

Action
Plan for
New York
Families

Better Schools Now!

The New York Times

June 12, 2001

“Randi Weingarten, the union president, had nothing but praise for Mr. Bloomberg’s proposals...”

“While we may agree or disagree on particular points, overall this is a comprehensive and respectable platform.”

Better Schools Now!

MIKE BLOOMBERG FOR MAYOR IS NEW YORK CITY’S NEXT STEP

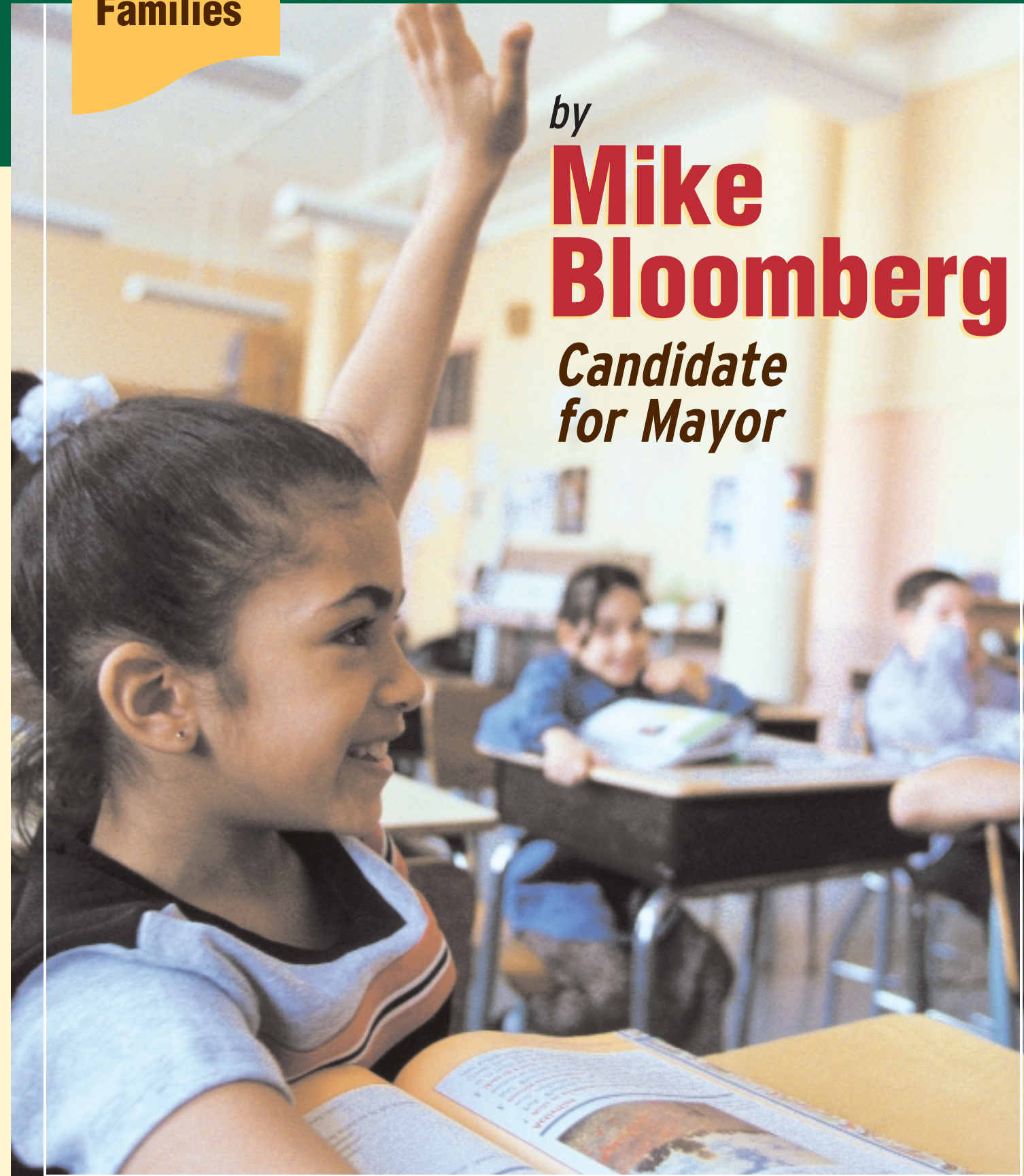


He was a working-class kid and an Eagle Scout who took out loans to pay for college. He’s the proud son of a dairy company bookkeeper and a housewife. His name is Mike Bloomberg. He created one of the world’s most successful media companies -- but never forgot where he came from. He has poured millions of his own dollars and hundreds of hours of his own time into turning around our failing schools. He wrote *Better Schools Now!* for every family looking for real improvement in our schools and a better education for our children. *Because New York City families have waited long enough.*

