

The Broad Foundation transforming public education

**News conference to announce the
creation of The Broad Prize for
Urban Education at the U.S. Capitol**

March 15, 2002

U.S. Secretary of Education Rod Paige
U.S. Senator Thomas Daschle (D-SD)
U.S. Senator Edward Kennedy (D-MA)
U.S. Senator Tim Hutchinson (R-AR)
U.S. Senator Paul S. Sarbanes (D-MD)
Eli Broad, Founder, The Broad Foundation
and Chairman, SunAmerica Inc.



THE BROAD PRIZE SELECTION JURY

Lamar Alexander, Former US Secretary of Education

Henry Cisneros, Chairman and CEO, American CityVista

Phil Condit, Chairman and CEO, The Boeing Company

Marian Wright Edelman, President, Children's Defense Fund

John Engler, Governor of Michigan

Richard D. Parsons, CEO, AOL Time Warner

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U.S. SENATORS HOLD NEWS CONFERENCE WITH EDUCATION SECRETARY ROD PAIGE TO ANNOUNCE A NEW EDUCATION INITIATIVE

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SPEAKERS:

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U.S. Senator Edward Kennedy (D-MA)

U.S. Senator Tim Hutchinson (R-AR)

U.S. Senator Paul S. Sarbanes (D-MD)

Rod Paige Secretary of Education

Eli Broad, Founder, The Broad Foundation and Chairman, SunAmerica Inc.

Daschle: Good morning everyone. Thank you for joining us this morning.

I'm delighted to be here with Secretary Paige, my colleagues in the Senate, especially Senators Kennedy, Hutchinson. And I appreciate very much – and Paul Sarbanes, of course – I appreciate very much your attendance this morning.

We're here also with a very remarkable man that I admire very much. I know that there are people who think that the quality of America's urban schools doesn't affect them. They're like the man in the row boat who sees the front of the boat filling up with water and says, "I'm sure glad I'm not up there."

(LAUGHTER)

But if we don't have children in them ourselves, if we don't live in big cities ourselves, we are all affected by the quality of America's urban schools. One in five of America's children attend an urban public school.

Last year Republicans and Democrats in Congress came together to pass the No Child Left Behind Act, the most significant overhaul of our national education policies since 1965. No one deserves more credit for getting that bill to the President's desk than the man with us this morning, Senator Ted Kennedy.

The Leave No Child Behind Act sets higher standards not just for students, but for teachers, principals and everyone involved in our public schools. It also sets up a system to measure school progress, reward schools that are doing well, help those that aren't succeeding to do better, and hold accountable failing schools that cannot or will not change.

Secretary Paige, who knows a lot about improving urban schools, now has the big and important job of seeing that our new education law works as it is supposed to. The new program we are here to announce should make his job just a little bit easier. It is a premier example of the kinds of public-private partnerships that are essential to educational progress. It brings together everyone who is involved in education, including a virtual who's who of experts in urban education and education reform. It rewards progress and excellence. It promises to make a real difference in the lives of individual children and to all of us.

It is an honor now to introduce the man who is at the center of this new program. Eli Broad is a renowned business leader and a venture philanthropist. He is Chairman of SunAmerica, a leading financial services company. SunAmerica is the second Fortune 500 company he built from the ground up. In 1999, he founded The Broad Foundation, specifically to improve public schools and America's largest schools. He is also a product of America's public schools. He now spends all of his time on the causes that he cares about the most, mostly dedicated to education, trying to solve some of America's most important challenges each and every day.

Mr. Eli Broad?

(APPLAUSE)

Broad: Thank you. Thank you, Senator Daschle. Edye and I are honored to be here this morning.

I want to thank you, Senator, for your leadership in the Senate and in particular your decision to make education reform the first major piece of legislation that the Democratic majority took up in the Senate. And I'd like to say, when it comes to educating our children we need to be colorblind and we also need to be party-blind.

And, of course, the author of this legislation, the force behind it, deserves special recognition. Senator Kennedy has long championed education as a unique and necessary part of civil rights for all Americans. Since coming to the Senate in 1962, he's been a leader for education and economic equality. He truly has expanded our thinking about what defines civil rights.

