Social, political, and business moral issues that impede solving public problems, and the situation in higher education, specifically in Florida, are considered. Problems in society that have a moral impact include the high rate of crime and an ineffective rehabilitation system for convicted criminals, illicit drug traffic, and the strength of special interest groups through campaign financing at all levels of government. The moral issue of educational quality has been addressed at all educational levels in Florida. Special remedial help for students in K-3 programs and more difficult standards for future teachers are among the state's efforts to improve the quality of education. Florida has funded the community college system to improve quality and has reestablished a state community college coordinating board to promote systemwide coordination, prevent duplication, and monitor the quality of programs at the 20 community colleges. The state legislature authorized the issuance of state vouchers of $750 per year for Florida resident students for tuition costs in state private colleges. Objections to this action and problem areas, including an inefficient cabinet state board of education, are considered. (SW)
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TO THINK, TO CHOOSE, TO ACT

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KEYNOTE ADDRESS BY LeROY COLLINS:

"TO THINK, TO CHOOSE, TO ACT"

As the President has emphasized, our nation is now facing grave problems of enormous complexity. Underlying these, he points out, there seems to be a serious diminution in public confidence in government, business, the professions, the press, our institutions generally. The polls have been reflecting this for some time.

The President says we have become a highly fractionalized people -- a people who have lost their unity of purpose.

Strength of leadership is under challenge. It is claimed that our leaders need more and better advise and counsel, but to me this is more expedient than realistic.

A leader in high political authority -- whether a President of the United States, or a police commissioner in Kalamazoo -- needs information from others by which he can understand the facts with which he deals, and his options, but he must make his own decisions. If he is properly informed of the relevant facts, and still needs
ADVICE FROM OTHERS AS TO HOW HE SHOULD ACT, I THINK HE HAS BEEN OVER PROMOTED, AND IS NOT EQUAL TO HIS TASK.

STARTING WHERE HE GOES TO WORK EVERYDAY, A PUBLIC LEADER, TO ACHIEVE SUCCESS, MUST ALWAYS STRIVE TO FIND THE MORAL VALUES THAT ARE AT THE CENTER CORE OF HIS PUBLIC RESPONSIBILITY AND BY COMPETENT EFFORT, AND HIS OWN EXAMPLE, PROVE OUT HIS ABIDING AND CONSISTENT LOYALTY TO THESE VALUES. IF HE DOES THIS, IN MY OPINION, THE COUNTRY, OR THE STATE, OR THE COMMUNITY WILL FOLLOW, AND ACTIVELY HELP HIM TO ACHIEVE HIS GOALS.

WOODROW WILSON ONCE WAS CRITICIZED FOR BEING AN "IDEALIST" AND HE COUNTERED THE CHARGE BY SAYING, "WELL, THAT IS THE WAY I KNOW I AM AN AMERICAN".

ROOTED IN OUR COUNTRY'S EARLIEST DAYS WAS THE CONCEPT THAT HERE IN THIS NATION WE WOULD HAVE FREE INDIVIDUALS WITH A COMMON COMMITMENT TO THE IDEA THAT PRIVATE GAIN WOULD BE SUBSERVIENT TO THE PUBLIC GOOD. THIS BECAME, AND REMAINS, THE OBLIGATION OF EACH OF US. IT HAS BEEN THE CENTRAL MORAL ISSUE THAT HAS HELD US TOGETHER IN THE PAST. IT IS THE IDEAL AROUND WHICH WE CAN BECOME UNIFIED AS WE FACE THE FUTURE.

MATERIALISM DOES INDEED NOW SEEM RAMPANT IN OUR LAND. SO MANY ARE INTERESTED ONLY IN "WHAT'S IN IT FOR ME?" AND THIS ATTITUDE THREATENS TO SMOTHER OUR IDEALISM.

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The distinguished philosopher, teacher, and world statesman, Charles Habib Malek, defined materialism in broader terms than we ordinarily think when he wrote:

"When the whole—any whole—is looked upon only as the sum total of its parts—that is materialism."

"When the highest and most distinctive in man—his mind, his spirit, the fact that he can be touched and transformed by something that is holy and divine, when all this wonderful side of man is reduced—to his bodily functionings—that is materialism."

