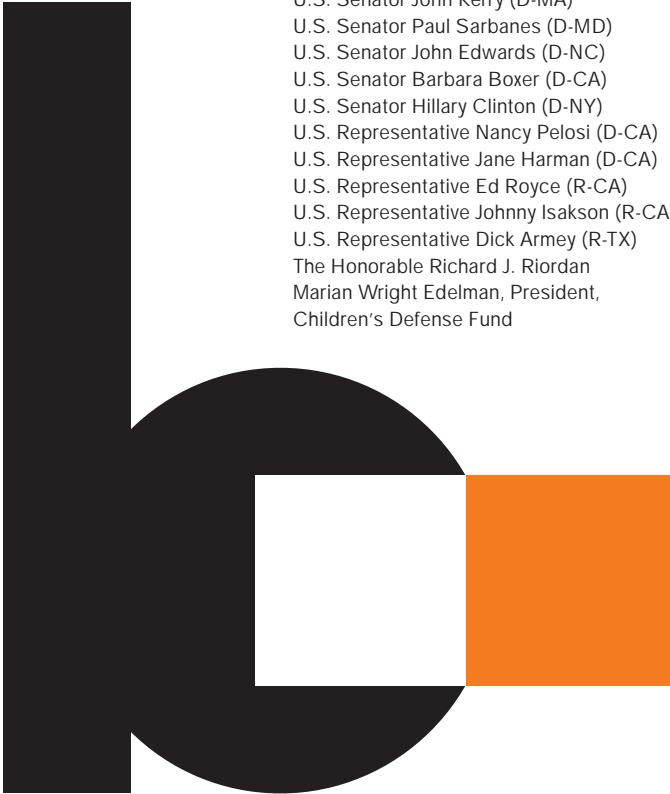


The Broad Foundation transforming public education

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

**October 2, 2002**

Eli Broad, Founder, The Broad Foundation  
U.S. Secretary of Education Rod Paige  
U.S. Senator Edward Kennedy (D-MA)  
U.S. Senator Judd Gregg (R-NH)  
U.S. Representative John Boehner (R-OH)  
U.S. Representative George Miller (D-CA)  
U.S. Senator Kay Bailey Hutchison (R-TX)  
U.S. Senator John Kerry (D-MA)  
U.S. Senator Paul Sarbanes (D-MD)  
U.S. Senator John Edwards (D-NC)  
U.S. Senator Barbara Boxer (D-CA)  
U.S. Senator Hillary Clinton (D-NY)  
U.S. Representative Nancy Pelosi (D-CA)  
U.S. Representative Jane Harman (D-CA)  
U.S. Representative Ed Royce (R-CA)  
U.S. Representative Johnny Isakson (R-CA)  
U.S. Representative Dick Armey (R-TX)  
The Honorable Richard J. Riordan  
Marian Wright Edelman, President,  
Children's Defense Fund



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

## THE BROAD PRIZE SELECTION JURY

**Lamar Alexander**, Former U.S. 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, State of Michigan

**Richard D. Parsons**, CEO, AOL Time Warner

**Paul Patton**, Governor, State of Kentucky

**Hugh B. Price**, President and CEO, National Urban League

**Richard W. Riley**, Former U.S. Secretary of Education

**Andrew L. Stern**, President, Service Employees International Union

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**SPEAKERS:**

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**Marian Wright Edelman, President, Children's Defense Fund**

**Broad:** Good morning. Four years ago Edge and I created The Broad Foundation. Our family has committed over 400 million dollars to address what we considered the most critical civil rights issue of our nation -- and that's educating all our children. The mission of The Broad Foundation is to dramatically improve governance, management, and labor relations in our large urban school districts. We believe that governance, management, and labor relations are often overlooked when we think about how to improve K through 12 education and how to get greater academic achievement for all students.

If we look at our economy today, as you all know, it's an economy that is information based, no longer an industrial economy; we've got free trade around the world. The manufacturing jobs, the middle class jobs, many have left, and I don't believe they're coming back. So it's necessary to give all of our children the opportunity to become knowledge workers, and that will only happen if we improve K through 12 education. And if we don't do that, we run the risk of growing the gap between the middle class and the poor. It's not a question of rich and poor; it's a question of middle class and poor. And I think that threatens our democracy, our society, and the economic future of our country.

