

The Broad Foundation transforming public education

**News conference to announce
The 2005 winner of
The Broad Prize for Urban Education
at The Library of Congress,
Washington, D.C.**

September 20, 2005

Eli Broad, Founder, The Broad Foundation
U.S. Secretary of Education Margaret Spellings
U.S. Representative John Boehner (R-OH)
U.S. Senator Mike Enzi (R-WY)
U.S. Representative Ralph Regula (R-OH)
U.S. Representative George Miller (D-CA)
U.S. Senator George Allen (R-VA)
U.S. Senator Max Baucus (D-MT)
U.S. Representative Howard "Buck" McKeon (R-CA)
U.S. Senator Barbara Boxer (D-CA)
U.S. Representative Thelma Drake (R-VA)
Governor Mark Warner (D-VA)
Mayor Paul Fraim (D-Norfolk, VA)



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

THE 2005 BROAD PRIZE SELECTION JURY

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James B. Hunt, Former Governor of North Carolina

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News conference to announce the 2005 winner of The Broad Prize for Urban Education at the Library of Congress, Washington, D.C.

CHAIRMAN BOEHNER: Good morning, and thank all of you for being here to honor excellence in urban education. It's my great honor this morning to welcome you to the 2005 awarding of The Broad Prize for Urban Education and introduce you to the founder of The Broad Foundation, Eli Broad.

Eli and his family established their foundation in 1999, with a vision for improving American public education. The Broads' personal funding commitment of some \$400 million is laudable enough on its own. However, what has made this organization such a powerful force for change is its commitment to innovation and its willingness to take risks to find success.

The Broad Prize and other investments can certainly help spur change. And, for that, Mr. Broad and others deserve great credit. However, we've learned over and over again that money alone is not the silver bullet when it comes to curing the ills of America's public education system. Resources alone can't produce the remarkable results that we're seeing across the nation. And resources alone didn't bring the five finalists that are here today to this building.

These fine school districts have demonstrated that schools can improve, that all students can learn and achieve, and that our education system can become the best in the world.

Once again, I'd like to thank The Broad Foundation for its unparalleled commitment to K-through-12 education. This personal investment of time, resources, and creativity is making a real difference in the lives of many American students.

I'd also like to acknowledge the five finalists here today, and all schools across the nation, that are making strides toward the vision that no child will be left behind.

The point we're making with this award today is that success is possible, and we're going to reward those schools, especially those urban schools, that are proving that all children, regardless of race or economic background or disability, can, in fact, achieve.

So, ladies and gentlemen, it's my honor to introduce to you to the founder of The Broad Foundation, Eli Broad.

MR. BROAD: Thank you, Chairman Boehner.

We're delighted to be back here in Washington, which is where The Broad Prize was first awarded four years ago. We have a number of elected officials here today, school board members, city council members, mayors, state representatives,

congressmen and -women, U.S. Secretary of Education Margaret Spellings, and Assistant Secretary of Education Tom Luce. So, I'm pleased to be here to be able to announce the winner of The Broad Prize.

I'd like to introduce my wife, Edye. Edye's been my partner now for some 50 years.

I'd like to acknowledge the National Center for Educational Accountability, Terry Kelley, Mike Hudson, and their team. NCEA has been our long-time partner in managing The Broad Prize, and we're pleased that they're here with us today.

Today is an exciting day for five outstanding urban school districts, but it's also an exciting day for our foundation.

Our family started The Broad Foundation some six years ago, with the mission of trying to dramatically improve public education through better governance, management, labor relations and competition. Our family is absolutely committed to that mission, as we believe there's no greater contribution we, or others, can make to our nation's well-being than a determined, long-term effort to improving student achievement in America's public schools while at the same time closing the gap between income and ethnic groups.

So, it was with that background that four years ago we established the \$1 million Broad Prize for Urban Education to recognize districts that have shown improvements in student achievement while at the same time closing the gap between income and ethnic groups.

Today is a great day to celebrate the success of five districts. And, really, they're all winners. I think all of them would agree that the greatest recognition is that they are doing the right things to successfully educate all of our children. And the prize is designed not only to recognize them, but to reward the children in the district.

The winner of The Broad Prize receives \$500,000 in scholarships for graduating seniors for college or other post-secondary training, and each finalist district receives \$125,000 for the same purpose.

