

CC Steve F  
15186

July 10

TO: Diana Fortuna  
 FROM: Melinda Hudson  
 RE: National Service Scholars and the 18<sup>th</sup>

1 copy

We are moving ahead on all fronts to support the event on the 18<sup>th</sup>. A few items to fill you in on and for which to seek clarity:

1. National sponsors: we are gathering the names, titles, and phone numbers for the 20 biggest sponsors of the program ... which happen to be the biggest civic groups in the country. There are another five that are important as well but I understood that our numbers were to be held to twenty. As soon as it's complete I'll forward to the designated Social Office rep:

Kiwanis International  
 Rotary International  
 Lions Clubs International  
 Dollars for Scholars  
 Soroptimist International  
 Veterans of Foreign Wars  
 Association of Junior Leagues International  
 General Federation of Women's Clubs  
 Chamber of Commerce  
 Pilot International  
 PTA  
 Miss America Organization  
 Sallie Mae  
 Elks  
 American Legion  
 American Legion Auxiliary (already coming as Girls' Nation sponsor)  
 Sertoma International  
 Quota International  
 Optimist International  
 The individual philanthropist from Penn State who wrote a check for the first scholar right at the President's announcement  
 A representative of the Minnesota legislature which has voted matching funds for every high school in the state next year (Roger Moe, the Senate Majority Leader of the legislature who secured \$290,000 for each of the next two years)

2. There has been offered a Blue Room clutch/photo for these folks. This will be a big part of the day and will be in every organization's newsletter in time for our September push for the program. We are planning to organize a meeting with these groups preceding the event, a "national sponsors meeting" with the purpose of securing their commitment to sponsoring every high school in the nation next year. And these are just the folks that can reach them all. Would it be value-added to have it at the White House somewhere? In the mess if the event is early afternoon?
3. How many scholars would you like? You can go wild and have one for each national sponsor or a small contingent designed according to any kind of criteria. We have the names and sponsors of all 1,600.
4. Who's your designee on this event? Do you need a representative from the Corporation at your event meeting? I'm working on the sponsors piece, and J. Toscano on media so we stand ready to serve.

*Today announced*

# DRAFT

**FOR IMMEDIATE RELEASE**

**CONTACT: Bill Barrett**  
**202-606-5000, ext. 267**

**CORPORATION**  
**FOR NATIONAL**  
**★ SERVICE**

## **NATION'S HIGH SCHOOLS TO AWARD SCHOLARSHIPS FOR SERVICE**

### **National Service Scholars Chosen for Leadership in Community Service**

America's high schools will present scholarships this year to honor graduates who perform outstanding community service.

Through the National Service Scholars program, students who are selected will receive scholarships of at least \$1,000--with a minimum of \$500 provided by local organizations and a matching \$500 from the Corporation for National Service. Every high school in the nation may designate one National Service Scholar.

Proposed last year by President Clinton, the National Service Scholars program honors students for volunteer service and encourages others to get involved in serving their communities. The Corporation for National Service is offering \$3 million in matching funds for scholarships this year.

Juniors and seniors in public and private high schools are eligible for matching scholarships if they have performed community service for at least one year. Juniors selected will receive scholarships in their senior year. High school officials work with community organizations to set the process for selecting scholarship recipients. While many students may receive local scholarships for service, each high school selects the most outstanding student volunteer as its National Service Scholar.

Announcing the National Service Scholars initiative at Penn State University last May, President Clinton challenged every school district and civic organization in the country to match the \$500 federal scholarships. "We should make service to the community a part of every high school in America and a part of life of every dedicated citizen in the United States," he said.

The Corporation for National Service administers AmeriCorps, Learn and Serve America and the National Senior Service Corps.

1201 New York Avenue, NW  
Washington, DC 20525  
Telephone 202-606-5000

--30--

Getting Things Done.  
AmeriCorps, National Service  
Learn and Serve America  
National Senior Service Corps



June 16, 1997

**MEMORANDUM**

**TO: HARRIS WOFFORD**

**FROM: GARY KOWALCZYK** 

**SUBJECT: National Service Scholars Program: Update for June Board Meeting**

Last fall the President announced a plan to provide matching scholarships for high school students doing outstanding community service. The program was to be funded with the increased resources requested by the Corporation in the FY 1997 budget. Although the Corporation's requested budget increase was not approved by the Congress, the Corporation committed to launching a pilot effort this year. In previous Board meetings, staff described the design of the program and the contracting out of the function to Citizens' Scholarship Foundation of America. This memorandum updates the status.

