

August 8, 1984

TO: Governor
FROM: Gerry

Denny Miles and I met with Doug Heider and Bob Davis on Tuesday, August 7, to discuss the education initiative as well as the Paul Newman meeting. They basically agree with Newman's concept and timing and are anxious to set things in motion.

Concerns raised:

- Heider reported OEA had met with the Portland business community Monday, August 6, to discuss their petition. Heider feels OEA got a lot of support.
- OEA intends to have their petition on the street by October 1, 1984. Therefore their effort could run counter to Governor's and certainly upset timing.

RECOMMENDATIONS:

1. Governor immediately meet with OEA to review their petition (may not do what we totally want).
2. Convince OEA you must take lead and they must join with you.
3. Convince OEA to comply with your timing (after November election); then if agreement is reached on their petition, circulation of their petition would be helpful.
4. If OEA refuses to give you the lead and refuses to comply with your timing, it may be time to meet with Paul Newman again. It could be you would have to announce earlier than desired.
5. Find a way to quietly keep business community from buying into OEA's plan too early.

Governor, you must control this package. OEA needs you for support. Using many of the same arguments Newman used, you must convince OEA to "go your way."

Do you want me to set a meeting with OEA?

September 28, 1984

Estimate of Financial Implications of Governor's Educational Reforms
(Estimates for 1984-85 in millions of dollars)

<u>Education Reform Proposals</u>	<u>Revenues</u>	<u>Expenditures</u>
5% Statewide Sales Tax	\$800	
Elimination of 30% Property Tax Relief Program	115	
Increase in Public School Support		\$750
Increase in Community College Support		50
Increase in Higher Education Support		75
Total Sources and Uses of Funds	<u>925</u>	<u>875</u>
 Property Tax Relief		
Public Schools	\$725	
Community Colleges	50	
Educational Service Districts	25	
	<u>800</u>	
Less reduction in property tax relief payments	<u>115</u>	
Net Property Tax Relief	<u>685</u>	



STATE OF OREGON

*Put in Gov's daily folder
for day Bud Davis meets w/ him*
INTEROFFICE MEMO 4/14

April 10, 1984

TO: Governor Atiyeh
FROM: Gerry Thompson
SUBJECT: Education Project for 1985

In your absence Bud Davis, Will Post, and I have had several meetings. Upon your return, a meeting is scheduled for Bud and I to meet with you and review at least a conceptual idea of how to proceed.

We would like to kick off the project as early as possible; hopefully, in May. The kickoff would consist of a large meeting in the Portland area with representatives from all levels of education, students, business and labor. At that meeting we would ask that you make a 30-40 minute address about your priorities for education in the state of Oregon. At the same meeting you would announce the steering committee that would be working toward your goals and objectives. The primary goal for the committee would be to find out "How do we in Oregon create and maintain an education system better than any others in the country?" Then the committee would be assigned the task of finding ways to establish the priority plus how to finance the program.

Bud Davis also would like to see immediately established a Governor's Medal for Teaching Excellence. Bud visualizes one award for each of the 309 districts with the local communities coming up with \$1,000 honorarium for the recipients. This should be done prior to the May commencements.

The end of May and early part of June there would be two large important events at the University of Oregon. It is our belief that you should "wave the flag" of the state at both of these events in a very major way. The first event will be the national NCAA track and field trials on May 30-June 5. And as you are already aware, the second major event is the Scientific Olympic Congress early in June. At both of these it is felt a major speech by you at the proper function would begin to "wave the flag" of your support for education and begin to develop some activities in the right direction. At these events Bud feels it is important that both Bowerman and Dillerman be given recognition for their contribution to athletics in the state of Oregon.

Then during the summer months there should be an attempt made by you to see the colleges at work. For example, there are 36 county extension centers throughout the state as well as many agricultural experimental stations. If in your planned out-trips we could work you in to visiting these centers you would be able to lend your support and make yourself visible at these ongoing programs.

Memo to Governor
April 10, 1984

In the fall just as soon as schools have resumed and things are beginning to settle down (which will probably be more like the first of October) there should be an attempt for you to visit each of our state institutions. It is at this point that Governor du Pont would be very effective in bringing high visibility to your visits. It would be our hope that we could orchestrate a three-day period of time with Governor du Point and you visiting all of the state institutions. At each event Bud Davis assures me there could be 1,000 or more in attendance. I know this would appeal to Governor du Pont's office because of my preliminary discussions with them in arranging a time for them to visit Oregon per your conversations with the Governor at the NGA meeting.

Bud Davis has an excellent idea about PSU. He would like to see it named Oregon International University and then build off the international concept. Apparently President Blumel has expressed some interest in this concept. Bud takes it as far as eventually developing a major east-west center much like they used to have in Hawaii.

One of the other steps to be taken would be to proclaim September 1984 through September 1985 the Year of Education in Oregon. At the time that this proclamation is introduced we could develop an event whereby college presidents and the new student body officers would be with you to discuss their educational ideas.

Bud, Will and I are continuing to develop conceptual ideas to present to you. I believe our meeting is scheduled for April 24 at which time we can have a more fully-developed discussion.

GT/dr

RECOMMENDED ACTION PLAN

A. Identify key support groups to:

1. Show initial support
2. Establish an organizational structure
3. Build and organize support among their constituencies.

The support group breaks down into several categories:

1. A group of heavy hitters who could commit in advance and thus could be contacted in advance. This group was further divided between the real "doers" and those who would be valuable in name only.
2. The second group included association leaders who would be unable to commit in advance since they would have to talk to their membership.
3. Legislators/caucuses.