The Broad Prize Scholarship Program is administered by the Education Testing Service and by the Hispanic Scholarship Fund. It's different than other scholarships that reward students that have 4.0 GPAs. The Broad Prize Scholarship Program targets students who have shown improvement over their high-school career, students who are often overlooked by other scholarship programs.

In the past four years, we've awarded Broad Prize scholarships to 351 students. And if you're wondering whether these scholarships make a difference, I want to introduce someone who will answer that question.

Colleen Keller graduated in 2003 from the Boston Public Schools, which has been a finalist, by the way, for each of the last four years. She's now a junior at George Washington University, studying disability advocacy. Please join me in welcoming Broad Scholar Colleen Keller.

MS. KELLER: Thank you, Mr. Broad, for that kind introduction.

I'm honored to be here today with Mr. and Mrs. Broad, superintendents from across the country, Members of Congress, the U.S. Secretary of Education, and the Boston mayor, Thomas Menino, whose D.C. Liaison Office I interned with last semester. And it is because of the extraordinary philanthropy of The Broad Foundation that I am here.

I was raised by my mom, who's also here today.

And she has always instilled in me the value of education. She encouraged me to excel and set goals from a very early age. She taught me to love literature. She got me my first library card when I was four years old, and she read to me every night.

When I was 13, my mother suffered a severe accident which required neurosurgery and a lengthy recovery. My world was shattered. It broke my heart to come home from school to see my mother immobilized, slowly, slowly mending. Even though it was just the two of us, she still kept an optimistic view that this difficulty would not deter me from continuing my goals and aspirations for a college education.

During this time, I watched my mother struggle to find adequate assistance. Her fight to claim her Social Security benefits sparked my interest in the struggle of the disabled to find services. I learned firsthand of the discrimination this group faces on a daily basis.

When I began looking for a college, I considered opportunities in law, politics, and social services. I wanted to be in the Nation's Capital, where policy is created and enacted.

When I found out that I had been accepted to my top-choice school, I was both happy and anxious about being able to afford the dream. When I applied for, and then received, The Broad Prize Scholarship in the amount of \$10,000, it was one of the happiest days of my life. I can honestly say that if I had not received that scholarship, I would not be here today.

I want to thank my mom for all the support she's given me and the values she has instilled in me. I'd like to thank my teachers at the Boston Public Schools, who gave me my educational foundation. And I'd like to thank The Broad Foundation for making my dream of a college education a reality. I want you to know that I'll continue to work hard to make you proud.

Thank you.

MR. BROAD: Thank you, Colleen.

Now I have the privilege to introduce someone who's truly a leader and an advocate for our nation's public schools, the U.S. Secretary of Education, Margaret Spellings, who was confirmed as the eighth Secretary of Education this past January. And she's the first mother of school-aged children to serve in this important position. She sent her oldest daughter off to college this year, and her youngest is a middle-school student in the D.C. public schools. During President Bush's first term, Secretary Spellings served as assistant to the President for domestic policy, where she helped craft education policies, including the No Child Left Behind Act.

When it comes to educating our children, I think Secretary Spellings agrees that it's important to be party-blind and color-blind. And NCLB was a truly bipartisan achievement that moves this country in the right direction, toward ensuring that all children receive a quality education.

We're proud that a bronze sculpture, like the one you see here, resides in the Secretary of Education's office as a constant reminder that success in urban districts is truly possible.

Please join me in welcoming a champion for children, an advocate for education, U.S. Secretary of Education Margaret Spellings.

SECRETARY SPELLINGS: Thank you, Eli. Thank you very much for that kind introduction.

Colleen, wow. I mean, you make us all proud. And your mom? – you're a lucky girl, Colleen.

Thank you, Eli, for that very warm introduction. And thank you even more for all that you do. Every person in this room is so thrilled that your passion, like ours, is public education. You not only talk the talk, but you walk the walk, you put your money where your mouth is, and you are changing lives every single day, and we all owe you a big debt of gratitude. So, thank you.

Today, as we celebrate educational success and what is possible, our thoughts and prayers, of course, go out to the 372,000 displaced students who suffered during Hurricane Katrina. Those kids are now in 47 states and the District of Columbia. I'm happy to report that they're coming to school every day, and that we have turned the corner and these children are returning their lives to as much normalcy as possible. So, thank you, all educators. And I think we're proving to America the warm heart and the welcoming attitude that school people have for their fellow citizens, and especially children.

