



Background

The ABC's of Americans All®

October 2007

A Tool to Promote School Retention and Graduation. An increasingly ethnically and culturally diverse student body requires more inclusive instructional resources that impart the social, economic and cultural contributions of the different population groups comprising our nation. The Americans All® program promotes school retention and graduation by making classroom instruction relevant to students' lives. This 10-year initiative aims to help prepare our more than 50 million K–12 public and private school students to become responsible citizens, productive employees and educated consumers.

A Focus on History and Civics Instruction. History and civics education lays the foundation for students' lifelong participation in our democracy. It also teaches young people how to thrive in the workplace and economy. History and civics have become major casualties as schools retool to meet state accountability standards in reading and mathematics as well as federal requirements under the *No Child Left Behind Act* (NCLB). Americans All® will reverse this trend and play a key role in returning history and civics instruction to our nation's classrooms.

A Way to Receive Top-Quality Instructional Resources and Technical Assistance. Americans All® will help compile, distribute and maintain electronic databases that support how each state teaches and tests history and civics at various grade levels. These inclusive databases will comprise the complete political, social and cultural history of the nation, organized by state and grade level, and they will be housed on the program's Web site. To avoid duplication and provide consistency, the Web site will also house generic U.S. history and civics information.

In addition, the existing Americans All® program resources—texts, teacher's guides and manuals, posters and photographs—will be delivered to participating schools. These materials provide teachers and students with comparative information about six historical population groups that peopled and helped build our nation—Native Americans, African Americans, Asian Americans, European Americans, Mexican Americans and Puerto Rican Americans.

The expanded Americans All® also calls for state-specific printed resources that are modeled after the existing printed resources. These print materials will be based on the electronic databases built for each state.

To guide educators on using these and other program-related resources most effectively, Americans All® will support, for at least five years, state-directed professional development and instructional Web sites. It will also establish, for 10 years, a communications network that will include a biweekly electronic newspaper and national meetings.

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A Four-Party Implementation Model and Creative Financing Strategy. The success of Americans All® lies in a four-party implementation model that involves The Peopling of America, state education systems, caring individuals and socially responsible businesses and service providers. Its creative financing strategy relies on local support to fund an initiative with national import.

The Peopling of America is a nonprofit foundation. This national organization will coordinate the funding and operations of state Americans All® programs and the distribution of resources to schools.

State education systems, with program funding, will create a nonprofit entity to handle fiscal and operational responsibilities—Americans All®—“State X.” This entity will appoint a state liaison; identify individuals and agencies within the state that should be on the steering committee; ensure all public and private school principals are notified of the opportunity to participate; hire a state program coordinator; provide copies of state standards, curriculum frameworks and instructional materials to Americans All®; and help prepare the state-specific printed resources and electronic databases. Copyrights on the production of new materials will be held by each state.

Sponsorship of \$300 is needed for annual access to Americans All® instructional resources. Although schools and other education entities can fund their own program participation, the national organization will help them solicit the nominal annual participation fee of \$300 from two groups within the community—individuals and businesses and service providers.

These sponsors will make donations that will enable schools to gain annual access to the resources available from the program. A school maintains its access so long as it receives an annual gift. It can, however, accept multiple donations each year and those additional donations will be applied to future years’ access. After a school has received donations totaling the equivalent of 10 donations—one each year for the 10 years of program implementation—the national organization will turn over any additional funds pledged to that school.

In addition to affording schools access to critically needed instructional resources and to being recognized for their generosity, individuals will be able to acknowledge or commemorate a person important to their life or the lives of others by posting biographical information on the Americans All® Heritage Honor Roll.

A second source of program funding is local businesses and service providers. These sponsors’ donations will also enable schools to access critically needed instructional resources. They, too, will be recognized by schools for their generosity. In addition, these sponsors will be afforded a marketing opportunity through the Americans All® Business Registry to provide detailed information on their products and/or services.

To make the program more attractive to all sponsors, participating businesses and service providers will be encouraged to create a discount program for all members of the Americans All® sponsor family. Decisions on the nature and amount of offered discounts will be made locally, and the national organization will provide lifetime membership cards for both sponsors and Heritage Honor Roll listees.

More information on this initiative is available on the Americans All® Web site at www.americansall.com.

