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June 6, 1974

ACTION

MEMORANDUM FOR: THE PRESIDENT

FROM: LEONARD GARMENT

SUBJECT: Federal Design Improvement Program:
Call for Cabinet and Agency Head
Meetings

Under your leadership and encouragement, the National Endowment for the Arts has been spearheading an impressive effort to improve standards and products of design throughout the Executive Branch: from architecture to stationery.

A first Federal Design Assembly was held in April of 1973 to bring to federal agencies directly a picture of the opportunities and benefits in improving design (see Tab A).

A second Federal Design Assembly is planned for this Fall to follow up on the first and to nail down commitments from Department heads and their top staffs that they will continue to give these opportunities priority attention.

Nancy Hanks and the National Endowment for the Arts are actively leading this effort; she has already, for instance, convened panels of top designers who can render free advisory help to any agencies on their publications and graphics; the Civil Service Commission is helping with recruitment and employment of design professionals within the Federal Service.

A visual/oral briefing has been prepared, demonstrating the benefits to Departments and Agencies in improving their design systems, not the least of which are more effective functioning and the saving of time and money.

Now is the time for Cabinet and Agency heads to designate liaison officers for this program, to make plans for attending the Fall

Design Assembly and to start working more closely with Nancy Hanks and Bob Hampton on implementation. Two similar but separate memoranda are attached for your signature to get these processes started (see Tab B).

As soon as you return in July, Nancy and I want to have Cabinet Members and, later the same day, agency heads, see this visual/oral briefing (and will submit a schedule proposal with the hope that you can drop in on the first of those two briefings personally).

The second, larger meeting, with agency heads, will also have some of the press invited.

RECOMMENDATION:

That you sign the two memoranda.

March 28, 1973

Last May I called upon the Federal Council on the Arts and Humanities to sponsor an annual Design Assembly for Federal administrators and artists.

Today I am pleased to welcome you to the first of these important gatherings.

One of the most influential principles of modern design holds that form should follow function. Unfortunately, this principle has not always been reflected in our public lives. It is disheartening to think that archeologists might someday dig about the remains of our public buildings, recall that this was an age in which form presumably followed function, and then reflect upon what government must have been like if its functions were reflected in these designs.

The ideas that shape American government are among the noblest in human thought. I believe this nobility can and should be reflected in the excellence of our public design, so that future generations may look at what we created and think well, not only of our creations, but also of ourselves.

It is in this spirit that I wish you a most productive and satisfying session.

RICHARD NIXON

MEMORANDUM FOR

MEMBERS OF THE CABINET

The Federal Design Improvement Program, initiated by this Administration, is two years old, and I am encouraged with the progress made to date. The long-range success of this effort depends in large part both on your personal understanding of the program's goals and its benefits to the nation, and on your Department's continuing and institutional follow-through on the program's objectives.

To provide you with a background on the progress of our efforts to promote design excellence in the Federal Government, I had planned a briefing for the Cabinet on June 13, 1974. Since I will be in the Middle East at that time, I have rescheduled the briefing on the Federal Design Improvement Program for July. Your office will be notified of the date and time for this briefing within the next several weeks.

In the meantime, I am requesting that you designate one of your Assistant Secretaries or an equivalent officer to serve as your Agency's liaison officer for the Federal Design Improvement Program. That officer's first responsibility will be to compile an invitation list of your agency's representatives to attend the Second Federal Design Assembly, September 11-12, 1974 in Washington, D. C. Please have your liaison officer contact the National Endowment for the Arts (382-6841) for more specific information.

As I said in my message of May 16, 1972, the Federal Government has an appropriate and critical role to play in encouraging standards of design excellence. To promote these standards, four specific efforts are underway:

- an annual Design Assembly for Federal administrators
- a review and expansion of the "1962 Guiding Principles for Federal Architecture"

-- A Federal Graphics Improvement Program

-- A Civil Service Commission review of current recruiting and rating procedures for design professionals.

I believe the Federal Design Improvement Program deserves attention at the highest levels of government because effective Federal design can improve the efficiency and effectiveness of all agencies. As we approach the Bicentennial, I would like to see the Federal Government reflect the highest standards of design excellence in all its programs.

MEMORANDUM FOR

AGENCY HEADS

The Federal Design Improvement Program, initiated by this Administration, is two years old, and I am encouraged with the progress made to date. The long-range success of this effort depends in large part both on your personal understanding of the program's goals and its benefits to the nation, and on your Agency's continuing and institutional follow-through on the program's objectives.