by

Mike Bloomberg

*Candidate
for Mayor*



Bloomberg for Mayor

To volunteer or for your detailed copy of the Bloomberg Education Plan call 212/617-2001, visit our website: www.mikeformayor.org or join us at our HQ at 126 E. 56th St., 5th Floor, NY, NY 10022



Bloomberg for Mayor

Better Schools Now!



The Next Step: **Better Schools Now!**



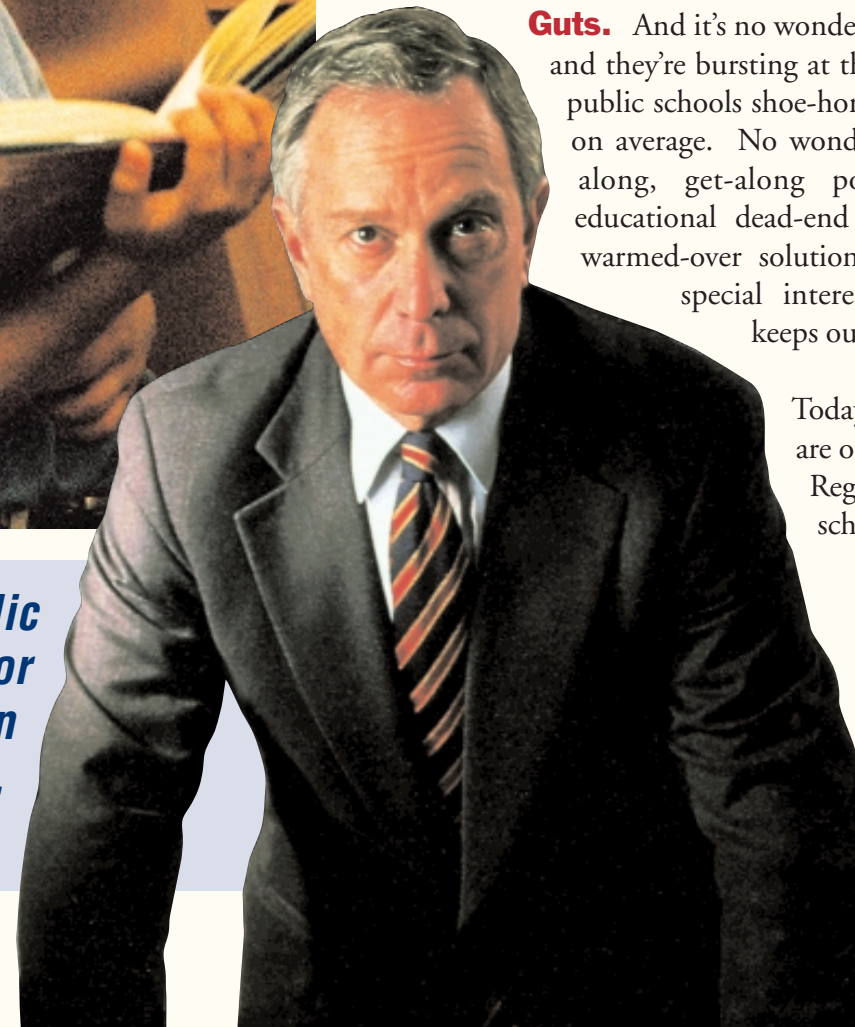
Our schools are in crisis. 30% of our city's massive budget is spent on education. In fact, spending is up 40% in the past three years -- to more than \$12 billion -- that's more than the school spending in Los Angeles and Chicago combined. Yet 7 out of 10 students still can't add or subtract, 60% can't read at grade level and two-thirds of all New York City public school students flunked the last citywide math test. This year over 13,000 New York City public school kids dropped out -- up 2% from last year. Fifty percent don't finish high school within five years. One-third are functionally illiterate.