Senator, I salute you for your work, the work you're doing and the work you're going to do. I want to thank the other Senators and Congresspeople here who've made a commitment to bipartisanship in education. Without bipartisanship,

education reforms would not have been possible. Republicans, led by President Bush, deserve credit for making education a national priority. And it was this bipartisan spirit, as well as that of Senators Kennedy and Daschle that made all the difference.

Let me tell you where we come from. With the advent of free trade and our nation having moved from an industrial economy to an information economy, the middle class manufacturing jobs have left America or will leave America, and as often as not the shoes we wear, the automobiles we drive are made outside of the United States, and that's not going to change.

So as a result of that, we now have two types of workers: service workers and knowledge workers. And that has resulted in an ever-increasing gap between the poor and middle-class.

Service workers typically earn \$6 to \$15 an hour and during down cycles in the economy, they often face unemployment. Knowledge workers command significantly greater salaries, and long-term have greater opportunities.

Our knowledge-based economy demands we provide all of our young people from different backgrounds and different circumstances an education to give them the skills necessary to become knowledge workers. If we don't do that, we risk creating an even larger gap between the poor and middle-class. And I truly think that this gap – this gap – threatens our democracy, our society as we know it and the economic future of our country. Schools that fail to teach our children the skills necessary to participate and to succeed in their changing economy are really infringing on those children's civil rights.

As a result of all that, three and a half years ago our family created The Broad Foundation with an initial investment of \$100 million. And I'm pleased to announce here today that we're increasing our commitment to this Foundation to \$400 million because I can imagine no more important contribution to our nation's future than a determined long-term commitment to improve our nation's urban public schools.

Our mission at The Broad Foundation is to dramatically improve K-12 urban school education through better governance, meaning school boards, better management from the superintendent down to the principal, and improved labor relations. And as I look around at what has happened in public education, I reached the conclusion there are no silver bullets. And labor relations, management and governance are often overlooked. I think improving them will lead to higher academic achievement for all students and great economic opportunities for our next generation.

However, it's important not only to do the work but also to showcase the successes and reward the achievers.

That's why we're establishing The Broad Prize for Urban Education. As a sort of a guide, we followed the examples of two globally recognized prizes, the Pulitzer and Nobel. The Pulitzer Prize, as you know, annually recognizes distinguished examples of American journalism, literature, photography, and music. It was started back in 1917 by publisher Joseph Pulitzer. The Nobel Prize annually recognizes distinguished examples of achievement in physics, chemistry, medicine, literature, peace, and economics. That was created back in 1896.

So those were pretty good examples for us to try to follow. Resourceful leadership, outside-of-the-box thinking, and bold determination truly can make a clear and remarkable difference in public schools. We hope that The Broad Prize will reward and promote that sort of spirit. The Broad Prize for Urban Education will annually honor educational innovation and improvement through a cash award to a school district of \$500,000.

The Broad Prize will be awarded to the district that has made the greatest overall improvement in student achievement while at the same time reducing the achievement gap between minority children and other children. The cash award will fund scholarships in their district for students to either attend college or other post-secondary training.

We expect the prize will do three things. One, it will help to regain the American public's confidence in public schools by spotlighting a district that is making significant gains in student achievement. Two, create an incentive to dramatically increase student achievement in our nation's largest urban school districts. Thirdly, reward public school systems that are successfully using creative results-oriented approaches and techniques to better educate children.

Now, in addition to the award itself, our Foundation will showcase the winning district nationwide during the year following the receipt of the award. And we hope that the district's best instruction and management practices will be spotlighted so that other urban school districts can learn about and be inspired by their success.

The winner of the inaugural prize will be chosen this summer by a distinguished jury of leaders in business, government and philanthropy. And it includes former Secretary of Education Richard Riley, Governor Patton of Kentucky, Governor Engler of Michigan, business leaders like Phil Condit of Boeing, Henry Cisneros of American City Vista, and from the nonprofit world Marian Wright Edelman, founder and president of the Children's Defense Fund, and Hugh Price, president and CEO of the National Urban League. It's quite a distinguished group, and I'm glad they agreed to be on the jury.

