Helping out // Volunteer's calling is keeping in touch with Iron Range seniors

(Minneapolis Star Tribune) *Karen Gail Jostad; Staff Writer;* 09-04-1999

Pam Hartline has always had a heart for seniors, but until two years ago was a novice at volunteering.

Today, the mother of three from Eveleth, Minn., is a co-coordinator with Carrol Kolden of Hibbing for TeleCare, a free volunteer calling service to seniors on Minnesota's Iron Range. Hartline learned about the program through her church, Hope Community Presbyterian in Virginia.

``I was involved in it since ground floor,'' said Hartline, 41, who co-coordinates 30 volunteers who contact seniors and other vulnerable adults at their homes to make sure they're all right.

``It's a wonderful program, and we've made a difference in people's lives,'' she said. ``Sometimes these seniors don't have family, so we're the only contact some of them have.''

TeleCare, founded in 1997 with the theme ``The Call That Cares,'' is a program of the Elder Services Network of St. Louis County. It is funded through grants, gifts from individuals and the United Way, and by the Arrowhead Area Agency on Aging as part of the Older Americans Act program.

Calls are made daily or weekly, as often as requested by the senior, a family member, physician, social worker or clergy - ``anyone who cares,'' says TeleCare's informational brochure.

Being a good listener is key in developing a trust relationship with the seniors, Hartline said.

TeleCare provides an hour of mandatory training for volunteers that includes a video on listening skills and communication and information about community resources with follow-up speakers on other aspects of elder services. A confidentiality agreement is required of all volunteers.

For Kolden, 51, who heads the Hibbing branch of TeleCare, the experience has been life-changing.

He began volunteering as a caller for TeleCare in 1996 at the impetus of friends from his church, Wesley United Methodist in Hibbing.

An amputee with serious medical problems, Kolden was on the brink of ``giving up on everything.''

``I was worn out, overdrugged - you name it and I was it,'' he said. ``The opportunity to volunteer changed my whole life. It got me back in contact with people. As I was doing things for others, I saw my life changing. I began experiencing great things and people.''

Kolden still makes calls and also is a team leader, but his special gift may be in helping other disabled people apply for Social Security Disability, and reassuring them that ``things are going to get better.''

``A friendly call to say, `Hi, how are you?' is fantastic,'' he said.

Personal contact

Approximately 35 adults are using the TeleCare service.

``Some of the seniors are lonely and they just want a call. Others need reminders about taking meds,'' said Hartline. ``Through talking with them, you get to know them personally and you might pick up on other problems you can help them with.''

It's the callers who are on the front line, said Jackie Anderson, 64, of Virginia, TeleCare's first team leader.

When Anderson learned about the program during a presentation to her church's Outreach Committee, there was little doubt in her mind that she would volunteer. It was an opportunity to be involved in a service that reflected what she has always believed - ``that people are here to be of help to others.''

Anderson oversees a team of five callers and says, ``It's a responsibility not to be taken lightly.''

``Sometimes this calling can be quite lengthy,'' she said, especially if the participant is lonely or has limited contact with other people in the community.

Vivian Kivela, 79, of Virginia, a caller on Anderson's team, contacts two women 365 days a year. She also fills in for other callers when they're out of town.

``The key is to listen and not talk too much about oneself,'' she said. ``It's fun, but can be time-consuming.''

Participants who will not be home at the time a call has been scheduled, are asked to notify their TeleCare caller. Emergency measures are taken to assure the client's well-being when there is no answer to a scheduled call. The volunteer caller notifies his or her team leader who then contacts a family member, neighbor or other designated party to further investigate, which might include a trip to the client's home. Volunteers keep a record of the calls they place, which is forwarded monthly to the team leader for review, then to Hartline for filing.

Volunteers are not required to meet the people they call, but if a senior requests a visit from a caller, it's up to the the volunteer whether to make contact.

``I've have had wonderful relationships with the seniors I call, '' said Hartline, who also is a team leader.

TeleCare's first client was an elderly man with few relatives, none of whom lived nearby. Hartline was his designated caller. When the man was later placed in a nursing home, Hartline continued contact with him.

``Pretty soon my sons were involved and came with me when I visited, '' she said. ``I think we brought a smile to his face many a time.' '

When the man died, Hartline's sons were pallbearers.

``In other words, we were with this person to the very end,'' she said. ``They get so that they're almost part of your family.' '

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- For more information about TeleCare, call 1-218-741-1220 (Virginia, Minn.), or 1-218-263-8603 (Hibbing).

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- If you know an outstanding volunteer you'd like featured, write to Helping Out, Faith & Values, Star Tribune, 425 Portland Av., Minneapolis, MN 55488.

Karen Gail Jostad; Staff Writer, *Helping out // Volunteer's calling is keeping in touch with Iron Range seniors.* , Minneapolis Star Tribune, 09-04-1999, pp 06B.

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Chapter 8

SOCIAL SERVICES AND EDUCATION ■ 8

SOCIAL SERVICES AND EDUCATION

INTRODUCTION

Social and community services include senior centers, adult day care, legal assistance, meal programs, in-home assistance, transportation, protective services, and volunteer programs. The delivery of services to older persons depends on an adequate supply of trained professionals who are sensitive to the special needs of this population. Lifelong education includes basic and continuing education for older adults and efforts to combat illiteracy.

Social services for older persons are financed by the federal government primarily through the Social Services Block Grant (SSBG) and the Older Americans Act (OAA). In practice, SSBGs have been more strictly targeted to lower-income persons than has the OAA, which gives priority to those with the "greatest social or economic need." However, there is considerable overlap in the kinds of services funded by these two programs.

Also important are services funded through the Legal Services Corporation, the Community Services Block Grant (CSBG), the National Senior Service Corps, and certain programs administered by the Department of Transportation (DOT). Medicaid also funds some social services (see Chapter 7). While the OAA provides funding for gerontological training, the Adult Education Act is a major source of federal financing of educational services to older adults.

Federal spending for social service programs continues to be very restricted, so financial resources have not kept pace with inflation. At the same time, demand for services is expected to grow as the number of older persons increases. Moreover, cutbacks in one program may indirectly affect participation in another. For instance, Community Action Agencies funded under the CSBG program perform important outreach and support functions, linking low-income older persons isolated by culture or geography with energy assistance, emergency food aid, home repair programs, and other federally funded services. Reductions in the CSBG could make it difficult for many vulnerable older adults to gain important program benefits.

Information regarding the adequacy of social services exists only in piecemeal form, and some important sources of data have been eliminated. Federal agencies do not collect or report data on the number of people who are on waiting lists for services or refused services because programs are operating at capacity. Lack of good data hinders effective policy development and program planning.

State action, both legislative and administrative, is vital to the continuation, improvement, and expansion of human or social services designed to assist individuals in remaining a part of their community. Transportation, education, and legal services are all part of a service structure designed to meet a wide range of individual and community needs. Although substantial support comes to the states from the federal government through such channels as the OAA and the SSBG, additional state appropriations are needed to support these services.

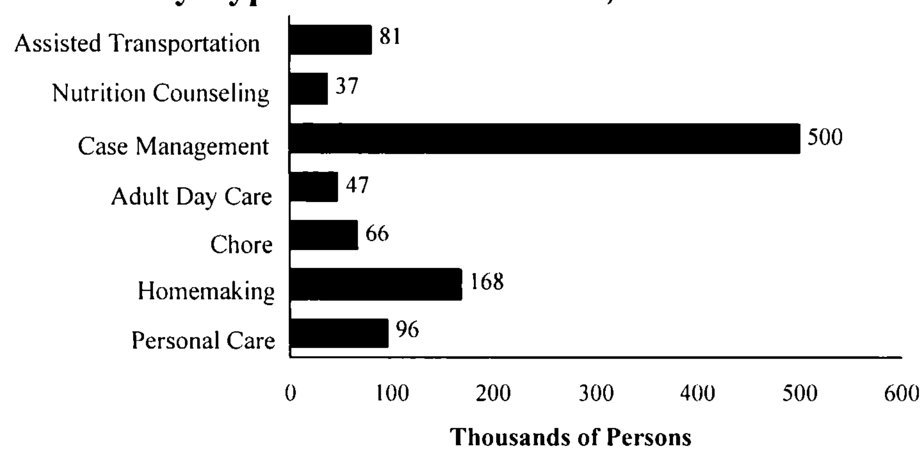
THE OLDER AMERICANS ACT

BACKGROUND

The Older Americans Act (OAA) is a major source of social services for older Americans. Title III of the OAA provides social and nutritional services to older persons (see Figure 8-1). Its primary objectives are (1) to enable persons age 60 and older to live independently in their own homes; (2) to remove individual and social barriers to economic independence; and (3) to provide a continuum of care for vulnerable elderly individuals. The OAA plays a key role in our nation's home and community-based long-term care (LTC) system. OAA funding supports LTC services that are delivered in people's homes and in community settings. Moreover, state and area agencies on aging, which administer the OAA, often play a key role in the coordination of a state's entire LTC system. Although the OAA was due for reauthorization in 1995, Congress has yet to complete its work. Appropriations have been made so that OAA programs can continue to operate, however.

Figure 8-1

Number Receiving Social Services Under Title III by Type of Service Received, FY 1995



Source: Administration on Aging, 1997.
Prepared by AARP Public Policy Institute.

Although the program is federally authorized and administered by the Administration on Aging (AoA), it is operated locally. Service planners and providers are required to target services to persons with the greatest social or economic need but also to make programs available to all older persons in the community. The targeted populations include persons with disabilities, minority individuals, and others with special needs.

Title III-B and Title III-C services include nutrition, transportation, outreach, homemaker assistance, chore maintenance, telephone reassurance, and legal aid. Multipurpose senior centers deliver a wide range of services for the ambulatory older population. Taken in total, these services which can include mental and physical health promotion and disease prevention activities, contribute to the maintenance of good health among older persons.

Nutrition program providers are allowed to request voluntary contributions from participants, but recent proposals would call for mandatory participant cost-sharing for a broad range of OAA services. Such efforts could change the fundamental nature of popular OAA programs in part, because the programs are available to all older persons, without regard to income. While some view cost-sharing as a threat to participation in these popular programs, others see it as a way to garner additional resources that could be used to serve additional individuals. More information is needed on the possible impact that mandatory cost-sharing would have on the use of needed services. More than 123 million meals were served to 2.4 million individuals at congregate meal sites and more than 119 million home-delivered meals were served to 989,000 homebound elders in fiscal year 1995. Supportive services were provided to nearly 6 million older individuals. Title III-B-funded transportation services help many older persons get to meal sites, shopping, and medical services. In 1995, OAA-funded transportation services provided nearly 40 million rides. The same types of supportive and nutritional services are available to older American Indian and Hawaiian Natives under grants provided by Title VI of the Act.

The OAA also plays an important role in LTC quality by authorizing and funding the LTC ombudsman program. The LTC ombudsmen in every state are charged with identifying, investigating, and resolving complaints made by or on behalf of the residents of LTC facilities. Although funding for this aspect of the OAA has never been adequate, until recent years states received a designated appropriation dedicated to ombudsman spending. For the past several years, Congress has failed to earmark funds for the ombudsman program, leaving states with the responsibility of dedicating a portion of their Title III funds for ombudsman activities. There are concerns that funding for ombudsman programs has suffered as a result of these changes.

FEDERAL POLICY

THE OLDER AMERICANS ACT

AARP supports the Older Americans Act (OAA) as it is currently structured and opposes block grants for OAA programs. Congress should reauthorize the Act without further delay. Current priority services should be maintained, especially legal assistance and the long-term care ombudsman program.

Congress should appropriate funding for the ombudsman program that is specifically earmarked for this purpose.

AARP supports maintaining the current statutory language in the OAA targeting low-income and minority seniors.

The Administration on Aging should enforce the provision of the OAA that prohibits state and area agencies on aging from directly providing supportive, nutrition, or in-home services except when direct service provision is (1) necessary to ensure an adequate supply of services; (2) directly related to the agency's administrative functions; or (3) more economical. Title III grants should be opened periodically for competitive bidding. Existing as well as prospective service providers should be evaluated on the basis of standardized criteria, including quality and effectiveness of service provision, capacity, and other factors.

Funding for the US Department of Agriculture Commodity Food Program for the Elderly, which augments the OAA meal programs, should be increased annually for inflation.

FEDERAL & STATE POLICY

THE OLDER AMERICANS ACT

AARP supports funding for Older Americans Act (OAA) programs and funding for outreach through the OAA designed to increase participation in low-income benefit programs. States should conduct pilot projects on cost-sharing to provide more data for policy development before mandatory cost-sharing is seriously considered.

The authority of the Administration on Aging (AoA) to approve state plans and intrastate funding formulas should be preserved.

The AoA and the entire aging services network should promote full participation of older persons who live in rural areas and those with special needs in all aspects of the OAA.

The AoA should monitor and evaluate its data collection effort, particularly as it pertains to the participation of minorities and special-needs populations in OAA programs. Improvements to the system should be made, based on the findings of an evaluation. Such improvements could include the number of persons who request and the number of persons who receive each type of OAA service.

Federal law should require states to coordinate the long-term care functions of their OAA system with other agencies that deliver long-term care services in the state.

THE OLDER AMERICANS ACT

States should enact legislation ensuring the state unit on aging statutory prominence and funding necessary to promote independence in accordance with objectives and functions stipulated in the Older Americans Act.

States should designate adequate funding for their long-term care ombudsman programs.

States should establish statewide clearinghouses for collecting and disseminating a broad base of data pertinent to the elderly population, including age, race, and gender. As part of this effort, states should document annually the adequacy of services to older persons who are poor, members of minority groups, frail, or otherwise vulnerable.

States should publish yearly expenditure reports, available to the public, containing age-specific and uniform data on program activities. Such reports should be used by state executive and legislative bodies to aid in planning activities and to allocate resources to fill gaps in service needs.

States should provide mental health and substance abuse services specifically tailored to older persons.

States should expand programs that serve to identify problems and to increase awareness, particularly for health and social service providers, of depression, suicide risk, and substance abuse among older persons.

SOCIAL SERVICES BLOCK GRANT

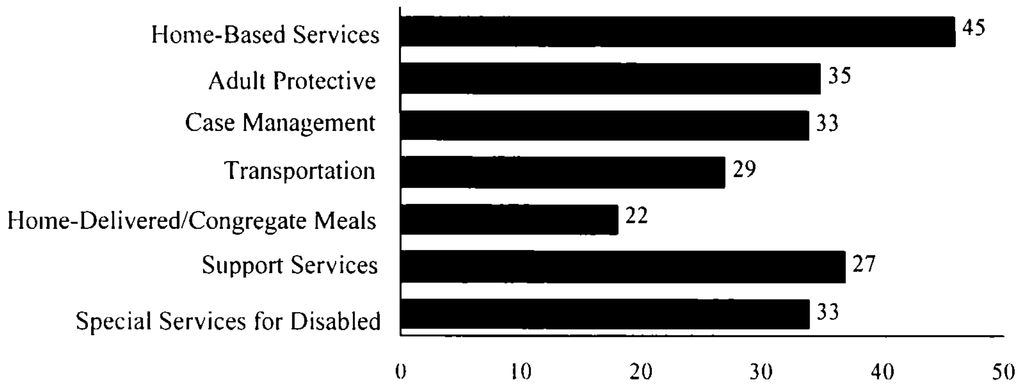
BACKGROUND

The Social Services Block Grant (SSBG) program, formerly Title XX of the Social Security Act, helps states to provide a broad range of social services. Those most important to older persons include (1) helping people live independently and maintain self-sufficiency; (2) preventing or remedying abuse or exploitation; (3) providing in-home services to prevent unnecessary institutionalization; and (4) providing services to individuals in institutions.