The Broad Prize for Urban Education is an annual award that honors educational innovation and improvement through a cash award totaling one million dollars. The prize recognizes and rewards the urban school districts making the greatest overall improvement in student achievement, while at the same time, closing the gaps between ethnic groups and income groups. To make a meaningful impact on the lives of the students in the winning districts, we concluded that the best way to give this prize was in the form of scholarships.

Five hundred thousand dollars in scholarships will be awarded to the winning district, and the four finalists will each receive \$125,000. As we also know, unfortunately the American public, more often than not, is down on public education. We also know that there are many school districts including those here today that are doing a remarkable job in making dramatic increases in student achievement, and that's why we created the prize.

The Broad Prize for Urban Education is designed to do three different things: First, to help regain the American public's confidence in public schools by spotlighting those school districts that are making significant gains in student achievement; two, create an incentive to dramatically increase student achievement in our nation's largest other urban school districts; and thirdly, to reward public school systems that are successfully using creative, results-oriented approaches and techniques to better educate children.

In addition to the cash award, the winner and finalists of the Broad Prize for Urban Education will be showcased nationwide over the next year. The school district's best instruction, management practices, governance practices, will be spotlighted so that other urban school districts can learn about and be inspired by their success.

As part of the Broad Prize selection process, we partnered with the National

Center for Educational Accountability to examine all the data that was available across 108 urban school districts in all 50 states. We also assembled a review board of 18 distinguished educational leaders to review the performance data and recommend a group of finalists. And we asked a jury of prominent leaders to carefully evaluate the five finalists' districts and judge their success.

The jury included former Secretaries of Education, Alexander and Riley, Governor Patton of Kentucky and Governor Engler of Michigan -- both heads of the National Governors Association. Business leaders Dick Parsons of AOL Time Warner, Phil Condit of the Boeing Company, Henry Cisneros of American City Visa. From labor we have Andrew Stern, President of Service Employees International Union, and from the nonprofit world, we have Hugh Price, President and CEO of The National Urban League and Marian Wright Edelman, Founder and President of the Children's Defense Fund.

The jury took their work very seriously. They did their homework, they asked tough questions, they deliberated with each other before making what was a rather difficult decision. Today, we're here to announce the result of the jury's deliberations. I am pleased to announce that Houston's Independent School District is America's top performing urban school district and the winner of the inaugural Broad Prize for Urban Education. Houston students will receive \$500,000 for college scholarships.

Houston is leading the nation in making the greatest overall improvement in student achievement in both reading and math at the elementary, middle, and high school levels. That's over the last three years. Houston exhibited demonstrable decreases in achievement gaps across ethnic groups, in between high and low-income families.

How did Houston do that? The school district leaders planned for students to succeed and they did. They outlined specific goals and academic objectives. They focused on providing the resources, support, and professional development to school and district leaders that are necessary to achieve academic objectives. And Houston regularly monitored not only school progress, but also student progress. Finally, Houston intervened quickly when under-performing schools were identified, and at the same time they rewarded demonstrated results at various schools.

With us today is the United States Secretary of Education, Dr. Rod Paige, who is also, as you know, the former Superintendent of Houston. As Superintendent, he saw the potential for success in Houston students, teachers, administrators, and labor leaders. His accomplishments in Houston are the cornerstone that others built upon.

Kaye Stripling, Houston's current Superintendent, is with us today. Superintendent Stripling continued the progress begun under Secretary Paige, and her leadership and accomplishments are a great part of today's success.

Kaye, would you and your team from Houston please stand and be recognized?

Kaye, would you come up here? We've got a big check for you, Kaye. Here you go.

And we also have here a sculpture by well-known artist Tom Otterness. That one will go to Houston Independent School District, and this one will be housed at the Department of Education with the inscription "Houston Independent School District" with room for other winners in succeeding years.

I also want to recognize the accomplishments of the other finalists for the Broad Prize. The accomplishments of Atlanta, Boston, Garden Grove, and Long Beach are remarkable and deserve recognition. These large urban school districts are a model for the nation. Their superintendents, school board presidents, union leaders and others are with us today. Please stand so that we can applaud the progress you have all made.

Every school district in America is truly struggling to meet the challenge of increasing student achievement. The leaders of these five districts recognize the challenges our urban schools face and have risen to meet that challenge. School districts across the country now have five shining examples of excellence to learn from. I applaud all of you for your success and your accomplishments.

I can think of no single individual that knows more about the benefits of innovative leadership and its effects on student achievement than the Secretary of Education, Rod Paige. As Secretary, Dr. Paige has been working tirelessly with the President and members of the Congress to roll out landmark legislation, dedicated to improving educational opportunities and increasing student achievement. Please join me in welcoming to the podium the United States Secretary of Education, Rod Paige.

