teachers, and quality software
- Donations of computers to schools and libraries in under-served areas
- Partnerships developed to help provide technology training to new and existing teachers
- Efforts to expand the number of Community Technology Centers in under-served areas, by providing all aspects of technology and expertise
- Efforts to motivate young people and adults to get connected – through Public Service Announcements and other mechanisms
- Employer programs that provide computers and Internet access to employees and their families at reduced rates
- Investments in quality training and internships to prepare more minorities and low-income workers for IT sector jobs
- Development of high-quality content and applications for students and teachers in core academic subject areas and for adults and families to help meet their everyday needs
- Progress in bringing advanced technology to isolated rural and Native American communities
- Efforts to make information technologies and the Internet more accessible to people with disabilities

If you are creating or expanding your efforts in these areas, or if you have other ideas or initiatives that help create digital opportunity for more Americans, please let us know.

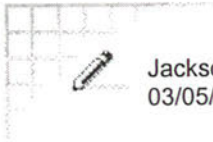
If you are interested in getting information on what President Clinton has proposed in this year's budget to create digital opportunity for more Americans, you can visit our Web site at:

<http://www.whitehouse.gov/WH/New/digitaldivide/>

Please feel free to call me at (202) 456-2807 to discuss this further. You can also contact Tom Kalil in my office at (202) 456-5366 and Jay Dunn in the Office of Business Liaison at the White House at (202) 456-7702.

Sincerely,
Gene Sperling

LETTER LIST
of LETTER



Jackson T. Dunn
03/05/2000 03:08:24 PM

Record Type: Record

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

cc:

Subject: List

Steven Case
America Online
22000 AOL Way
Dulles, Virginia 201060

James C. Morgan
Applied Materials
3050 Bowers Avenue
Santa Clara, California 95054

C. Michael Armstrong
AT&T
32 Avenue of the Americas
New York, New York 10013

Ivan G. Seidenberg
Bell Atlantic
1095 Avenue of the Americas
New York, New York 10036

F. Duane Ackerman
Bell South
1155 Peachtree Street, NE
Atlanta, Georgia 30309

John T. Chambers
Cisco Systems
170 West Tasman Drive
San Jose, California 95134

Michael Capellas
Compaq
20555 State Highway 249

Houston, Texas 77070

Theodore Waitt
Gateway
610 Gateway Drive
North Sioux City, South Dakota 57049

Carly Fiorina
Hewlett Packard
3000 Hanover Street
Palo Alto, California 94304

Louis Gerstner
IBM
New Orchard Road
Armonk, New York 10504

Andrew Grove/Craig Barrett
Intel
Robert Noyce Building
2200 Mission College Boulevard
Santa Clara, California 95052

Richard A. McGinn
Lucent
600 Mountain Avenue
Murray Hill, New Jersey 07974

Bernard J. Ebbers
MCI/Worldcom
500 Clinton Center Drive
Clinton, Mississippi 39056

William H. Gates III
Microsoft
One Microsoft Way
Redmond, Washington 98052

Lawrence J. Ellison
Oracle
500 Oracle Parkway
Redwood Shores, California 94056

Irwin Jacobs

Qualcomm
6455 Lusk Boulevard
San Diego, California 92121

Edward Whitacre
SBC Communications
175 East Houston
San Antonio, Texas 78205

Scott McNealy
Sun Microsystems
901 San Antonio Road
Palo Alto, California 94303

Roberta Katz
TechNet
National Headquarters
2600 East Bayshore Road, First Floor
Palo Alto, California 94303

Thomas Engibous
Texas Instrutments
8505 Forest Lane
Dallas, Texas 75243

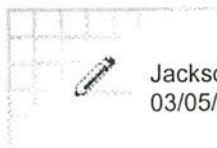
Eric Benhamou
3Com
5400 Bayfront Plaza
Santa Clara, California 95052

Jerry Yang & David Filo
Yahoo!
3420 Central Expressway
Santa Clara, California 95051

??

Message Sent To: _____

Jamie H. Ginott/OPD/EOP@EOP
Melissa G. Green/OPD/EOP@EOP
Natasha F. Bilimoria/OPD/EOP@EOP
Gigi E. Georges/OPD/EOP@EOP
Thomas A. Kalil/OPD/EOP@EOP



Jackson T. Dunn
03/05/2000 03:36:39 PM

Record Type: Record

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

cc:

Subject: List (additions)

Steve Jobs
Apple
One Infinite Loop
Cupertino, California 95014

Robert Johnson
BET
One BET Plaza
1900 W Place, NE
Washington, DC 20018

Michael Dell
Dell
One Dell Way
Round Rock, Texas 78682

Michael Eisner
The Walt Disney Company
500 South Buena Vista Street
Burbank, California 91521