I want to recognize the professional staff of The Broad Foundation, who with the assistance of Tom Luce and the National Center for Educational Accountability,

have been instrumental in helping us develop The Broad Prize. Again, ensuring achievement in America's urban public schools, I believe, is the most important civil rights issue of this century. Inner-city public schools will benefit from resourceful and innovative leadership, and I think all of us will share in the success and prosperity that that will help create.

I can think of no individual who knows more about the specifics of innovative leadership and its effect on student achievement than Secretary of Education Rod Paige. Three years ago when we were thinking about starting an education foundation, everyone I spoke to told me to talk to the best superintendents in America. And person after person told me that we needed to talk to Houston Superintendent Rod Paige. We were looking for leaders like Dr. Paige. We wanted to invest in his vision for a better education for our children, not just in Houston, but across our nation.

Well, it looks like others had plans for Rod Paige, too. President Bush made an inspired choice when he asked Dr. Paige to leave Houston to become his Secretary of Education.

Ladies and gentlemen, please join me in welcoming to the podium the Honorable Rod Paige, the United States Secretary of Education.

(APPLAUSE)

Paige: Thank you.

Mr. Broad, thank you not only for that kind introduction, but for your commitment to public education and to education in general. You are an American hero with that regard.

And, Mrs. Broad, thank you for all your inspiration and your help, too.

One of the most inspired moments of my life – in the professional life, at least – was when I met the Broad family and to hear them talk about their dreams and hopes for American children. I was really inspired.

So, thank you so much for your leadership.

The President has asked this nation to commit itself to developing inside our country an educational system that educates 100 percent of our children. That challenge has never been undertaken before in any society, so it's never been accomplished. Most societies, including ours at some periods in our history, went right along merrily separating children – those who can and could not learn based on somebody's opinion.

The President has asked us to leave no child behind.

Many people might not quite understand the urgency of that, because there's a certain degree of comfort that we've got to break up in this country because we are facing a crisis in education.

There are many excellent schools across our system. And these schools are excellent because of the excellence of the teachers and principals and people who populate that school. But these excellent schools exist as islands of – islands – of excellence in an otherwise sea of less than excellence. And so, these islands of excellence are educating some of the children very well, but that's not our goal. Our goal is educating all of the children very well, and this means that we've got to make sure that the system works, not certain segments of the system. The system must work better.

So responding to that call, the Congress responded by passing a bipartisan bill that is going to have wide impact on the system, wide positive impact on the system. It's going to change the culture. The first thing about it, I think, that strikes one, is that it changes from just funding to investing, because this concept of investing has in it the idea that there should be some return for the expenditures. And the return we expect, actually, would be student growth. Also, the other thing that makes this special is the bipartisan support we got for this.

So now the leaders out in the community – this makes my job so much easier – the leaders out in the community of the education systems can no longer say, "This is a Republican bill or this is a Democratic bill."

They've got to recognize the reality of the fact that this is an American bill. This is an example of how the Congress has conducted itself in the best way, a model for how we should go about it down in the school districts and with the school boards and other places like that.

So I look forward to this implementation task. I look forward with working with the Congress and with the President and others, because I see a day when this can become a reality.

And I would like to thank The Broad Foundation, once again, too, because this cannot be handled simply by government or even by school districts. The private sector has a part in this to understand the "public" in this of this idea.

The public school system is for the benefit of the public, and that includes everybody in the public, even those who get private benefit from it, those who have students in the system.

But those who don't have students in the system have benefit from it, too, because of their membership in the public. That's why it's important for all of us.

And so, I'm excited about the opportunity that the Congress and the President's

given us, because I believe that we can really create a system in America that leaves no child behind.

And now, I'd like to introduce one of the heroes of the President's No Child Left Behind bill, and a man I've truly enjoyed working with, I've gotten to know since I've been in Washington, and he's become a friend, and I'm so pleased to have his advice and leadership. Ladies and gentlemen, the senior Senator from the State of Massachusetts, Senator Kennedy.

Senator?

(APPLAUSE)

Kennedy: Thank you.