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In the meantime, I am requesting that you designate one of your senior associates to serve as your Agency's liaison officer for the Federal Design Improvement Program. That officer's first responsibility will be to compile an invitation list of your agency's representatives to attend the Second Federal Design Assembly, September 11-12, 1974 in Washington, D. C. Please have your liaison officer contact immediately the National Endowment for the Arts (382-6841) for more specific information.

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*Did NOT
GO!
JK 5-6-74*

*look in file for
Tab A*

May 29, 1974

ACTION

MEMORANDUM FOR:

THE PRESIDENT

FROM:

LEONARD GARMENT

SUBJECT:

Federal Design Improvement Program
Call for Cabinet and Agency Head
Meetings

Under your leadership and encouragement, the National Endowment for the Arts has been spearheading an effort to improve standards and products of design throughout the Executive Branch; from architecture to stationery.

A first Federal Design Assembly was held in April of 1973 to bring to federal agencies directly a picture of the opportunities and benefits in improving design (see Tab A).

A second Federal Design Assembly is planned for this Fall to follow up on the first and to nail down commitments from Department heads and their top staffs that they will continue to give these opportunities priority attention.

Nancy Hanks and the National Endowment for the Arts are actively leading this effort; she has already, for instance, convened panels of top designers who can render free advisory help to any agencies on their publications and graphics; the Civil Service Commission is helping with recruitment and employment of design professionals within the Federal Service.

A visual/oral briefing has been prepared, demonstrating the benefits to Departments and Agencies in improving their design systems, not the least of which are more effective functioning and the saving of time and money.

Now is the time for Cabinet and Agency heads to see this briefing, to designate liaison officers for this program, to make plans for attending the Fall Design Assembly and to start working more closely with Nancy Hanks and Bob Hampton on implementation.

Nancy and I recommend that since this has been your leadership all along, you issue the call to (a) Cabinet Members and (b) Agency Heads to attend two similar briefings on the same day (June 13); (we will later submit a schedule proposal with the hope that you could drop in on the first of these two meetings personally).

The second, larger meeting, with agency heads, will also have some of the press invited.

Two separate, but similar, memoranda are attached for your signature, (Tab B).

RECOMMENDATION:

That you sign the two memoranda.

bcc: Nancy Hanks
Dave Parker

MEMORANDUM FOR

MEMBERS OF THE CABINET

The Federal Design Improvement Program, initiated by this Administration, is two years old, and I am encouraged with the progress made to date. The long-range success of this effort depends in large part both on your personal understanding of the program's goals and its benefits to the nation, and on your Department's continuing and institutional follow-through on the program's objectives.

To provide you with the background on the progress of our efforts to promote design excellence in the Federal Government, I invite you to attend a briefing for Cabinet Officers on June 13 at 10:00 a. m. in the West Wing of the White House.

I am also requesting that you designate one of your Assistant Secretaries or an equivalent officer to serve as your Department's liaison officer for the Federal Design Improvement Program. You should bring this officer with you to the June 13 briefing.

As I said in my message of May 16, 1972, the Federal Government has an appropriate and critical role to play in encouraging standards of design excellence. To promote these standards, four specific efforts are underway:

- an annual Design Assembly for Federal administrators
- a review and expansion of the "1962 Guiding Principles for Federal Architecture"
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I believe the Federal Design Improvement Program deserves attention at the highest levels of government because effective Federal design can improve the efficiency and effectiveness of all agencies. As we approach the Bicentennial, I would like to see the Federal Government reflect the highest standards of design excellence in all its programs.

MEMORANDUM FOR

AGENCY HEADS

The Federal Design Improvement Program, initiated by this Administration, is two years old, and I am encouraged with the progress made to date. The long-range success of this effort depends in large part both on your personal understanding of the program's goals and its benefits to the nation, and on your Agency's continuing and institutional follow-through on the program's objectives.

To provide you with the background on the progress of our efforts to promote design excellence in the Federal Government, I invite you to attend a briefing for Agency Heads of June 13 at 2:30 p. m. in Room 450 of the Executive Office Building.

I am also requesting that you designate one of your senior associates to serve as your Agency's liaison officer for the Federal Design Improvement Program. You should bring this officer with you to the June 13 briefing and confirm your attendance to the National Endowment for the Arts (382-6841). Invited members of the press will be present.