"When man is interpreted as made up only of unsatisfiable and uncontrollable desire—that is materialism."

"When everything is dissolved into a fluency and flux of elements and things—that is materialism."

"When quality is overwhelmed by sheer quantity—that is materialism."

"When the whole of life is viewed as inherently without rest, without repose, without peace, without grace, without fullness of satisfaction—that is materialism."

In a recent biography of our Rough Rider President—Theodore Roosevelt—by Edmund Morris, I was impressed with the emphasis given to Roosevelt's writing skills. He was not only a skillful writer but a very prolific one, revealing in the process many of his own beliefs and virtues.
One of his twenty or more published books was a biography of Gouvernéur Morris of New York, one of our country's foremost 18th Century patriots upon whom history had not focused to the degree that Roosevelt felt Morris' rich contributions deserved.

Describing Morris, Roosevelt wrote:

"There was about him that touch of purple which is always so attractive. Well born, well bred, charming, literate, and widely traveled, he was... an aggressive moralist, and a passionate patriot."

Then he added:

"Morris championed a strong national government, wherein he was right; but he also championed a system of class representation... wherein he was wrong."

Now in Roosevelt's use of the term "aggressive moralist" it is clear that he had in mind the broad scope of that term: the pursuit of principles of right or wrong in all human behavior. And that is the way I want you to think of it tonight.

Some years back there was a movement which carried the name "moral rearmament." That movement, dealing with international relationships, has long since spent itself, I assume, but if the name had not been used, it would just fit what I have in mind. Our country does need moral rearmament."
Social morals first come to mind, I suppose, but I would emphasize also political and business moral issues about which I think we need desperately to be more aggressive.

Crime rates throughout the nation continue to accelerate year by year. For many years, across the land, reducing crime has been a favorite platform for public officials. The speech writers and image builders have been highly resourceful in advocating "war on crime", "make our street safe" and so on. In our states we have been pumping more and more millions into financing task forces and studies seeking to find remedies. Still the crime rates have kept going up, the reports have kept stacking up, and the public employment rolls have kept fattening up. And that has been about it, so it seems. And there are moral issues in that.

We have found no effective ways to punish and rehabilitate criminals. We are largely just warehousing those who are caught and convicted. We now have by far the highest percentage of our nation's population in
JAILS THAN AT ANY TIME IN HISTORY. (I AM EMBARRASSED TO ADMIT THAT THE PERCENTAGE IN OUR STATE LEADS ALL THE REST.) AND THERE ARE MORAL ISSUES IN THAT.

OUR SYSTEM OF CRIMINAL JUSTICE AS ADMINISTERED NOW IS TOO CUMBERSOME, TOO TIME CONSUMING, TOO COSTLY, AND TOO ADVANTAGEOUS TO THE RICH AND DISADVANTAGEOUS TO THE POOR. AND THERE ARE MORAL ISSUES IN THAT.

THE USE OF, AND TRAFFIC IN, ILLECIT DRUGS IN MY STATE IS REPORTED TO EXCEED THE INCOME PRODUCED FROM ANY OTHER SOURCE, INCLUDING TOURISM, AGRICULTURE, AND INDUSTRY. AT ENORMOUS PUBLIC COST WE MANAGE TO PULL OFF AN OCCASIONAL HIGHLY DRAMATIC CATCH BUT THIS IS LITTLE MORE THAN SPITTING IN THE WIND. TO THE LAW BREAKERS, ENDURING THESE SET BACKS SEEMINGLY IS RECKONED AS JUST ANOTHER MINOR ITEM IN THEIR COSTS OF DOING BUSINESS. AND THERE ARE MORAL ISSUES IN THAT.

THE STRENGTH OF SPECIAL INTEREST GROUPS, THROUGH CAMPAIGN FINANCING AND OTHER PRESSURES,
AT ALL LEVELS OF GOVERNMENT, HAS BECOME A SERIOUS Threat TO PUBLIC DELIBERATIVE AND DECISION MAKING PROCESSES. THIS DEFIES THE BASIC PROPOSITION THAT ELECTED OFFICIALS DERIVE THEIR OFFICES FROM THE PEOPLE, AND IT IS TO THE PEOPLE THAT THEY MUST BE HELD ACCOUNTABLE. AND THERE ARE MORAL ISSUES IN THAT.