(APPLAUSE)

Thank you very much, Secretary Paige. And, once again, all of us here on Capitol Hill are enormously in your debt for the leadership that you've provided in the development of the President's program and your availability and accessibility and experience to all of us as we were developing that undertaking. The school children in this country are in your debt. We thank you very much for your continued leadership in the Department.

I thank our leader, Senator Daschle. As Eli Broad pointed out, Senator Daschle wanted the President's program that can help and assist children all over this country to be the first order of priority. It is the first order priority for families in this nation, and it should be a first priority for the Congress of this country. And all of us who have worked on the Education Committee are enormously grateful that our leader made this the first order of priority for us, and we were able to achieve this. And I'm thankful for his leadership.

I'm grateful, as well to our colleague and friend, Paul Sarbanes, who in a variety of different responsibilities here has always made education a prime interest of his and been completely involved in all of the great debates and discussions we've had on education. And I'm so glad that Tim Hutchinson is our colleague on our committee, who's been involved and active in education policy is here, as well. And I'll introduce him in just a moment.

As the Secretary has pointed out, this country has embarked on a new initiative this year. It's a recognition that we as a country cannot leave behind many of the most vulnerable and neediest students of this country, most of whom are poor and a great majority of whom live in the urban areas. Sixty percent of all the children that go to schools in urban areas fall into the poverty category.

Not that that in and of itself doesn't mean that they're not gifted and talented,

but it also is very evident that the schools in which they try to learn are often the most dilapidated or the most oldest. They're the most crowded. They do not have the kind of high-quality teachers to help and assist them. In many instances, they don't have the support services, the after-school programs, the parental involvement and the support. And in many instances, these children are learning English here and facing additional kinds of challenges.

So we as a country understand that we face challenges in education just generally across our country. We face them in our rural areas, but the Eli Broad Foundation has recognized the high priority in giving focus and attention to the challenges that we're facing in our urban areas. And this is why this undertaking is so important.

Mr. Broad has pointed out that there will not only be a recognition and award of an urban school that is performing with excellence and is a leader in the country, which can be an inspiration for other urban areas. But he's also in the institute doing something more, which I find very compelling, and that is, helping and assisting to ensure that the superintendents of schools are going to have the best in terms of training and information and support as they are working in these urban areas, and also working with local school boards to help and assist them to make the right judgments and decisions.

So what is enormously appealing about this undertaking is, it is not only just a prize and a recognition for an urban school, as important as that is, and it is enormously important, as an example, but also the kind of support that this Foundation is giving to superintendents and school board members that can really make a very great difference.

I salute The Broad Foundation. This is an entirely exciting time, as we are embarked on in a new initiative in areas of education. And The Broad Foundation, which has been so involved in philanthropy over so many years, whether it's been the arts, in support of civic activity, is really a reflection of two real giants, Edythe and Eli.

And I just want to thank them for their initiatives and for their commitment. And we're looking forward to working with them, as well, in the areas of education reform.

I welcome my colleague and friend from Arkansas and I know that he has a word to say and we'll look forward to hearing from him. Let's give Tim Hutchinson a nice welcome.

Tim?

(APPLAUSE)

Hutchinson: Thank you, Chairman Kennedy. And I am pleased and honored to be here today and to uphold the other side of the aisle.

The reason I'm here today is to applaud The Broad Foundation and Edythe and Eli for their commitment to our schools. This is a historic day. History will look back and this will in the future be a very – this award will be one viewed as very prestigious. And the schools that, in the future, are given this award, is going to be with high regard that they accept that half million dollars not just for the good it's going to do for their students, but for the real recognition that it's going to give to these schools.

I want to applaud Secretary Paige, our majority leader, and Chairman Kennedy, and most of all our President, who has led in this fight for education reform that culminated in the signing of the No Child Left Behind legislation in January.

I had many people tell me, when you serve on the Health, Education and Labor Committee, you do your time on that committee because it has historically been viewed as kind of partisan – not necessarily partisan, so much, as people who on that committee have strong beliefs, on both sides of the aisle.