**Current Status of This Year's Scholarships**

The postmark deadline for submitting applications was June 15. As of last Friday, we had received 1,250 applications, and we anticipate receiving 300-400 more this week. Hence, the final count will be approximately 1,600. We will provide an exact count at the Board meeting.

1620  
Total

The Corporation had set aside funding for up to 6,000 matching scholarships. The remaining funds may be carried over to support next year's program or be redirected to support other initiatives funded under subtitle H this year.

Based on preliminary reporting from the Corporation's contractor, the program has been very popular in its first year.

Given the requirement for a matching scholarship, schools and potential local funding organizations advise that the announcement and application process should begin earlier in the school year (the fall rather than the spring) in order to increase participation.

1201 New York Avenue, NW  
Washington, DC 20525  
Telephone 202-606-5000

-2-

An example of a particularly successful local effort is San Francisco. In this case, scholarships in all high schools in the city were linked directly with the school district's service learning program, and matching funds were provided by a foundation.

The most frequent contributors of the local matching scholarships to date are: Kiwanis, Rotary, Dollars for Scholars, Soroptomist, VFW, Junior League, Chamber of Commerce, Elks, PTAs, and Sertoma. The Miss America Foundation has committed to matching scholarships in every State.

### Next Year's Program

Following completion and an assessment of this year's program in August, staff plan to propose changes to next year's design and program. By earlier agreement, organizational responsibility will shift from the Department of Planning and Program Integration to Service Learning.

Harris and senior staff met in May with the organizations cited above, as well as others, to obtain their ideas about increasing the size of this effort in the future, with the goal of strengthening service activities in high schools across the country. All organizations committed to support the National Service Scholars program in the future. A follow-up meeting is planned to help design next year's program and to recognize and increase the support of these groups for youth service activities, consistent with the goal of the Summit.

Several commitments are already in place for the coming year, including a bill passed by the Minnesota State legislature to guarantee matching scholarships for the individual doing outstanding service in every high school in the State.

A major issue for next year is funding. The budget proposes \$10 million from the National Service Trust for this initiative in FY 1998. If Congress does not approve funding from the Trust, the Corporation will have to determine the size of the program based on resources available for subtitle H authorized activities.

Examples <sup>Consistent with Goals for</sup> program are attached:

- A) Promotes service learning/community service -- See S.F. letter
- B) New partnerships -- See letter  
Moose International.

JUN- 4-97 TUE 10:55 AM

FAX NO.

P. 03

P. 6



Linking San Francisco  
San Francisco Unified School District  
c/o Alvarado Elementary School  
625 Douglass Ave., Rm. 24, San Francisco, CA 94114  
Phone: (415) 920-5020 Fax: (415) 920-5024 aol: LinkingSF1

May 28, 1997

National Service Scholars Program  
1505 Riverview Road  
P.O. Box 68  
St. Peter, MN 56082

The San Francisco Unified School District is very pleased to submit 12 National Service Scholars Certification Forms. The local sponsor providing the \$500.00 match for each scholarship is the McKesson Foundation. We are particularly proud since the majority of the scholars have attained their scholarships through their involvement in service learning as part of their high school education.

Every public high school in San Francisco received the nomination form and selected students at the 12 schools were presented a certificate at Linking San Francisco's annual *Celebrate Service Event* on May 22, 1997. The event was attended by over 150 parents, students, teachers, community members, and city and school district officials. Locally, the scholarship is named the San Francisco Service Scholars Program (please see the enclosed example of our certificate).

As a school district program working hard for the past four years to promote and encourage service learning in our public schools, the National Service Scholars Program has been an extremely valuable initiative that recognizes and rewards the achievements and service of our most committed young citizens. We thank you for your vision and we look forward to continuing this tradition with you.

Sincerely,

Jill Glickman  
Program Director  
Linking San Francisco/San Francisco Unified School District

cc: Linda Forsyth, Executive Director - CA Commission on Improving Life Through Service  
Mike Brugh, CalServe Coordinator - CA Department of Education

Enclosures

6-16-1997 8:54AM

FROM INDIANA STATE OFFICE 317 226 5437

P. 2

Melinda/Hank P.T.I. GARY

**THE DIRECTOR GENERAL****A Family Convention**

**H**ow quickly time passes. Soon the men and women of our order will be traveling to Orlando to be part of the 109th annual Moose convention of our Order. We at Moose International are excited about the many fine reports that will be presented to our delegates. As usual, many exciting events will take place in addition to the informative Convention reports. For complete revised details see pages 38-39 in this issue of *Moose Magazine*.