As we've seen these images on television, one thing that I take away from this experience is, we surely do owe each and every single one of them a high-quality

education, wherever they are. And I know that is our commitment to those children.

When I was in Houston, on Friday of last week, I had the opportunity to visit Jamie Scott's eighth-grade science class. And he had a number of these displaced students in his class. Every day, Jamie writes on the board, "TLW," which stands for "TheLearner Will," which really embodies the whole attitude of No Child Left Behind. He told me that he doesn't use the "S," for Student; he uses the "L," for Learner, because he's a learner, too. And all educators, of course, are always learning. And that is what's so important about The Broad Prize. We're going to hold up what's excellent and learn from it.

So, Eli, thank you, again, for giving us the opportunity to do that. Your foundation really represents the can-do attitude that we have for urban education, this no-excuses philosophy that each and every child, no matter where they are, especially in our inner cities, can get a high-quality education.

As Chairman Boehner said, that was our goal, that was our commitment in No Child Left Behind, when we, as a country, said to ourselves that we were going to look ourselves in the mirror, hold ourselves accountable for educating every child by 2014, that we were going to do it. We weren't going to talk about it. We were going to measure ourselves, and we were going to do that job.

The commitment is paying off. As Chairman Boehner mentioned, we just got the results from our nation's latest report card. We have made more progress for all students in the last five years than in the past 30 years of the educational report card, combined. That is not an accident. The kind of success that we're seeing in the schools that are heralded today, that represents a ton of hard work, a ton of focus, a strategic investment, and it is not an accident.

Some people still think it can't be done. But the folks here are showing that it can. And some of the things they're doing are translating information into 49 languages, like Arlene Ackerman and the San Francisco team have done; hiring 7,000 new teachers in a single year, like Joel Klein did in New York; scheduling two and a half hours a day of language arts in addition to one full hour of math in elementary school, as Denise Schnitzer and John Simpson did in Norfolk; and showing teachers how to use data to teach to individual student needs, like Nadine Kujawa is doing in Aldine.

I like to say that, "In God we trust. All others, bring data."

Nadine subscribes to that philosophy, as well.

I had the opportunity to have dinner with Mr. Broad and his team a few weeks ago in California, and we share the philosophy that we know how to do this, that we have the tools before us, we know about research-based curriculum, we know about data and measurement, we know how to do the job. Like The Broad Foundation, I believe that focusing on results can lead to better education for all Americans.

A teacher recently asked me whether I thought it was possible to keep the magic of teaching alive while focusing on results. And, of course, I told her I thought absolutely, and that I thought magic without results was really not very magical. And I know the Broads really agree with that philosophy.

Each of today's finalists knows that students will rise to meet the expectations of the adults around them. You all set standards high. You have high expectations. You measure. And though he's retiring next year, here is a promise that Boston's education chief, our friend Tom Payzant, made to his students and their parents upon his departure, on his announcement, "Anybody who thinks that I'm slowing down and not going to hold you accountable, and myself accountable, until midnight on June 30th, 2006, you've got it all wrong." That faith in the power of high standards and accountability is exactly why Boston, Norfolk, San Francisco, Aldine, and New York are here today.

The other thing that all of us know is that we still have room for improvement, especially in our high schools. While we're certainly on the right track, we also know what we need to do next. And I know that these fine educators will lead the way through that challenge, as well.

Thank you, again, for inviting me to join you, Eli, and I can't wait to find out who the winner is.

MR BROAD: Thank you, Madam Secretary.

I'd now like to introduce Dan Katzir. Dan is managing director of The Broad Foundation. He's going to tell you a bit about the five finalist districts.

MR. KATZIR: Thanks, Eli.

Good morning. We're here to honor five outstanding urban school districts: Aldine Independent School District, Boston Public Schools, New York City Department of Education, Norfolk Public Schools, and the San Francisco Unified School District. These five finalists were selected for The Broad Prize for Urban Education from a pool of 82 eligible urban districts from all across the country.

The finalists all have 35,000 or more students, at least 60 percent of their students qualify for free and reduced lunch, and more than 73 percent of the student population in each of the districts is non-white.

