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University of Pennsylvania National Service Conference, April 1-2, 1993

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Please read Tell
me what I must
read.

Ed

UNIVERSITY of PENNSYLVANIA

Office of the President

Center for Community Partnerships
3440 Market Street, Suite 440
Philadelphia, PA 19104-3325
215-898-5351

March 17, 1993

Ms. Susan Stroud
Director
Campus Compact
Box 1975
Brown University
Providence, RI 02912

Dear Susan:

We look forward to seeing you at the conference on "National Service, Schools, and Higher Educational Institutions: Toward the Reinvention of the American Urban University and the Integration of the American Schooling System from Early Childhood Centers to Urban Research Universities" on April 1 and 2, 1993. We have attached the meeting agenda and a map of the University with the relevant buildings marked for your information as well as a copy of Visions of Service, which we think will provide useful background reading for our meeting.

Rooms have been reserved for conference guests at the Penn Tower Hotel, located at 34th Street and Civic Center Boulevard (215-387-8333). If you would like a room and have not yet made a reservation at the hotel, please do so right away; tell the reservationist that you are with the National Service Conference.

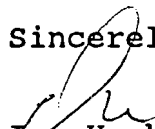
We will have someone available at the hotel on April 1 to answer any questions and to provide any assistance that might be needed. Please note that all sessions on Thursday, April 1 will be held in McClelland Hall, 37th and Spruce Streets. The hotel is approximately 3 blocks from McClelland Hall and the other conference locations.

We welcome students at the conference beginning Thursday, April 1 at 7:30 p.m. through Friday's sessions. If you know of any students who would like to attend, please have them call the Program for Student-Community Involvement at 215-898-4831 for housing and activity information. Students can be housed with Penn students free of charge.

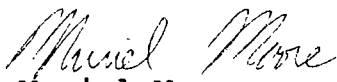
If you have any questions, please call Amy Cohen at the Center for Community Partnerships.

We look forward to seeing you and to our discussion.

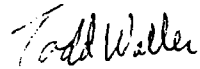
Sincerely,



Ira Harkavy
Director
Center for Community Partnerships
Penn Program for Public Service
University of Pennsylvania



Muriel Moore
Vice President for Public Service
and Urban Affairs
State University of New York at Buffalo



Todd Waller
Director
Program for Student-Community Involvement
University of Pennsylvania

Enclosures

See - I look forward to seeing you soon. Thanks for agreeing to moderate the Wofford panel - I am sure we will talk in the next week or so.



DRAFT [3/19/93]

**National Service Conference
April 1-2, 1993
University of Pennsylvania**

National Service, Schools, and Higher Educational Institutions:

Toward the Reinvention of the American Urban University and the Integration of the American Schooling System from Early Childhood Centers to Urban Research Universities

Jointly Sponsored By:

American Association for Higher Education
Georgetown University
Campus Compact
National Society for Experiential Education
PennSERVE
Philadelphia Higher Education Network for Neighborhood Development
Stanford University: The Haas Center for Public Service
University of Alabama at Birmingham
State University of New York at Buffalo
University of California Urban Community-School Collaborative
University of Pennsylvania Center for Community Partnerships
University of Pennsylvania Program for Student Community Involvement

*It coincides w. MI
trip. I need to get
Ira know ASAP
Well worth the
time. Thanks
Susan*

Thursday, April 1

8:15 a.m. Registration and Continental Breakfast
McClelland Hall, 37th and Spruce Streets

8:45 a.m. Welcome : Sheldon Hackney, President
University of Pennsylvania

9:00 a.m.-
10:30 a.m. **Connecting Service to Public Schools: Obstacles, Opportunities,
and Strategies for Change**

Moderator: Alan Wutzdorff, Executive Director
National Society for Experiential Education

Panelists: James Kielsmeier, President
National Youth Leadership Council, Inc.

Louis Albert, Vice President
American Association for Higher Education

Joan Schine, Director
The National Center for Service Learning in
Early Adolescence, Graduate School and
University Center of the City University of
New York

Marie Bogle, Coordinator
West Philadelphia Improvement Corps (WEPIC)
Teacher, Turner Middle School

10:45 a.m.-
12:15 p.m.