TOO MANY POLITICAL LEADERS ARE OBSESSED WITH MAKING POPULAR IMAGES, AT THE COST OF BEING THEMSELVES AND APPLYING THEIR BEST TALENTS AND EFFORTS TO SERVE THE PUBLIC INTEREST. AND THERE ARE MORAL ISSUES IN THAT.

THE INSIDIOUS MONSTER OF INFLATION CONTINUES TO ERODE THE PUBLIC'S CONFIDENCE IN OUR CURRENCY, AND STEALS FROM THE PEOPLE THEIR PURCHASING POWER. AND THERE ARE MORAL ISSUES IN THAT.

IN OUR INTERNATIONAL RELATIONS WE SHOULD RE-EXAMINE THE PERMISSIVE ROLE OF OUR MULTINATIONAL CORPORATIONS. COMMON CAUSE HAS RECENTLY RAISED SERIOUS QUESTIONS OF FAVORITISM
GRANTED TO SOME OF THESE COMPANIES THROUGH DOMESTIC INCOME TAX DEDUCTIONS OF FOREIGN PURCHASING COSTS DISGUISED AS TAXES. BEYOND THIS THE MULTINATIONALS NOW ENJOY RELATIONSHIPS WITH FOREIGN NATIONS -- AND FOREIGN COMPANIES AND INDIVIDUALS -- WHICH COULD EASILY PRODUCE SITUATIONS AND CONDITIONS, WITHOUT OUR GOVERNMENT'S SANCTION, THAT COULD AT ANY TIME UNLEASH THEIR DOGS OF WAR, OR OUR OWN. AND THERE ARE MORAL ISSUES IN THAT.

Now THESE CONDITIONS, AND OTHERS OF SIMILAR IMPORT, REFLECT SERIOUS DEFICIENCIES IN MOVEMENT TOWARD THE MASTERY OF CURRENT GRAVE PUBLIC PROBLEMS AND THE MEETING OF SERIOUS PUBLIC NEEDS. THE PEOPLE ARE AWARE OF THIS WEAKNESS, AND AS A RESULT HAVE LOST MUCH OF THEIR FAITH.

IN THIS BROAD CONTEXT THE COUNTRY NEEDS "AGGRESSIVE MORALISTS". LEADERS WHO WILL STAND FOR WHAT THEY KNOW TO BE RIGHT, REGARDLESS OF WHAT OTHERS MAY TELL THEM IT WILL DO TO THEIR IMAGE; AND A CITIZENRY MADE UP OF PEOPLE OF THE SAME SENSE OF RESPONSIBILITY.

But you are education leaders and the general theme of this conference is "PLANNING TO IMPROVE ACADEMIC QUALITY". So I will leave the broad problems of the country and concentrate more in the field of education, where there also is need for moral strengthening.
The Carnegie Council on Policy Studies in Higher Education has recently reported that there are "signs of serious moral deterioration" ... in most U.S. universities and colleges that are likely to worsen in the 1980's and 90's as these institutions compete for students. The report further shows that academic dishonesty among students is on the rise; that theft and mutilation of library books and journals is considered a serious problem in 80% of the universities studied, as are abuses of public financial aid programs. 20,000 of these recipients are shown to have filed for bankruptcy to discharge their loans. Faculty and administrative practices are severely criticized in "grade inflations" and the granting of degrees based upon off campus, and out-of-state work. The report in the end, notes that these disclosures "may signal a general loss of self-confidence and ... mutual trust, and a general decline of integrity of conduct on campus".

I would like to refer briefly to some recent developments for the improvement of quality education in Florida.

Speaking of moral issues, what could be more fundamentally wrong than children going through school and not learning anything? Well this has been a breakthrough year for Florida in efforts to keep this from happening.

We have a new program involving the expenditure of $23,000,000 for special remedial help for all needy children
In our K-3 programs. This will be in addition to and supplement our regular ongoing programs. It ties in also with our broad testing program covering grades 3, 5, 8, and 11 and gives us comprehensive information of where failures occur, and the remedial means for correction. Under our law if a student fails his last test he will not be given a graduation diploma but a certificate indicating his completion of the required number of years work. A District Federal Court, upholding these tests, has ordered that certificates of completion be withheld for four years, upon the theory that the plan works unfairly, and thus unconstitutionally, as to black children, but this is now being challenged in an appellate court.

