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Letters to CEO's with Fact Sheets

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THE WHITE HOUSE
WASHINGTON

June 11, 1993

Mr. Leslie Wexner
Chairman
The Limited, Inc.
2 Limited Parkway
Columbus, OH. 43230

Dear Mr. Wexner,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

This week hearings continue before the House Committee on Education and Labor. Hearings before the Senate Committee on Labor and Human Services will be completed on June 8. Mark-ups in both the House and Senate committees are scheduled for June 9.

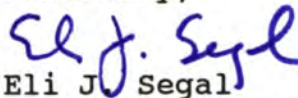
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Your support will help ensure the success of national service. Letters to the President can be faxed to (202) 456-6420. This is an ongoing process, please let us know of your willingness to help.

Nancy Rubin, Director of Private Sector Liaison, would like to know of your company's interest in national service as soon as possible. She can be reached at (202) 456-6444.

With your participation, we will continue to renew our communities and rebuild our country.

Sincerely,



Eli J. Segal
Assistant to the President
Director of National Service

FAKED CEO
LETTERS

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Harold Poling
Chairman and CEO
Ford Motor Company
The American Road
Dearborn, MI. 48121

Dear Mr. Poling,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Ronald Perelman
CEO
Revlon Corporation
625 Madison Ave
New York, N.Y. 10022

Dear Mr. Perelman,

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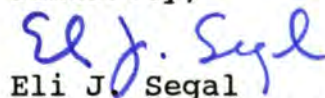
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Mike Bailin
President
Public/Private Ventures
399 Market St. 3rd Floor
Philadelphia, PA. 19106

Dear Mr. Bailin,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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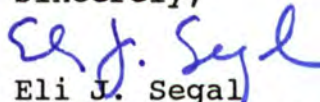
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Lewis Platt
President and CEO
Hewlett-Packard Company
3200 Hillview Ave.
Palo Alto, CA. 94304-1181

Dear Mr. Platt,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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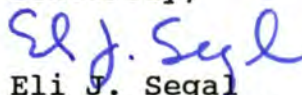
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Herbert Kelleher
CEO
Southeast Airlines
P.O. Box 36611
Dallas, TX. 75235

Dear Mr. Kelleher,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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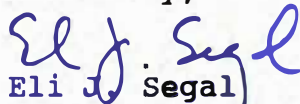
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Sincerely,


Eli J. Segal

Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Michael Quinlan
Chairman and CEO
McDonald Corporation
One Kroc Drive
Oak Brook, IL 60521

Dear Mr. Quinlan,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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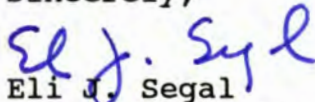
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Sincerely,



Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Harry Kramen
Chairman, President & CEO
Metropolitan Life Insurance Co.
One Madison Avenue
New York, N.Y. 10010-3681

Dear Mr. Kramen,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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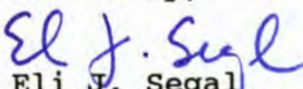
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Leslie McCraw
Chairman
Fluor Corporation
333 Michelson Drive
Irvine, CA. 92730-0002

Dear Mr. McCraw,

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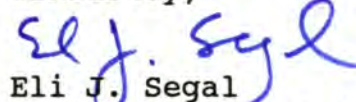
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Robert Crandall
President and CEO
American Airlines
P.O. Box 619616
DFW Airport, TX. 75261-9616

Dear Mr. Crandall,

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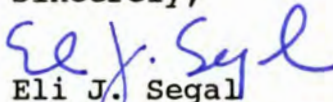
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Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 10, 1993

Mr. Charles Lazarus
Chairman & CEO
Toys "R" Us, Inc.
461 From Road
Paramus, NJ 07652

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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 14, 1993

Mr. John McCoy
Chairman and CEO
Bank One Corporation
100 East Broad Street
Columbus, OH 43271-0261

Dear Mr. McCoy,

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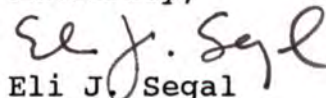
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Eli J. Segal
Assistant to the President and
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Elvin Moon
President
E. W. Moon, Inc.
11311 Venice Boulevard
Los Angeles, CA 90066

Dear Mr. Moon,

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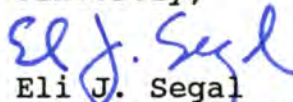
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. M. Thomas Moore
President & CEO
Cleveland-Cliffs, Inc.
1100 Superior Avenue
Cleveland, OH 44114-2589