I'd like to tell you a little bit about each of them:

Aldine Independent School District. Aldine serves more than 56,000 students in the Houston area; 76 percent of Aldine's students qualify for free and reduced lunch. This is the second year that Aldine is a finalist for The Broad Prize. Compared to other districts in Texas with similar levels of poverty, Aldine demonstrated significantly

better-than-expected performance in all grade levels – elementary, middle, and high school – in both reading and in math. From Aldine today we have Superintendent Nadine Kujawa; Rick Ogden; the president of the board; Carolyn Milton, president of the Aldine Teachers Union; other district administrators; and civic leaders.

Boston Public Schools. Boston serves more than 60,000 children, 76 percent of whom are minority. Boston has been named a finalist for The Broad Prize for four consecutive years. Boston's African-American high-school graduation rate is 12 percent higher than the national average, and, over the last four years, Boston's African-American achievement gap in middle-school reading has narrowed 12 percentage points. From Boston today we have Superintendent Tom Payzant, School Committee Chair Elizabeth Rilanger, Mayor Tom Menino, other school committee members, district administrators, and community leaders.

New York City Department of Education. New York City is the country's largest public school system with more than a million students and 78,000 teachers. Eighty-two percent of their students are eligible for free and reduced lunch; 70 percent are students of color. New York City outperformed similar districts in New York State in elementary, middle, and high-school reading and math and demonstrated greater improvement in those same six areas. From New York City today we have Chancellor Joel Klein, joined by leaders from the New York City Department of Education and the community.

Norfolk Public Schools. Norfolk serves over 36,000 students, nearly 70 percent of whom are African-American. This is the third year that Norfolk is a finalist for the Broad Prize. Norfolk demonstrated better performance and greater improvement than similar districts in Virginia in reading and in math at all grade levels. From Norfolk today Superintendent Stephen Jones, joined by former Interim Superintendent Denise Schnitzer, former Superintendent John Simpson, Theresa Whibley, chair of the board, Monte Mercer, president of the Education Association of Norfolk, Gloria Collins, executive vice president of the Norfolk Federation of Teachers, Mayor Paul Fraim, city council members, other district administrators, board members, and community leaders.

Can you tell that they live close by?

San Francisco Unified School District. San Francisco has more than 57,000 students, 90 percent of whom are minority. San Francisco demonstrated better-than-expected performance than other districts in the state of California with similar levels of poverty and against the state as a whole, for all grade levels in reading and in math. Here today from San Francisco are Superintendent Arlene Ackerman, Eric Marr, the president of the board; Dennis Kelly; president of the United Educators of San Francisco; other board members; administrators; and community leaders.

Please join me in congratulating all of the finalists.

MR. BROAD: Thank you, Dan. And I want to thank, at this point, all the members of The Broad Foundation team for their hard work in getting us here today.

This past spring, a Review Board of 17 prominent education practitioners met and reviewed an enormous amount of data and selected five finalists. And then a Selection Jury, which included two former U.S. Secretaries of Education, Governor Jeb Bush, Governor Bill Richardson, several former Governors, and others picked a winner.

As you can imagine, The Broad Prize jury had an extremely difficult job in selecting one winner from the group of five. But, after reviewing all of the data, the jury was unanimous in its selection of one district that has demonstrated remarkable accomplishments despite challenging circumstances.

So, the winner of The Broad Prize for Urban Education is Norfolk Public Schools.

With the motto “All Means All,” – established under former Superintendent John Simpson, who is also here today, Norfolk is working to educate every child, and it developed a formidable partnership between the district, the school board, their unions, parents, and the community. With this year’s prize, Norfolk’s three-year Broad Prize winnings come to \$750,000.

Please join me in congratulating Norfolk Public Schools. I’d like to ask Dr. Stephen Jones to come up, take a photo with me and Secretary Spellings and to say a few words.

DR. JONES: Well, I am overwhelmed. And I have to say, at this point in time, I am, without question – without question – the luckiest superintendent in America.

I don’t know of any superintendent that could be on the job less than three months and get a \$500,000 award.

And in our circles this is really the Nobel Prize of Education. It is truly an acknowledgment of all of the hard work and dedication that goes into educating our kids every day, every minute, every second, in every classroom.

And I would have to thank, first and foremost, my friend and the man whom I’m following, and that’s Dr. John Simpson.

And we both owe a debt of gratitude to Denise Schnitzer, who served an entire year as interim superintendent. Denise, thank you so much for everything that you’ve done.