**Paige:** Thank you very much. I think, first of all, we need to recognize the contribution of this great man, Mr. Broad. Let's please give him a hand. Second, I'd like to take this opportunity to thank Congress in how they worked in such a bipartisan way. I was privileged to have a chance to see the inside of this, and America would be proud of the work of these great men. So let's give Congress a great round of applause for that work. And by the way, would you come on up so we can see the men and women from the United States Congress?

And I'd like to also thank my colleagues from the Houston Independent School District. Thank you for your continued hard work. I'm real proud of your accomplishments. Thank you.

The same thing is true for Garden Grove Unified School District, for Atlanta Public Schools, for Long Beach Unified School District, and for Boston Public Schools. I know this was something that didn't happen accidentally; it's a product of planning, and hard work, and commitment and dedication. And so I want you to know how much we appreciate the work that you're doing.

No Child Left Behind can never be accomplished without the work of great school districts like this and other school districts also across the United States

of America. But there's one group that's not present now that I'd like to thank, and that's the communities from which these districts come.

One thing I bet you'll find in common with all of these school districts that are present here today and that is the line between the school district and community has been blurred to such an extent until it's almost operating as one. And so we know that the communities where these school districts reside are a great part of their success, as it would be the great part of any success of any school district. So we want to thank those communities.

And Mr. Broad, the United States Department of Education will be proud to have this beautiful statue there and to have the name on it from the winning district and all the winning districts in the future, to signal to America that these school districts have a prize to strive for and a target to shoot at, and I believe that they can accomplish this.

In this great country, we can create school districts that leave no child behind. And I think that we see that we're on the way there. This is the model, so we just need to do it now. Allow me to close by introducing a great American, a great leader in the Senate, a person who's committed to education, and without his leadership, we would be diminished a great deal. Senator Kennedy.

**Kennedy:** Thank you very much. Thank you very much. I want to, first of all, and I know I speak for all of us that are here, thank The Broad Foundation and the Broad family. This is a family that has had enormous personal success. But I think for those of us that know Eli and Edythe know of their strong commitment in education and sharing their success in trying to inspire school districts all over this country to excellence, and all of us take our hat off to both of them for their prioritizing the education of children in this country.

I think all of us want to congratulate Houston. When we congratulate Houston, we also pay tribute to Secretary Paige. Great progress has been made in recent years, but it's built on other steps that were made when obviously the Secretary had the important responsibilities. So to a great extent, Mr. Secretary, this is a recognition of your strong work, as well.

Just a final point: This is a tribute, a financial tribute that will be given to scholarships, that will be given to children. I think for all of us in Boston, and I'm so glad that Boston was one of the finalists and runner up, because I know how hard our mayor and Tom Payzant and others have worked, the teachers and others, to try to make Boston a community of excellence and the other communities, as well. But it basically is going to take resources.

We want to make sure that the kind of example of the Broad award is going to not really be necessary, because all children that are going through the schools are going to be able to continue their experience and go to college or carry their skills on to continue their sense of excellence. We want to see that as a matter of national commitment, all of us, private and public, but that has to be there.

Finally, the recognition for urban excellence is so important, because the children that go to our urban schools are the most challenged children in America. They're going to schools, in too many instances, that are dilapidated. They're going into classrooms where there are more than 15, 18, 20 children. They're going in schools where the teachers are hard pressed, where they're getting denied the kind of upgrading of their own professional schools. And they're going to schools which they don't have the kind of supplementary services to help the children to be able to succeed.

That is a national disgrace. And until we as a nation and as a people join with the kind of Eli Broads across the country to make sure that no child is going to be left behind, the business of America is unfinished. Today we're reminded of both the opportunities for success and the challenges that are ahead. I'm glad to congratulate the winners. Thank you.

**Broad:** Senator Gregg.

**Gregg:** Thank you, Mr. Broad, and it's a pleasure to be here today to participate in this ceremony in the recognition of the Houston Independent School District, which Secretary Paige had such a great role in, and he has taken that commitment to excellence and brought it here to Washington and given us his guidance, which we have followed, along with the President's.

This program is an extraordinary program and one which reflects the energy of our nation and our commitment to education. Of course, I come from a state which doesn't qualify to win this program, regrettably, and I'm hoping that we might expand it beyond just urban school districts. But it is very appropriate that we focus on those school districts like Houston and Boston and the others that are doing it right, because it's the example of people who are doing it right, it's their example that can be used to guide systems which are having problems today.