Since 1981, reductions in federal funding have resulted in tightened state eligibility standards. Between 1977 and 1997, Title XX funding has declined in real terms by nearly $5 billion — a reduction of 67 percent. Such dramatic funding reductions inevitably result in fewer and less-comprehensive services being provided to a smaller number of people. The types of services provided to older people by the SSBG are illustrated in Figure 8-2.

Figure 8-2

Number of States and Category of Service Provided to Older Persons under SSBG, 1995



SSBG = Social Security Block Grant
Source: House Ways and Means Committee, 1998.
Prepared by AARP Public Policy Institute.

FEDERAL & STATE POLICY

SOCIAL SERVICES BLOCK GRANT

Funding for the Social Services Block Grant (SSBG) should be increased. Administrative linkages between SSBG state plans and state plans under the Older Americans Act should be strengthened through interagency agreements designed to improve service coordination.

The federal government should require state SSBG officials to consult with state and local agencies and organizations representing older people and other groups served by the SSBG.

Congress should require states to prepare yearly expenditure reports providing age-specific and uniform data on program activities related to assessed social service needs of the population. Federal requirements for states to provide a yearly report to the Department of Health and Human Services should be retained.

STATE POLICY

SOCIAL SERVICES BLOCK GRANT

States should provide the full range of adult protective services, including financial management, that would enable clients to receive less restrictive alternatives to guardianship and conservatorship.

STATE & LOCAL POLICY

SOCIAL SERVICES BLOCK GRANT

Along with local governments, states must devote a fair proportion of block grant funds they receive to meeting the needs of older persons. States and localities should comply strictly with public hearing and reporting requirements.

TRANSPORTATION SERVICES

BACKGROUND

Transportation services provide the crucial link between an older person living at home and the social services that may make it possible for that person to continue to live independently. The personal mobility associated with transportation is a major factor in the basic quality of life of mid-life and older people. Transportation services also provide a critical link between people with disabilities and their caregivers who provide home care services.

The need for alternatives to driving for older persons is growing. As many as 5.6 million older Americans are without private transportation, and the number of nondrivers — or potential transit users — will grow to 14 million by the turn of the century, imposing new demands on transit services. In addition, many older persons may be eligible for Americans with Disabilities Act (ADA) paratransit services because they have a disabling condition that prevents them from using fixed route buses, either temporarily or permanently. Public transportation providers are concerned that fiscal constraints will impair their ability to meet the demand for ADA paratransit, especially if human service agencies also cut back on transportation service provision. A 1996 AARP survey showed that Agencies on Aging believe that transportation resources are insufficient for persons who do not qualify for the ADA, particularly in rural areas where there is little or no public transit (for further discussion of ADA, see Chapter 12).

The Older Americans Act (OAA) specifically makes transportation services a priority among the social services funded under Title III. Many OAA state and local programs use part of their federal funding to provide transportation services. Typically, transportation services are provided by transit operators under contract with the local area agency on aging. These operators often receive significant funding from other federal, state, and local sources, including Medicaid and Head Start programs. Their viability depends on the assurance that funds will be available from these multiple human services resources.

Providers of transportation services to older persons, persons with disabilities, and persons living in rural areas frequently receive subsidies from many sources. These include the Administration on Aging and other human services agencies as well as the Department of Transportation's Federal Transit Administration (FTA). Because much of the funding for mass transit from the FTA is restricted for use as capital assistance, human services grants are important for operating funds. Coordination between the various funding sources at all levels of government promotes the most efficient and effective use of transportation funds.

The availability of transportation is also a concern on Indian reservations. Even though the federal government recognizes the Indian tribes as sovereign nations, Section 18 funds for Indian communities must still be obtained through the state departments of transportation. The Transportation Efficiency Act for the 21st Century mandates a fair and equitable distribution of funds for transportation services within the state; however, most Indian tribes nationwide are having difficulties accessing funds under this section. (Additional transportation issues are discussed in Chapter 9.)

FEDERAL POLICY

TRANSPORTATION SERVICES

Congress should appropriate the funds authorized in the Transportation Efficiency Act for the 21st Century for capital and operating assistance for transportation for older people and people with disabilities.

All federal agencies that administer funds for federal transportation programs and services should actively participate in planning and coordinating those programs and services.

Congress should appropriate sufficient funding to develop and maintain transportation services needed in rural areas.

Congress should require a biannual report from the Federal Transit Authority on implementation of the Americans with Disabilities Act (ADA) across the country. The US Department of Transportation and the US Department of Justice should monitor and evaluate the adequacy of transportation services for all older Americans. The Administration on Aging should encourage the aging network to be involved in planning efforts for complementary paratransit services that are provided for in the ADA.

Congress should amend federal transportation law to fund Indian entities directly, providing both operational and capital assistance for transportation services.

STATE POLICY

TRANSPORTATION SERVICES

States should ensure the availability of transportation services to older persons, especially those who have low incomes or who are frail or live in rural areas and other areas that are not served by adequate public transportation. In addition, states should provide supplemental funding to restore cuts in federal transportation services to elderly persons and avoid unnecessary additional fees or other costs that restrict access to older persons.

States should aggressively seek to meet the transit and paratransit needs of frail elderly and disabled persons by utilizing the higher federal match for compliance with the Americans with Disabilities Act.

States should enforce federal regulations that call for coordination between federally supported programs such as the state departments of transportation, state units on aging, and area agencies on aging in planning transportation services. As part of this effort, these programs should develop a system to collect uniform data on transportation services for older persons.

States should encourage local transit authorities to reduce fares for low-income elderly persons on public transportation.

States should promote public/private partnerships and volunteer transportation programs.

VOLUNTEERISM

BACKGROUND

Volunteering offers older persons the opportunity to serve as a resource to themselves, their community, and the nation. The National Senior Service Corps (NSSC), authorized by the National and Community Trust Act of 1993 to operate under the Corporation for National and Community Service, provides valuable services to older and younger persons. Although not new, the concept of national service has sparked new interest in volunteerism and has the potential to provide a wide range of opportunities and incentives for more Americans to serve in their communities. The Corporation provides funds, training, and technical assistance for the NSSC and AmeriCorps (the new domestic peace corps). The

Corporation encourages citizens of all ages, incomes, and abilities to engage in full- or part-time community service.

The NSSC includes three programs. Two of the programs, the Foster Grandparent Program and the Senior Companion Program, include stipends. Volunteers in the Retired and Senior Volunteer Program are reimbursed only for their expenses.

Figure 8-3

NSSC Federal Funds, Volunteers, and Service Levels, Fiscal Year 1997

	Foster Grandparent Program	Senior Companion Program	Retired and Senior Volunteer Program
Federal Funds	$76.9 M	$31.0 M	$35.4 M
Volunteers	25,300	13,900	453,300
Service Recipients	80,000	48,900	70,500*
Service Hours	23,800,000	11,800,000	85,000,000

* Number of agencies with RSVP volunteers.
NSSC = National Senior Service Corps.
Source: Corporation for National Service, 1998.
Prepared by AARP Public Policy Institute.

Over the past 18 years, participation in NSSC programs has increased by 60 percent, from 295,000 volunteers in 1980 to 492,500 in 1997 (see Figure 8-3). However, the number of volunteers who can participate in these programs is still greatly limited by insufficient funding from national and state sources. This limitation in turn, affects the number of persons who can volunteer or be served by volunteers. Modest increases in funding for these volunteer programs could result in large increases in the number of people who are served. Volunteer programs, however, cannot substitute for adequate federal funding of social service programs. Neither should volunteers substitute for paid trained professionals, if doing so would jeopardize the health and well-being of clients.

The Volunteer Protection Act of 1997 addresses concerns that (1) volunteer efforts are hampered by individuals' fears of personal liability, and (2) nonprofit organizations face difficulties in obtaining reasonably priced insurance to protect against liability. The law ensures that no volunteer for a nonprofit organization, acting within the scope of the volunteer's official functions and duties, can be held liable for harm resulting from an honest mistake or act of omission.

FEDERAL POLICY

VOLUNTEERISM

The National Senior Service Corps should receive additional funds to increase stipends, recruitment, and training of volunteers. The Corporation for National and Community Service should provide expanded opportunities for both older adults and younger age groups to serve their communities.

The Corporation for National and Community Service should fund service projects that directly support the contributions of older Americans to the community.

STATE POLICY

VOLUNTEERISM

States should consider enacting laws that supplement the federal Volunteer Protection Act of 1997, as long as the additional protections for volunteers do not diminish the rights of social services clients.

EDUCATION

BACKGROUND

According to the National Association of Elementary School Principals (NAESP), children's early years in school are the most crucial to their future, not only in the classroom but, indeed, in life. The NAESP believes that the school's first and foremost concern must be the progress and welfare of its students. The National Education Association seeks a quality education for each child in safe schools where children can learn the basics, practice values such as responsibility and teamwork, and prepare for jobs in the future. Similarly, the National Association of Secondary School Principals is committed to the intellectual growth, academic achievement, character and leadership development, and physical well-being of youth. The principles of the American Association of School Administrators state that improving the condition of children and youth, preparing schools and the school system for the 21st century, connecting schools and communities, and enhancing the quality and effectiveness of school leaders will strengthen our nation's educational system.

Additional public and private investments in human capital, such as education and training, are needed if the United States is to remain competitive in the global economy. Such investments contribute to private sector output and hence economic growth as well as provide external benefits to society by instilling desirable values. Education is especially critical as the occupational structure shifts from manufacturing to services, reducing the proportion of jobs that can be filled by persons with little education. Young people who join the workforce with a high school diploma or less appear destined for dramatically lower standards of living than their more educated contemporaries.

Major investments in education and training are also made by the Department of Defense (DoD), which maintains that we need well-educated Americans to ensure the existence of the well-educated military force needed to defend our nation successfully. According to the DoD, maintaining technological leadership is critical to both national defense strategy and economic well-being. Therefore, the DoD sponsors a wide range of educational programs to improve the quality of the pool of personnel from which scientists and engineers can be drawn. More than 200 separate DoD programs are used to enhance science and engineering education at different educational levels.

Schools can also provide an ideal setting for intergenerational programs in which both young and old have the opportunity to learn from each other and share their experiences. This process can be enhanced by including material on aging in the school curriculum. All age groups would benefit from learning about saving and investing for the future. High educational attainment for all children and opportunities for continuing education for adults are critical to ensuring that Americans can continue to enjoy a high quality of life.

THE ASSOCIATION SUPPORTS EFFORTS AT THE FEDERAL, STATE, AND LOCAL LEVELS TO STRENGTHEN THE EDUCATIONAL SYSTEM. Funding for programs for children, youths, and adults should be supplied. Special emphasis should be placed on children and youths who are educationally at risk and expansion of successful programs to prevent later failures.

OLDER AMERICANS SHOULD BECOME VISIBLE SUPPORTERS OF SCHOOL SYSTEMS AS WELL AS A MORE INTEGRAL PART OF THE SCHOOL COMMUNITY, WHETHER AS VOLUNTEERS OR AS USERS OF SCHOOL FACILITIES.

IT IS IMPORTANT TO INTEGRATE THE STUDY OF AGING AND AGING PROCESSES INTO SCHOOL CURRICULA.

STUDENTS SHOULD HAVE THE OPPORTUNITY TO LEARN UNDER THE DIRECTION OF COMPETENT AND WELL-EDUCATED TEACHERS IN AN ENVIRONMENT THAT IS SAFE AND CONDUCIVE TO LEARNING. Families and teachers must work together, with the assistance of volunteers, to ensure that all students receive this opportunity.

THE ASSOCIATION URGES BUSINESS INVOLVEMENT IN EDUCATION AND BELIEVES EMPLOYERS SHOULD BE ENCOURAGED TO PERMIT THEIR EMPLOYEES TO BRIDGE THEIR FAMILY AND WORK RESPONSIBILITIES SO THAT THEY CAN BE MORE DIRECTLY INVOLVED IN THE EDUCATION OF THEIR CHILDREN.

STATE POLICY

EDUCATION

States should work collaboratively with private, state, and federal agencies to encourage the study by students and adults of saving and investment programs, including, but not limited to, personal retirement efforts, pension plans, and Social Security.

FINANCING EDUCATION

BACKGROUND

Per capita spending on American education has slowed in recent years, as school districts attempt to meet the demands created by record growth in elementary school enrollments. Moreover, wide disparities remain in school financing within school districts and within states. Because the primary source of education funding is local property taxes, more affluent areas, having higher property tax assessments, are able to spend more for education than their poorer counterparts can. Students from disadvantaged backgrounds often need an enriched educational experience to overcome early learning deficits and the special problems of poverty, yet they are likely to attend schools with inadequate resources. The gap between educationally privileged and educationally disadvantaged youth becomes larger over time, compounding schooling inequities. States are dealing with this issue in a variety of ways. For instance, laws and courts in some states have mandated increased state support for poorer school districts to bring them more in line with richer ones.

States are examining and altering many school financing policies, such as parental choice of schools, voucher use, and merit pay. In some states efforts are being made to create and provide financial support for charter schools and/or provide parents with vouchers, making it possible for children to attend another school than they might geographically attend. Both of these efforts undermine the funding provided by state and local governments to the public K-12 system.

STATE POLICY

Financing Education

Salaries for teachers should be adequate to recruit and retain skilled teachers, including more minority teachers, in conjunction with programs to improve the skills of existing teachers.

States should support education benefits, develop strategies to close funding disparities without causing affluent districts to spend less, and ensure that the integrity of the public school system is always protected.

States should ensure that the public K-12 education system is adequately funded to provide high-quality educational opportunities for children without diverting resources to support such programs as charter schools and voucher systems.

States should ensure that public revenues are distributed only to educational institutions that are formally accountable to the taxpayers.

LIFELONG AND GERONTOLOGICAL EDUCATION

BACKGROUND

Lifelong education contributes to personal growth and economic productivity, particularly in an era of rapid technological change. Ongoing education can assist older Americans in overcoming skills obsolescence and help to make later life as rewarding as possible.

Adult education programs receive funding, as formula grants to the states, under the Adult Education Act. The US Department of Education distributes approximately $340 million annually to the states, and states and localities provide an additional $900 million for basic education for adults age 16 and over. Only 2.5 percent of the federal budget goes to education for Americans of all ages; state and local funds together make up more than three-fourths of the total adult education budget.

Among the neediest older Americans are the functionally illiterate, whose condition deprives them of the basic skills for daily living. Illiteracy isolates people and can cause them to be excluded from public benefits programs for which they are eligible. Estimates of illiteracy rates vary widely but generally tend to show higher rates for older than younger people and much higher rates for older minorities than for older nonminorities. Generations of illiteracy can perpetuate a cycle of poverty.

Many programs aimed at combating illiteracy, but they reach only a minority of those needing help. The Adult Education Program in the Department of Education is the major federal program providing basic education and literacy skills instruction. Yet only 1 percent of the education budget goes to adult literacy. A study by the Federal Interagency Committee on Education found that 14 federal agencies administer 79 literacy-related programs. The four agencies most active in older adult (55-plus) literacy are the Department of Health and Human Services, the Department of Labor, the Department of Education, and ACTION.