As I said in my message of May 16, 1972, the Federal Government has an appropriate and critical role to play in encouraging standards of design excellence. To promote these standards, four specific efforts are underway:

- an annual Design Assembly for Federal administrators
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I believe the Federal Design Improvement Program deserves attention at the highest levels of government because effective Federal design can improve the efficiency and effectiveness of all agencies. As we approach the Bicentennial, I would like to see the Federal government reflect the highest standards of design excellence in all its programs.

June 26, 1974

ACTION

MEMORANDUM FOR:

THE PRESIDENT

FROM:

LEONARD GARMENT

SUBJECT:

Federal Design Improvement Program;
Call for Cabinet and Agency Head
Meetings

Under your leadership and encouragement, the National Endowment for the Arts has been spearheading an impressive effort to improve standards and products of design throughout the Executive Branch; from architecture to stationery.

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A visual/oral briefing has been prepared, demonstrating the benefits to Departments and Agencies in improving their design systems, not the least of which are more effective functioning and the saving of time and money.

Now is the time for Cabinet and Agency heads to designate liaison officers for this program, to make plans for attending the Fall



March 28, 1973

Last May I called upon the Federal Council on the Arts and Humanities to sponsor an annual Design Assembly for Federal administrators and artists.

Today I am pleased to welcome you to the first of these important gatherings.

One of the most influential principles of modern design holds that form should follow function. Unfortunately, this principle has not always been reflected in our public lives. It is disheartening to think that archeologists might someday dig about the remains of our public buildings, recall that this was an age in which form presumably followed function, and then reflect upon what government must have been like if its functions were reflected in these designs.

The ideas that shape American government are among the noblest in human thought. I believe this nobility can and should be reflected in the excellence of our public design, so that future generations may look at what we created and think well, not only of our creations, but also of ourselves.

It is in this spirit that I wish you a most productive and satisfying session.

RICHARD NIXON



MEMORANDUM FOR DEPARTMENT AND AGENCY HEADS

The Federal Design Improvement Program, initiated by this Administration, is two years old, and I am encouraged with the progress made to date. The long-range success of this effort depends in large part both on your personal understanding of the program's goals and its benefits to the nation, and on your Department's continuing and institutional follow-through on the program's objectives.

To help assure that follow-through, I have asked Leonard Garment to send each of you a memorandum with some further instructions to ensure an effective implementation of this program.

As I said in my message of May 16, 1972, the Federal Government has an appropriate and critical role to play in encouraging standards of design excellence. To promote these standards, four specific efforts are underway:

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MEMORANDUM FOR: MEMBERS OF THE CABINET

FROM: LEONARD GARMENT
ASSISTANT TO THE PRESIDENT

SUBJECT: Federal Design Improvement Program

In accordance with the President's memorandum of each of you is requested:

A. To designate one of your Assistant Secretaries or an equivalent officer to serve as your Department's liaison officer for the Federal Design Improvement Program. That officer's first responsibility will be to compile an invitation list of your Department's representatives to attend the Second Federal Design Assembly, September 11-12, 1974 in Washington, D. C. By July , please have your liaison officer call the National Endowment for the Arts (382-6841) for more specific instructions.

B. To attend a special briefing for the Cabinet in the West Wing of the White House at 10:00 a. m. on July 31, 1974. You are asked to bring your designated liaison officer with you at that time.

MEMORANDUM FOR: **AGENCY HEADS**

FROM: **LEONARD GARMENT**
 ASSISTANT TO THE PRESIDENT

SUBJECT: **Federal Design Improvement Program**

In accordance with the President's memorandum of each of you is requested:

A. To designate one of your senior associates of at least Assistant Secretary rank to serve as your Agency's liaison officer for the Federal Design Improvement Program. That officer's first responsibility will be to compile an invitation list of your Agency's representatives to attend the Second Federal Design Assembly, September 11-12, 1974 in Washington, D. C. By July , please have your liaison officer call the National Endowment for the Arts (382-6841) for more specific instructions.

B. To attend a special briefing for Agency Heads in the Executive Briefing Room of the White House (Room 450 EOB) at 2:30 p.m. on July 31, 1974. You are asked to bring your designated liaison officer with you at that time. Some members of the press will also be present.

cc: The Chairman, Civil Service Commission

SCHEDULE PROPOSAL
DATE: July 16, 1974
FROM: Leonard Garment
Via: David Parker

MEETING: Drop-by.

DATE: July 31, 1974 -- 10:00 a.m. or 10:30 a.m.

PURPOSE: To kick off or wind up a slide presentation Nancy Hanks and I will be making to the entire Cabinet on the Federal Design Improvement Program and the upcoming Second Federal Design Assembly. To confirm your interest in and commitment to this program (see Tab A).