You know, I’ve been in this business quite a few years, and it’s impossible to reach the point that we’ve reached in Norfolk without a dedicated board of education and a host of community members, particularly our elected officials that support us every day. And I’d like to acknowledge our board president, Dr. Terry Whibley, who’s here,

and Mayor Paul Fraim, and all of our board members that are here. It's virtually impossible to do the things that we've done without the support of our local officials.

And I see we have Governor Warner here, and we have other elected officials. And, Secretary Spellings, we thank you for your words of encouragement.

And, The Broad Foundation, what can we say about the work that you've done in acknowledging that if we can do it in Norfolk, we can do it and replicate this type of work in every district across this entire country.

And, you know, as I've said so many times, America will be judged, we will be judged, by how we treat our children. And the legacy that we leave in Norfolk is a rich one. And I know that it can be replicated in other parts of the country.

We have a motto that "All Means All." And, truly, no child will be left behind. And, you know, we stand here today and acknowledge this award, and we will bask for a few minutes; but when we get back tomorrow, the work still has to be done. We've painted a metaphor for our staff that this is like Mount Everest, and we're at the base camp. And we've said, by 2010 we plan to be a world class school district, and we've developed the metrics to determine that we will be world-class. And that means that all achievement gaps will be closed, that all students will be powerfully literate, that all schools will exceed state and federal standards, and that all of our students, every one of our students, will graduate on time and will be able to access exciting opportunities, rewarding opportunities, beyond high school.

So, again, we're just so pleased to accept this award, but we know that the work has to continue, and we pledge to the children in our community that we will continue to work hard for them to ensure that they become the citizens that we want them to be.

This is truly the Nobel Prize of Education, and I know when we get back to Norfolk, there's a great deal of celebrating to do, and I will certainly do that.

And the mayor is pointing to our board president, Dr. Whibley. Terry Whibley, please, just a word to the audience, please. Come on up.

DR. WHIBLEY: I did want to recognize that we have Senator Allen here, and we very much appreciate you joining us. And, again, I'm so excited but I especially want to thank the Broads for this. To me, you set the standard for retirement.

This is exactly what I would hope that all of us would do, is to take care of the youth of America. And, again, thank you, everybody.

MR. BROAD: We have a number of Members of Congress, and I'd like them to come forward and speak for a few moments. First, I'd like to introduce Wyoming Senator Mike Enzi, who's chairman of the Senate Health, Education, Labor and Pensions Committee.

SENATOR ENZI: Thank you very much. It's great to be here on this day of recognizing vision. And it's always a pleasure to share the podium with Secretary Spellings. You can see the enthusiasm she has for the vision that she had that's been put into law and that we're working on.

I particularly appreciate the vision of The Broad Foundation. It's very important that we recognize excellence. And I like the wording that this is the Nobel Prize of Education. I have to add "for Urban School Districts." I come from a very rural area, and, in fact, some of these school districts have more students than our whole state.

I want to congratulate all 82 school districts for the effort that they're making.

And later today, people are going to get to hear Thomas Friedman speak about The World Is Flat. And I'm encouraging every kid in this nation to read that. It may scare the heck out of them, but it will make a difference in education in this country. And I appreciate The Broad Foundation for everything that they've done with this.

MR. BROAD: Thank you, Mr. Chairman.

Let me now introduce a good friend, Representative Ralph Regula, who's one of the longest-serving Members of the House, and Vice-Chair of the House Appropriations Committee. And I've learned that's where all the money is.

REPRESENTATIVE REGULA: Well, I want to say thank you to The Broad Foundation. You're touching the lives of young people across this nation. It's not just the five school districts that are recognized, but you've set a bar, and all schools will aspire, hopefully, to achieve the same thing.

You know, we all stand up and say the Pledge of Allegiance without thinking, but the last words are "liberty and justice for all." And what Eli and Edye are doing with their foundation is trying to achieve that goal for the students of this nation, because, to achieve liberty and justice, you have to be educated, you have to have the opportunity. And I congratulate you.

One of my favorite words is "legacy," and I want to say to you, and to all these schools, you're going to leave a legacy for this nation if you have the vision – and you've shown that you do – to achieve this prize. I hope that will go on, go beyond today. And the celebration will not be just in Norfolk, in the street or in the school building, but the real celebration will be in the lives of the young people that are beneficiaries of this prize.