The National Literacy Act of 1991 authorized four new programs to be administered by the Office of Vocational and Adult Education in the Department of Education; state literacy resource centers, national workforce literary strategies, a program for functional literacy for state and local prisoners, and a program for life skills training for state and local prisoners. In addition, the Act requires that states provide direct and equitable access to federal funds by local education agencies (LEAs), public or private nonprofit organizations, agencies responsible for correctional education, and post-secondary educational institutions that serve educationally disadvantaged adults. Organizations that serve older adults will now be able to apply directly to the state for funding, rather than through LEAs or community colleges.

State policies on education for adults need restructuring. While many educational institutions have focused their recruitment efforts on adults to bolster student rolls and alleviate financial difficulties, opportunities for adults have focused primarily on enrichment activities rather than economic or social needs. Increasingly, it is important to offer employment-related education as well. Greater emphasis must be placed on expanding educational opportunities for adults, especially those who may be unemployed or underemployed. Adult literacy programs are of particular importance, as are programs that promote lifelong learning and prepare persons for new employment opportunities. Some proprietary institutions continue to take advantage of adults seeking to further their education (see Chapter 4 for a description of programs that develop the employment potential of aging workers and displaced homemakers).

FEDERAL POLICY

LIFELONG AND GERONTOLOGICAL EDUCATION

Federal agencies should collect comprehensive data on Americans' rate of illiteracy, particularly on illiteracy rates of older persons and minorities. The federal government has an important role to play in ensuring that individuals of all ages receive opportunities to acquire basic literacy skills, but it cannot fulfill this role without better estimates of the numbers of people affected. Federal efforts also should provide incentives for private and public agencies to provide educational opportunities to older people with literacy difficulties.

The federal government should increase support to institutions providing training in gerontology to help ensure an adequate workforce trained in the field of aging.

LIFELONG AND GERONTOLOGICAL EDUCATION

States should support initiatives that assess the prevalence of and attack the problem of illiteracy. In addition, the use of older persons as paid employees and volunteers in literacy training programs should be supported.

States should increase learning opportunities for adults (credit, noncredit, and part-time) at community colleges, technical and vocational schools, and other institutions of higher education, including student financial aid for qualified adults, the opportunity to audit courses, and public information programs that alert adults to the availability of such opportunities.

States should require supervision and licensing of proprietary educational institutions to ensure quality and to prevent fraud.

Education is the key to promoting citizen awareness of such everyday environmental issues as clean water and air, refuse disposal, reusing and recycling, and the search for nonpolluting and renewable substitutes for diminishing resources. Americans should be encouraged to use the knowledge they already possess to live more ecologically — to become more environmentally conscious both in their personal behavior and through their volunteer efforts.

STATE POLICY

PRESERVING THE ENVIRONMENT

States should:

- **Be granted some flexibility to devise methods to assist or reinforce federal efforts to preserve and enhance soil, water, and air quality as well as to maintain and preserve parks, forest lands, agricultural areas, and wetlands to ensure that these resources are available for the use of future generations.**

- **Enact and implement public participation provisions where needed in state health, safety, and environmental laws that are designed to solicit and include the public's opinion in environmental decisions that affect their health, safety, or welfare, particularly in situations involving siting of waste facilities in minority, rural, or low-income areas.**

- **Develop programs (such as radon detection, asbestos removal, water conservation, and recycling) that involve consumers and inform them about the roles they can play in preserving safe, clean, and healthy environments.**

OTHER CONSUMER CONCERNS ■ Privacy Protections

BACKGROUND

In increasing quantities, personal information about individual banking, insurance, securities, credit transactions, retail buying patterns, and use of telecommunications and medical services is collected by both businesses and government agencies. Advances in information and communications technology now make these records readily available and subject to commercial exploitation.

Privacy concerns are raised, for example, when access to drivers' license and automobile registration files is requested, when someone visits a Web site on the Internet, or when telecommunications equipment can identify the name and telephone number of callers before

Immigration has always been a strong element in our nation's history. Waves of immigrants have come and established ethnic communities in densely populated urban areas across the country. They bring with them their native cultures, traditions, and languages. Today in our school systems, immigrant students still comprise a fairly large part of the student population. As new generations of immigrant students assimilate into mainstream classrooms, many face critical issues pertaining to their cultural and linguisitic diversity as individual students. The ERIC Clearinghouse's immigrant issues pathway is designed for those who are either involved in educating immigrant students or interested in learning more about the world of immigrant students and how we can better meet their needs.

Pathway Index

Immigrant Demographics
The demographics page introduces and illustrates the composition and characteristics of the current wave of immigrant students.

Immigration Policies and Laws
Policies and procedures pertaining to immigrant students are described in this page.

Immigrant Communities
The community page describes multiple and diverse ethnic pockets across the country and what role they play in the lives of immigrant students.

Immigrant Culture
The culture page depicts the difficulties of choosing between assimilation and acculturation and how immigrant students adapt to the new environments of their American community.

Refugees
The refugee page defines this distinct group of immigrant students who are exiles seeking asylum from war-torn countries such as Haiti, Albania and Cambodia.

The Education of Immigrant Students
The education page lists topics critical to the education of immigrant students such as bilingual education and antipoverty laws.

Teaching Methods for Immigrant Students
This page provides curriculum and teaching resources for educators who work with culturally and linguistically diverse students.

Immigrant Resources
A list of organizations and community groups working with immigrant students is provided here.

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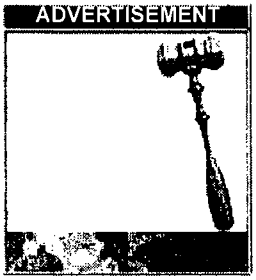

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Social Security, Medicare, managed care, utilities—AARP is involved in the issues that you care about. Here's information to help you examine the issues and make your voice heard. Plus, learn how AARP is working for the interests of our members and their families at the local, state, and national levels.

AARP in Action

- Election 2000
- AARP In Your State: Regional and State Information
- AARP Speaks to Congress: Congressional Testimony
- AARP VOTE - Voter education campaign

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AARP Speaks to Congress

October 6, 1999
Washington, DC

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Congressional Testimony - Summary

AARP Tells Congress Its Members Have Vital Interest in Electric Utility Restructuring

For everyone, electricity is a basic necessity of modern life. However, older Americans are particularly concerned with electric utility issues as they are vulnerable to rapid increases in energy prices. Overall, older Americans devote a higher percentage of total spending to residential energy than other age groups.

Recently, Rutherford "Jack" Brice, a member of AARP's Board of Directors, testified before the House Energy and Power Subcommittee about H.R. 2944, the Electric Competition and Reliability Act. Brice told the Subcommittee that H.R. 2944 met two of AARP's public policy goals in this area:

- Ensuring that residential customers are among the first to benefit from competition, and
- Providing strong consumer protection provisions.

Another key goal for AARP in electric utility restructuring is universal service. On this topic, Brice said that H.R. 2944 does not go far enough in assuring universal service. As currently written, H.R. 2944's only recognition of universal service is through a "Sense of the Congress" provision.

In summing up his remarks, Brice said that "H.R. 2944 is a big step in the right direction."

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AARP Speaks to Congress

October 5, 1999
Washington, DC

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Congressional Testimony - Summary

AARP Speaks Up for Manufactured Housing Owners in Senate

Over two million individuals age 65 and older live in manufactured housing which is often referred to as "mobile homes." Consequently, AARP has been a consistent advocate for those who live in manufactured housing . Recently, AARP testified before the Senate Banking, Housing and Urban Affairs Committee regarding S. 1452, the Manufactured Housing Improvement Act. AARP was represented before the Committee by Board Member, Rutherford "Jack" Brice.

Brice told the Committee that the National Housing Construction and Safety Standards Act of 1974 is not working for the manufactured housing industry nor for consumers. Consumers, Brice said, are hurt because there is a critical deficiency in the quality assurance regulations administered by the U.S. Department of Housing and Urban Development (HUD). Furthermore, Brice said that consumers are being hurt by a lack of construction and safety standards enforcement.

To support his testimony, Brice referenced a survey recently conducted for AARP by National Family Opinion Research (NFO). This survey found that nearly eight in ten manufactured homeowners (77%) reported problems with the construction or installation of their homes. Furthermore, fully 57% reported more than one problem with their homes.

Concluding his remarks, Brice told the Committee that if Congress does not take action on this issue manufactured housing owners would continue to suffer from the lack of enforceable standards.

AARP Speaks to Congress

August 12, 1999
Washington, DC

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Congressional Testimony - Summary

AARP Tells Senate Committee: Tax Credits Are Only a Partial Solution to the Problem of Long-Term Care

Testifying before a field hearing of the Senate Special Committee on Aging held in Indianapolis, Indiana, Mary Jane Phillippe told the Committee that while tax credits are commendable, they represent only a partial solution to the problem of long-term care. Phillippe is a member of AARP's National Legislative Council and Indiana Governor O'Bannon's Commission on Aging.

According to Phillippe, the need for long-term care will increase during the 21st century as the population ages and Americans live longer. Phillippe reminded the Committee that whether long-term care is delivered at home or in an institutional setting, the cost can be quite high -- for example, across the country a stay in a nursing home costs $46,000 or more a year.

On the topic of long-term care insurance, Phillippe told the Committee that while this is an option for some people, such insurance remains out of the reach of low-income and many middle-income families, and alone is not the answer to the nation's long-term care problems.

In concluding her remarks, Phillippe said that AARP feels that what is needed to address the problem of long-tem care is "a serious dialogue and continued innovation to develop more public and private responses to produce cost-effective answers."

AARP Speaks to Congress

August 4, 1999
Washington, DC

Congressional Testimony - Summary

AARP Warns Against Pushing Medicare Reform Legislation Too Quickly

According to Esther "Tess" Canja, AARP's President-Elect, it would be a serious mistake for congressional leaders to push Medicare reform legislation through the Congress too quickly, before the effects on beneficiaries and the program are known and before there is an emerging "public judgment". Canja stated that if Medicare reform moves through the Congress too quickly that "AARP would be compelled to alert our members of the dangers of such legislation . . ." Canja's remarks came in testimony before the Health and Environment Subcommittee of the House Commerce Committee.

The major focus of the congressional hearing was the implementation of the Medicare+Choice program. Canja told the Subcommittee AARP believes that the initial implementation of this program can teach policy makers some valuable lessons. One of these lessons Canja told the Subcommittee is that "the significant withdrawals from the Medicare program by Medicare HMOs both this year and next serve as a wake-up call to all who seek to bring private sector solutions to bear on Medicare's problems."

In the concluding part of Canja's remarks, she expressed AARP's desire to work with the Subcommittee "to advance a Medicare reform package that includes prescription drugs."

AARP Speaks to Congress

August 4, 1999
Washington, DC

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Congressional Testimony - Summary

AARP Continues Fight Against Deceptive Mailings

In testimony before the House Postal Service Subcommittee, Virginia Tierney, a member of AARP's Board of Directors, said that while AARP has done much to educate its members about deceptive mailings and sweepstakes, congressional action was still very much needed. According to Tierney, steps should be taken to:

- Make it clear to consumers that no purchase is necessary to win a sweepstakes prize, and
- Reform of "you have automatically won" language which leads many consumers to believe that they have already won a substantial prize.

Tierney's testimony was punctuated by stories of AARP members who have been victimized by deceptive mailings. The House is currently considering legislation to deal with the issue of deceptive mailings and sweepstakes. By a large margin, the Senate passed a bill on this topic earlier. This legislation contains a number of consumer protections backed by AARP.

AARP Speaks to Congress

July 30, 1999
Washington, DC

Congressional Testimony - Summary

AARP Opposes Older Worker And Ombudsman Provisions But Backs Elder Locator And Family Caregiver Programs In Proposed Senate Bill

In a statement submitted for the record to the Senate Subcommittee on Aging, AARP opposed several key changes affecting the older worker program and ombudsman program, but applauded the proposed Elder Locator program and the National Family Caregiver Support Program in the draft bill to reauthorize the Older Americans Act (OAA).

AARP has continued to maintain support for legislation that essentially provides for a straight reauthorization of existing OAA programs. Major changes in vital programs that serve the most vulnerable elders, such as the ombudsman and low income older worker program, would undermine funding and impose administrative regulations that defeat the primary purposes of those programs. The Association also expressed concern about proposed "cost-sharing" and "voluntary contribution" changes in the draft legislation. In this period of dramatic expansion of economically and socially vulnerable older persons, decreased funding and new administrative and cost barriers do not promote the primary goals of the Act: serving the greatest social and economic needs of older Americans.

AARP Speaks to Congress

July 20, 1999
Washington, DC

Congressional Testimony - Summary

AARP Wants Congress to Protect the Confidentiality of Personal Financial and Medical Records

According to Jack Brice, a member of AARP's Board of Directors, AARP believes that consumers have the right to be involved participants in financial service provider decisions regarding the dissemination of their financial information and medical records. Furthermore, Brice said that consumers should have the right to reject unauthorized use of personal financial information and medical records outside the original business context in which and for which the data were collected. Brice made his remarks before the House Financial Institutions and Consumer Credit Subcommittee.

The issue of financial privacy Brice said has emerged from a recognition that our nation lacks a consistent, binding process for protecting the privacy rights of consumers with regard to personal information. Brice went to tell the Subcommittee that AARP believes that the financial privacy of consumers should not be considered as incidental to the modernization of the financial services industry - but rather as an inherent part of it.

Brice reminded the Subcommittee that a medical history contains some of the most private and personal information collected about any individual. Therefore, Brice said that minimum federal standards for maintenance of the privacy and confidentiality of personal health information would best be established by comprehensive federal legislation applying to all health information, no matter where, or why collected.

AARP Speaks to Congress

Statement of Marcy Creque

April 28, 1999
Washington, DC

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Member of AARP's National Legislative Council

FY 2000 Appropriations for the Department of Housing and Urban Development and the Corporation for National and Community Service.

I am Marcy Creque, a member of AARP's National Legislative Council. We appreciate this opportunity to appear before the Subcommittee regarding programs which affect the lives of vulnerable older Americans. Given that poverty in old age is likely to be permanent, continued support of initiatives like Section 202 Elderly Housing is essential. This support is needed now more than ever, in light of next year's statutory spending limits. The Association remains concerned about the impact of the discretionary spending caps on programs designed to help low income families. These caps will inevitably lead to difficult funding decisions and may need further consideration by Congress.

Our recommendations can be summarized as follows:

Secs. 202 and 811:
at a minimum, provide sufficient funds to maintain current production levels (11,300 total incremental units - $854 million) next year under the Section 202 Low Income Elderly Housing Program and the Section 811 Housing for Disabled Persons Program;

Alternatives for younger persons with disabilities:
make available to public housing authorities the resources necessary to develop and adapt alternatives to elderly housing for younger individuals with disabilities. Designate at least 5,000 vouchers for persons with disabilities and target them to housing authorities most affected by "mixed population"

Housing Counseling:
provide Administration's recommended increase for Housing Counseling Program (from $17.5 million to $20 million), which is under statutory obligation to provide counseling to reverse mortgage consumers;

Supportive Services:
at a minimum, preserve $20 million funding floor currently earmarked for Congregate Housing Services Program and for service coordinators in public housing; and

Corporation for National and Community Service:
provide sufficient funds for the Corporation for National and Community Service.