Guts. And it's no wonder. Schools aren't held accountable and they're bursting at the seams. New York City's 1,189 public schools shoe-horn 1,000 kids inside each of them on average. No wonder our children are failing. Go-along, get-along politicians have been like an educational dead-end for our kids. They serve up warmed-over solutions and cave-in to the same old special interests whose resistance to reform keeps our kids in an educational dungeon.

Today, a record 98 NYC public schools are on the state's list of "Schools Under Registration Review" or in plain talk: schools that chronically fail.

It's going to take guts and independence to turn our schools around.

“30% of our city's budget is spent on education. Yet two-thirds of all public school students flunked the last citywide math test -- and 36% of junior high math teachers aren't even certified to teach math. Education spending is up 40%, yet 7 out of 10 students still can't add or subtract, and 60% can't read at grade level.”





Big Changes for Failing Schools

Big changes are needed to set New York City schools right again. But big changes are impossible if you don't walk into City Hall armed with the guts and political independence to make them happen.

Total Independence. Mike Bloomberg is no politician. He built a business from scratch. Balanced billion dollar budgets -- every year. And he isn't taking a dime from anyone to run for Mayor. That means he's free to tell the special interests exactly where to go. Free from special interest pressure -- and free to bring about the big changes our schools are starving for. And he's got the no-nonsense managerial experience to make them happen.

To Mike Bloomberg, "big changes" start with abolishing the Board of Education... continuing to use citywide and state-required tests to regularly measure student performance...it means re-evaluating and re-qualifying teachers every second year... tying an across-the-board pay hike for teachers to real-life accountability... ending social promotion...requiring school uniforms for all 1.1 million public school students...and providing adequate funds for summer school for kids who are failing or falling behind.



Action and Commitment

Mike Bloomberg knows New York City parents have waited long enough for better schools for their children. He's the kind of independent and innovative leader New York City families need to make better schools a reality. Not tomorrow. Not the next day. But right now. Today. Mike has the kind of real-life, hands-on managerial experience it's going to take to turn our schools around. He built Bloomberg L.P. from scratch. Created over 7,000 jobs. Balanced billion dollar budgets every year, and got results. Just what our schools need.

Better Schools Now! is Mike Bloomberg's blueprint for freeing our children from the shackles of substandard schools. It starts with greater accountability -- from teachers and students. Zero-tolerance for violence and drugs. Real rewards for schools that succeed -- and consequences for the ones that don't. Schools where teachers are re-evaluated every second year and character lessons, civic responsibility and respect -- once again -- have a place in the classroom.

Better Schools Now! is Mike's pledge to every family in New York City -- to you -- that from Day One as Mayor he will fight to strengthen the quality of our children's education. Because New York City's children can't wait another minute for better schools.



▲ Mike's been a volunteer in public schools for years



About the Author

The Son of Working Parents.

Mike was a working-class kid and an Eagle Scout who took out loans to pay for college. He's the proud son of a bookkeeper and a housewife. He worked odd jobs and parked cars for \$35 a week. Mike Bloomberg rose up to become the founder and chairman of Bloomberg L.P. -- one of the world's most successful media companies. Mike Bloomberg never forgot where he came from.



▲ Mike as a boy with his mom, Charlotte, his father, William and his sister, Marjorie

Giving Back.

Helping New York City kids succeed is nothing new to Mike Bloomberg -- he's been doing it for 20 years. He's poured millions of dollars and hundreds of hours into turning around our failing schools. He's a supporter of the *Everybody Wins!* Foundation reading program and has been a volunteer reader to public school students. He helps paint and repair dilapidated schools through *Publicolor*, he's a big supporter of programs like the *Harlem Educational Activities Fund* that mentors children, and the *Inner City Scholarship Fund* that gives low-income kids a shot to afford a better education. He sponsors the tutoring organization *Learning Leaders* and serves as Vice President of the *Prep for Prep* program that mentors inner-city students.



▲ Mike is a major force behind the *Publicolor* program that paints dilapidated classrooms



■ Mike is a strong supporter of programs working to reform NYC public schools

CHAPTER ONE

Better Schools Through Tougher Standards

Today, when a student fails in school, he or she is held accountable: the student receives a failing grade. The student is expected to improve through tutoring or summer school. Those are called real-life consequences: improve or else. But what if a school fails a student? There are no consequences. No rewards for success. No consequences for chronic failure.

If we want more from our schools, we must first demand more from ourselves and our children. No one will do it for us.

Here are some concrete ideas we can implement now -- immediately -- to get schools moving in the right direction.