**Connecting Service and Economic Development to Higher
Educational Institutions: Obstacles, Opportunities, and Strategies
for Change**

Moderator: Muriel Moore, Vice President
Public Service and Urban Affairs
State University of New York at Buffalo

Panelists: Tennant McWilliams, Dean of Social and
Behavioral Science
University of Alabama at Birmingham

Hardy Frye, Executive Officer
University of California Urban Community-
School Collaborative

Patricia O'Conner, Director
Teaching Resource Center
English Department
Georgetown University

Stephen Halpern, Associate Professor of
Political Science
State University of New York at Buffalo

12:15 p.m.-
1:40 p.m.

Lunch, Faculty Club
200 S. 36th Street

Speaker: Humphrey Tonkin, President
University of Hartford

"Learning Through Service, Service Through Learning"

1:45 p.m.-
3:45 p.m.

**An Analysis of the Clinton National Service Agenda: Proposals for
Funding Service Internships and Other Service Opportunities**

Moderator: Samuel Halperin, Director
American Youth Policy Forum

Panelists: Catherine Milton, Executive Director
The Commission on National and Community
Service

John Briscoe, Director
PennSERVE

James Hilty, Chair
Department of History
Temple University

Ira Harkavy, Director
Center for Community Partnerships
University of Pennsylvania

5:30 p.m.

Cocktails and Dinner, Faculty Club

7:30 p.m.

National Service in the Clinton Administration
Annenberg School for Communications - Room B110
Open to Public

Introduction: Susan Stroud, Senior Advisor to the Director,
The White House Office of National Service

Keynote Speaker: Harris Wofford, U.S. Senator
Commonwealth of Pennsylvania

8:15 p.m.

Panel Discussion: **Perspectives on the Clinton Service Agenda**

9:15 p.m.

Moderator: Susan Stroud, Senior Advisor to the Director,
The White House Office of National Service

Panelists: Smita Singh, Program Officer, Higher Education,
The Commission on National and Community
Service

Marty Rogers, Legislative Assistant on National
Service, Senator Harris Wofford

Friday, April 2

8:30 a.m.

Registration and Continental Breakfast
Christian Association, 3601 Locust Walk

Registration is open to all students and faculty.

9:00 a.m.-

The Future of National Service

9:45 a.m.

Auditorium, Christian Association, 3601 Locust Walk

Welcome: Todd Waller, Director
Program for Student-Community Involvement
University of Pennsylvania

10:00 a.m.-
11:15 a.m.

BREAKOUT SESSION I

A) Service Learning

Lobby, The Community Service Living-Learning Program,
300 South 36th Street

B) Community Impact

Lounge, Christian Association, 3601 Locust Walk

11:30 a.m.-
12:45 p.m.

BREAKOUT SESSION II

The National Service Agenda

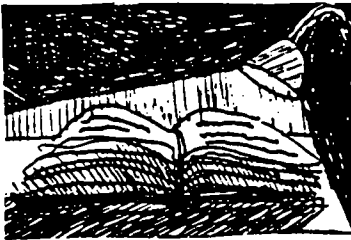
Auditorium, Christian Association

12:45 p.m.-
2:00 p.m.

BREAKOUT SESSION III

Networking

Lounge, The Christian Association



THE COLLEGE ADMISSIONS
INSTITUTE OF AMERICA

The College Admissions Institute of America (CAIA) is an independent non-profit education group devoted to expanding higher educational opportunities for high school students and non-traditional "returning" students. By offering college admissions classes to groups of people often not recruited actively by American colleges and universities, CAIA:

- 1) helps high school students and others who have the potential to go to college, but for some reason choose not to,**
- 2) provides those who are already planning to attend college with a greater perspective on the range of their educational options, and**
- 3) assists students, their families, and others with the fundamental hands-on aspects of the American college admissions process.**

Each year nearly 1.5 million people in the United States look to select an institution of higher learning from over 3400 accredited colleges and universities -- with little independent brokerage. This lack of brokerage is a critical deficiency in the American college admissions process because the College Board's Enrollment Planning Service Model documents that people usually apply only to colleges and universities with which they are familiar or have some connection. This is a large social problem for America because each year the same types of students apply to and attend the same types of schools, and higher education simply continues to sort students in the same manner it always has. To break this chain, CAIA goes directly into communities that are underrepresented at American colleges and universities and helps groups of students to discover and apply to schools that otherwise might not be actively considered. The resulting change in the make-up of college applicant pools will enable institutions of higher learning to choose from among a more socio-economically diverse group of prospective students, enabling colleges to enroll more socio-economically diverse student bodies, a long-standing goal of the higher education community and the nation at large.