GROWING NEED FOR ELDERLY HOUSING

The unprecedented growth in the elderly American population over the next fifty years will present policymakers with many challenges. The Administration reports that by 2050, as many as one in five Americans will be elderly, compared with one in every 25 at the turn of the last century. And by 2050, the number of elderly Americans will more than double to 80 million, with those 85 years and older making up almost one-fourth of that population.

Meeting the challenge of housing for low-income older Americans will require reinvention and reform of existing programs as well as coordination with relevant Federal agencies. In that regard, AARP believes the Department of Housing and Urban Development (HUD) should establish a high-level Special Assistant to the Secretary to develop and coordinate policy related to programs affecting older persons.

These demographic changes are significant to planning for the future housing needs of the low income-older population, especially for the oldest old. Many of these persons are more likely to live alone on limited resources and to suffer from multiple diseases. In the case of Section 202 housing, new units are being added only at a very modest rate. We can anticipate that without adequate funds -- at the very least enough to support current production levels -- early in the next century our nation will be confronting a marked shortfall in this specialized housing. This will also be the case with other federally assisted projects where the elderly reside such as public housing.

Two critical factors differentiate the housing needs of older persons from those who are younger. The first difference is physical environment. Older persons, particularly the oldest elderly, often suffer from chronic health conditions and disabilities. Section 202 housing is architecturally designed to address the special needs of frail elderly persons, the fastest growing segment of older Americans. Features include nonskid flooring, wider doorways to accommodate wheel chairs, safety grab bars and ramps. Most other federally assisted housing does not provide these critical features.

The second difference is that the elderly tend to reside much longer in the same home or apartment -- a phenomenon known as "aging in place". Moving is often a very great burden. Employment and marriage, the avenues out of poverty for younger families, are unlikely for the older women who constitute 80 percent of Section 202's older residents. As more and more elderly Americans live longer, a reduced turnover will increase the burden on existing elderly housing stock. Properly maintaining existing facilities is crucial.

SECTION 202 SUPPORTIVE HOUSING FOR THE ELDERLY

The Administration proposes to expand the scope of Section 202 next year but keep funding at the existing $660 million level. Within this request, a total of $150 million is earmarked in the bill for two new or expanded initiatives: Conversion to Assisted Living Grants ($100 million) and Service Coordinators for the Elderly ($50 million). Funds provided for the construction of new units next year would be reduced accordingly (from $660 million to $510 million).

Under the Administration's proposed "Conversion" initiative, eligible Section 202 project owners would be awarded grants on a competitive basis to make current housing more responsive to the needs of frail elderly residents. A portion of these funds could also be used by grantees for the physical establishment of intergenerational learning centers within the elderly housing project. The purpose of these centers would be to link affordable senior services and affordable child care. The centers would be operated, at least in part, by Section 202 residents and residents of other assisted housing developments.

The second component of the Administration's proposal regarding Section 202 is a proposed $50 million expansion of the Service Coordinator Program. The primary responsibility of a service coordinator is to link residents with supportive services provided by community agencies. The Administration's budget documents indicate that the recommended expansion would allow service coordinators to serve more elderly residents and, on an exception basis, assist elderly persons residing in private housing within the same neighborhood.

The Administration is to be commended for its objective to help frail, elderly persons remain in their own homes as long as possible with the help of assisted living services. However, the Administration's Section 202 proposals -- which total $150 million -- would be accomplished at the expense of new construction next year. If adopted, the number of incremental housing units would drop by roughly 28% (from 8,000 to 5,790).

The growing need for assisted living facilities in no way diminishes the acute housing supply problem faced by frail, low-income older persons. Significant waiting lists still exist for Section 202 housing. AARP strongly urges that sufficient resources be provided to guarantee at least current production levels under this vital program next year. Consideration of the Administration's two proposals should be deferred, pending the availability of resources and evaluation by the authorizing committee.

In addition, AARP urges that a minimum of 5,000 vouchers be designated to fund the tenant-based assistance program for younger persons with disabilities authorized in the Housing and Community Development Act of 1992. We recommend that these vouchers be targeted to public housing authorities (PHAs) which have been most affected by problems that have occurred as the result of housing the younger disabled with the elderly. PHAs need these resources along with additional development and modernization funds in order to meet the challenge of providing real housing alternatives and choices to younger persons with disabilities.

PROMOTING THE INDEPENDENCE OF FRAIL OLDER PERSONS

At a minimum, AARP recommends preserving the $20 million "funding floor" currently earmarked within the Community Development Block Grant Program for Congregate Housing Services and for service coordinators in public housing. Bill language in the existing Act specifies that "... at least $20,000,000 shall be used ..." for these activities. For next year, the Administration proposes earmarking "... not less than $10,000,000..."

Service coordinators have proven their value as part of the management team in elderly housing projects. The need for such staff is especially acute in public housing projects for the elderly, which often include large numbers of residents with mental and physical disabilities. AARP believes such costs should be automatically included by HUD in the routine operating expenses of elderly housing projects.

The Congregate Housing Services Program was authorized 20 years ago to help prevent the premature institutionalization of elderly and disabled residents. Services provided are limited to those that are not currently available in each area. HUD requires at least one full meal each day and a service coordinator in all projects. Housekeeping, personal assistance and other services deemed essential for individuals to maintain semi-independent living are eligible for funding. Approximately 4,000 frail and disabled tenants are currently served in 13 projects. The need to continue this support is crucial, pending enactment of any relevant legislation in the future.

AARP further urges adoption of the Administration's recommended increase for the Housing Counseling Program (from $17.5 million to $20 million). This program requires independent counseling for those elderly homeowners who seek FHA-insured reverse mortgages. These mortgages allow older homeowners who are "house rich but cash poor" to tap into the equity in their homes to pay for meeting basic needs. Given scam artists who prey on the elderly, the need to continue this program is critical.

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

AARP recommends that sufficient resources be made available for programs administered by the Corporation for National and Community Service. Older Americans are not only participants in programs like AmeriCorps, but recipients of its community-based services as well. And many older persons participate in programs as mentors and tutors to youngsters in schools across the nation. These valuable activities foster civic responsibility and strengthen the ties that bind us as a people. Thank you again for this opportunity to comment on some of the Administration's budget proposals for fiscal year 2000.

AARP Speaks to Congress

July 14, 1999
Washington, DC

Congressional Testimony - Summary

AARP Asks Congress to Meet the Housing Needs of Older Americans for the 21st Century

According to the Census Bureau, by the year 2020 the number of persons age 65 and older will grow to 53 million. This is a dramatic 55 percent increase from today's 34 million. Furthermore, as the population ages the proportion of individuals who have difficulty performing one or more basic activities of daily living will also be increasing.

Testifying before the House Housing and Community Opportunity Subcommittee, Jane O'Dell Baumgarten, a member of AARP's Board of Directors, recommended that Congress provide a mechanism to refinance Section 202 housing. According to Baumgarten, this would allow the Department of Housing and Urban Development (HUD) to convert Section 202 direct loans to capital grants thus providing older projects with debt-relief that could free financial resources for project modernization and retrofitting. The 202 program is the only federally-funded new construction housing program specifically designed to meet the needs of elderly residents.

With regard to housing legislation that is pending before the Subcommittee, Baumgarten said that AARP urged the inclusion of several provisions that will expand housing options for needy older Americans, improve the delivery of supportive services, and stem the tide of housing losses.

AARP Speaks to Congress>

June 8, 1999
Washington, DC

Congressional Testimony - Summary

AARP to Food and Drug Administration: Number One Priority Should Be Safety

Testifying before the Food and Drug Administration (FDA), AARP said the number one priority in the area of dietary supplement regulation should be to ensure the safety of these products. AARP was represented by Richard Johnson, the AARP Delaware state president. AARP has a longstanding interest in the regulation of dietary supplements because so many of its members, and older persons in general, use supplement products.

While Johnson praised the FDA for its work in standardizing supplement labels, he pointed out that unfortunately consumers are not getting the assurance that the supplements they are using are safe.

Johnson told the FDA that he recognized that the Dietary Supplement Health and Education Act hampers its ability to remove dangerous substances from the market. However, he urged the Administration to think creatively about the problem. For example, Johnson suggested additional research paid for user-fee program might be an idea that should be considered.

AARP Speaks to Congress

May 14, 1999
Washington, DC

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Congressional Testimony - Summary

AARP Supports Administration's Recommended Increase in Home-Delivered Meals Program

In a statement to a Senate Appropriations Subcommittee, AARP called on Congress to approve the $35 million increase proposed by the Administration for the home-delivered meals program (from $112 million to $147 million) for the coming fiscal year. The home-delivered meals program is administered through the Older Americans Act (OAA).

According to AARP, extra funds for the home-delivered meals program will mean more nutritious meals for more seniors next year, particularly those who are frail. At the present time, waiting lists for this particular program remain longer than for any other supportive or congregate service provided by OAA.

AARP also asked the Subcommittee to provide no less that $1.1 billion for the Low Income Home Energy Assistance Program (LIHEAP) and make sufficient resources available for:

- Medicare+Choice Provisions;
- The Agency for Health Care Policy and Research;
- Sate Survey and Certification activities;
- The Social Security Administration;
- The National Senior Service Corps; and
- The Social Services Block Grant.

AARP Speaks to Congress

March 11, 1999
Washington, DC

Congressional Testimony - Summary

AARP Applauds Deceptive Mail Prevention and Enforcement Act

In testimony before the Senate Permanent Subcommittee on Investigations, Virginia Tierney, an AARP Board member, said that AARP applauded the Deceptive Mail Prevention and Enforcement Act, S. 335 which has been introduced by Senator Susan Collins (R-Maine). The Subcommittee is looking into the impact of deceptive mailings, including fraudulent sweepstakes.

Tierney told the members of the Subcommittee that one of the most attractive provisions of S. 335 regards civil penalties. According to Tierney, the legislation could provide for up to $2 million dollars in remunerative penalties. Tierney reminded the Subcommittee that AARP has long contended that the most direct means of eliminating fraud is to take the profit out of it.

In concluding her remarks, Tierney said that AARP hopes that the Subcommittee will look at provisions that would couple claims and promises made by sweepstakes operators with disclaimers as well as clearly defining games of skill and chance. For example, Tierney said that the latter provisions would require "games of skill" operators to detail:

- Exactly how many levels a participant would have to achieve to win the grand prize;
- What the maximum cost would be to participate; and
- The timeframe within which the contest winner will be determined.

AARP Issue Statement

February 1, 1999
Washington, DC

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Statement by AARP Executive Director Horace Deets in Response to President Clinton's FY 2000 Budget Proposal

The President's budget contains several intriguing proposals to address the future retirement security needs of the boomers. Chief among them is applying 62 percent of the projected unified budget surplus to the Social Security Trust Funds. AARP looks forward to seeing and exploring the all-important details of this proposal, especially its effect on reducing the public debt.

AARP also believes it is important to continue to explore additional ways to strengthen Social Security to ensure its financial stability for the full 75-year period. Any investment of the Social Security Trust Funds must be fully insulated from political influence.

AARP is pleased that the President's FY 2000 budget acknowledges the need for a systematic and rational approach to the new era of budget surpluses. The challenge to the Administration and the Congress is to invest in the future without abandoning the bipartisanship and fiscal discipline that got us to this moment.

The long-term care initiative to provide tax credits for family caregivers is an important recognition of what families are already doing to provide high quality care to a family member. This initiative will give some help to persons with serious disabilities. While it will not address our nation's full long-term care need, it is one of a number of steps that we need to take toward solving the nation's long-term care problems.

In proposing that a portion of the surplus be used to extend Medicare solvency, the President is indicating that in order to address Medicare's financial challenges and continue to provide dependable health care coverage, it will be ultimately necessary to consider additional financing sources.

The President has also proposed to reduce Medicare payments to hospitals. These reductions should be scrutinized to ensure that they will not jeopardize beneficiaries.

In addition to ensuring Medicare's and Social Security's long-term solvency, AARP has long supported the concept of improving retirement savings. The President's proposed USA accounts via a tax credit offers a creative approach to that goal that merits further discussion, and may lay the groundwork for a bipartisan approach to this issue and the broader question of tax relief.

The President also proposes to increase spending on a number of domestic programs and for defense. It is critical that these proposals be accompanied by corresponding adjustments in current budget caps so that they will not cause dislocations in other parts of the budget.

AARP looks forward to working with the President and the Congress on these important issues. Our concern is to strengthen the prospects for the retirement security of the boomer generation while protecting those already retired.

AARP Issue Statement

January 21, 1999
Washington, DC

- Issue Statement Index
- 1998 Issue Statement Index

See also:
- Social Security Reality Check
- Making Medicare Choices

Statement by AARP Executive Director Horace Deets in Response to Proposed State of the Union Initiatives

The President's proposals to strengthen Social Security and Medicare are intriguing. The American economy is healthy, giving us the opportunity and the obligation to address challenges today that will affect generations to come.

The President's proposals acknowledge what most Americans understand -- that access to health care and economic security in retirement go hand in hand. Of course, we will need to examine the President's proposals in detail. We have to pay as much attention to the family budget as to the federal budget; therefore, giving Medicare and Social Security reform first draw on the budget surplus establishes the right priorities.

AARP knows that a secure retirement calls for more than Social Security. President Clinton's proposal to add a universal retirement savings account on top of Social Security appears to be a constructive start toward greater retirement security for all Americans.

In 1998 AARP actively promoted a year of national dialogue on Social Security. This is the year for bipartisan action. We are pleased that both the State of the Union proposals and the Republican legislative agenda announced today give such high priority to economic and health issues affecting Americans age 50 and older. The next step is for all Americans to explore the details of these proposals, understand all our options and encourage bipartisan Congressional action this year. The goal must be not only the solvency of Social Security and Medicare, but the economic security of all Americans, working and retired.

AARP

news release

January 4, 2000
Washington, DC

- News Release Index

See also:

- AARP Grandparenting Survey Press Kit

AARP Survey: Grandparents, Grandchildren Have Strong Bond, Visit Often

WASHINGTON -- Despite the widespread belief that cross-generational family relationships have been shattered in recent decades, an AARP survey shows that grandparents have an unusually strong relationship with their grandchildren.

The national survey of more than 800 grandparents over 50 years old found that most regularly interact with grandchildren in a variety of ways and think their relationships with grandchildren are "very positive."

For example, more than eight in ten grandparents (82 percent) surveyed said they have seen a grandchild in the past month, and 85 percent said they have talked to a grandchild on the phone in that period. Seven in ten (72 percent) said they have shared a meal in the past month, and an equal number said they purchased a gift for a grandchild within that time.

"The state of American grandparenting is strong," explained Gretchen Straw, associate research director of the AARP Research Group. "Most grandparents see their grandchildren regularly and connect in a number of ways. The relationship is a rewarding one."

"Perhaps the most striking finding of this study is the extent to which generations are connected to each other," the survey concludes. "In spite of a mobile society (and) busy lives... most grandparents regularly interact with their grandchildren."

The survey comes at a time when the national media regularly report on instances of family breakdown. It also comes at a time at which grandparents visitation rights have become a focal point of attention on the eve of the Supreme Court oral arguments in the Troxel v. Granville case.