And as we put in place the No Child Left Behind law and programs, the purpose of which, of course, is to leave no child behind, we recognize that unfortunately in some of our communities across this country, we don't have this excellence. In fact, we have certain communities where all the schools will regrettably fall into the failing category under the new law.

And it's going to take a lot of work, a lot of effort, but most importantly, it's going to take a joint initiative, and the private sector commitment here from Mr. Broad reflects the joint commitment that is necessary for us to succeed in education in America, and I congratulate you on it. Thank you.

**Broad:** Thank you. I want to call the Chairman of House Ed Committee, Representative John Boehner.

**Boehner:** Eli, thank you. And let me first begin by thanking the Broads for their generous commitment to public education in America. And this type of financial commitment does provide an incentive for more schools to strive to win this

award, and we want to thank you and your wife for your commitment to our urban schools. I also want to congratulate Houston and the finalists for the job that you're doing. And clearly, the foundation was laid by our good friend, the Secretary, and the biggest issue that I see in these districts that are striving to win, yes, it's resources, but it's also about attitude. Last year, I had the opportunity to work with the President and the Secretary, along with my friends, Senator Kennedy and Senator Gregg, and my good friend from California, George Miller, developing No Child Left Behind. We are committed to the idea that every child can learn, and that every child should have the opportunity to learn. And when I go to schools around the country, especially large urban schools, schools that are succeeding, the one difference you find is that they share the same attitude that we do, that children can learn and children should have the opportunity to learn. Unfortunately, in some areas of the country, we still have this defeatist mentality, this attitude that not all these kids can learn, they've got too many problems. We as a nation, I don't think, can afford to let that happen. Until we in this country begin to understand that every child, regardless of their race, regardless of their background, regardless of their economic circumstances, until we understand that we have to educate all of our children, we as a country will not be as successful as we can be. And I think the point that's being made here with this award today, that we want to reward those districts, especially those large urban districts with typically the biggest problems, to try to achieve. And the focus on student achievement here is the real important point, because closing the gap between rich and poor, between the races, is what will make America great, if we're willing to continue the commitment that we've made. Thank you.

**Broad:** I'd like to call upon the ranking Democratic member of the Ed Committee, my friend, George Miller.

**Miller:** Well, thank you, Eli, to you and your family for your generosity. It's very, very important that those who are successful in our society and who have reaped the rewards of the American system send signals to others about what is important. And the Broad Prize sends a wonderful, wonderful signal to our children, to their parents, to districts that are besieged in so many ways on a daily basis where you think you're never going to quite get your head above water, that providing the opportunity to learn to each and every child on an equal basis is a very, very important thing for us to do as a society.

Not only does it comport with all of the scientific evidence that we've developed about child development over the last 25 or 30 years, it comports with everything we say we want our society to be. And to focus this light of success on the urban districts that very often are in the back waters politically of our considerations and state legislatures and in the Congress, sends a signal and a signal of affirmation to the Congress that when we made the changes that we made in Leave No Child Behind, where we focused the increased assets on the urban districts, on the children that needed the most hope, that we were heading in the right direction. And we want to thank you very much for your generosity and for sending those signals to American society and to America's children. Thank you so very much, Eli.

**Broad:** I'd like the Senator representing the great state of Texas, Kay Bailey

Hutchison, to say a few words.

**Hutchison:** Thank you, Mr. Broad. When our founding fathers created our country, they wanted to do something very different from what they had seen in Europe. They wanted every child to have a quality public education, and that really has been the foundation of our democracy and our economic success. But in the past few years, we all know that we have not kept up with the demand for a quality public education. Mr. Broad, this kind of prize encourages us to remember that public education is the foundation of our country. I just want to say that five districts did so well in improving themselves and qualifying for this prize; so there were five communities that really were benefactors of this prize. I do want to say to Dr. Paige and Dr. Stripling, the leadership at HISD, which is the seventh largest school district in America, which is 90 percent minority, is something to behold.

And when Dr. Paige put in place the higher standard as the regular standard, it is the college prep standard that every student will be required to take at HISD unless they opt out, rather than the reverse, where every student in the past was going for the regular standard, and if they wanted to go into the higher standard, they could, I think that said to all of our students: You can do this, we know you can do this; we're encouraging you to do this, and that is one of the reasons for the success. So I thank all of you and I thank you, Mr. Broad.