FORMAT: Cabinet Room for five minutes. Entire Cabinet will be there, and each Member will be bringing his Department's designated liaison officer for the Federal Design Improvement Program. They will be viewing a 15-minute slide-presentation emphasizing the benefits of good design and will have a wind-up by Nancy about the Second Federal Design Assembly planned for next September 11-12. You would begin or end the meeting but would not have to sit through the presentation itself. (A second similar briefing, for Agency Heads and their designees plus selected press is being held at 2:30 p.m. on the same day in Room 450 EOB.)

SPEECH MATERIAL: You would make five minutes of remarks on the theme of the importance of good design throughout the federal establishment.

PRESS COVERAGE: Photo opportunity or Ollie Atkins photo, at Ron's discretion.

STAFF: Leonard Garment, Bradley H. Patterson, Jr.

RECOMMEND: Nancy Hanks, Leonard Garment

OPPOSED:

None known.

**PREVIOUS
PARTICIPATION:**

You made a tape message to the First Federal Design Assembly on April 2, 1973; you have written two messages about this program (see Tab A).

BACKGROUND:

Pro: Design shows up in everything the Executive Branch does; an association of you with design improvement means an additional imprint from you on the federal system for a long time to come.

Con: The Design Assembly is going to go ahead with the momentum you have given it already; its fate and success won't hinge on this particular drop-by.

APPROVE _____

DISAPPROVE _____

March 28, 1973

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Today I am pleased to welcome you to the first of these important gatherings.

One of the most influential principles of modern design holds that form should follow function. Unfortunately, this principle has not always been reflected in our public lives. It is disheartening to think that archeologists might someday dig about the remains of our public buildings, recall that this was an age in which form presumably followed function, and then reflect upon what government must have been like if its functions were reflected in these designs.

The ideas that shape American government are among the noblest in human thought. I believe this nobility can and should be reflected in the excellence of our public design, so that future generations may look at what we created and think well, not only of our creations, but also of ourselves.

It is in this spirit that I wish you a most productive and satisfying session.

RICHARD NIXON

SCHEDULE PROPOSAL

DATE: July 31, 1974

FROM: Leonard Garment

VIA: David N. Parker

MEETING:

Dedication of the Hirshhorn Museum and Sculpture Garden. Black Tie Dinner, brief remarks; Mrs. Nixon is also invited.

DATE:

Tuesday, October 1, 1974; 6:30 - 9:30 p. m.
or any segment of time in between.

PURPOSE:

To express the appreciation of the Government and the people of the United States for the Hirshhorn gift of 4,000 paintings and 2,000 sculptures.

FORMAT:

Location of the black tie dinner is the original Great Hall of the Smithsonian Institution, next door to the new Museum. Dillon Ripley will be the Master of Ceremonies; the Chief Justice will attend in his capacity as Chancellor of the Smithsonian, also Pat Moynihan in his capacity as Chairman of the Board of Trustees of the Hirshhorn Museum. Other Congressional, governmental and citizen leaders will attend -- a total of about 100.

The President can make brief remarks at any time at his convenience; his participation has not been included in the printed program.

At 9:00 p. m. the dedication group moves from the Great Hall across the street to the Plaza of the Hirshhorn Museum and Mr. Hirshhorn, aided by Messrs. Burger and Moynihan, will officiate at the actual "opening" ceremony. At the end would be a tour of the Museum and Garden (optional for the President), with dancing and a reception to conclude the evening.



SPEECH MATERIAL: I will assist Dave Gergen in working this up, in consultation with the Smithsonian people.

PRESS COVERAGE: Press will cover the dinner and ceremonies in full.

STAFF: Also receiving invitations will be: Kissinger, Armstrong, Ash, Haig, Ziegler, Stein, Timmons, Garment, Baroody, Rose Woods, Helen Smith, Lucy Winchester, Steve Bull. The entire Cabinet will be invited.

RECOMMEND: Leonard Garment

OPPOSED: None known.

PREVIOUS PARTICIPATION: Records show that you have not met Mr. Hirshhorn since you became President.

BACKGROUND: You are recognized as having taken significant initiatives to aid the arts and humanities during your administration; this would be an occasion to take some credit for these initiatives. On the con side the authorising bill for the Muesum was passed and signed in the previous administration. As a matter of information the sculpture and paintings in the Hirshhorn collection are broadly representative works of the major contemporary artists. Pat Moynihan asked me to emphasize to you his personal hope that you will attend.