Of special interest will be an organized schedule of youth activities planned for the evenings of Saturday, July 5, and Tuesday, July 8, only for registered Moose youth. So moms, dads, grandmas, grandpas, brothers, sisters, aunts and uncles, we hope you've made plans to bring and register the youngsters for events they will forever remember. Take time to visit our prototype of a youth activities room and a fully equipped sports activity room adaptable to your Lodge or Family Center. We are looking forward to seeing each of you and your families, especially those members who qualified for the Director General's Circle of Distinction membership award program.

On July 4, as part of our Convention, thousands of the men and women of our order will journey by cars and buses to celebrate and be part of the 75th anniversary of Moosehaven. How proud each of us can be knowing that for 75 years a portion of our membership dues has been providing a home for members who have needed a place to live the sunset years of their lives in a carefree atmosphere. Please include this in your Convention plans. Visit with our residents, tour our many buildings and enjoy a full day of spectacular activities and be part of Moosehaven's 75th anniversary celebration. Before you do, you can get a greater insight into the past and present at Moosehaven from Kurt Wehrmeister's cover story in this issue of *Moose Magazine*, beginning on page 20.

♦ ♦ ♦

If you're from a Lodge where there are one or more high-school-age Moose family members who regularly help with your Community Service projects—or if you'd just like a vehicle to (deservedly) win some positive public attention in your community, it's worth contacting Jim Morgan at the Community Service Department at Moose International for details about the National Service Scholars matching scholarship program. Officials at your local public or private high schools know about it; they were sent information in late March about this award program, available to high school juniors or seniors who contribute outstanding community service for at least one year. One selected student from any U.S. high school can qualify for a matching \$500 National Service Scholarship, provided by the federal government's Corporation for National Service, but only if a local community organization (such as your Lodge!) sponsors a minimum of \$500 in local scholarship funds. By the time you read this the deadline for the 1997-98 matching program will probably have passed—but why not contact your local high school now to volunteer a matching local scholarship for next year? Your offer will be appreciated!

If you're Convention-bound to Florida, I look forward to seeing you!




We can all share in  
the pride that  
Moosehaven, our  
beautiful  
City of  
Contentment, has  
been a reality for  
75 years.



Confirmed organizations/representatives to serve on advisory committee for National Service Scholars program.

| Organization/Address/Contact Numbers                                                                                                                | Representative/Title                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1. AMVETS<br>4647 Forbes Blvd.<br>Lanham, MD 20706-4380<br>Phone (301) 459-9600<br>Fax (301) 459-7924                                               | Veronica A'zera<br>Nat'l Programs Director                                |
| 2. Benevolent & Protective Order<br>P.O. Box 310<br>Asland, OR 97520<br>Phone (541) 482-3193<br>Fax (541) 482-6517                                  | Dick Herndobler<br>Senior Advisory, Elks Nat'l<br>Drug Prevention Program |
| 3. Civitan International<br>One Civitan Place<br>Birmingham, AL 35213-1983<br>Phone (205) 591-8910, ext. 109<br>Fax (205) 592-6307                  | John Rynearson<br>Executive Vice-President                                |
| 4. General Federation of Women's<br>Clubs<br>1734 N. Street, N.W.<br>Washington, D.C., 20036-2990<br>Phone (202) 347-3168<br>Fax (202) 835-0246     | Pat Nolan<br>Program Director                                             |
| 5. Masonic Nat'l Foundation<br>for Children & Youth<br>P.O. Box 28000<br>Washington, D.C., 20038-8000<br>Phone (202) 331-1933<br>Fax (202) 331-1972 | Lawrence Chisholm<br>Executive Director                                   |
| 6. Moose International<br>Mooseheart, IL., 60539-1180<br>Phone (630) 859-2000, ext. 522<br>Fax (630) 859-3071                                       | Jim Morgan<br>Assistant Director of<br>Community Service                  |