MR. BROAD: I'm now pleased to introduce Representative George Miller, who's a Ranking Member of the House Education and Workforce Committee.

REPRESENTATIVE MILLER: Well, thank you. The Broad Prize sets such a wonderful standard.

My congratulations to all of the districts that competed for this, and to Norfolk for the winning of it. We're delighted that San Francisco is a competitor in this and that we have had California winners in the past.

This prize, and, I think, its relationship to No Child Left Behind, really is about optimism. You have to be an optimist if you're going to really set high expectations, if you believe, and have, high expectations for our children, if you're going to set high standards for those children. You have to believe that they can accomplish that. And we know that, when each and every one of these children are brought into the world, they come to us as little bundles of potential energy and opportunity and all the rest of that. And the question is whether all of us in the education community can tease that out of them with their parents and really fulfill that potential. And that's what we have tried to do. I love the idea that "All Means All," because that's the way it should be. And I think that we're on the right track.

And, Eli, thank you so much for reminding us, on an annual basis, of what can, in fact, be achieved on behalf of all children. It's a bar for every other district in the country to look forward to. And thank you so much for your generosity.

MR. BROAD: Let me now introduce Senator George Allen, of Virginia, former Governor and representing the state of The Broad Prize winner.

SENATOR ALLEN: Well, it is a good morning. And, thank you so much to The Broad Foundation for your caring leadership, to try to spur young people – and, obviously, the schools – into higher levels of learning.

Also, thank you for not just spurring opportunity for all, but also bringing competition. And, with competition, there are rewards. And these scholarships will help, as we heard, Colleen and many others in the future reach their full potential.

I want to congratulate all the schools, whether you're San Francisco, Aldine, New York City, Boston, or Norfolk. All are winners. Obviously, Norfolk gets \$500,000 in scholarships, but the others are also winners and receive \$125,000 in scholarships, as well.

I want to tell you, from my experience, when I was Governor, we put in these high academic standards in English, math, science, history, and economics. And they were high standards. And we wanted to make sure that students, no matter where they were, were able to learn in what we called "champion schools."

This really is a great victory for Norfolk. But, more importantly it's a great victory, a team victory, that everyone was involved in. Teachers working harder. Administrators working harder. Several administrations of superintendents, the school board, and also the students and the family members. So, Norfolk, thank you, and congratulations on your great team victory.

Thank you to The Broad Foundation for your generous, wonderful support that will continue learning into college. And, thank you for allowing Norfolk and all these other school districts that are doing outstanding work, with daunting challenges, to show the rest of America that every student, no matter where he or she is learning, ought to be in a “champion school.” Thank you for recognizing champions. And thank you for motivating us all to make sure this land of opportunity is won in the leadership in innovation and the leadership of opportunity for every American.

MR. BROAD: I'm pleased to introduce Senator Max Baucus, of Montana, the Ranking Member of the Finance Committee.

SENATOR BAUCUS: Thank you very much.

I'm from Montana. We don't have very many urban districts in Montana. But I'm here because I believe so much in what The Broad Foundation is doing, because education is so, so, so key to our country's future.

Today, we do okay as Americans. The concern is tomorrow. There are millions of Chinese students who are competing aggressively, and they want what we have. They're working very hard. Today when you visit Chinese schools, you're immediately greeted with very enthusiastic kids speaking English flawlessly. Chinese are educating their children to compete and prepare for this century and the next. Their parents are paid \$1,100 a year, on average. Our kids' parents are paid, on average, roughly \$40,000. How do we stay, if not ahead – we want to stay ahead – but at least even? And the answer, clearly, is education. We have to add value. The only way we can compete in the future is by adding value to our children's knowledge, to what they do in the future. It's the only way. There is no other solution but to add value.

Mike Enzi mentioned the book The World Is Flat by Tom Friedman. I know all of you have read it. If you have not read it, you must read it. I'm making that book required reading to everyone in my office, because, in my judgment, it's so important that we understand why the world is flat and what the consequences of flatness are. And one of the major consequences is that if we fail in the future, we have to compete. And to compete in this flat world, we have to add value. To add value, we have to educate our kids.