**Broad:** I'd like to call upon Senator John Kerry of Massachusetts. John?

**Kerry:** Let me join in thanking Eli and Edye for an extraordinary gift to our country, not just an award to one school system. They've taken the blessings of hard work and good judgment and turned it into a positive contribution to the nation. And I think those of us who know Eli and Edye and know his passion for education are not surprised that The Broad Foundation has chosen this way to try to move our nation forward and address a critical issue. I want to congratulate each of the districts. Houston: Mr. Secretary, you gave a great head start, and I think everybody here is probably recharged by what you're trying to do nationally as a consequence of that. But I also want to say to Tom Payzant and to our friends in Boston, we're so proud that of 108 districts, you were in the top five, and what you've done in Boston and what the other districts have done really helps to set the pace. Let me just say, in the note of all of this talk about celebrating education, there's a truth that, I'm not sure, I think Senator Kennedy touched on it, but I want to underscore it again.

In the 1960s in this country, the great challenge was, as a doctrine, called separate and equal. And Thurgood Marshall took that challenge, as we know, to the Supreme Court of the United States. Today I think there is a more dangerous, insidious institutionalized challenge, and it's called separate and unequal, and it exists because of the way we fund schools. We have districts all across our nation that have no tax base, and depend on the property tax or the largess of the state and federal government. What Eli is doing today is an underscoring of the difference that a public school can make. Many people have lost faith in the public school system in the country, and one of the reasons they have is because there's

a vicious cycle by which those districts are incapable of being able to respond to Leave No Child Behind, because they can't do the remedial; they can't pay the custodians to keep the doors open in the evening; they can't do the kinds of interventions necessary in a very labor-intensive effort.

Some have found creative ways to do that, as Secretary Paige did in Houston, as Tom and others are doing in Boston, but it's a struggle, everyone knows that. The truth is, it is a constant daily struggle and it shouldn't be. And what Eli is proving here by showing how we can take urban districts and break down the differential between ethnic differences and income differences is through creative efforts, through focus, through accountability, and the combination of resources public schools can work. Congresswoman Jane Harman just turned to me and said I came from public school, and I went to Smith, and then I went to Harvard Law School, and she says too many kids simply couldn't even do that today. So that's the challenge. And, Eli, we are so grateful to you for stepping up and helping to set an example of how to meet it. This is a very important prize. Thank you.

**Broad:** I would now like to call upon Senator Paul Sarbanes.

**Sarbanes:** Well, thank you very much, Eli. The Broads, Eli and Edge, are among our nation's great philanthropists, and there's hardly any public institution of consequence in California, and indeed, in other parts of the country, that haven't benefited from their generosity. But the more important thing, I think, is the concepts that Eli brings that he ties to his generosity. I was with the Broads back in March when they first announced this prize for urban education. And, of course, this is the first award. I'm glad you're putting a statue there in the Department of Education, as well, because on his bad days, Secretary Paige can go find the statue, wherever it's exhibited, and see the Houston district written on there and sort of pick himself back up again to face the rest of the day.

This is an extraordinary concept, to search for the exemplary urban school districts and then recognize those communities, the teachers, the parents, the administration who have joined together to beat these very difficult odds in order to help their students excel and to recognize this achievement in reducing the gaps in academic performance, a terrific selection committee. I was very struck by its diversity in how you brought together business, labor, government and the non-profit sector in making these very important judgments. The other thing that's critically important is that these school districts will now be models for the rest of the country. I mean this competition ensures, not only Houston, but the other four that are recognized here today also -- and, of course, all the districts that competed had to sort of lift themselves up in order to go into the competition, so you get that benefit. But now we have these five districts that were very carefully chosen that are going to set an example, a model that can be pointed to on how to do the job, and we need that kind of an example.

So, Eli and Edge, we thank you very much, we congratulate you on thinking through very carefully, I think, a very important initiative, perhaps one of the most significant initiatives for raising urban education in the nation. I mean this may be -- this will contribute to the critical breakthrough in terms of education in

America, which will really enable our country to rise to greater heights. Thank you very much.