- |     |                                                                                                                                        |                                                                                         |
|-----|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 7.  | Pilot International<br>P.O. Box 4844<br>244 College Street<br>Macon, GA., 31213<br>Phone (912) 743-7403<br>Fax (912) 743-2173          | Gina Wyatt<br>Anchor Coordinator                                                        |
| 8.  | Ruritan National<br>P.O. Box 487<br>Dublin, VA., 24084<br>Phone (540) 674-5431<br>Fax (540) 674-2304                                   | Richard Ely<br>Executive Director                                                       |
| 9.  | Sertoma International<br>1912 East Meyer Blvd.<br>Kansas City, MO., 64132<br>Phone (816) 333-8300, ext. 249<br>Fax (816) 333-4320      | Leslie Freese<br>Director of International<br>Sponsorships                              |
| 10. | Soroptimist International<br>2 Penn Center Place, Suite 1000<br>Philadelphia, PA., 19102<br>Phone (215) 557-9300<br>Fax (215) 568-5200 | Elisa Gaul<br>Programs Director                                                         |
| 11. | U.S. Junior Chamber<br>Four West 21st Street<br>Tulsa, OK., 74114<br>Phone (918) 584-2481, ext. 411<br>Fax (918) 582-7736              | Tim Jackson<br>Executive Vice-President                                                 |
| 12. | Veterans of Foreign Wars<br>406 W. 34th Street<br>Kansas City, MO., 64111<br>Phone (816) 968-1117<br>Fax (816) 968-1157                | Gordon Thurson<br>Nat'l Director of Voice of<br>Democracy, Youth Activities<br>& Safety |
| 13. | Zonta International<br>557 W. Randolph Street<br>Chicago, IL., 60606<br>Phone (312) 930-5848<br>Fax (312) 930-0951                     | La Nette Hodge*<br>Convention Manager &<br>Member Service Associate                     |

\* Out of town for two weeks.

Other organizations committing to promote the National Service Scholars program to local community affiliated chapters. Recommend to invite listed representative to participate in advisory committee planning meetings.

| Organization/Address/Contact Numbers                                                                                                    | Contact Person/Title                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 1. American Legion<br>P.O. Box 1055<br>Indianapolis, IN., 46206<br>Phone (317) 630-1202<br>Fax (317) 630-1369                           | Bob Caudell<br>Assistant Director,<br>Americanism & Children<br>& Youth Division |
| 2. Independent Order of Odd Fellows<br>422 Trade Street<br>Winston-Salem, NC., 27101<br>Phone (910) 725-5955<br>Fax (910) 722-7317      | Mavis Paull<br>Public Relations Officer                                          |
| 3. Kiwanis International<br>3636 Woodview Trace<br>Indianapolis, IN., 46268<br>Phone (317) 875-8755, ext. 211<br>Fax (317) 879-0204     | Chris Rice<br>Director of Program<br>Development                                 |
| 4. Lions Clubs International<br>300 22nd Street<br>Oak Brook, IL., 60521-8842<br>Phone (630) 571-5466, ext. 323<br>Fax (630) 571-8890   | Rose Mary Ozga<br>Youth Program Department Manager                               |
| 5. Rotary International<br>One Rotary Center<br>1560 Sherman Ave.<br>Evanston, IL., 60201<br>Phone (847) 866-3000<br>Fax (847) 866-6116 | Kathy Kessenich<br>Programs Department<br>Manager                                |

Organizations still in process of confirming representatives or contact persons. Recommended to invite to advisory committee planning meetings once determined.

1. Association of Junior Leagues
2. Fraternal Order of Eagles
3. Optimist International
4. National Exchange Club
5. National PTA



**Pamela B. VanWile**

03/10/97 05:19:53 PM



Record Type:    Record

To:        Diana Fortuna/OPD/EOP

cc:        Kenneth S. Apfel/OMB/EOP, Larry R. Matlack/OMB/EOP

Subject:   Re: Potential pre-Service Summit event on National Service Scholars 

The CNCS has a minimum of \$3 million available for this effort in FY 1997 which means that about 6,000 students would receive scholarships. The President's budget proposes \$10 million for FY 1998- which equates to about 20,000 scholarships.

The CNCS has already selected the Citizens' Scholarship Foundation of America as the private entity that will administer the National Service Scholars program and will provide a separate \$250,000 to this foundation.