Thirty-one percent of adults -- or about 60 million Americans -- are grandparents. AARP found that eleven percent of grandparents over 50 are caregivers: eight percent say that they are providing day care on a regular basis and three percent say they are raising a grandchild.

Other highlights of the study:

-- **In questioning grandparents about 17 activities** they might have engaged in with any grandchild in the past month, AARP found the top five were:

- Eating together (either in or out)
- Watching a TV comedy
- Staying overnight
- Shopping for clothes
- Engaging in exercise/sports

-- **Forty-three percent of grandparents say it is "very easy"** to come up with potential activities for a grandchild, and another 25 percent say it is "somewhat easy."

-- **Of grandparents who are not caregivers** and who do not live in the same household as grandchildren, 44 percent see a grandchild every week. Another 25 percent see a grandchild at least once a month. Almost a third of grandparents (3l percent) both see and speak by phone to a grandchild each week. Slightly over one in 10 grandparents (12 percent) have little contact with a grandchild, seeing or talking on the phone with them every few months or less.

-- **Grandparents were asked about the different roles they play** when interacting with a grandchild. Nearly one-half (49%) said that they often serve as a companion/friend, and more than one-third said they often give advice (35 percent), talk about family history (33 percent), explain what their parent did as a child (36 percent), or serve as a confidant (34 percent). Twenty-nine percent said they often "talk about the good old days."

-- **In response to an open-ended question** about what are the most important values or ethics they would like to pass on to their grandchildren, 42 percent of the grandparents said high morals and integrity. Twenty-one percent cited "success or ambition," 20 percent mentioned religion, 14 percent pointed to consideration of others, and ten percent said to be responsible or trustworthy.

-- **Mature grandparents spend a median of $489 a year** on clothes, books, toys and other items for grandchildren. Nearly three-fourths of those questioned (74 percent) purchased clothing and 60 percent bought books for a grandchild in the previous 12 months.

Twenty-seven percent of those participating in the study are under age 60, just over one-third are 60 to 69, and a similar percentage are 70 and older. Fifty-six percent are retired, while 23 percent work full-time and eight percent, part-time. Seven percent are homemakers. The survey found that the typical grandparent has five grandchildren/great grandchildren. One-fourth of grandparents have great grandchildren. Just over one-third have income under $25,000, while 30 percent have incomes of at least $50,000.

The study was conducted by telephone for AARP by ICR Survey Research Group of Media, Pennsylvania. The sample includes 823 grandparents age 50 years and older who were interviewed between September 28 and October 25, 1998. The margin of error is 3.5 percent plus or minus.

AARP is the nation's leading organization for people age 50 and older. *It serves their needs and interests through information and education, advocacy, and community services which are provide by a network of local chapters and experienced volunteers throughout the country. The organization also offers members a wide range of special benefits and services, including Modern Maturity magazine and the monthly Bulletin.*

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Baby Boomers Envision Their Retirement: An AARP Segmentation Analysis -- Executive Summary Part I

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Introduction and Background

The Baby Boom generation-the cohort of Americans born between 1946 and 1964-has long commanded the attention of demographers, politicians, marketers, and social scientists. Seventy-six million strong, Baby Boomers represent the largest single sustained growth of the population in the history of the United States. Their mass alone has had an enormous impact on the national psyche, political arena and social fabric. From the youth culture they created in the 1960s and 1970s to the dual-income households of the 1980s and 1990s, this generation has reinterpreted each successive stage of life. As the oldest of the Baby Boomers, now 52, approach later adulthood, they are again poised to redefine the next stage, retirement.

There is little doubt that the impact of the Baby Boom's generation has never been underestimated. The *cohesiveness* of this cohort, however, has perhaps been grossly overestimated. Although commonly viewed as a monolith, the idea of the Baby Boomers as a homogeneous group is more myth than reality. With its members spanning nearly 20 years of life, Baby Boomers are represented by a wide range of life stages, life experiences, and life values. The temptation to generalize about this generation is likely driven by a compelling need to understand how this huge segment of society will shape the future. Yet, one of the key characteristics of the Baby Boom cohort is its diversity.

For policymakers and business leaders, the diversity of the Baby Boom generation presents major challenges as we prepare for a new millennium and a new type of retirement. This diversity will, in fact, become more pronounced as Baby Boomers move *en masse* into their fifties. To tap into the wide range of values, attitudes and behaviors that Baby Boomers will bring to their *retirement* in the new millennium, in 1998 AARP embarked upon a major research initiative with Roper Starch Worldwide Inc. AARP undertook this research with the goal of understanding this generation in all its complexity. The result is a definitive and comprehensive portrait of this massive group as it prepares to enter later adulthood. *Baby Boomers Envision Their Retirement: An AARP Segmentation Analysis* underscores the heterogeneity of today's 33-to-52 year-olds as it relates to their retirement planning and preparation and their hopes and expectations of the future.

Segmenting the generation into five key attitudinal and behavioral groups, this research provides a road map to the retirement of the largest generation in the nation's history. From the Self Reliants and Enthusiasts, groups who are well-prepared for the retirement road ahead, to the Strugglers and the Anxious, those who are more pessimistic about the future, to Today's Traditionalists who expect a traditional retirement that also includes work, the following report provides keys to better understanding and communicating with the next generation of American retirees.

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Overview Of The Research Design

The design of this project included five phases of research among Baby Boomers. Each phase in the project was intended to build upon and inform the subsequent phases. The centerpiece of the project was a segmentation analysis, aimed at developing a fuller understanding of the Baby Boom population. The five phases of research included:

- an initial review of background data among Baby Boomers, drawn from the Roper Reports database and presented in a white paper entitled "A Profile of the Baby Boom: Retirement, Finances, Health Information, and Other Key Areas of Exploration";
- a qualitative research phase, with a total of eight focus groups conducted among Baby Boomers in four cities (Kansas City, Providence, Charlotte, and Phoenix);
- a large-scale quantitative survey, conducted by telephone in 30-minute interviews among a nationally representative sample of 2,001 adult Americans aged 33-52;
- a segmentation analysis of the survey data, designed to better understand the Baby Boom population by grouping individuals based on their attitudes, beliefs and behaviors regarding retirement;
- a second qualitative research phase, with a total of 8 post-survey focus groups conducted among Baby Boomers (among the segment types identified in the segmentation analysis), conducted in two cities (Chicago and Baltimore).

Key Findings From The Survey

Unique Expectations for Retirement

"When I'm 65, I think I will still be working. I don't like not to work. Hopefully, I'll still have the health to keep working."– Male Baby Boomer

Baby Boomers envision a very novel type of retirement. The survey finds that most Baby Boomers believe that they will still be working *during* their retirement years.

- Fully eight in ten Baby Boomers say they plan to work at least part time during their retirement; just 16% say they will not work at all;
- A little over a third (35%) say they will be working part-time mainly for the sake of interest and enjoyment;
- About one quarter (23%) say they will work part-time mainly for the income it provides;
- Others envision starting their own business (17%) or working full-time at a new job/career (5%).

In other ways, the data from the quantitative stage of this study suggest that Baby Boomers may experience a different type of retirement than the previous generation. For example,

- Just two in ten Baby Boomers (21%) expect to move to a new geographic area when they retire;
- Almost one quarter (23%) expect to receive an inheritance that will affect their retirement planning;
- Only about one third (35%) expect that they will have to scale back their lifestyle during retirement;
- Just 23% think they will have to struggle to make ends meet;
- Relatively few believe, at least at this point, that they will have serious health problems when they are retired (16%).

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Other Expectations in Retirement

The survey provides insight into other ways Baby Boomers expect to define their retirement years.

- Close to half (49%) say they expect to devote more time to community service or volunteer activities during retirement.
- More than seven in ten Baby Boomers (73%) say they expect to have a hobby or special interest that they will dedicate a lot of time to when they are retired.
- Family, it seems, will play an important role in the Baby Boomer retirement: 57% expect to live near at least one of their children; seven in ten (70%) say they look forward to being a grandparent.

Focusing on Retirement and Reflecting Self-reliance

Challenging the conventional wisdom which held that Baby Boomers are only concerned about the present, the study finds strong evidence that they have actually focused quite a lot on the prospect of retirement. A strong majority of Baby Boomers (72%) say that they have given a lot or at least some thought to their retirement years, while just over one quarter say they have given only a little thought or none at all to their retirement years. Baby Boomers' definition of their retirement seems to include a large measure of self-reliance. Their self-reliant attitude is reflected in that:

"The best thing you can hope for at 85 is that you would not be a burden to your children. That you could be self-sufficient." –Male Baby Boomer

- Fully seven in ten Baby Boomers say they don't want to depend on their children during retirement;
- Six in ten feel confident in their ability to adequately prepare for the future;
- Only about two in ten have the attitude that "the future will take care of itself";
- Just 9% believe that people ought to be able to depend on their family financially during retirement.

This self-reliant attitude is reflected in Baby Boomers' anticipated sources of retirement income, as well. For example,

- Almost seven in ten Baby Boomers (68%) say they can count on self-directed sources of income such as IRAs and 401(k)s during retirement;
- Six in ten are counting on money from savings and investments as retirement income;
- Fewer than half (48%) say they are counting on Social Security as a source of retirement income;
- Two-thirds of Baby Boomers are satisfied with the amount of money they are putting away today for retirement.

It is worthy of note that the largest group to emerge from the segmentation analysis is characterized by self-reliance.

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Generational Differences

"I wonder if we're not doing the reverse of what our parents did... they spent the money when they were 60, 70. And we may be spending it when we're 30, 40, and 50, but I don't know that we're going to be as well off when we're the ages of our parents."
–Female Baby Boomer

In many ways, the survey supports the stereotypes of Baby Boomers as a confident, independent, optimistic, and somewhat self-involved group. Moreover, Baby Boomers are conscious of the differences between their generation and previous ones. For example, compared to other generations, Baby Boomers admit that:

- Their generation needs more money than their parents' generation to live comfortably (84%);
- Their generation is more self-indulgent than their parents' (75%);
- Their generation will live longer (67%);
- Their generation will be healthier during retirement (56%).

Optimism and Ambivalence

The Baby Boomers' characteristic optimism is illustrated in their attitudes toward their retirement years. As they look toward the future,

- Nearly seven in ten (69%) feel optimistic about their retirement years, with 28% saying they are very optimistic and very much looking forward to those years, and 41% saying they are fairly optimistic and pretty much looking forward to them.
- Those who have thought the most about their retirement are actually the most optimistic about it; more than eight in ten (81%) of those who say they have given a great deal of thought to retirement say they feel optimistic about their later years.

In some ways, this generation thinks very optimistically as it looks toward getting older. At times, though, this optimism is tempered by anxiety about finances.

- When asked to rate the extent to which various statements about retirement describe the meaning of retirement for themselves, Baby Boomers gave the highest ratings to positive (and somewhat traditional) statements, topped by time to spend time with family (74%) and time to pursue interests/hobbies (74%);
- Meanwhile, the bottom four items on the list (all less-positive associations, things such as boredom and isolation) are viewed as being an element of retirement by fewer than two in ten Baby Boomers;
- At the same time, though, when asked to name the first thing that comes to mind when they think of retirement, "having enough money/financial security" is the number one response in an open-ended question.

Indeed, when it comes to thinking about retirement, Baby Boomers' views of the subject reflect a certain amount of ambivalence. For example:

- Three quarters (76%) of Baby Boomers say it is important to sacrifice and save now for the future, yet about one half (47%) say they find it hard to save;

- About four in ten Baby Boomers (39%) agree with the sentiment "I can't imagine myself retired," yet almost the same proportion (44%) disagree;
- Ambivalence about getting older underscores the fact that while the median age of the average Boomer is 42, the typical Boomer says he or she feels 35!

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Polarization Within the Generation

The trend of polarization-a widening gap between the rich and poor-which has been observed in other recent Roper surveys, is evident in this survey among Baby Boomers. Approximately one-quarter of Baby Boomers are ill-prepared for and pessimistic about retirement. Indeed, income, optimism about retirement, and preparedness all divide the Baby Boomers when it comes to attitudes concerning their impending retirement years.

- The "Haves," those at the high end of the household income scale with household incomes of $70K+ (25% of the total sample), are twice as likely as the "Have-nots," those at the low end with household incomes of less than $30K (18% of the sample), to be "very optimistic" about their retirement (36% vs. 18%);
- The Haves are nearly twice as likely as the Have-nots to have given a great deal of thought to their retirement (49% versus 28%);
- And the Haves are much more likely than the Have-nots to feel confident in their ability to prepare for the future (76% vs. 47%);
- Although one in four Baby Boomers overall do not expect to be able to retire, that number jumps to 44% among the Have-nots.

Evaluating Social Security and Medicare

In exploring Baby Boomers' general attitudes toward Social Security and Medicare, the survey suggests that Baby Boomers have conflicted views of these programs. In evaluating Social Security:

"I expect to be alive and healthier than my parents. I didn't fall victim to some of the crutches that they did, the smoking and even the fatty foods... I hope it translates into a longer life."
—Male Baby Boomer

- More than half (55%) say they have a very/somewhat favorable view of Social Security;
- A majority of Baby Boomers agree with the statement "you put money into the Social Security System and you expect to get it back" (55%);
- Yet while almost half (48%) expect to count on Social Security during retirement, just 15% expect to rely on it for *most* or *all* of their retirement needs. (It should also be noted that Roper Reports surveys suggest that although Social Security is Baby Boomers' second most expected source of retirement income, expectations of Social Security as a source of retirement income have been declining over the past two decades);
- Just over one-third (36%) feel personally confident that Social Security will be around when they retire.

When it comes to evaluating Medicare, Baby Boomers have similarly conflicted views.

- Six in ten say they have a very or somewhat favorable view of the system. (These findings are consistent with Roper Reports findings showing that 74% of Baby Boomers have a highly or moderately favorable view of Medicare);
- Yet fewer than half (46%) say they are very or somewhat knowledgeable about the system;
- Only about four in ten (39%) feel confident Medicare will be available to them during retirement.
- Currently, most Baby Boomers express confidence about various aspects of their current health care coverage.
- While majorities say they are very satisfied with various aspects of their current health plan, far fewer say they feel confident about the same aspects when it comes to their impending retirement health care coverage: the ability to get the care you need (60% vs. 25%); the ability to visit the doctors of their own choosing (55% vs. 24%); the ability to see specialists when you feel you need it (53% vs. 21%).

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Profile of Older Americans

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The Older Population

The older population-persons 65 years or older-numbered 33.9 million in 1996. They represented 12.8% of the U.S. population, about one in every eight Americans. The number of older Americans increased by 2.6 million or 8% since 1990, compared to an increase of 6% for the under-65 population.

In 1996, there were 20.0 million older women and 13.9 million older men, or a sex ratio of 145 women for every 100 men. The sex ratio increased with age, ranging from 120 for the 65-69 group to a high of 257 for persons 85 and over.

Since 1900, the percentage of Americans 65+ has more than tripled (4.1% in 1900 to 12.8% in 1996), and the number has increased nearly eleven times (from 3.1 million to 33.9 million).

The older population itself is getting older. In 1996 the 65-74 age group (18.7 million) was eight times larger than in 1900, but the 75-84 group (11.4 million) was 16 times larger and the 85+ group (3.8 million) was 31 times larger.

In 1996, persons reaching age 65 had an average life expectancy of an additional 17.7 years (19.2 years for females and 15.5 years for males).