A full week of the Governor's time should be set aside for him to make calls to the support group or meet with them directly. Munn and Miles explained how much time this really takes using our recent experience with the Unitary Tax contacts.

The "doers" and "important names" were further classified into A, B, or C recommendations to the Governor. A recommendations are the highest, then B, then C.

A priority "doers"

Robert McVicar
John Gray
Hardy Myers
Sue Harris
Lon Imel
Bob Ridgley
Joe Edgar
Dick Reiten
Peter Courtney

B priority "doers"

Brian Booth
Gus Keller

C priority "doers"

Bud Davis
Bishop Waldschmidt
Lou Perry
Cecil Posey
Ron Miller

Need their names

Winningstad
Phil Knight
Edith Green
Bob Straub
Rabbi Rose
Marion Weatherford

new work plan

Make key contacts after July 6 and before July 13 - Governors decision on contacts.

Determine Committee co-chair and treasurer - key co-chair chosen on the basis of ability to organize and activate full Committee.

Block out a major time block in the Governor's schedule for contacts.

- B. Poll analysis. *- next meeting w/ Governor*
- C. Theme - to be determined. *Sellers talk w/ Gary White*
- D. Messages to be developed. *Sellers*
- E. TBE filing deadline - July 6. *plus 90 sec text*
- F. Produce a 90-second statement video and audio for distribution on the announcement date.

Gary White { White will develop a proposal and budget for the video/audio production, including the needs for the Governor's time and a general production timeline. *\$2,500*

Miles will design a delivery system for the 17 key communities where individuals are assigned to represent the Governor by delivering the tapes and news releases directly to the media in each city.

- G. Press announcement of Committee with co-chair and treasurer - July 14. *following IN SALEM*
(Committee co-chair arrange?)
- H. Arrange for key editorial board meetings (D. Miles). Date? *Immediately after announcement*
- I. Governor make speaking circuit of 17 major areas (locales of daily papers) as soon after announcement as feasible to lock up as much support as possible before opposition gets organized (press releases & audios?).
- J. Meet with full Committee to gain their active support for legislative action with their constituencies.

mh
5578u

*Co-chair
Green & MacVicar
loaned spec from hi tek
Treasurer*



STATE OF OREGON

INTEROFFICE MEMO

TO: Governor *Gerry*

FROM: Gerry Thompson

SUBJECT: Strategy Group Meeting June 27

DATE: July 2, 1984

1. Identified key support groups to:
 - a. show initial support;
 - b. establish an organizational structure;
 - b. build organized support among your constituencies.

Attached is the list that was previously developed by the strategy group. The list, in particular the A priority list, are those who the strategy group feels could be the central committee with expansion out into other names. I expressed concern for the lack of broad geographical representation. It was the feeling that the group could make this expansion. This list was narrow and designed to show the initial support with development into an organizational structure at a later date.

2. The poll had been completed and the analysis of that poll will be shared with you at the brown house meeting Monday, July 2.
3. Theme. Several ideas were thrown on the board for development of a theme. Some of the ideas are:

- Enhance Oregon's Dream
- Get Oregon Going
- Get Oregon on the Move
- Education Equals Jobs
- Oregon's Future is Oregon's Kids
- Building Oregon's Future
- Invest in Oregon's Future
- Develop Oregon's Future
- Security for Oregonians
- Secure Oregon's Future
- Quality Life for Oregonians
- Keep Oregon on the Move
- Four-Point Education Program

Jim Sellers, at the instruction of the strategy committee, contributed the following:

- Economic Expansion Through Educational Excellence
- Education Excellence for Economic Expansion
- Education: The Key to Unlocking Oregon's Economic Promise
- Constructing an Educational Greenhouse for Economic Growth

4. Messages need to be developed to fit a 90-second spot as well as consistency in messages given through speeches and public announcements. One of the messages that the group dealt with was the reason you now support a sales tax. Thrown on the board were:

- This sales tax proposal buys something or purchases something and is not just a shift.

Jim Sellers contributed this statement:

- This plan stabilizes the financing of Oregon's schools, invests in educational excellence for Oregon's future, and guarantees major property tax relief to Oregonians.

Another message we dealt with was a response to the question, where were you last legislative session when the sales tax was being considered, or why didn't you propose this last legislative session. Humorous responses suggested were:

- Some good ideas come late in life.
- I have exercised my God-given right to change my mind.
- Times have changed.
- Emerson's quote: Consistency is the hobgoblin of little minds.

Jim Sellers offered:

- One way to keep a clear mind is to change it once in a while.
- Wise people sometimes change their minds; fools never do.

Jim further offered that such a response should be designed around your thoughts that this sort of a change for a good cause is a sign of flexibility, leadership and common sense, plus the fact that this initiative firmly squares with most of your long-held political and philosophical values.

5. Gary White is developing a proposal and budget for the video-audio production. Estimated cost will be about \$2,500. Denny Miles is designing a delivery system for the 17 key communities.
6. It was generally decided the announcement should be made much like you did the unitary tax, a major speech to a group like the Salem City Club on July 13 followed by a press announcement the next day of the committee's co-chair and treasurer.
7. Denny Miles will be arranging for key editorial board meetings immediately following the announcement.
8. Co-chairmen suggested were Edith Green and Dr. McVicar, with perhaps a loaned executive from the high tech industry as the treasurer.
9. The poll in general shows that the principles important to the people are:
 - a. stability of school funding;
 - b. enhancement of economic development;
 - c. new academic centers;
 - d. spending limits;
 - e. establishing statewide academic standards;
 - f. reduction of income tax and the imposition of a sales tax.