Dear Mr. Moore,

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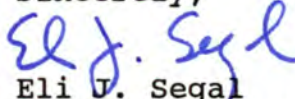
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THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Richard Moose
Senior Vice President
American Express
1020 19th Street NW, Suite 600
Washington, D.C. 20036

Dear Mr. Moose,

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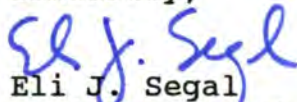
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THE WHITE HOUSE

WASHINGTON

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Mr. Richard Manoogian
Chairman & CEO
Masco Corporation
21001 Van Born Road
Taylor, MI 48180

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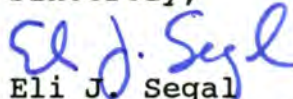
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With your participation, we will continue to renew our communities and rebuild our country.

Sincerely,



Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. F. Kenneth Iverson
Chairman & CEO
Nucor Corporation
4425 Randolph Road
Charlotte, NC 28211

Dear Mr. Iverson,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

This week hearings continue before the house Committee on Education and Labor. Hearings before the Senate Committee on Labor and Human Services will be completed on June 8. Mark-ups in both the House and Senate committees are scheduled for June 9.

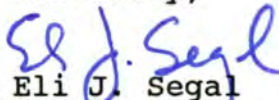
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Olan Mills
President
Olan Mills Studios
P.O. Box 23456
Chattanooga, TN 37422

Dear Mr. Mills,

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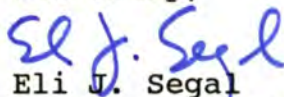
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Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Robert Eaton
Chairman
Chrysler Corporation
12000 Chrysler Drive
Highland Park, MI 48288

Dear Mr. Eaton,

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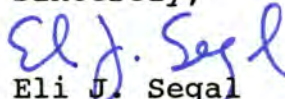
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Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Robert Goizueta
Chairman
The Coca-Cola Company
One Coca-Cola Plaza
P.O. Drawer 1734
Atlanta, GA 30301-1734

Dear Mr. Goizueta,

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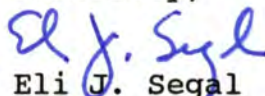
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Eli J. Segal

Assistant to the President

Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. William Agee
Chairman
Morrison Knudsen Corporation
Morrison Knudsen Plaza
P.O. Box 73
Boise, ID 83729

Dear Mr. Agee,

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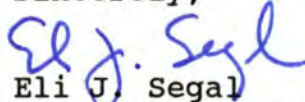
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Michael Fuchs
Chairman & CEO
Home Box Office
1100 Avenue of the Americas
New York, NY 10036

Dear Mr. Fuchs,

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Sincerely,


Eli J. Segal

Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Charles Lazarus
Chairman & CEO
Toys "R" Us, Inc.
461 From Road
Paramus, NJ 07652

Dear Mr. Lazarus,

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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. J. Willard Marriott, Jr.
Chairman, President & CEO
Marriott Corporation
One Marriott Drive
Washington, D.C. 20058-0002

Dear Mr. Marriott,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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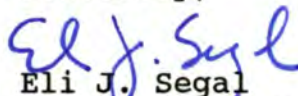
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Eli J. Segal
Assistant to the President
Director of National Service

THE WHITE HOUSE

WASHINGTON

June 9, 1993

Mr. Stanley Gault
Chairman
The Goodyear Tire & Rubber Company
1144 East Market Street
Akron, OH 44316

Dear Mr. Gault,

As we work toward passage of national service legislation, the White House Office of National Service wants to share with you the enclosed information about the initiative. In the weeks ahead, the President will be working aggressively to make this vision a reality - to expand educational opportunity, reward individual responsibility, and build the American community by bringing citizens together to tackle common problems.

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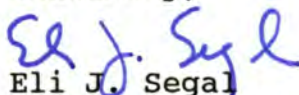
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FACT SHEET

NATIONAL SERVICE TRUST ACT OF 1993

The "National Service Trust Act of 1993" is innovative public policy founded on traditional American values: offering educational opportunity, demanding personal responsibility, and building the American community. In affirming these values, the initiative also rejects big bureaucracy -- reinventing government to unleash the initiative of the American people.

The President's support for service extends from the youngest elementary school students to our oldest citizens, and includes everything from part-time volunteer activities to full-time public service jobs.

The President's initiative will:

- Build the American community through a new domestic Peace Corps that brings Americans together to tackle pressing national problems.
- Offer educational opportunity and reward individual responsibility by providing educational awards to hundreds of thousands of Americans who serve our country.
- Reinvent government by streamlining Federal bureaucracies, relying on locally driven initiatives, and creating flexibility for students and competition among programs.