George Bell
Excite@home
450 Broadway
Redwood City, CA 94063

Scott Cook
Intuit
2535 Garcia Avenue
Mountain View, CA 94043

Eric Schmidt
Novell

122 East 1700 South
Provo, Utah 84606

George Belll
PeoplePC, Inc.
PMB 8
564 Mission Street
San Francisco, CA 94105

Leonard Roberts
Tandy
100 Throckmorton Street
Suite 1800
Fort Worth, Texas 76102

Henry Cisneros
Univision
3669 Avenue of the Stars
Suite 3050
Los Angeles, California 98087

Sumner Redstone
Viacom
1515 Broadway
New York, New York 10036

Message Sent To:

Melissa G. Green/OPD/EOP@EOP
Jamie H. Ginott/OPD/EOP@EOP
Natasha F. Bilimoria/OPD/EOP@EOP
Gigi E. Georges/OPD/EOP@EOP
Thomas A. Kalil/OPD/EOP@EOP

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Divider Title: _____

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 and school to the Internet
2. Ensure that students have 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 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"

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.

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 and school to the Internet
2. Ensure that students have 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 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 and young 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"

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.
 - ✓ Examples of partnerships that have taken this comprehensive approach include PowerUP (with support from AOL, Case Foundation, Gateway, HP, Sun, and Americorps), the Joint Venture Silicon Valley "21st Century Education Initiative," and the "NextDay" project of NetDay.
- Match the Administration's Investment in the Technology Literacy Challenge Fund.
 - ✓ The Administration is proposing an increase from \$425 million to \$450 million to help states and local communities meet all four components of the goal.
- 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.

Connecting Every Classroom and Library to the Internet

Continue support for the E-rate

* : Examples are for illustrative purposes only -- there are many other companies and non-profits that are working to bridge the digital divide.

- ✓ E-Rate has provided \$3.65 billion in support Internet connections in schools and libraries over the last two years -- with the deepest discounts to the poorest schools that need it most.
- Continue volunteer efforts such as NetDay, TechCorps, and the “High Speed Education Connection” of the cable TV industry.

Providing Schools with the Computers they Require

- Donate computers to schools and libraries to bring greater access to technology to children and families
- ✓ The Administration is extending and expanding an enhanced tax deduction to allow companies to deduct more than the cost of their donation.

Training Teachers to Use Technology Effectively in the Classroom

- Develop partnerships to provide technology training to all new and existing teachers.
- ✓ The Administration has set a goal of training all new teachers to use technology, and has proposed \$150 million to help meet this goal, which companies can support by partnering with schools of education.
- ✓ The CEO Forum has developed a detailed set of goals for how schools of education and states can work to ensure that all teachers are prepared to teach using technology.
- ✓ Several companies (e.g. Intel, Microsoft, AT&T) are also devoting significant resources to training existing teachers with summer academies, and follow-up support during the course of the school year.

Providing Compelling Content

- Create a Digital Library for Education to help students and teachers find quality content on the Internet.
- ✓ The Administration is proposing \$41 million for an initiative to expand access to high-quality Internet-based educational resources, and to make it easier for parents, teachers and students to find compelling content by grade level and subject area.
- ✓ Several companies (e.g. Ameritech, MCI WorldCom) have partnered with government agencies to offer intensive training to teachers so they can develop content, and have provided grants to institutions to digitize special collections (such as the Library of Congress “American Memory” project).

Motivating Young People to Learn and Use Technology to its Fullest Potential.

- Motivate and train youth for careers in information technology
- ✓ Companies such as Cisco, 3Com and Novell have launched programs which help prepare students for high-paying jobs in the IT sector.
- Develop Public Service Announcements with celebrities

- ✓ Sports and entertainment stars can agree to do PSAs showing them using the computers and explaining why they are excited about the Internet, and why mastering these new tools is so important.
- ✓ 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.
- ✓ This kind of campaign would also be important for adults -- many of whom might be afraid to admit that they don't know how to use technology.

GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

Expanding Home Access

- Provide computers and Internet services to your employees and their families.
 - ✓ Leading U.S. companies such as Ford and Delta have determined that providing their employees with computers and Internet access at reduced rates is critical to upgrading the skills of their employees.
 - ✓ The Administration has proposed \$50 million for a pilot project to expand home access for low-income families. Companies can support local projects through free or discounted hardware, software, Internet access and training. Pilots are being supported by Computers For Youth, Microsoft, Bell Atlantic, IBM, and "Clickstart."

Creating more Community Technology Centers

- Donate all aspects of technology to help provide national coverage through Community Technology Centers (CTCs). CTCs provide children and adults a place to go where technology and assistance is available to them—including everything from conducting job searches to finding child care to providing children with structured after-school programs.
 - ✓ The Administration is proposing to expand its investment in CTCs from \$32.5 million to \$100 million—to create up to 1,000 new centers.
 - ✓ By extending and expanding an enhanced tax deduction, the Administration encourages companies to donate equipment, software, Internet access, support and instructors to expand the number of CTCs.