So, thank you to The Broad Foundation for helping address this problem. And it's an American problem, it's an urban school district problem, it's Norfolk, San Francisco, it's New York, it's also a rural school district problem. This is an American problem. It is, obviously, a huge American opportunity. It's an opportunity for us to look back, know that we've done so much for our kids, and our kids really are adding value for our grandkids and their grandkids.

MR. BROAD: I'm now pleased to introduce Representative Howard "Buck" McKeon, of California. He's the senior Member of the House Education and Workforce Committee.

REPRESENTATIVE McKEON: Lots of people talk and say good things about education, but Eli and Edye Broad, you put your money where your mouth is. And it's going to have a great impact.

I was visiting UCLA maybe a year ago. And they were taking us on a tour, showing us some important thing that a scientist had discovered. I didn't take a lot of science, but I understand the importance of it. And I spoke to the professor who trains other PhDs. He started his higher education in community college and was the first of his family to attend college. But now he's a PhD training other PhDs. Somebody, some educator, sparked him. Something touched him to bring out the potential in him. Think if he hadn't had that spark. Think if he hadn't had that opportunity. What would he be doing now? What would those people be doing now if they didn't have the benefit of his learning and his education?

The students that are going through to receive these scholarships may get that same spark. They may go on to do great things. The former president of Caltech said that one great scientist is worth 10,000 good scientists.

I want to thank all of you who are involved in education. I visit lots of schools, I see lots of wonderful things happening in education. When I have the opportunity to talk to teachers, I try to tell them that, you know, "You can count the number of seeds in an apple, but you can't count the number of apples in a seed." And sometimes they will never even see the fruits of their labors. You won't see, probably, what these students accomplish in their lifetime because of the opportunity you're giving them. But you have to understand how important it is.

MR. BROAD: I now want to introduce a friend of Edye's and ours, Senator Barbara Boxer, of California.

SENATOR BOXER: You know, speaking a little bit later in the program is good, because I heard so many wonderful comments from colleagues.

First of all, I agree with them in thanking you for your generosity. You have chosen to do something unbelievable, not only in this area, but in other areas that we've discussed.

Transforming public education. That's something that Eli and Edye would take on, where others fear to tread. And I love the way you do it. You do it by honoring those who are out there. You are making such an important point, that we don't have to reinvent the wheel every time. And it is working. It is working. And I am so proud that San Francisco was in the finals. And I congratulate Virginia for your good work.

Let me close by saying this. I'm a product of public school, all the way from kindergarten through college. I remember when they raised the tuition at Brooklyn College from \$12 to \$19 a semester. My dad said, "Honey, you're getting awful expensive."

Those were the days. Now, for those people who don't like my politics, this is a really easy way for them to slam public education. They say, "Look at her, she's a product of public education."

But the fact is that I'm in the United States Senate today. I've fulfilled a dream. And I could only have fulfilled that dream because I had a loving family and a quality education in public school where I was told I could just be anything I wanted to be.

Congratulations to everyone who is being honored here today.

MR. BROAD: I'm pleased to introduce Representative Thelma Drake, of Virginia. She's a Member of the House Ed. Committee, and she also represents today's winning district, in the House.

REPRESENTATIVE DRAKE: Well, good morning.

As the Representative of the Second District of Virginia – and Norfolk is my home city – I'd certainly like to thank you for all of the efforts of The Broad Foundation and in challenging America to meet the needs of our students. The most important thing in a parent's life is to know that their child is receiving a quality education, that they'll be prepared for the future, and that they will be able to realize the American dream.

I can tell you, as a former PTA president in Norfolk and the parent of two Norfolk public school graduates, that this was a lot of hard work on the part of Norfolk, not just on the part of our administration and our teachers, but the city of Norfolk has reached out to our community, to our businesses, to our parents, and it is very much an effort that has brought this award to Norfolk. I'm very, very proud of you.

I'd like to thank The Broad Foundation for your vision, for your expectation for our country and your belief that all children will learn and that we, in our nation, will move into the future prepared to meet that future because of the young people that we're educating and moving into those jobs. So, thank you very, very much. And thank you on behalf of Norfolk. We appreciate that you have seen the very hard work that's gone into our city for a number of years. So, thank you very much.

MR. BROAD: I'm now most honored to introduce the Education Governor of Virginia, Governor Mark Warner.

GOVERNOR WARNER: Let me add my voice, as well, to thank The Broad Foundation for their amazing work. This Nobel Prize is a great tribute, not only to Norfolk, but to all of the cities who made the finals.