We also have a new program toughening up standards for future teachers. Before students will be allowed to enroll in our colleges of education they will be required to pass a nationally administered test at the 40th percentile or higher. Some of our black citizens have strongly protested this and I understand that a solution has been agreed upon by allowing the standard university 10% numerical variance.

The moral issue of educational quality was also addressed at the post secondary level.

Our Chancellor, E. T. York, and Board of Regents, buttressed by the results of extensive citizen and professional studies, confronted the Legislature this year with these well documented facts:
First, for years Florida has struggled with enormous problems in meeting quantity needs, and as a result the State has failed to apply sufficient resources to meet escalating quality needs;

also that high quality higher education would represent a sound investment in the future of our students, and of the state, with benefits far outweighing costs.

The battles were not easy ones, but with well cultivated and strong legislative leadership, the response was exciting and the end results, while not everything desired, were -- most believe -- extraordinarily good.

So we now have the means to make our higher institutions something more than adequate. We can confidently move them toward excellence under standards comporting with the very best systems in America.

Our goal is to make each of our universities superior in its distinctive role in serving our states' -- and an important part of our country's -- higher education needs.

Our fine community college system, the partner with our university system in providing access to higher education in Florida, was also strengthened, not only by an infusion of
FUNDS TO IMPROVE QUALITY, BUT ALSO BY RE-ESTABLISHMENT OF A STATE COMMUNITY COLLEGE COORDINATING BOARD TO PROVIDE A MECHANISM FOR SYSTEMWIDE COORDINATION, FOR PREVENTING UNWARRANTED DUPLICATION, AND FOR MONITORING QUALITY OF THE PROGRAMS OFFERED BY THE 28 COMMUNITY COLLEGES.

THE GREAT EXPANSION OF LOW COST PUBLIC EDUCATION IN FLORIDA, NECESSARY TO PROVIDE ACCESS FOR ALL OUR CITIZENS HAS, UNFORTUNATELY, PUT SERIOUS PRESSURES ON OUR PRIVATE COLLEGES, SOME 14 IN NUMBER. WITH ENROLLMENTS GENERALLY ON THE DECLINE, THE SUPPORTERS OF THESE PRIVATE COLLEGES HAVE SOUGHT STATE AID IN SOME FORM TO ENABLE THEM TO CONTINUE TO SERVE.

IN THIS LAST LEGISLATIVE SESSION, THERE WAS A RESPONSE TO THIS NEED. THE LEGISLATURE AUTHORIZED THE ISSUANCE OF STATE VOUCHERS OF $750 PER YEAR FOR INDIVIDUAL FLORIDA RESIDENT STUDENTS IN PART PAYMENT OF THEIR TUITION COSTS IN FLORIDA BASED PRIVATE COLLEGES. WHEN FULLY IMPLEMENTED THIS COST IS ESTIMATED TO RUN OVER 8 MILLION DOLLARS PER YEAR.

THE COLLEGES AUTHORIZED TO ACCEPT THE VOUCHERS AND COLLECT THEM FROM THE STATE ARE REQUIRED TO GRANT BACCALAUREATE DEGREES AND NOT TO BE "PERVASIVELY SECTARIAN". ALL OF OUR 4-YEAR PRIVATE COLLEGES, I HAVE BEEN TOLD, CONSIDER THEMSELVES QUALIFIED. THIS NEW EFFORT WAS NOT RECOMMENDED BY ANY OFFICIAL PUBLIC EDUCATION AGENCY, OTHER THAN LEGISLATORS, THAT I AM AWARE OF.
Without meaning to down-grade the need for help, to me there seems to be policy questions which will be argued in many places and serious legal questions that doubtless will be passed upon by the courts. For example, our state constitution expressly prohibits funds from the state treasury to be used "in aid of any sectarian institution" and there are serious doubts that the legislature may avoid this by characterizing the beneficiary as not "pervasively" sectarian. If in answer to this, it is argued that the beneficiary is the individual student rather than the institution, then how can we deny the same aid to our resident students who want to go out of the state for their higher education, under guarantees of equal protection of the law?