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

- Offer training and internships to prepare more minorities and low-income workers for IT sector jobs
 - ✓ Information Technology Association of America is leading efforts to expand the number of minority internships in IT companies. Other companies and non-profits are getting positive results by providing IT training to people who are unemployed, on welfare, or holding minimum-wage jobs.

- ✓ One California-based non-profit (OpNet) has been able to help people who were unemployed or making an average of \$6 per hour compete successfully for jobs paying up to \$45,000 year. Another consortium of Northern California companies has launched a project called "Welfare-to-Web" to provide the training people need to make the transition from welfare to high-tech jobs.
- Provide Basic Technology Training to Workers
 - ✓ Companies can take advantage of the President's tax credit and provide their employees with basic computer training, workplace literacy or other basic education.
- Increase access to "information literacy" skills
 - ✓ According to the American Library Association, an information literate person is "able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively." Companies can donate the computers and Internet access that librarians need to provide people with these skills.

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
 - ✓ Examples might include compelling courseware for adult literacy, adult basic education, English as a Second Language, or the skills needed to start a "micro-enterprise."
 - ✓ Companies, state and local government agencies and non-profits can also collaborate to develop "portals" that would provide one-stop access to content particularly relevant to the needs of low-income families — such as child care, transportation, employment opportunities, and social services.
 - ✓ The Administration is proposing to triple its investment in the Technology Opportunities Program (to \$45 million), which has supported many innovative applications of information technology.

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

- Ensure that Native Americans participate in the New Economy. The Native American community can benefit from training for IT jobs, access to broadband networks that can help bring technology-related employment, e-commerce solutions for Native American small businesses, and the use of technology to preserve and share Native American culture.
 - ✓ The Administration proposes \$10 million for grants to tribal colleges for networking and access; course development; student assistance; and capacity building.
- Develop innovative business models and new technologies to deploy advanced services to rural America.
 - ✓ The Administration has proposed several hundred million in loan guarantees to accelerate the deployment of broadband wireline and wireless networks to rural America.
 - ✓ Companies are developing broadband technologies that can be cost-effectively deployed.
 - ✓ Companies are exploring ways to bring fiber optic networks to rural states if users can pool their purchasing power.

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

- Make the Web and information technology accessible for people with disabilities.
 - ✓ The Administration and Internet companies are co-funding the “Web Accessibility Initiative” through the World Wide Web Consortium (W3C). Internet and e-commerce companies can move to adopt Web accessibility standards being developed by the W3C for Web content, browsers and authoring tools.
 - ✓ Many telecommunications companies are working to enhance the accessibility of their products to meet the requirements of Section 255 of the Telecommunications Act of 1996.
 - ✓ The Administration is proposing increased funding to improve the state-of-the-art of assistive technology, and to make it more affordable for people with disabilities.

SUPPORTING LEGISLATIVE INITIATIVES TO CLOSE THE DIGITAL DIVIDE

Access to computers and the Internet and the ability to effectively use this technology is becoming as essential as access to a telephone – and should be as widely available. However, even though computer and Internet use has exploded in the past few years, America faces a “digital divide” – a gap between those individuals and communities that have access to these tools and those who don’t.

Together, we must ensure that all Americans – in particular, children and families in our most under-served areas -- have access to computers and the Internet and the skills to understand and use these technologies. Toward that end, we encourage the support of an increasing number of federal, state and local initiatives and bipartisan efforts that are designed to help close the digital divide.

President Clinton and Vice President Gore have made the effort to close the digital divide a top Administration priority. Among the key initiatives that are already contributing to progress in this area are:

Technology Literacy Challenge Fund (TLCF): Created in 1996, this program helps local schools realize the full potential of educational technology by providing funding for teacher training, modern computers, educational software, and Internet access. This year, the President is requesting \$450 million for the TLCF.

E-Rate: Created as part of the Telecommunications Act of 1996, the e-rate provides discounts for schools and libraries for Internet access and other telecommunications services. Over the last 2 years, the e-rate has provided \$3.65 billion in discounts to over 1 million classrooms, with the deepest discounts going to the poorest schools that need it most.

Still, much more can and should be done. This year, President Clinton and Vice President Gore propose several new initiatives, along with the expansion of existing programs, to help create digital opportunity for more Americans. They include:

- **\$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.
- **\$150 million to help train all new teachers entering the workforce to use technology effectively in the classroom:** 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.
- **\$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 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.
- **\$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.

- **\$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.
- **\$25 million to accelerate private sector deployment of high-speed networks in under-served urban and rural communities:** 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.
- **\$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.