**Broad:** Let me call on Senator John Edwards.

**Edwards:** Thank you, Eli, thank you. Well, first of all, thank you to Eli and The Broad Foundation. Mr. Secretary, I know that you're very proud of the important work that's been done in Houston. Congratulations to Houston and the other finalists. And more importantly, congratulations to you for the positive effect you're having on the lives of children. You know, you're looking at a living, breathing example. I was the first person in my family to go to college, and without a quality public education, I wouldn't have had a chance. And we have so much work left to do. You know, the test for public education in this country should be when we're able to say no matter where you live, no matter who your family is, no matter what the color of your skin is, and no matter what language you speak, your child will get as good a public education as the richest parent in America can afford for their children. When we meet that test, we'll be where we need to be in public education in America. And Eli Broad and the Broad Foundation and these finalists and Houston, the winner, are moving us in that direction. And it's important for the people of this country to see positive things happening in urban schools. So thank you all, thank you, Eli, for what you've done.

**Broad:** Thank you. I'd now like to call upon my Senator, Barbara Boxer.

**Boxer:** Thank you, Eli. It is so wonderful to be here. I remember sitting in your office not too long ago, maybe it was long ago, and looking at the gleam in your eye as you told me about this, and I'm just thrilled to be here today. Two of the districts are from California. I am so proud. Where are you? Long Beach is here and Garden Grove. We are so proud of you. And we are so proud of Houston and all the other districts. So much has been said, so I will be exceedingly brief. I think this prize is important, Eli, for two reasons: First of all, clearly, to get that kind of infusion of funds into a school district means so much; secondly, you are highlighting and spotlighting the successes in our public schools. Too many times we hear the negatives, negatives, negatives. This is as important as the funding. The last point I would make is, we've all told our own stories in how public school mattered. Let me say that my mother never graduated from high school because she had to go to work to support her family. I went to public school, not only through grammar school and high school, but also through college, and I remember at a state university, when the tuition went up to \$19 a quarter, my father put his hand to his head and said, "geez, getting expensive." The opportunity that I had, and often when I'm on the stump I'll say, I would never be in the United States Senate if it wasn't for public schools. And then, of course, the people who don't think I do a very good job say, oh, yeah, public schools, look what they did. But I go toe to toe with those who graduated from most Ivy League schools and at least I hold it to a draw. So I am thrilled with your dedication to this. And I'll do everything I can to support you, and in the Senate, to be a real partner. No child left behind, and no money should be left behind either. Thank you very much.

**Broad:** I would now like to call Nancy Pelosi, the House Democratic Whip.

**Pelosi:** Thank you very much, Eli. To Eli and Edye Broad, thank you, and congratulations for your tremendous leadership demonstrated here today but well known to Californians for over a generation. I take great pride as a Californian in the -- what is happening today, that so many more people will know of the significant contribution of the Broad family and The Broad Foundation to the well-being of our country. As Senator Sarbanes said, it's hard to think of any area of civic endeavor where they have not made a gigantic contribution. And now the Broad Prize, which will be synonymous with excellence in education. I can't think of anything more important to our country, Mr. Secretary.

Children are very -- let me just say about the Broads for a moment more. As you know, many of us know in California over the years that they have worked to provide housing for America's families. Their work has been about families. And springing from that success they have provided leadership to the arts, to the civic life of our state, and of Los Angeles, where they live, and now, for a long time now, to our country, and they are focusing on education. Nothing is more important, more fundamental, the well-being of our children, the economic success of our country, and, in fact, making the future better.

Children are very smart. As Senator Kennedy said, some of them are going to schools that are dilapidated and ill equipped to teach them and are not prepared and wired for the future. If you tell children that education is important and that you should strive for excellence, the best way we can tell them that is by example. But if we tell them something different, if we mix our message -- it's important but you go to school in a dilapidated school where excellence is not the standard -- then they will see the mixed message and hypocrisy of our comment. We can't leave it just to them, we have to do what the Broad family is doing, recognize excellence. Congratulations to Houston and the other cities for their excellence and their recognition. This recognition is important so that we have many schools lifted up where children can learn, teachers can teach, and parents can participate. Thank you to the Broad family for your tremendous leadership.

**Broad:** I am pleased to call upon another member of the Senate Education Committee, Senator Hillary Clinton.

**Clinton:** Thank you very much. I am so delighted to join my colleagues from the House and the Senate in helping to thank and acknowledge the extraordinary generosity of the Broad family. I've had many opportunities in the past to talk with Mr. and Mrs. Broad about their deep concern about our children, and this comes from the heart. It's wonderful that it's accompanied by a great, big check, but the motivation is truly one of great citizenship and deep, deep abiding concern about the state of our children and our schools. To put this award in its proper perspective, it truly does carry the prestige we hope and intend to see occur of a Pulitzer or a Nobel to, once again, raise our sights, to ask ourselves: Is this the best we can be? And I'm so pleased that Secretary Paige is here with us. We have appreciated his leadership and working with him, with respect to Leave No Child Behind.