In addition to providing admissions classes, CAIA also sponsors research, surveys, and seminars that analyze and suggest improvements of the American college admissions process. As a forum for independent critique and analysis of the admissions process, CAIA works with educators, admissions professionals, community leaders, and public policy makers to develop new structural admissions models for the higher education community.

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THE COLLEGE ADMISSIONS
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COLLEGE ADMISSIONS CLASSES

CAIA admissions classes make the college admissions process simpler and less intimidating for prospective college students. Admissions classes teach students how to analyze their own academic and extracurricular records and how best to present their applications to college admissions committees. Classes, which are tailored for different groups, teach the basics of college admissions theory and provide hands-on application assistance to students. Classes are a crucial component of the admissions process, thoroughly covering the following areas:

- * Self-Assessment
- * School Selection
- * Admissions Strategies
- * Essay Preparation
- * Interview Strategy and Preparation
- * Effective Presentation of Extracurricular Activities
- * Organization of Application Packets

Classes meet once a week for four weeks. Classes are taught by young alumni volunteers of various colleges and universities and always include self-analytic components, discussions about the expansion of educational options, homework assignments, writing exercises, and tangible frameworks for students to get their applications *done*.

TARGET PROJECTS OF THE COLLEGE ADMISSIONS INSTITUTE OF AMERICA

CAIA takes college admissions classes directly into the following target communities:

- 1) **First Generation American Project** -- classes targeted to recent immigrants and their children,
- 2) **Union Project** -- classes targeted to those involved in organized labor and their children,
- 3) **Returning to School Project** -- classes targeted to women choosing to return to school after years of work and/or motherhood,
- 4) **Rural Initiatives Project** -- classes targeted to students from rural America,
- 5) **Inner City Project** -- classes targeted to residents of America's cities, and,
- 6) **Military Project** -- classes targeted to military personnel seeking higher education and sons and daughters of military personnel stationed in the United States and abroad.



THE COLLEGE ADMISSIONS
INSTITUTE OF AMERICA

QUESTIONS PEOPLE ASK

What education professionals are affiliated with CAIA?

Various educators and admissions professionals work with CAIA. Richard A. Silverman and Richard L. Bory, leading figures in the admissions field, are, respectively, the executive director of admissions at Yale University's School of Organization and Management and the Dean of Admissions and Records at The Cooper Union. George C. Keller, author of *Academic Strategy: The Management Revolution in American Higher Education*, is a senior fellow at the University of Pennsylvania Graduate School of Education. Bruce L. Payne, the founding director of Duke University's Leadership Program, is a lecturer in public policy at Duke. Marcienne S. Mattleman, the executive director of Philadelphia Futures, is a major education figure in Philadelphia. Wendy Kopp is the founder and president of Teach for America. Steven Roy Goodman, Esq., a nationally known admissions strategist and consultant who developed CAIA's admissions classes, serves as CAIA's executive director.

What is the central mission of CAIA?

The ongoing challenge of CAIA is to continually examine the applicant pools of America's institutions of higher learning and to help expand these pools to include people who traditionally are not represented in significant number. By offering admissions classes in target areas, CAIA contributes to the diversification of American college applicant pools.

Are students now being unfairly denied admission to American colleges?

It is difficult to analyze admissions decisions of various colleges and universities. While admissions professionals evaluate the criteria upon which decisions are made and review individual recruitment policies, the pressing concern for CAIA is the dissemination of information through admissions classes. Students cannot be denied or accepted to any college or university if they first do not submit an application.

How does CAIA directly help colleges and universities?

CAIA works with individual admissions offices to develop programs to recruit more diverse applicant pools, expand the size and depth of applicant pools themselves, and increase rates of matriculation for entering classes. CAIA's work makes it possible for funds that are targeted for student recruitment to be used for student financial support.

What are CAIA's sources of financial support?

Corporations and professional firms purchase admissions classes for the direct benefit of their employees and their children, while individual school districts, organizations, and community groups sponsor classes for their students, members, or local residents. Various philanthropic institutions provide CAIA with the ability to teach classes in outreach areas throughout the United States, and donations and in-kind contributions complement CAIA's other financial support.



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INSTITUTE OF AMERICA**

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THE COLLEGE ADMISSIONS
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