The Act will establish a Corporation for National Service that will offer Americans who do vital work in the national service initiative an educational award.

The Corporation will establish quality criteria and require measurable impacts, but within these bounds, communities will be able to design programs that meet their own pressing needs. Programs will be expected to educate their participants both in the particular skills their service demands and in the civic responsibility that our democracy requires. In all respects, the Act is designed to build partnerships -- among Federal Government, State governments, and the private sector; and within communities, among the schools, businesses, and civic organizations that seek to fight common problems. Assistance will be distributed on a competitive basis and no program will have a right to funding, but a wide variety of organizations will have a chance to establish programs that serve our country.

Definition of National Service

- Meets unmet educational, environmental, human, or public safety needs.
- Improves the life of the participant, through citizenship education and training.
- Does not displace or duplicate the functions of existing workers.

Organization

- To reduce waste and promote an entrepreneurial government culture, a new government Corporation for National Service will be established, combining the Commission on National and Community Service and ACTION.
- While maintaining existing programs such as VISTA, the new program makes investments in new initiatives; neither the Corporation nor the State commissions will operate them.
- A small bipartisan Board will share power with a Chairperson.
- Flexible and quality-driven personnel policies will include pay-for-performance and a 7-year limit on most tenures.
- The Corporation may solicit and accept private contributions.
- At the state level, commissions on national service will be established to mirror and cooperate with the Federal Corporation.
- Like the Corporation Board, commissions will be composed of bipartisan members from a variety of fields. To ensure a genuine Federal/State partnership, a representative of the Corporation will sit on the State commissions, and a State representative will sit on the Corporation Board.
- All programs will have to compete for support; none will be guaranteed funding.
- One-third of funds will be allocated by population-based formula to State commissions with approved plans for competitive distribution of funds; at least one-third to State commissions on a competitive basis for competitive distribution; and up to one-third will be reserved to the Corporation for allocation on a competitive basis.

Programs

- National quality criteria for programming will be developed for every type of program in conjunction with experts in the field.
- Performance goals and independent evaluations will be required in every program.

- An Inspector General will police fraud and abuse and perform oversight of funded programs.
- To encourage public/private partnership, programs must provide a 15 percent cash match on stipends and health care and a 25 percent match for other program support.
- Entities ranging from small community organizations to Federal agencies will be eligible to operate service programs.
- A broad array of possible programs will be eligible for funding: from youth corps for at-risk youth, to specialized service programs for college graduates, to diverse community corps for Americans of all backgrounds. Many other models are possible, and venture capital will be available for new efforts.

Participants

- To encourage wide and diverse participation, individuals aged 17 and over may serve before, during, or after post-secondary education.
- To target program participation to participant interests and community needs, participants will be recruited and selected by approved local programs. A national or State recruitment system will also be established to disseminate information and help interested individuals locate placements in local programs. Information about available positions will be widely disseminated through high schools, colleges, and other placement offices.
- To earn an educational award, a participant must complete at least 1 year of full-time or 2 years of part-time service in an approved program. An individual may serve up to two terms and earn up to two educational awards.
- Educational awards of \$5,000 will be provided for each term of service. Awards may be used for past, present or future expenses, including 2- and 4-year colleges, training programs, and graduate or professional programs.
- Programs will set stipends within a limited range based at minimum wage. Health and child care will be provided to those who need them.

Encouraging Service by All

- The Act enhances the Serve-America program for school-age youth.
- The Act extends and improves the VISTA and Older Americans Volunteer Programs.
- The Act reauthorizes support for the Civilian Community Corps.
- The Act reauthorizes support for the Points of Light Foundation.

Response to the President's National Service Initiative

Corporation: _____

Address: _____

Phone #: _____

Name of Contact: _____

The Office of National Service is putting together a list of endorsements for the President's Initiative on National Service.

___ Yes, my organization would like to be added to the list of endorsements.

___ No, my organization is unable to add its name to the list of endorsements at this time.

___ Please keep us informed of how we can support National Service.

Please fax responses to Nancy Rubin, (202) 456-6420, by June 15, 1993.

FACT SHEET

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- A broad array of possible programs will be eligible for funding: from youth corps for at-risk youth, to specialized service programs for college graduates, to diverse community corps for Americans of all backgrounds. Many other models are possible, and venture capital will be available for new efforts.