There is the further question: How can it make sense to accept a new financial burden of this kind before we have brought to acceptable standards the quality of the institutions for which we already have primary responsibility.

A new commission has just been authorized by the legislature, and adequately funded, to make a study of our total structure of post secondary public education. It will report within a year. It is hoped that the recommendations of this commission will be clear and strong, and that they will deserve and receive the support of our state government, business interests, the press, and of course the rank and file of our citizenship. If this is accomplished, the work of the commission could well shape the form and structure of
higher education in Florida for the remainder of this century.

A united superior effort is still required in our state to overcome roadblocks of parochialism, sectionalism, and self-centered community ambition. We must yet see to it that the total effort leads to each institution’s success, but not at the cost of another’s failure.

I would not leave you with the idea that we have mastered all of our education problems in Florida, or that money is the only need we have to make everything right. To the contrary, there are serious other needs.

Our state persists in retaining an outmoded, inefficient cabinet State Board of Education which is ultimately responsible for all public education policy and supervision. The board consists of six elected Cabinet officers and the Governor. Each Cabinet officer also has his own main area of responsibility (such as the Attorney General, Secretary of State, Commissioner of Agriculture and so on) besides many other collegial responsibilities. It is impossible for these part-time officials personally to contribute much to the vast responsibilities of public education. The result is a delegation to others and a diffusion and confusion of accountability. Study after study has recommended that we abandon this administrative quagmire but each effort to accomplish this has been overwhelmingly defeated with the battle cry "don't take power away from the people".

Another problem we face is that the unions that represent the teachers and administrative people act as
THOUGH THEIR CAUSE IS ALMOST TOTALLY TO GET THE MOST THEY CAN IN SALARIES AND OTHER BENEFITS FOR THEIR MEMBERS, I WOULD HOPE THAT THEY WOULD EXERCISE A BROADER SENSE OF RESPONSIBILITY AND ACCOUNTABILITY. THEY SHOULD BE CONCERNED MORE DEEPLY FOR THE STUDENTS' WELFARE WHICH IS THE PRIMARY PURPOSE OF EDUCATION; THEY SHOULD WORK WITH PARENTS, WITH TAXPAYERS, AND WITH GOVERNMENT LEADERS, TO ACHIEVE A SOUNDLY BASED MUTUALITY OF SUPPORT FOR HIGHER ACADEMIC QUALITY IN OUR PROGRAMS.

WE NEED THE IMPROVEMENT OF TEACHER-PARENT, AND SCHOOL-COMMUNITY, RELATIONSHIPS. PTA GROUPS DO NOT TAKE THE ACTIVE PART IN MEETING SCHOOL NEEDS, DEVELOPING SCHOOL COMPETENCE, INSTILLING SCHOOL PRIDE, AS THEY DID 20 YEARS AGO. THERE HAS BEEN A LOSS OF MUTUAL CONFIDENCE AND TRUST THAT IN PAST YEARS MEANT SO MUCH.

REMEMBER EARLIER I MENTIONED THEODORE ROOSEVELT'S GRAVE CONCERN ABOUT THE DANGER OF "CLASS REPRESENTATION?"

THE SPONSORS OF OUR BILL OF RIGHTS OF THE U. S. CONSTITUTION CONSIDERED THIS DANGER TO BE ONE OF THE GRAVEST THE NEW NATION FACED, AND PRESSURES FOR CLASS DISCRIMINATION HAVE PLAGUED OUR GROWTH EVER SINCE. WE HAVE OVERCOME MOST OF THESE PRESSURES BUT NOT WITHOUT GREAT COSTS. WE OVERCAME THE "PROPERTY CLASS" CONCEPT THAT ONCE GAVE TO A FEW THE EXCLUSIVE POWER OF THE BALLOT. THE RICH ONCE DOMINATED THE SELECTION OF U. S. SENATORS THROUGH THEIR SELECTION BY STATE LEGISLATURES THAT OFTEN SOLD THEM BY AUCTION TO THE HIGHEST BIDDER. EFFORTS WERE MADE YEARS BACK TO COUNT THE IRISH AS
A class, the Jews, the Catholics. We seem to be now working our way out of discrimination by sex as a class. The worst sin of all our history, however, was our treatment of black people as a class. We fought our bloodiest war of all time to overcome this, but even that didn't do it.