But we know we have a long way to go. And by this kind of motivating prize, I hope that many, many of us will join hands, cross all those divides that sometimes keep us separate from one another, and pledge our efforts to redouble our commitment to our children, to improve our schools, and I thank you so much for making this happen. Thank you.

**Broad:** I'd like to call upon Congresswoman Jane Harman. Jane?

**Harman:** Thank you, Eli. Hello, Edye and Eli. I hail from Los Angeles, a place where you have enriched our culture with architecture, art, and now wonderful and effective focus on public education. John Kerry told you my story, daughter of immigrants, educated in Los Angeles Public Schools, K through 12, Smith College, Harvard Law School, United States Congress, not too shabby. Thank you, Secretary Paige.

While I was a sophomore in high school in 1960, I attended the democratic convention in Los Angeles. Being an uppity young woman -- I think that hasn't changed -- I got on the floor of the convention to watch John Kennedy nominated as President. His call to public service is what has moved me my entire life. And years later I ran for Congress, and I've been here for most of a decade, and I believe that all of that started with what happened to me in public schools. I remember my high school government teacher, Denise Sobel, she was the person, I think, who first got me interested in public service.

And so I say to Edye and Eli, dear friends, that what you are doing for California schools and our nation's schools is finding talented people who, in our future, can make our Congress and our government better. I salute you for it. I know these schools who are sitting in this audience salute you for it. The pursuit of excellence is what we can do in our own lives, but also what we can do for our country, and you are true patriots. Thank you very much.

**Broad:** I'd like to call on Congressman Ed Royce.

**Royce:** Well, the Garden Grove Unified School District is one of the five districts that has won this Broad Prize. And one of the observations that I would make is that now that we better know what works in an urban setting, now that we better know how teachers and administrators can work together in order to impart this knowledge, other schools across this country can learn from what these five districts have done and can begin to move their curriculum towards that college prep standard, towards preparing each of those students, so that they will have the ultimate opportunity to go to university.

And one of the reasons we're excited here is because student achievement, watching this, being able to quantify this, and being able to rely upon some from the private sector to come forward and augment our budget here for our schools, all of that is exciting, and we appreciate that, and I'd just like to thank the Broad family for what they've done to help make this possible. Thank you very much.

**Broad:** Congressman Johnny Isakson of Georgia.

**Isakson:** Thank you very much, Eli, and congratulations to you and The Broad Foundation for your investment in public education. I am an alumnus of the City of Atlanta Public Schools, one of the five finalists. And I see some -- in Eli's letter to me, in his last paragraph, he said, "I believe" -- I being Eli -- "that public education is the key civil rights issue of the 21st century." I want to share a brief fact with you. I went to public elementary school in the segregated schools in the City of Atlanta. In 1961, I was in the first integrated school in the City of Atlanta. I married a special education teacher who taught in the public schools of the City of Atlanta. And my wife and I have raised three children and sent them to the public schools of Cobb County, a suburb of Atlanta. In the last three years of my public service before I came to Congress, I was Chairman of the State Board of Education in the State of Georgia.

I believe in public education, and I believe as public officials and as private sector individuals investing in our children, we need to be sure that public education is the best choice for the parents and the children of the United States of America. But I can tell you, it's got to be a team effort, it's got to be a team effort between the educators and the administrators, between the parents of the children, and between the private sector and those who love their community and want to make an investment in their community.

What Eli is doing is placing an incentive on excellence. He is recognizing that the greatest tide we need to raise to lift all boats is in our inner cities, and in our schools and our systems that are in the most need, and to our children that are in the most need. This gift and this recognition and this investment verifies what President Bush and what Secretary Paige did last year in No Child Left Behind. What so many people have forgotten about is, it was a direct investment of American money and public policy in our Title I children and our Title I schools who are in the most need of a capital investment to raise the economic tide so that all boats can be lifted.

So as an alumni of the City of Atlanta school system of 40 years ago -- I hate to say that, but it's that long ago now -- and as one who still remembers the teachers, the principals, and the administrators who changed my life, and 40 years ago, the businesses who supported the schools in every way they could, I am here to say I appreciate very much the investment Eli is making in public education, and I commend him on truly being a guiding light in the key civil rights issue of the 21st century. Thank you.

**Broad:** I would like to call upon Richard J. Riordan who, as Mayor of Los Angeles for eight years, worked with me and many others to make education in Los Angeles better. Dick Riordan.