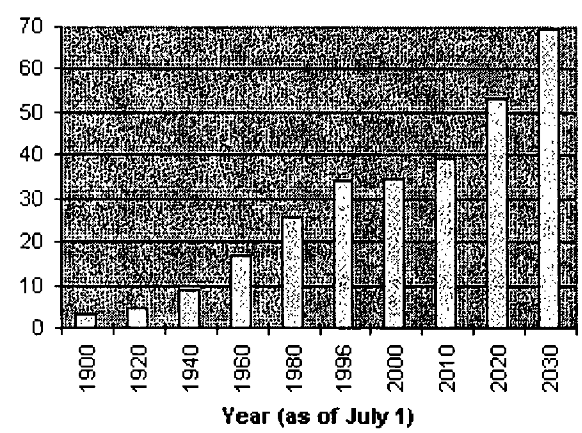
A child born in 1996 could expect to live 76.1 years, about 29 years longer than a child born in

1900. The major part of this increase occurred because of reduced death rates for children and young adults. Life expectancy at age 65 increased by only 2.4 years between 1900 and 1960, but has increased by 3.4 years since 1960.

About 2.0 million persons celebrated their 65th birthday in 1996 (5,570 per day). In the same year, almost 1.7 million persons 65 or older died, resulting in a net increase of 325,000 (890 per day).

Figure 1 Number of Persons 65 +: 1900 to 2030 (numbers in millions)

1900	3.1
1920	4.9
1940	9.0
1960	16.7
1980	25.7
1996	33.9
2000	34.7
2010	39.4
2020	53.2
2030	69.4



Note: Increments in years are uneven.
Based on data from the U.S. Bureau of the Census

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Future Growth

The older population will continue to grow in the future (see Figure 1). This growth will slow somewhat during the 1990's because of the relatively small number of babies born during the Great Depression of the 1930's. The most rapid increase is expected between the years 2010 and 2030 when the '"baby boom" generation reaches age 65.

By 2030, there will be about 70 million older persons, more than twice their number in 1996. People 65+ are projected to represent 13% of population in the year 2000 but will be 20% by 2030.

Minority populations are projected to represent 25% of the elderly population in 2030, up from 13% in 1990. Between 1990 and 2030, the white nonhispanic population 65+ is projected to increase by 91% compared with 328% for older minorities, including Hispanics (570%) and nonhispanic blacks (159%), American Indians, Eskimos, and Aleuts (294%), and Asians and Pacific Islanders (643%).

Marital Status

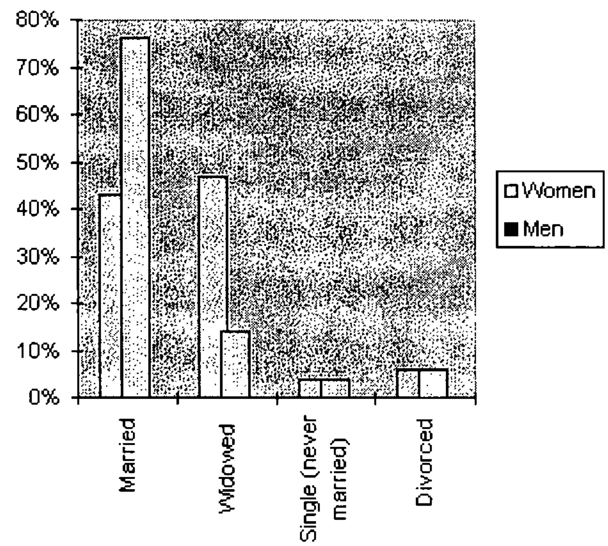
In 1995, older men were much more likely to be married as older women--76% of men, 43% of women (figure 2).*

Half of all older women in 1995 were widows (47%). There were five times as many widows (8.6 million) as widowers (1.7 million).*

Although divorced older persons represented only 6% of all older persons in 1995, their numbers (1.8 million) had increased three times as fast as the older population as a whole since 1990 (2.1 times for men, 4.2 times for women).*

Figure 2 Marital Status of Persons 65 +: 1995*

	Women	Men
Married	43%	76%
Widowed	47%	14%
Single (never married)	4%	4%
Divorced	6%	6%



Based on data from the U.S. Bureau of the Census

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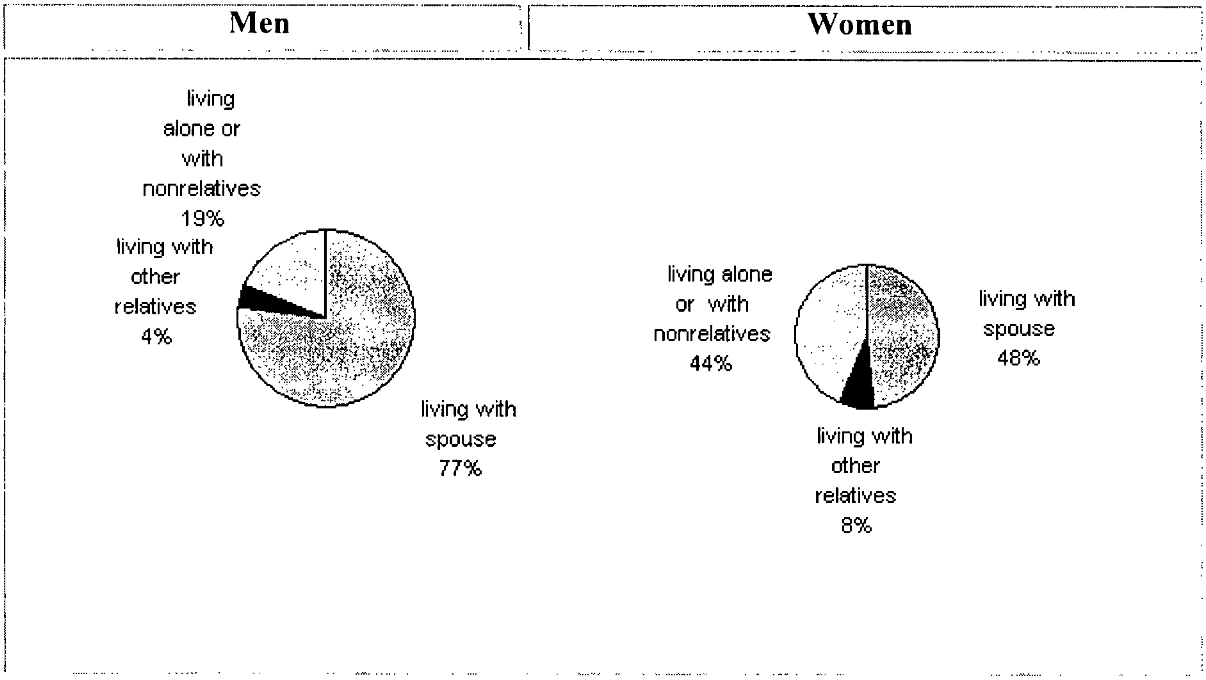
Living Arrangements

The majority (67%) of older noninstitutionalized persons lived in a family setting in 1995. Approximately 10.5 million or 81% of older men, and 10.4 million or 57% of older women, lived in families (Figure 3). The proportion living in a family setting decreased with age. About 7% (6% of men, 8% of women) were not living with a spouse but were living with children, siblings, or other relatives. An additional 2% of men and 2% of women, or 567,000 older persons, lived with nonrelatives.*

About 30% (9.9 million) of all noninstitutionalized older persons in 1995 lived alone (7.6 million women, 2.3 million men). They represented 42% of older women and 17% of older men. Reversing a previous trend, older persons living alone increased in number between 1990 and 1995 less rapidly (7%) than the balance of the older population (9%).*

Figure 3 Living Arrangements of Persons 65+: 1995*



Men		Women	
living with spouse	77%	**living with spouse**	48%
living with other relatives	4%	**living with other relatives**	8%
living alone or with nonrelatives	19%	**living alone or with nonrelatives**	44%

Based on data from U.S. Bureau of the Census

While a small number (1.4 million) and percentage (4%) of the 65+ population lived in nursing homes in 1995, the percentage increased dramatically with age, ranging from 1% for persons 65-74 years to 5% for persons 75-84 years and 15% for persons 85+.

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Racial and Ethnic Composition

In 1996, about 15% of persons 65+ were minorities--7.9% were Black,** 1.9% were Asian or Pacific Islander,** and less than 1% were American Indian or Native Alaskan.** Persons of Hispanic origin (who may be of any race) represented 4.7% of the older population.

Only 7% of minority race and Hispanic populations were 65+ in 1996 (8% of nonhispanic blacks, 7% of Asians, Pacific Islanders, American Indians, and native Alaskans, 6% of Hispanics), compared with 15% of nonhispanic whites.

Geographic Distribution

In 1996, about half (52%) of persons 65+ lived in nine states. California had over 3 million, Florida and New York had over 2 million each, and Texas, Pennsylvania, Ohio, Illinois, Michigan, and New Jersey each had over 1 million (Figure 4).

Person 65+ constituted 14.0% or more of the total population in 10 states in 1996 (Figure 4): Florida (18.5%); Pennsylvania (15.9%); Rhode Island (15.8%); West Virginia (15.2%), Iowa (15.2%); North Dakota (14.5), Arkansas (14.4%); South Dakota (14.4%); Connecticut (14.3%); and Massachusetts (14.1).

In eleven states, the 65+ population increased by 14.0% or more between 1990 and 1996 (Figure 4): Nevada (45%); Alaska (42%); Hawaii and Arizona (23% each); Utah, Colorado, and New Mexico (17% each), Wyoming, Delaware, and North Carolina (15% each), and Texas (14%).

The ten states with the highest poverty rates for elderly over the period 1993-1995 were: Mississippi (20%), Tennessee (20%), the District of Columbia (19%), Arkansas (19%), South Carolina (19%), Louisiana (18%), Alabama (17%), North Carolina (16%), Georgia (16%), and South Dakota (15%).

Persons 65+ were slightly less likely to live in metropolitan areas in 1995 than younger persons (76% of the elderly, 80% of persons under 65). About 30% of older persons lived in central cities, and 46% lived in the suburbs.*

The elderly are less likely to change residence than other age groups. In 1994 only 6% of persons 65+ had moved since 1993 (compared to 18% of persons under 65). A large majority of the elderly (78%) had moved to another home in the same state.*

Figure 4 THE 65+ POPULATION BY STATE: 1996

	Number (000's)	Percent of all ages	Percent increase	Percent below poverty level ****
State	**1996**	**1996**	**1990-96**	**1993-95**
U.S.Total	33,861	12.8	8.9	11.47
Alabama	557	13.0	7.2	17.24
Alaska	31	5.2	41.5	5.52
Arizona	586	13.2	23.1	8.35
Arkansas	362	14.4	3.9	18.95
California	3,516	11.0	13.0	8.66
Colorado	385	10.1	17.1	7.09
Connecticut	470	14.3	5.9	6.47
Delaware	93	12.8	15.2	10.85
District of Columbia	75	13.9	-2.1	19.10
Florida	2,657	18.5	12.8	11.21
Georgia	730	9.9	12.2	15.54
Hawaii	153	12.9	23.3	9.09
Idaho	135	11.4	11.7	7.79
Illinois	1,486	12.5	3.9	9.37
Indiana	735	12.6	5.9	9.80
Iowa	433	15.2	1.6	10.87
Kansas	352	13.7	2.9	11.88
Kentucky	489	12.6	5.2	12.30
Louisiana	497	11.4	6.4	17.96

Maine	173	13.9	6.5	11.55
Maryland	578	11.4	12.3	10.79
Massachusetts	859	14.1	5.4	9.54
Michigan	1,193	12.4	8.1	9.62
Minnesota	577	12.4	5.7	11.44
Mississippi	333	12.3	4.3	20.01
Missouri	742	13.8	3.7	11.19
Montana	116	13.2	9.2	11.15
Nebraska	229	13.8	2.7	10.60
Nevada	183	11.4	44.9	8.31
New Hampshire	140	12.0	12.1	8.82
New Jersey	1,100	13.8	7.3	8.38
New Mexico	189	11.0	16.8	13.90
New York	2,434	13.4	4.0	12.96
North Carolina	917	12.5	14.6	15.69
North Dakota	93	14.5	2.7	12.86
Ohio	1,497	13.4	6.7	10.51
Oklahoma	445	13.5	5.3	13.80
Oregon	430	13.4	10.2	5.58
Pennsylvania	1,912	15.9	5.0	10.07
Rhode Island	156	15.8	4.3	9.06
South Carolina	447	12.1	13.4	18.51
South Dakota	105	14.4	3.3	14.86
Tennessee	667	12.5	8.3	19.91
Texas	1,951	10.2	14.2	14.49
Utah	175	8.8	17.3	6.90
Vermont	71	12.1	8.2	10.60
Virginia	747	11.2	13.0	13.39
Washington	641	11.6	11.9	8.51
West Virginia	278	15.2	3.7	12.62
Wisconsin	686	13.3	5.5	8.67
Wyoming	54	11.2	15.0	12.85

Click here for a map showing the 65+ population as a percentage of state population.

Based on data from the U.S. Bureau of the Census

**** Average of 1993-95 Current Population Survey data

Click on a column heading to see this chart sorted by that column.