It was our own generation, with sacrifices by many, including black children bombed in their Sunday schools, with the leadership of a strong United States Supreme Court, a strong and cooperative Congress, a strong President, that has done most to abolish black class citizenship. Yes, we have come a long way on the road to full recognition of the rights of citizenship for all people regardless of differences in color, sex or creed, though there still remains serious shortcomings.

I am concerned, however, that now in their zeal, some leaders are tending to sanction short cuts on the road ahead which may be self-serving in the short run, but self-defeating in the long run, and which instead of recognizing the equality of blacks as the major goal, would trap them back into a class concept, baited with special benefits accruing on the basis of their color.

As I see it, this is un-American and wrong.

A short time back I read in the newspaper that some black leaders had sought and obtained an order from a federal court in Detroit requiring school authorities to have "Black English" recognized as a separate language. It was pointed
OUT THAT MANY BLACK CHILDREN HEAR A FORM OF ENGLISH FROM
BIRTH THAT IS NOT RECOGNIZED AND UNDERSTOOD IN THE SCHOOLS
WHICH THEY ATTEND. THUS THOSE STUDENTS ARE NOT UNDERSTOOD
BY TEACHERS WHO REGARD THEM AS ILLITERATE BECAUSE THEY DO
NOT UNDERSTAND AND SPEAK "STANDARD ENGLISH". AN EXAMPLE OF A
PHRASE IN "BLACK ENGLISH" WAS GIVEN AS: "HE DONE BEEN GONE".
Now that is not "BLACK ENGLISH". IT IS "BAD ENGLISH."
I'VE HEARD IT ALL OF MY LIFE FROM WHITE AND BLACK PEOPLE
MOST OF WHOM CAME UP IN IMPROVERISHED Ghetto OR RURAL AREAS
WHERE THE LEVEL OF LITERACY IN HOMES AND SCHOOLS HAS BEEN
VERY LOW FOR GENERATIONS. BLACK PEOPLE YOU AND I SEE AND
HEAR FROM DAY TO DAY DO NOT TALK LIKE THIS, AND IT WOULD
BE INSULTING TO SUGGEST THAT THEY DID. IT WOULD MAKE JUST
AS MUCH SENSE TO CALL WHAT IS REFERRED TO AS "BROOKLYNese"
A LANGUAGE, OR PERHAPS THE "MIDWESTERN TWANG" OR "SOUTHERN
DRAWL".

WE SHOULD BE BUSY WITH SPECIAL HELP TO GET ANYBODY,
BLACK OR WHITE, OUT OF THIS KIND OF IDIOM, RATHER THAN
FOSTERING ITS CONTINUANCE BY GIVING IT A FALSE CLASS RECOGNITION
AND RESPECTIBILITY.

I HEARD IT SAID NOT LONG AGO THAT EVERY INDIVIDUAL TO
BECOME SUCCESSFUL MUST BE EDUCATED TO FILL THREE BASIC NEEDS.
FIRST, THE NEED TO THINK. TO COMPREHEND, TO UNDERSTAND,
TO SEARCH FOR KNOWLEDGE, TO CONCEPTUALIZE, THESE ARE BASIC
TO ALL PROGRESS.
But the second is equally important: The need to choose. In our work, our living, we must evaluate and choose between the good and bad, the right and wrong, the effective and the ineffective. We become lost if we cannot establish wise priorities.

And the third is the need to act. We can think all we want to -- we can choose soundly and well -- but unless we have the gumption and drive to act, we won't get far.

I think these are sound goals by which our whole public education program can better activate the virtues of morality.

If through education we can build a citizenship that is more aggressive, more idealistic and less materialistic, surely we will come together, share hurts together, disenthral yourselves together (as Lincoln put it).

There comes a time in the life of every nation -- and the same may be said of every state, every community and every institution -- when people must face into the wind, and not expect it always at their back; a time that brings hurt and stress; a time to stand on values and not expediency; a time to subordinate private gain to public good. I am sure that this is such a time.

And I am just as sure that in this year and every year public education must be in the vanguard leading the way, not only to stem the tide of our losses, but to achieve the gains that will carry us into a brave future with stronger confidence.