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE
WASHINGTON

September 30, 1974

Frank -

Leonard and I would like to suggest the indicated amendments to the draft talking points re the upcoming Indian leaders' meeting with the President. I have put them into the form of a clean draft.

Incidentally, Dick LaCourse has left Washington; Rose Robinson is running the Washington AIPA office now.

Paul Patton



September 30, 1974

**MEETING WITH LEADERS OF THE
AMERICAN INDIAN COMMUNITY**

Unscheduled
(15 minutes)
The Oval Office

I. PURPOSE

To reassure Indian people of your support for the philosophy and goals of self-determination.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

1. Indian leaders first of all want reassurance that the policy of "self-determination without termination", set forth in a Special Message of 1970, is going to be continued and in fact strengthened in this Administration.
2. Indian leaders also would like to hear confirmation from you that they will continued to be consulted on matters which affect them -- a promise made in 1970 and adhered to somewhat imperfectly since.
3. Five specific issues on Indian minds which you are likely to hear about are:
 - a) Are we going to replace the defunct National Council on Indian Opportunity with a new Domestic Council or Cabinet Committee on Indian Affairs?



- b) How will the FY 1976 budget stringencies affect Indian programs?
- c) What kind of Indian liaison arrangements, if any, do you plan to have in the White House/ Executive Office?
- d) Will we continue vigorously to discharge our trust responsibility for protecting Indian land, water and fishing rights?
- e) Ms. Attaquin and Mr. Strickland will want to know your views about extending federal recognition to the many small and mostly landless Eastern Indian bands which they represent.

Suggested answers are under "Talking Points".

At Tab A is a fact sheet summarizing the very solid accomplishments which have been realized for Indian people in the past 5 years.

At Tab B is a summary of the major pending legislation affecting Indians.

B. Participants:

Melford Tonnaket, President of the National Congress of American Indians, and Charles Trimble, Executive Director of NCAI

Robert Lewis, President of the National Tribal Chairmans' Association (and Governor of Zuni Pueblo) and William Youpee, Executive Director of NTCA

Helen Attaquin, President of the Coalition of Eastern Native Americans, and W. J. Strickland, Executive Director of CENA

LaDonna Harris, President of Americans for Indian Opportunity (AIO)

Richard LaCourse, Director of the American Indian Press Association

**Secretary Merton
Secretary Weinberger
Morris Thompson, Commissioner of Indian Affairs
Frank G. Zarb, Office of Management and Budget
Bradley H. Patterson, Jr., White House Staff**

C. Press Plan:

Press photo opportunity. Meeting to be announced.

III. TALKING POINTS

- 1. I welcome you here today to assure you of my intention of establishing lines of communication between my Administration and Indian people across the country. We will continue the policy of "self-determination" begun in 1970; and we will build on that policy and strengthen it in the future. The Indian legislative program proposed in 1970 stands, and I seek your own cooperation in persuading the Congress to move it.**
- 2. I recognize the importance of consultation with the Indian Community before making major policy decisions. This process will continue under my Administration and all agencies have been instructed to carry on such a consultative mechanism.**
- 3. If some of these five specific points are raised:**

a) NCIO Replacement

Yes, we do plan to establish a Cabinet Committee or Domestic Council Committee on Indian Affairs, as an internal Executive Branch coordinating body, to ensure that the principal federal Departments handling Indian matters (Interior, HEW, Justice, Agriculture, Commerce, etc) work together and speak as one voice.

b) FY 1976 Budget

Although we all recognize the present economic constraints facing us, I will do everything in my power to ensure that budget changes do not impact the Indian people disproportionately.

c) White House/Executive Office Liaison Arrangements

I am still in the process of organizing the staff here, and do plan to have an office on the Domestic Council or White House Staff which concerns itself with Indian matters. In OMB, Mr. Zarb is the Assistant Director with oversight over Interior's Indian responsibilities.

d) Protection of Trust Rights

You do have my commitment that the Federal Executive Branch will continue to carry out its responsibilities to protect Indian trust lands and natural resources rights. We hope very much to see the bill creating an Indian Trust Council enacted, and would like your own help in pushing this legislation.

e) Recognition of Eastern Indians

Only the Congress can extend this recognition -- by legislation. If the history and circumstances of any of the Eastern Indian bands duplicates that of the Menominees, whom we did restore to Reservation status, I would like to know of it. I am skeptical of creating new Indian reservations at this point in our history.