Deadline 6/15  
Decide by 8/15  
~~Have~~ 6,000  
wld do 10,000

20,000  
25,000  
Cong disapproved  
Innovation + Assistance

letter from Pres  
std thing  
check to kid school

- ① Kid
- ② Animals
- ③ Principals -  
Partnering  
Service Learning

④ Corporate  
↳ Summit  
comt

⑤ State Legist  
MN - Gov  
w/ state \$  
R & D

Prudential  
does 7 all -  
have them in

4/14 → BR Kiffin \* Partnering - Mike Cohen, Stroud  
BR: AmeriCorps role? \* \* MD re what they could do  
\* Room, mess, free  
Give checks

What does award look like?  
Penn State speech →  
Missive sent - get a copy  
how to limit if > budget  
Don't tamper w/ process  
Answer questions re MD svc reg - getting fixed  
Elks →  
CEO's

Nervous re is there enough - more kids, more gps  
Ea HS only 1, right?

Assignments:  
Corp  
AI  
Pull letters

Rose Garden? Roos Run  
Nid Elks press release  
Why limit to MD; md more  
10 schools ideal  
1 Kid to speak, 1 sponsor, Pres, VP?  
Wofford?

1 page fact sheet on program  
1 page on POCUS SVC record  
Page of anecdotes  
Internal Q+A  
Solicitation  
Press Releases

Not really  
Cooked? - not  
enough

- announce
- animals
- Kid - who
- MN?
- POCUS?
- Corp?
- states?

COB - Friday  
Monday: need to know 10 schools

- 10-15 small orgs  
- AmeriCorps or alumni

## MEMORANDUM

TO: Don, Ann

FROM: Eli

RE: Proposed 3/27 Announcement of National Service Scholars

DATE: Thursday, March 20, 1997

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We should have a quick discussion of the proposed 3/27 announcement of the National Service Scholars program, so that we can give proper guidance to AmeriCorps and others who will need to arrange the details ASAP. After a preliminary meeting with them this morning, there appear to be three basic issues to be resolved:

**1. What exactly are we announcing?** If you read the attached excerpt from the President's 5/96 Penn State speech, he first announced the program as a challenge to school districts and civic organizations -- to match \$500 in government funds with their own \$500 to create \$1,000 National Service Scholarships at every high school. But we are not in a position to say that many communities/organizations have met that pledge. At the same time, we do not yet have any National Service Scholars (the applications have only recently been sent to high schools), although AmeriCorps could scramble to select a few by next week if we really push them.

I recommend that we consider next week's event as the formal announcement of the program (AmeriCorps is fine with this idea), and consider the Penn State speech as more of a statement of intent to create the program. This would be more newsworthy than the announcement of a handful of winners, or a handful of commitments from around the country.

**2. Do we have enough private/non-profit sector commitments for the program to seem real?** Ann raised this issue this morning, and there is some reason for concern. Right now, AmeriCorps has almost nothing. They are trying to get major corporate sponsorship (e.g. Chrysler, Prudential) to pay for the whole thing, or at least a big enough number of smaller commitments to demonstrate that communities/organizations are on board. Apparently, Minnesota is about to pass legislation to pay its share for the entire state; AmeriCorps is trying to drum up interest in additional states. We need a sense of the minimum threshold you consider acceptable to hold the event.

**3. How much should we use this event to build-up AmeriCorps, since that is a key Pre-Service Summit goal?** Even though this announcement isn't strictly about AmeriCorps members, it seems useful to wrap the event in AmeriCorps -- perhaps having an AmeriCorps member or alumnus speak about what service means to them (and how it has helped them pay for college), perhaps surrounding the President with AmeriCorps alumni. AmeriCorps is very nervous about politicizing their members or using them as props, but there must be some way to

say: "We created AmeriCorps to engage young people in service as a part of citizenship -- and that's a big part of what the Summit for Service will be about. Today we're here to announce another way to encourage young people to serve, and to help them go to college if they do."

We are planning a follow-up conference call tomorrow afternoon on this event. Please let me know your thoughts on the above.

### **The President's Penn State Remarks**

■ I challenge every community to help those high school students answer the call of service. Today I'm prepared to make an offer and challenge any school district or civic organization in the country to match it: If you will raise \$500 to reward a high school student who has done significant work to help your community, the federal government will match your \$500 and help that student go on to college. That would cost us, by the way, about \$10 million if every high school in the country did it. It would be the best \$10 million we ever spent. We would get hundreds of millions of dollars -- of improved quality of life and service to people as a result of it.

■ This fall I'll announce the winners of a nationwide competition to identify schools that have done the best job in encouraging this kind of service. Students at those schools will become National Service Scholars. A year from now I want it to be even bigger. I want every principal in America to be able to stand up before a graduating class and announce the name of a National Service Scholar. We should make service to the community a part of every high school in America and a part of life of every dedicated citizen in the United States."

-- Penn State, 5/10/96