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Income

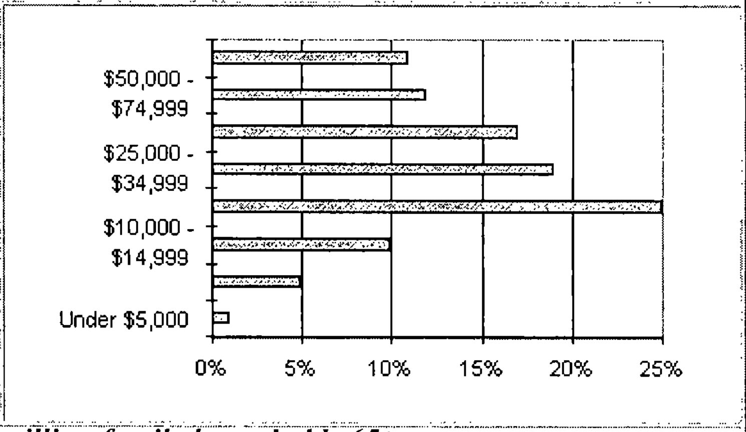
The median income of older persons in 1995 was $16,684 for males and $9,626 for females. In terms of real median income (after adjusting for inflation), these figures represent a decrease in real income from 1995 of -1.7% for men and of -0.1% for women.*

Households containing families headed by persons 65+ reported a median income in 1996 of $28,983 ($29,470 for Whites, $21,328 for Blacks, and $21,068 for Hispanics). Approximately one of every six (15.9%) family households with an elderly head had incomes less than $15,000 and 40% had incomes of $35,000 or more (figure 5).*

FIGURE 5 PERCENT DISTRIBUTION BY INCOME: 1996*

Family households with head 65+

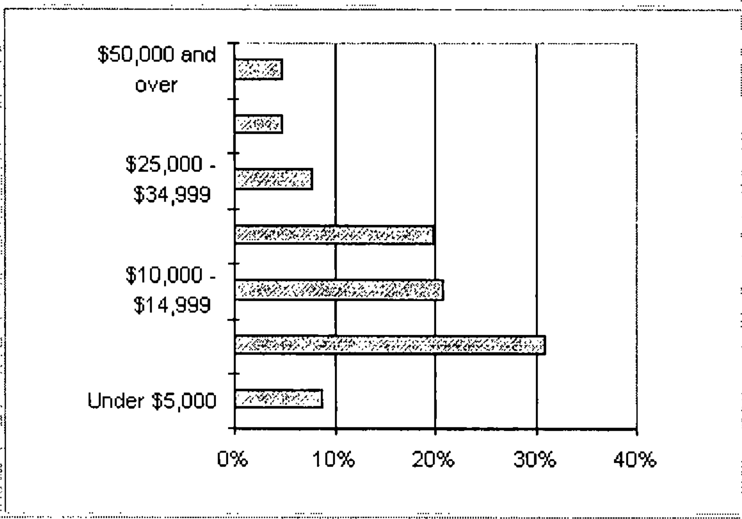
Under $5,000	1%
$5,000 - $9,999	5%
$10,000 - $14,999	10%
$15,000 - $24,999	25%
$25,000 - $34,999	19%
$35,000 - $49,999	17%
$50,000 - $74,999	12%
$75,000 and over	11%



$28,983 median for 11.1 million family households 65+

Persons 65+ Reporting Income

Under $5,000	9%
$5,000 - $9,999	31%
$10,000 - $14,999	21%
$15,000 - $24,999	20%
$25,000 - $34,999	8%
$35,000 - $49,999	5%
$50,000 and over	5%



$12,214 median for 31.2 million persons 65+ reporting income

Based on data from the Current Population Survey conducted by the U.S. Bureau of the Census

For all older persons reporting income in 1996 (31.2 million), 40% reported less than $10,000. Only 18% reported $25,000 or more. The median income reported was $12,214.*

The major sources of income reported by older persons in 1996 were Social Security (reported by 92% of older persons), income from property (assets) (reported by 66%), public and private pensions (reported by 32%), earnings (reported by 16%), and public assistance (reported by 5%).*

Older households were less likely than younger households in 1994 to have received public assistance income (8% vs. 9%), food stamps (6% vs. 10%), or to have members covered by Medicaid (12% vs. 14%). About one-third (31%) of older renter households lived in publicly owned or subsidized housing in 1994 (14% for younger renters).*

The median net worth (assets minus liabilities) of older households ($86,300), including those 75+ years ($77,700), was well above the U.S. average ($37,600) in 1993. Net worth was below $10,000 for 16% of older households but was above $250,000 for 17%.*

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Poverty

About 3.4 million elderly persons were below the poverty level in 1996. The poverty rate for persons 65+ was 10.8%, slightly less than the rate for persons 18-64 (11.4%). Another 2.4 million or 7.6% of the elderly were classified as "near-poor" (income between the poverty level and 125% of this level). In total, almost one-fifth (18.4%) of the older population was poor or near-poor in 1996.*

One of every eleven (9.4%) elderly Whites was poor in 1996, compared to one-fourth (25.3%) of elderly Blacks and almost one-fourth (24.4%) of elderly Hispanics.*

Older women had a higher poverty rate (13.6%) than older men (6.8%) in 1996. Older persons living alone or with nonrelatives were more likely to be poor (20.8%) than were older persons living with families (6.0%).*

Almost one half (47.5%) of older black women who lived alone were poor in 1996. The poverty rate in 1996 for people 65+ was also high for those who lived in the South (12.6%).*

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Housing

Of the 20.8 million households headed by older persons in 1995, 78% were owners and 22% were renters. The median household income of older homeowners was $21,627. The median household income of older renters was $10,151. *

About 53% of homes owned by older persons in 1995 were built prior to 1960 (35% for younger owners) and 8% had physical problems.*

The percentage of income spent on housing (including maintenance and repair) in 1995 was higher for older persons than for the younger consumer population (34% vs. 27%).*

In 1995, the median value of homes owned by older persons was $81,956 ($56,15 for Blacks and $85,521 for Hispanics). About 80% of older homeowners in 1995 owned their homes free and clear.*

Employment

About 3.8 million older Americans (12%) were in the labor force (working or actively seeking work) in 1997, including 2.2 million men (17%) and 1.5 million women (8%). They constituted 2.7% of the U.S. labor force. About 3.4% of them were unemployed.*

Labor force participation of older men decreased steadily from 2 of 3 in 1900 to 15.8% in 1985, and has stayed at 16%-17% since then. The participation rate for older females rose slightly from 1 of 12 in 1900 to 10.8% in 1956, fell to 7.3% in 1985, and has been around 8%-9% since 1988.*

Approximately half (54%) of the workers over 65 in 1995 were employed part-time: 51% of men and 63% of women.*

About 640,000 or 17% of older workers in 1995 were self-employed, compared to 8% for younger workers. Two-thirds of them (66%) were men.*

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Education

The educational level of the older population is increasing. Between 1970 and 1995, the percentage who had completed high school rose from 28% to 64%. About 13% in 1995 had a bachelor's degree or more.*

The percentage who had completed high school varied considerably by race and ethnic origin among older persons in 1995: 67% of Whites, 37% of Blacks, and 30% of Hispanics.*

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Health and Health Care

In 1994, 28% of older persons assessed their heath as fair or poor (compared to 10% for all persons). There was little difference between the sexes on this measure, but older Blacks were much more likely to rate their health as fair or poor (43%) than were older Whites (27%).*

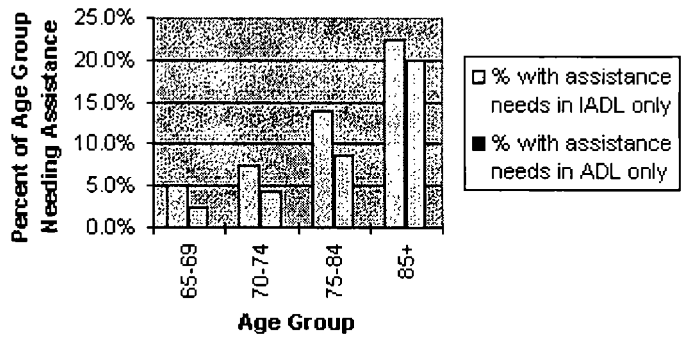
The number of days in which usual activities are restricted because of illness or injury increases with age. Older persons averaged 35 such days in 1994 (31 days for males, 37 days for females, 33 days for Whites, 51 days for Blacks) and spent all or most of 14 of these days in bed (12 days for males, 16 days for females, 13 days for Whites, 26 days for Blacks).*

In 1992, more that half of the older population (53.9%) reported having at least one disability which limits them in carrying out activities of daily living (ADLs) and instrumental activities of daily living (IADLs). Over 5 million older people need assistance with activities of daily living. The percentages needing help increase sharply with age (Figure 6). [ADLs including bathing, dressing, eating, and getting around the house. IADLs include preparing meals, shopping, managing money, using the telephone, doing housework, and taking medication].*

Figure 6: Percent Needing Assistance with Activities of Daily Living, by Age, 1992

	Percent of age group needing assistance	
Age Group	% with assistance needs in IADL only	% with assistance needs in ADL only
65-69	5.0%	2.3%
70-74	7.5%	4.4%
75-84	13.9%	8.6%
85+	22.3%	20.0%

Based on Data from the National Health Interview Survey, 1992



Most older persons have at least one chronic condition and many have multiple conditions. The most frequently occurring conditions per 100 elderly in 1994 were: arthritis (50), hypertension (36), heart disease (32), hearing impairments (29), cataracts (17), orthopedic impairments (16), sinusitis (15), and diabetes (10).*

Older people accounted for 38% of all hospital stays and 48% of all days of care in hospitals in 1995. The average length of a hospital stay was 6.8 days for older people, compared to only 4.5 days for people under 65. The average length of stay for older people has decreased 7.4 days since 1968 and 3.9 days since 1980. Older persons averaged more contacts with doctors in 1994 than did persons under 65 (11 contacts vs. 5 contacts).*

In 1987 the 65+ group represented 12% of the U.S. population but accounted for 36% of total personal health care expenditures. These expenditures totaled $162 billion and averaged $5,360 per year for each older person, more than 4 times the $1,290 spent for younger persons. About $1,500 or one-fourth of the average expenditure came from direct ("out-of-pocket") payments by or for older persons.

Hospital expenses accounted for the largest share (42%) of health expenditures for older persons in 1987, followed by physicians (21%), and nursing home care (20%).

Benefits from government programs, including Medicare ($72 billion), Medicaid ($20 billion), and others ($10 billion), covered about two-thirds (63%) of the health expenditures for older persons in 1987, compared to only 26% for persons under 65.

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Footnotes:

*Numbers or percentages in paragraphs and tables followed by this symbol refer to the noninstitutionalized population only.

**Excludes persons of Hispanic origin.

***Calculated on the basis of the official poverty definitions for the years 1993-1995.

A Profile of Older Americans: 1997 was prepared by the Program Resources Department, AARP and the Administration on Aging (AoA), U.S. Department of Health and Human Services.

The annual Profile of Older Americans was originally developed and researched by Donald G. Fowles, AoA. The 1997 edition was updated by Alfred Duncker and Saadia Greenberg, AoA. Production by Felo Madrid, AARP

AARP is the nation's leading organization for people age 50 and over. It serves their needs and interests through legislative advocacy, research, informative programs and community services provided by a network of local chapters and experienced volunteers throughout the country. The organization also offers members a wide range of special membership benefits, including *Modern Maturity* magazine and the monthly *Bulletin.*

AoA serves as an advocate for the elderly within the federal government and is working to encourage and coordinate a responsive system of family and community based services throughout the nation. AoA helps states develop comprehensive service systems which are administed by 57 State and Territorial Units on Aging, 670 Area Agencies on Aging, over 200 Native American organizations, and thousands of local service providers.

For up to 10 free copies of this brochure, write:

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Toward a New Vision of Senior Service

The Demographic Revolution and New Opportunities

Most of the thinking about the aging of America focuses on how the country will pay for a growing population of retirees. Yet the unique characteristics that set apart today's older Americans from their predecessors – their numbers, their better physical health and greater life expectancies, their educational attainment, and their relatively earlier age of retirement – when combined with the attributes of all generations – a desire to leave a legacy and a strong commitment to family and community – offer opportunities for the country that have yet to be fully recognized.

The notion of retirement is changing. The latest survey conducted by Peter D. Hart Research Associates for Civic Ventures, and covered on the front page of the New York Times, highlighted:

- "Retirement" is often the longest stage of life for many older adults. People are living longer; average life expectancy is 76 years, compared with 68 years in 1950, and 47 years in 1900. With advances in health care, medicine, and science, life expectancy is expected to rise into the 80s.

- People are retiring earlier. According to the U.S. Bureau of Labor Statistics, 81% of men 62 and older were in the work force in 1950. In 1985, that figure had dropped to 51% and it has risen only slightly to 54% in 1999.

- The number of Americans over the age of 65 has doubled since the 1960s, to 34 million today. Estimates are that by 2030, 20-25% of the population will be age 65 or older.

- Today's older Americans are very well educated – 33% have some college education and 17% have some postgraduate education. The Civic Ventures survey also indicated: that 60% of older Americans are married, 46% have annual household income over $40,000, 63% are physically active on a regular basis, a third live in more than one area/home, only 23% plan to move away/move to a retirement community, and 74% were involved in some kind of volunteer or community service within the past year.

- 64% say they currently enjoy the "best years" of their lives, and they reject the idea that their own retirement will resemble that of their parents.

There has been a steady transition from the idea that retirement is a rest period to the concept of the "Golden Years" of recreation and leisure, to today's emerging concept of retirement as a time of high activity, meaningful involvement, and significant engagement with life. Retirement is rapidly becoming a new beginning with myriad opportunities to learn, to be fulfilled, and to contribute to society. This includes staying employed, continuing one's education, staying physically active, and volunteering for community service. How to deal with this emerging trend will be a major public policy issue in the next ten years as we consider how to unleash the potential of older citizens at the same time as we prepare for meeting the care needs of growing numbers of persons, particularly those over 80.

Capturing the huge reservoir of education, skills, and experience and good will represented by current and future retirees and using it to benefit society is a major challenge. Specifically, we have to bridge the gap that exists between the capability and capacity of retirees and the ability of organizations and institutions to put those resources to good use. The capability of future generations of seniors already exceeds the capacity of community-based institutions and organizations to use it. Citizens over 55 years of age long for connection, usefulness, and meaning. But we still lack the structure and incentives to channel and direct this potential where it is most needed.

Luckily, we can address this opportunity based on a set of proven approaches and programs. The challenge is to take the new ideas that have proven effective and bring the effort to scale.

The National Senior Service Corps -- History and Infrastructure

For more than a quarter century the set of programs under the National Senior Service Corps banner have constituted this country's most important formal vehicle for engaging older adults in community service. These programs offer both valuable lessons about how to involve seniors in this work and an infrastructure for doing so.

As this country enters an unprecedented period of aging, these efforts -- both directly and as flagships for a broader senior service movement -- assume a new importance. They are our best existing infrastructure for channeling the civic talents of older Americans. [See the first tab of accompanying binder labeled Factsheets/ Background for a brief description of these programs.]

However, for all their strengths they are limited in important ways. For starters, they are too small. We have not, as a nation, invested in senior service at the same levels that the presidential initiatives of the 90's have expanded youth service opportunities.

And the problem extends further. The fact that these programs have existed at the federal level for over 30 years means that they are too much bound by the restrictions of categorical programs with particular, historically derived limitations. The most notable is their establishment as programs for seniors, with efforts to enhance the well being of the volunteer and not necessarily to meet the needs of communities.

There are other more specific limitations as well. For example, Foster Grandparents and Senior Companions are restricted to serving almost exclusively low-income elders and to performing direct, person-to-person service. On the one hand, these efforts show the valuable role low-income older adults -- the group most likely to be overlooked -- can play in helping to alleviate the caring crisis that exists on both sides of the age spectrum. Yet these programs are not designed to make particularly good use of the vast majority of elders living above 125% of the poverty line, nor are they positioned to tap the talents of seniors interested in tackling these key issues in ways other than direct, one-to-one service. They are further ill-equipped to engage the complementary efforts of poor and non-poor seniors unwilling to make a 20 hour a week commitment, but desirous of helping disadvantaged children or frail elders five or ten hours each week.

Under the Retired and Senior Volunteer Program, we are unable so support volunteer leaders and to provide the other incentives that are necessary to support sustained service by a growing number of individuals.

In an effort to overcome these and other key limitations in the current programs, and to develop more powerful mechanisms capable of harnessing the vast civic potential of the coming baby boom generation, we have devoted considerable time over the last several years to focus attention on performance and results.

Foundation for a New Vision

What have we learned? Most fundamentally, we need to do more than simply expand the existing configuration of efforts, although there is much to be gained from increasing the size of the Retired and Senior Volunteer, Foster Grandparent and Senior Companion programs. If the Corporation is to play a significant role in establishing service as one of the defining activities of later life, we will also need to overcome identified limitations in the existing programs and, in addition, develop new efforts.

Some of the improvements required in existing programs are already being accomplished:

> Our projects are embracing the notion that senior service must be at least as concerned about getting things done, as with numbers of volunteers or hours of service -- and that focusing on outcomes through an effort known as "Programming for Impact" can be an effective strategy for channeling senior resources toward meeting important community needs.
>
> Program regulations now incorporate best practices and latest innovations in developing and managing senior volunteer service programs.

NSSC grant processes focus on outcomes and reduce paperwork.