I had a chance to sit down with Eli in California a few months back, and had a great lunch, where we went through a whole series of initiatives that The Broad Foundation is pushing. And I complement all those efforts.

To the team from Norfolk, great job. Great job.

But I want to take my two minutes, though, and also add a couple of other things we're doing in Virginia. I want to make a commercial about other initiatives.

I want to compliment our state superintendent, Jo Lynne DeMary, who's been teamed with the Norfolk team in making sure the state and local school division actually work together.

I want to add my thanks, as well, to my colleague and friend George Allen, who had the courage to put in standards long before there was a discussion about high standards and metrics at the federal level. And Senator Allen was right, we have stayed true to that path.

But as important as standards are, unless you go the extra mile on remediation, then you're really not going to get to the goal. And one of the things we found, back in 2004 was the year when Virginia was going to hit the wall, when our students weren't going to graduate from high school unless they met those high standards. A lot of states had talked tough about standards and then retreated when the rubber hit the road. We didn't. But what we did do was, we said we're going to be willing to go the extra mile with the students in need. We launched Project Graduation, summer academies, afternoon tutorials, online assistance, identifying those students who were in jeopardy of not graduating. And I'm proud to say, in the Commonwealth of Virginia – not just in Norfolk, but across the whole state – we ended up with a 94 percent graduation rate of our 12th-grade class, so that we could show that you could not only raise the standards, but students can meet those standards.

We've challenged our top university, UVA, to combine their education school and their business school. And, let me tell you, it's easier to get Democrats and Republicans to work together than it is to get education schools and business schools to work together.

We're actually starting to reverse the trend where we continue to put the least experienced teachers in our toughest schools and wonder why they don't succeed. In Virginia, we're starting to pay \$15,000 state bonuses for successful teachers who will be willing to go into underperforming schools and help improve, if they'll stay for a minimum of three years.

So, we are attacking the same issues that The Broad Foundation takes on day in and day out all across Virginia. We're proud, not only of Norfolk, but of all of our school divisions.

The nation's Governors are taking on the issues related to high school, and I am very proud of the fact that, this year, for the first time ever, 48 Governors across the country came together on at least having a common definition for high-school graduation. It was remarkable, in my mind, that, up until this past year, there was no common definition for high-school graduation in this country. If we're going to be competitive – as everybody has talked about Tom Friedman's World Is Flat book – if we're going to be competitive with all of the emerging technological powers around the world, we've at least got to measure who's getting through high school and what that high-school degree means.

To Norfolk, congratulations for a great, great job. And, for my colleagues in Virginia and educators across the country, let's keep raising the bar, because the students can meet it if we do it.

MR. BROAD: I'd now like to ask the mayor of Norfolk, Paul Fraim, to join us here at the podium.

MAYOR FRAIM: I do want to thank The Broad Foundation for its remarkable commitment to urban education.

I was sitting back there, nervous, wondering if we were going to win. This is a very tough competition. And I felt better when Senator Allen walked in. I thought, "That's a good sign." And then when the Governor walked in, I thought, "You know that's a great sign."

I especially want to thank our school board. Terry Whibley, and her leadership, and all the folks on the school board who are here, it has really been a great effort. In Norfolk, we appoint the school board, and then we get out of the way. We do not get in the way of the professionals. We let them run the system. We try to steer as much money to them as we can. We stand behind them. We support them. We support the administration as much as can. And we say, in Norfolk, "All Means All." We have adopted that throughout the city. All means all. And we never, never, never, never give up on a child, and we work hard for every one of them.

Someone mentioned the word "optimism" here a moment ago. We believe that public education, especially in urban America, is the greatest act of optimism that a community can make. We are optimists in Norfolk. We believe in our children. We believe in the future. And today, it's a great triumph for us.

So, thank you very much.

MR. BROAD: Thank you, Mayor.

Congratulations to all finalist districts. You're all truly winners. We hope that The Broad Prize Scholarship serves as further reward and encouragement for your students and their teachers.

I'd like to invite you to join us in the Montpelier Room of the Madison Building here for a celebratory lunch. We will have staff members of The Broad Foundation, and others, and people from the Library of Congress. Anyone wearing a green lanyard, will direct you to lunch.

Thank you all for being here.

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