Better Results by Holding Students and Schools Accountable Now!

As Mayor, Mike will fight to:

- ❑ Continue to use citywide and state-required tests to regularly measure student performance
- ❑ Re-evaluate and re-qualify teachers every second year by using peer review to decide test subjects and methodology
- ❑ Tie real accountability to an across-the-board pay hike for teachers
- ❑ Require school uniforms for all students
- ❑ Ensure adequate funding for summer school
- ❑ Enforce the state law that requires teachers in the city's lowest performing schools to be certified by 2003
- ❑ Require school-by-school report cards of each public school to be published on the Internet and in local newspapers
- ❑ End the practice of social promotion

Make It Easier for Parents to Get Involved

- ❑ Institute a Parents' Voice Mail System to provide grades, attendance, homework assignments and special messages for their child from the teacher
- ❑ Require teachers to visit the parents of their students at least once per year and to call them every term
- ❑ Ease the process of enrollment in "out-of-district" schools to give parents greater educational choice
- ❑ Support New York City's 16 parent-initiated charter schools
- ❑ Encourage Congress to extend the *Family and Medical Leave Act* to cover parent-teacher conferences

Abolish the Board of Education Now!

Mike will:

- ❑ Support state legislation that abolishes the Board of Education -- it's accountable to no one
- ❑ Appoint a Commissioner of Education who reports directly to the Mayor
- ❑ In the interim, work with the Chancellor and increase the use of mayoral task forces to bring about urgently needed reforms

"MIKE BLOOMBERG'S COMMITMENT TO GIVING BACK IS AN INSPIRATION TO ME"



"Hi, my name is **Nanedra Bolline**. Mike Bloomberg teamed up with my high school and *Publicolor* and transformed our school into a dynamic learning environment. His involvement in my school demonstrated to me the importance of community. I appreciate Mike's commitment and for sharing with me the life-long lesson of giving back. My experience with Mike and *Publicolor* will always inspire me."

■ NANEDRA BOLLINE, former student at Thomas Jefferson High School and *Publicolor* Paint Club* member

(*For identification purposes only)



Bloomberg for Mayor

Mike will make it easier for corporations to partner with schools



Better Schools Now!



CHAPTER TWO

New School Construction Now!

The New York City school system is growing by 20,000 students a year. Schools are bursting at the seams. New York City's 1,189 public schools shove 1,000 kids inside each of them on average. New schools are needed, but they are not being built fast enough. Go-along, get-along career politicians gave us this mess...and they don't have the independence -- or the guts -- to fix it by standing up to the special interests. Here's what Mike will do:

Put School Construction on the Fast Track

- Demand accountability by rewarding school construction companies that come in ahead of schedule and under budget, and penalize companies that incur cost overruns
- Change state construction regulations so schools can be built here for the same costs as elsewhere
- Better oversight of construction projects to ensure taxpayers are getting their money's worth
- Build on the program that creates mini-libraries in K-8 classrooms
- Provide loan guarantees to have the private sector borrow, build and lease to the City all schools and offices in the same manner as Federal Post offices
- Find state-funded space for pre-K programs and to reduce class sizes in K-3rd grades

- Over 60% of our schools are dangerously overcrowded and 85% of them need major repairs -- pass emergency legislation that gives fast track priority to rebuilding schools that endanger our children

Build Public/Private Partnerships

Corporations must play a larger role in improving NYC education.

As Mayor, Mike will stand up for:

- Encouraging corporations to partner with and become financially involved in each of the city's 1,189 schools
- Making it easier for corporations to donate high-tech equipment to schools in exchange for immediate tax credits
- A community outreach program that brings high-tech professionals and computer savvy college students into NYC public schools as mentors

A few volunteer and non-profit organizations of which Mike Bloomberg has been an active supporter over the years...



- Brooklyn Children's Museum*
- Children's Health Fund*
- City Parks Foundation*
- High School of Economics and Finance*
- Literacy Partners*
- National Book Foundation*
- Randall's Island Sports Foundation*
- The Jewish Museum*
- UJA-Federation*
- United Negro College Fund*
- YMCA*

(*For identification purposes only)

(partial list)

CHAPTER THREE

Better, Safer Schools

As a father and a public school volunteer with two children, Mike Bloomberg has given millions of dollars and hundreds of hours to keep NYC public school students safe from violence, drugs, illiteracy and dropping out.