**Riordan:** Thank you, Eli. I always like to start out my talks, and I'll just be very brief, with a letter I received from a second grader who was asked to write on a computer about a historical character, and she wrote about Socrates. And she said, "Socrates lived a long time ago, he liked to talk, one day he talked too long, and they poisoned him." So since I don't trust this audience -- I have a message for Ted Kennedy, Tom Menino, Jane Harman: If you're going to brag about going

to public schools, Beverly Hills High and Boston English don't count, do they? Eli has brought forth, I think, a real message to the world, that if there are three principles of turning public education around, the words management, management, and management. We can put all of the magic pills we want to -- computers on every desk, smaller classroom sizes, better textbooks, this, that, and the other -- but if you don't have strong management that requires and expects teachers, principals, and everybody else to put children ahead of politicians and bureaucrats, you'll never have a successful system. So to Eli Broad, I think you're the first person in America to really get this point across. It's a hard one for people to understand, but it's whether it's in business, education, or anti-terrorism, whatever it is, it's the will to put people first, particularly children. Thank you very much.

**Broad:** I now have the pleasure of introducing to you a member of our jury. Marian Wright Edelman, as you all know, is President of the Children's Defense Fund, and what we're talking about today she's been talking about for quite some time. Marian?

**Edelman:** Let me thank Eli and Edye Broad for their commitment and the new voice they bring to encouraging a national commitment to our children. It was a great honor to be on the selection jury for this important prize. It was a very thorough process, collecting all the best available data on student achievement and on best practices. And I want to thank all these urban school districts that have won. I thank you for what you're doing and for your belief that all children can learn and for your commitment to systems change.

And again, the Broad Prize, I hope will, as mentioned earlier, become the Nobel Prize for urban education, where everybody will be scrambling to get to do better for children, because we know what works. It's about national commitment, as Dick Riordan has said. This country in the 20th century won 168 Nobel Prizes in science. You know, we sent a spaceship to Mars; we sent a man to the moon; we cracked the genetic code; we can order anything we want from our global shopping arcade in seconds; we've mined billions of dollars from a tiny microchip. I don't for a moment believe that this great nation doesn't have the means and the know how to teach every child to read by third grade and to get every child out of high school and ready for adulthood.

And so this Broad Prize, pointing out best practices, pointing out Secretary Paige, all that has been done and Tom Payzant, all of you wonderful districts. You have laid out the path. We know what to do, now we've just got to do it. And I just thank you for what you have achieved and what you're going to achieve for all of our children, and I thank Eli Broad for his leadership in lifting the importance of urban education of public school education. This is an issue that is more important to the future and current security of this nation than any other. This is true homeland security, educated children. Thank you, Eli.

**Broad:** I want to read a letter from the White House, dated October 1: "Congratulations to students, parents, teachers, administrators, and community leaders of the Houston Independent School District for winning the first annual Broad Prize for Urban Education. Despite facing many challenges, HISD has

demonstrated how innovative leadership, hard work, and high academic standards can help ensure that no child is left behind." Signed George W. Bush.

I'm now pleased to introduce the Majority Leader of the House, Representative Dick Armey.

**Armey:** Thank you. I just want to take a minute just to appreciate everybody here. Let me just say this: Mr. Secretary, as you know better than I, the most important thing we can possibly do in our culture is to educate our children, and it is a massive effort. Obviously, America has a right to believe, to expect, to require that we have the best public school system in the whole world. There's no reason we should ever do less than that for our children. And so we depend upon an excellent public school system as the core of our effort to educate our babies. But we also compliment -- bless our heart -- we compliment so generously what we provide to public sector with the private sector initiatives, our excellent private schools, our excellent encouragements to those private schools.

How many people across this nation are willing to step up from their own resources and their own hard earned earnings from their years of hard work to share with the nation's school children? The Broad Foundation is an excellent example of this. To set up a system by which schools can understand, if we demonstrate and compete for excellence, we can get a prize or recognition that comes in the form of additional resources for our children. It's an outstanding idea, and it is so much in the spirit of what we hope to accomplish, to take those resources we have available, put them within the framework of the best system of thought, ideas, encouragements we have, and make it possible for our young people to learn and prosper. Here's our goal -- I think we all share this, I know the Secretary and I have talked about this: Every child in America has a right in this great, rich land to walk home from school safe and happy knowing I got the best school in the world and mommy and daddy are my hero.

**Broad:** I want to thank all of you for attending. Have a good day.

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