Participants

- To encourage wide and diverse participation, individuals aged 17 and over may serve before, during, or after post-secondary education.
- To target program participation to participant interests and community needs, participants will be recruited and selected by approved local programs. A national or State recruitment system will also be established to disseminate information and help interested individuals locate placements in local programs. Information about available positions will be widely disseminated through high schools, colleges, and other placement offices.
- To earn an educational award, a participant must complete at least 1 year of full-time or 2 years of part-time service in an approved program. An individual may serve up to two terms and earn up to two educational awards.
- Educational awards of \$5,000 will be provided for each term of service. Awards may be used for past, present or future expenses, including 2- and 4-year colleges, training programs, and graduate or professional programs.
- Programs will set stipends within a limited range based at minimum wage. Health and child care will be provided to those who need them.

Encouraging Service by All

- The Act enhances the Serve-America program for school-age youth.
- The Act extends and improves the VISTA and Older Americans Volunteer Programs.
- The Act reauthorizes support for the Civilian Community Corps.
- The Act reauthorizes support for the Points of Light Foundation.

Response to the President's National Service Initiative

Corporation: _____

Address: _____

Phone #: _____

Name of Contact: _____

The Office of National Service is putting together a list of endorsements for the President's Initiative on National Service.

___ Yes, my organization would like to be added to the list of endorsements.

___ No, my organization is unable to add its name to the list of endorsements at this time.

___ Please keep us informed of how we can support National Service.

Please fax responses to Nancy Rubin, (202) 456-6420, by June 15, 1993.

FACT SHEET

NATIONAL SERVICE TRUST ACT OF 1993

The "National Service Trust Act of 1993" is innovative public policy founded on traditional American values: offering educational opportunity, demanding personal responsibility, and building the American community. In affirming these values, the initiative also rejects big bureaucracy -- reinventing government to unleash the initiative of the American people.

The President's support for service extends from the youngest elementary school students to our oldest citizens, and includes everything from part-time volunteer activities to full-time public service jobs.

The President's initiative will:

- Build the American community through a new domestic Peace Corps that brings Americans together to tackle pressing national problems.
- Offer educational opportunity and reward individual responsibility by providing educational awards to hundreds of thousands of Americans who serve our country.
- Reinvent government by streamlining Federal bureaucracies, relying on locally driven initiatives, and creating flexibility for students and competition among programs.

The Act will establish a Corporation for National Service that will offer Americans who do vital work in the national service initiative an educational award.

The Corporation will establish quality criteria and require measurable impacts, but within these bounds, communities will be able to design programs that meet their own pressing needs. Programs will be expected to educate their participants both in the particular skills their service demands and in the civic responsibility that our democracy requires. In all respects, the Act is designed to build partnerships -- among Federal Government, State governments, and the private sector; and within communities, among the schools, businesses, and civic organizations that seek to fight common problems. Assistance will be distributed on a competitive basis and no program will have a right to funding, but a wide variety of organizations will have a chance to establish programs that serve our country.

Definition of National Service

- Meets unmet educational, environmental, human, or public safety needs.
- Improves the life of the participant, through citizenship education and training.
- Does not displace or duplicate the functions of existing workers.

Organization

- To reduce waste and promote an entrepreneurial government culture, a new government Corporation for National Service will be established, combining the Commission on National and Community Service and ACTION.
- While maintaining existing programs such as VISTA, the new program makes investments in new initiatives; neither the Corporation nor the State commissions will operate them.
- A small bipartisan Board will share power with a Chairperson.
- Flexible and quality-driven personnel policies will include pay-for-performance and a 7-year limit on most tenures.
- The Corporation may solicit and accept private contributions.
- At the state level, commissions on national service will be established to mirror and cooperate with the Federal Corporation.
- Like the Corporation Board, commissions will be composed of bipartisan members from a variety of fields. To ensure a genuine Federal/State partnership, a representative of the Corporation will sit on the State commissions, and a State representative will sit on the Corporation Board.
- All programs will have to compete for support; none will be guaranteed funding.
- One-third of funds will be allocated by population-based formula to State commissions with approved plans for competitive distribution of funds; at least one-third to State commissions on a competitive basis for competitive distribution; and up to one-third will be reserved to the Corporation for allocation on a competitive basis.

Programs

- National quality criteria for programming will be developed for every type of program in conjunction with experts in the field.
- Performance goals and independent evaluations will be required in every program.

- An Inspector General will police fraud and abuse and perform oversight of funded programs.
- To encourage public/private partnership, programs must provide a 15 percent cash match on stipends and health care and a 25 percent match for other program support.
- Entities ranging from small community organizations to Federal agencies will be eligible to operate service programs.
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