Here are a few ideas Mike will fight to implement as Mayor:



Mike with his two children many years ago

Protect Our Children

- Background checks for after-school supervisors, day-care workers and school bus drivers
- Immediate expulsion for students who bring a weapon or drugs onto school property
- Retain NYPD command and control of school safety officers
- Tough love "second-chance schools" so chronically disruptive, dangerous students can get the counseling and help they need
- Testify on behalf of the *Teacher Protection Act* to shield teachers and principals from frivolous lawsuits that result from lawful efforts to maintain discipline and safety in classrooms and schools

Improve After-School Care and Give Kids a Safe Haven to Call Their Own

The after-school hours between 3 p.m. and 8 p.m. are called the "dangerous hours," because studies show that's when kids are most likely to get hurt, high or pregnant. To reverse this devastating trend,

Mike will:

- Support increased funds for after-school "Beacon" centers that are open 6 days a week until 10 p.m., and are run by non-profit and interfaith organizations. These centers offer tutoring, homework assistance, counseling, arts and recreational opportunities for students who need it



Mike Bloomberg has been a volunteer reader to New York City public school students



Bloomberg for Mayor

Mike is an active supporter of programs working to improve education



CHAPTER FOUR

Better Teachers, Smaller Class Sizes and More Accountable Schools

Studies confirm that one of the greatest detriments to learning is an overcrowded classroom. According to *The New York Times*, there are more than 28 students for most NYC elementary school classes -- 30 per class for junior high and high school.*

For students, a loud, packed classroom means a greater chance of falling behind. For teachers, class overcrowding means a tougher time teaching and giving students the attention they need.

Here are a few new ideas to improve schools and standards, and to reduce class sizes:

1. Hire more certified teachers to reduce class sizes -- especially in the K-3rd grades
2. Take full advantage of federally-funded class-size reduction programs
3. Free up more space for students in overcrowded schools by moving bureaucrats out
4. Allow principals -- with input from teachers -- to hire their own staff and manage their own budget

5. Using peer review standards, re-evaluate and re-qualify teachers every second year
6. More mentors and professional support for new teachers
7. Fast, fair procedures to identify, assist and, when necessary, remove low-performing teachers
8. Set aside incentives for teachers who continue their education, teachers who are certified by the *National Board of Professional Teaching Standards*, or teachers in schools that have improved their student's performance
9. Utilize the experience and energy of our older citizens by removing roadblocks to seniors volunteering in schools

"MIKE BLOOMBERG MADE A REAL DIFFERENCE IN MY LIFE"



"Hi, my name is Kimberley Mascoe. Thanks to *Prep for Prep* and Mike Bloomberg's commitment to this organization, I was exposed to many educational and career opportunities. *Prep for Prep* prepares gifted students from minority backgrounds for leadership positions in our society by providing rigorous training and instruction in academics at the secondary and college levels. Mike's involvement in *Prep's* commitment to academic excellence and leadership development has been critical to the success of this program. I am grateful to *Prep* and supporters like Mike Bloomberg for making these opportunities available to me."

■ KIMBERLEY MASCOE, *Prep for Prep** Graduate
(*For identification purposes only)

*New York City Board of Education

FROM THE DESK OF
MIKE BLOOMBERG

Dear Fellow New Yorker:

New York City schools are some of the lowest performing in the state. Career politicians are like an educational dead-end for our children. The career politicians don't have the independence, guts or the plan to stand up to the special interests and turn our schools around.

Here's what it's going to take:

- ✓ Continue to use citywide and state-required tests to regularly measure student performance
- ✓ Re-evaluate and re-qualify teachers every second year by using peer review to decide test subjects and methodology
- ✓ Tie real accountability to an across-the-board pay hike for teachers
- ✓ Zero-tolerance for chronically disruptive students
- ✓ Increase mayoral control of education by supporting legislation to abolish the Board of Education
- ✓ Adequate funding for summer school and tutoring opportunities
- ✓ Require teachers in the city's lowest performing schools to be certified by 2003
- ✓ Require school-by-school report cards to be published on the Internet and in local newspapers
- ✓ Give every public school parent a voice mail box to make it easier to communicate with teachers and to track their child's educational progress
- ✓ Reduce class sizes -- especially in the K-3rd grades

Sincerely yours,

Mike Bloomberg

P.S. To volunteer or for more information, please call 212/617-2001 or join us on our website: mikeformayor.org.