And I think as the President and as Chairman Kennedy and from the House side Chairman Boehner flew around the country for the signing ceremony for this legislation, they really symbolized the way things ought to work in our committee structure and in our Congress, as we saw the House and Senate represented, both political parties represented, the executive and legislative branch, Secretary Paige. And it was a high mark.

And, you know, the federal government, when it got involved, when it expanded its role in education, many, many years ago, the justification for that was that we have a compelling national interest to see the achievement gap narrowed.

We didn't do very well at that over the years. We didn't see that achievement gap narrowed. And it is so refreshing this year to see on bipartisan basis, under the leadership of our president, a dramatic new direction in our goals, what our efforts, what our accountability will be in narrowing that learning gap.

And I believe it's going to take everybody. It's going to take the public sector, it's going to take government, and it's going to take our corporations, and it's going to take our foundations, and this can play a vital role in it.

And I'm so pleased to be here to commend you today. In Arkansas, we've had a problem raising achievement scores. We've had a problem narrowing the gap. We've also had a big problem in seeing our high school graduates going to college. We have one of the lower college-going rates in the nation.

Little Rock School District is eligible for this. And I am pleased. I hope they win it. But this is the kind of positive, reinforce the positive, proactive incentives that can make a great difference in our schools, and giving them the recognition they deserve.

And Senator Kennedy and I have agreed together, we're going to lobby you in a few years to start a rural prize for these rural schools of excellence, as well.

But thank you. We commend you and we wish you the best. And I think this is going to help to make a great difference in public schools, public education in this country.

(APPLAUSE)

Are you going to introduce Paul? I'll be glad to have you. Won't you come up and do that. And my good friend, Paul Sarbanes is here. And I invited to bring him up, but I think Mr. Broad should do that.

Broad: Thank you.

Now, with Senator Sarbanes, I just learned has both a son and a daughter who spent a good deal of their time and career in education. The Senator, for five terms now, has been a real believer in the need to improve public education.

We thank you for all that leadership over the years.

Senator Sarbanes?

(APPLAUSE)

Sarbanes: This is a magnificent initiative. And I'm very careful about not finding the magic answer. And I think the Broads have obviously recognized the complexity of the problem that we're dealing with. But this may be the key that really unlocks the door to a very substantial improvement in urban education. And I think this concept is brilliant and I really commend Eli and Edye and those who have worked with them in the Foundation who put this together.

But you're going to have urban school districts all over the country now, sort of checking themselves out, pulling themselves up by the bootstraps to compete in this competition to be selected as a model district. So the first thing that's going to happen is, by that process alone, it will be a substantial improvement, I believe, in the governance and the management and the labor relations of these various school districts. Then, of course, a district will be picked. And then, it will be held out as the exemplar across the country as to how to do this job. So you'll immediately have a template you can make reference to. And that's a very important development, in my view. And so, you'll begin to see the lessons that make it possible for it to work and that'll spread across the country.

I think that the Foundation's commitment to, in effect, carrying the message after the selection, as I understand it, all across the country, so that the lesson sinks in, is an extremely important dimension of this proposal.

Now, we know well that urban education is one of the great challenges that we confront. Secretary Paige has spoken to that. Actually, Secretary Paige himself did a terrific job in advancing this with a superb record in Houston. And of course, the Congress now, working with the President and passing this legislation to which my colleagues have referred, has really put the national public policy very much on the line for a substantial improvement in American education.

I know for a fact how committed Senator Daschle was to getting that item forward on the agenda and moving it once he took over the leadership and working with the president. I think we gave a dramatic example of the fundamental truth that education transcends politics in the way we worked on that legislation. And obviously, we joined ranks and we will continue to do so in this very important initiative.

But I really want to thank Eli and Edye Broad for what they've done here and their many, many other contributions. I mean, there's not a cultural or educational institution in Southern California that works without the help of the Broads. We know that very well indeed. But this now represents a national initiative. And it's in a national initiative that is targeted to what I think is probably the central challenge that we face in public education in this country.

So Eli and Edye, thank you all very much.

(APPLAUSE)

The Broad Foundation's mission is to dramatically improve K-12 urban public education through better governance, management and labor relations.

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