Successful pilot and demonstration efforts have been initiated, including the Experience Corps demonstration, the Summer of Safety, the RSVP Intergenerational Alliance, Seniors for Schools, the Experience Corps for Independent Living, and Senior Environmental Corps.

A basis for partnership has been laid with both public and private organizations such as AARP, Public/Private Ventures, Civic Ventures, Johns Hopkins University, the National Directors Associations, Elderhostel, EASI, Habitat for Humanity, and a variety of private foundations, including Retirement Research, Robert Wood Johnson, and Charles Hayden.

National non-profits organizations (Big Brothers/Big Sisters; Volunteers of America, Catholic Charities of America, Lutheran Social Services of America, the Points of Light Foundation, the Child Welfare League/Generations United) are now partners with the Corporation in looking at how America's aging will impact their organizations and missions. These organizations are actively engaged in adjusting their strategic plans to incorporate seniors and now represent a new cadre of supporters to help build a national effort to tap seniors as a resource.

Building on these accomplishments, particularly the demonstrations and new partnerships, we have the foundation to bring the notion of senior service to an unprecedented scale.

Senior Service and a 21st Century Vision

The most important steps in making service both more attractive to the coming wave of retirees and maximizing impact is to build the capacity of the nonprofit sector to take advantage of this potential and to create small set of strategic incentives to attract growing numbers of individuals, particularly those who may be willing to serve on more than an episodic basis.

Some of the features that should figure prominently in thinking about a next generation for senior service are:

Flexibility. We must provide: a) a variety of options for seniors to become engaged (such as full-time, half-time, part-time, and episodic service, as well as stipended and unstipended positions); b) an array of service roles (for example, both direct service opportunities as well as leadership, administrative, and organizational roles); and c) the chance to move in and out of various levels of commitment and roles as interests and circumstances change (for example, after being exposed to service through a 2-4 hour a week assignment, and discovering that the work is appealing, participants might be encouraged to move into a half-time role; conversely, after serving a year in a half or full-time assignment, some participants might well prefer to reduce their commitment but remain involved in the work through a less demanding assignment).

Impact: The various levels of commitment and roles should be coordinated so that they work in tandem and produce maximum impact at minimal cost. For example, seniors serving in half and full-time assignments could be involved in recruiting part-time volunteers and managing projects for them to perform that are complementary to other work underway.

Critical needs. Each community needs to identify the areas where senior corps supported with taxpayer funds will direct their efforts . These areas of focus will likely vary depending upon local needs and resources, as well as the interests and capacities of older adults in the community. For example, within the focus on helping children, some communities might elect to target elementary schools, while others would focus on child care.

Critical mass. There should be enough volunteers, working in a sufficiently focused manner, to achieve a real and felt presence in the institutions being served (both in terms of impact and visibility). Placing an appropriate number of volunteers at each site in sufficient numbers is needed so that seniors are an essential resource for helping community agencies meet critical human needs. At the same time, all participants should be helped to see that they are part of something larger, that their work is contributing to a whole that is of considerable significance. There should be efforts to build affiliation at the team, site, local, and national levels.

Name: We shouldn't underestimate the significance of what the effort is called. At a time when the cultural definition of retirement is undergoing considerable rethinking, we should purge the words senior, retired, elder, older, etc from the marketing and labeling of the efforts. The emphasis needs to be on capacity not chronology. This is why the Experience Corps -- coined by John Gardner and used by the original five senior demonstration projects -- is such an appealing name. It focuses on what the volunteer brings, and not some artificial, chronological status. This concern is particularly important in the case of boomers.

Leadership: Ultimately, we should aspire to develop essentially self-governing entities at the local level, corps that are senior-initiated, senior-led, and senior-operated to a much greater degree. Paid staff should serve more to help coordinate, support, and facilitate these efforts, and should be at a minimum. If we really take the experience of seniors seriously, we should put that experience to work at every level.

Incentives: Incentives should be oriented toward encouraging volunteers to give as much as possible. For example: Serve less than ten hours a week and you will be insured and recognized for your contribution. Serve between 10 and 15 and you will get transportation and meal reimbursement. Serve more than 15 and you will get a nontaxable stipend and/or continuing education and training, or an education award that may be passed to your grandchildren. Incentives should be heavily weighted to the 15 hours and up commitment, not just because this level means more hours, but because it means showing up every day. There is a qualitative difference between 3-4 and 15+ hours over a sustained period of time (6 – 12 months) on both what gets done in the community and on the quality of the experience for participants. This sustained, intensive commitment is a critical one related to capacity building and sustainability of an expanded senior service initiative. The volunteer who turns up every day at a school is a source of stability, and much more like a staffer than a traditional volunteer. Showing up every day also becomes an organizing activity in the persons' life with potential for greater later life achievement and fulfillment, not just one hobby among many. This role provides the added assistance to help community agencies to significantly increase their use of traditional volunteers.

Education Incentive. The primary vehicle being proposed for the incentive portion of this effort is education. The linkage of education and youth service has been effective. For similar reasons education is the vehicle for bringing senior service to scale. Consider the following:

- Learning has universal appeal and value in our society. Valuing learning in later life also confronts and helps to change aging stereotypes.

- Many older Americans have a passion for learning. The attractiveness of college communities as retirement destinations has long been recognized by realtors, tax collectors, and local chambers of commerce.

- Learning challenges seniors to build on and apply the wisdom and knowledge they have acquired in their lives – thereby validating that wisdom and knowledge. It also helps adults fill in perceived blanks in their earlier education; to earn degrees deferred by early marriage, children, and the need to work; to advance old careers or enter new ones; and to enrich their lives.

- Learning is generative. Learning is a vehicle to keep pace with societal changes by creating the opportunity to develop or enhance the skills needed to keep pace. It is also beneficial for seniors by helping them stay mentally and physically active, helping to transform their self-perceptions of growing older.

- A service- education link provides the means for adults to give back in a supportive service community that fosters learning and skill development in a non-traditional environment.

Education and learning provide an immediately recognizable and universally appealing way to attract seniors to service. Combining education and senior service builds on recent developments in both education and national service. Educational institutions have developed "non-traditional" learning approaches to reach seniors. At the same time, national service is poised to launch a senior initiative which takes the best of its past to build into the future. Combining the notions of life-long learning and community service creates an appealing vehicle to begin to tap the growing resource of older Americans to meet priority community needs.

The time is right to make this link. There is national interest and support for some form of federal involvement to stimulate and support service and volunteering. The Clinton legacy may be one of the pillars of national service – service by young people in exchange for assistance to further their educational interests. Another pillar, which needs to be erected, is service by senior citizens in exchange for an education voucher. The senior service to education link would be an integral part of the expansion proposal.

Accountability. There needs to be careful assessment of both outcomes and implementation, so that we learn not only whether we are achieving an impact, but why. The benefits of service to the physical and mental well being of participants is now documented through the first nationally random sample researched by the University of Michigan. Only recently have we begun to collect data on what difference senior volunteers can make to "getting things done" in their communities. Findings from senior demonstration evaluations and early reports on Government Performance and Results activities show surprising results and clearly point to the potential of senior service.

The Proposal: Beginning A 21st Century Senior Service Option

The Gore proposal will both challenge seniors, whose reservoir of skills and experience remain largely untapped, to give to their communities in new ways and challenge communities to offer the structure and opportunities that will attract seniors to work on critical problems.

Several publications coming out over the next few months will demonstrate the productive and humanitarian potential of this growing natural resource—the largest, best-educated, and most vigorous collection of older adults in the history of the country. At the very time the Vice President has announced proposals to assure that the country's elders have the means for productive aging, it is appropriate to ask seniors to serve further in order to preserve our country's future.

The Gore proposal will support a new senior service initiative to engage, over the course of the next four years, more than 200,000 seniors in intensive service (minimum of 15 hours per week). These seniors will serve in programs targeted at community needs, such as education needs of children and youth, including tutoring in reading and math, after-school programs, child care, and summer programs. They will work with nonprofit organizations, much like AmeriCorps members, in building houses with Habitat for Humanity, serving in Boys and Girls Clubs, and supporting the efforts of faith-based organizations.

In addition, they will each recruit and help manage teams of about 12 senior volunteers who will serve on a less frequent basis, typically 3-4 hours per week. Over the next four years, a total of 3.0 million seniors will serve over 700 million hours of service in nonprofit organizations meeting community needs across the country.

In exchange, seniors doing sustained service will receive modest benefits totaling about $1,000 per year per individual that will defray the costs of service (e.g., transportation and meals) and an education award of $2,000 for an average of 15 hrs. per week of service. Additional costs to be provided to local programs include about $500 for each member doing sustained service (for insurance, management, recruitment) and $100 per year for each member doing part-time service.

Those doing sustained service would select from one of two options for use of the education award:

1. The award could be used by the senior to attend formal, traditional learning programs such as those offered by colleges, universities, and established national learning programs including technical courses in such areas as the use of technology.
2. The award could be transferred to an immediate relative or foster grandchild to attend college, or donated to a school or other nonprofit organization to support scholarships for those needing financial aid to attend college.

The program would begin in year 1 with 15,000 members doing sustained service, and 200,000 members doing part-time service, in about 500 communities. By year 4, we will have 100,000 seniors doing sustained service, and 1.2 million seniors doing part-time service in over 3,000 communities across the country. To the extent that additional communities want to pay for this initiative, they can do so, and it can grow even further.

The total cost is about $1 billion over four years. To the extent that nonprofit organizations and communities can share in these costs, the federal costs will be reduced.

Organizationally, there is little infrastructure investment at the federal level for this effort. The Corporation for National Service will build upon its history of successful senior service programs to launch this new initiative.

Estimated Cost:

Year 1 -- $70 mil.

Year 2 – $141 mil.
Year 3 – $282 mil.
Year 4 -- $470 mil.

Senior Companions and the 21st Century

With 25 years of demonstrated success the Senior Companion Program's (SCP) destiny in the new century is transformative development and significant expansion. To meet its destiny, the program must seize its opportunity and meet its challenge. They lie within two key trends present today: the **longevity revolution**, an opportunity, and the **new federalism**, a challenge.

Longevity Revolution: In this century we have produced a longevity revolution that has yielded another 30 years of productive living with the healthiest, most vigorous, wealthiest, and best educated population group over 55 the world has ever known. This creates an incredible opportunity for the SCP's future in meeting the challenge to put these productive years to good use.

The next century will bring a demographic change that will result in nearly a quarter of the population being over 65. This group will have a younger and an older component, each of which has very separate needs. The younger component (the "baby boomers") is upon us now and we must find ways to engage this growing segment in productive activities. Yet the older component is currently the fastest growing segment of our aging population and will be in greatest need of services.

To take advantage of this opportunity SCP must bridge the generations as the provider of resources, the younger old, to meet the growing needs of the older, old. How the SCP positions itself to take advantage of this opportunity will determine, in large measure, how far and how fast the program will grow. Unprecedented expansion will be needed to create opportunities for those who will be available to serve and to provide services to the growing number of those who will need Senior Companion volunteers. Among many choices that need to be made to take advantage of this opportunity, two areas stand out: participant eligibility and fee for service.

Decisions about these two issues alone will have profound implications on the size of the program and the services it will be able to deliver. For example, setting a goal for 100,000 Senior Companions with half of them being low-income, would quadruple the number of opportunities we are able to offer to participants today and, at the same time, open the doors for new types of participants to be brought into the program. Achieving 100,000 members would transform the program into an important service delivery mechanism in a rapidly aging America.

Instituting a sliding fee for service would generate the funds needed to support the SCP expansion. Establishing a non-governmental source of funding support would reduce reliance on federal and state appropriated funds while making it easier to attract new support from the private sector and philanthropic communities. Fees for service would dramatically increase SCP's competitiveness and make it stand out among discretionary programs.

New Federalism: Along with the opportunity provided by the longevity revolution there is the challenge of the new federalism. The role of the federal government is changing. National leaders have proclaimed that the "era of big government" is over. The federal government has downsized to one equivalent to that of the early 1970's. Many federal functions and programs have been devolved to the States.

The new federalism is steering the Federal level to look for the most direct avenue to affect broad societal change and impact. One example affecting SCP is the declining elderly poverty rate. Increases in social insurance benefits have helped to cut the poverty rate among the elderly in half – from 28.5 percent in1966, near the beginning of the SCP program, to 11.4 percent in 1989. This reduction has increased competitiveness for funding among discretionary service programs including the stipended programs of the Senior Corps.

Discretionary programs such as: social, nutrition, and employment services; research through the National Institute on Aging; and senior volunteer services through the Corporation are in the fourth federal funding category of elderly programs. Funding for this category comes after social security, Medicare, and means tested benefits such as housing and food stamps. The total expenditures in this category represent less that one percent of the elderly's share of the federal budget. Senior Companion's share of these funds is minuscule.

To become a significant force within the next century, SCP must adapt to forces driving the new federalism and increase its competitiveness. SCP needs to distinguish itself from other discretionary programs by positioning itself as an important provider of essential services. SCP is an effective, low cost and needed alternative that must become known and available to the growing numbers of families struggling to provide elder care. Changes within the new federalism, where there is a search for new approaches that work, creates the opportunity for SCP to transform itself from a social program to an important delivery mechanism that would justify new funding to support significant expansion. This transformation could overcome 25 years of anonymity. Senior Companions would no long be "the governments best kept secret".

Senior Companions' destiny will be determined by the choices we make in the next several years to seize the opportunity of the longevity revolution and meet the challenge of the new federalism. The keys to the future are two: 1) developing the appropriate structure which provides easy access to significantly greater numbers of diverse volunteers providing higher quality, essential services, and 2) creating a mechanism for the program to move toward greater self sufficiency. A fee for service structure is one way the program can generate its own wealth to augment, support, and sustain its transformation as a new mechanism to help families meet their need for increased elder care support.

SCP's destiny is in our hands.

GENERATING THE NEW INFRASTRUCTURE FOR AN AGING AMERICA
Tom Endres and Marc Freedman

Making the most of the aging society will require national action. The magnitude of this phenomenon is so great, its scope so vast, that it warrants the attention of both the federal government and of the large national philanthropies. However, much of the innovation needed to make the most of a rapidly aging America will have to occur at the local level. The challenge will be in providing national impetus and resources in the manner of most use on the ground, in the real world of communities.

In particular, this work will need to remedy what sociologists term "structural lag," the absence of ideas, institutions, and infrastructure to take advantage of the vast human resource present in the older population, a resource that could be mobilized to alleviate some of the most urgent problems in our schools, neighborhoods, civic institutions, and other critical areas. While the nature of the older population is changing rapidly, as a society we are still left with the response of the last generation, mostly an abundance of nursing homes, senior centers, and retirement communities. By contrast, we have relatively few compelling opportunities to engage older adults in living lives of contribution and significance.

In this context, the NSSC proposes a new initiative aimed at bridging this gap in 25 locations around the country, working in collaboration with national foundations, and with a consortium of community foundations interested in taking local leadership on this issue. The goal will be to launch a $25 million initiative putting $1 million over three years in each of these cities, aimed at spearheading new awareness and action around the issue of older Americans a social asset. Ultimately, this effort will help move these communities in the direction of becoming "good places to grow older," not only meeting the needs of frail seniors but unleashing the tremendous talent residing in the older population and producing a win-win situation for both these individuals and the larger society.

Specifically, we recommend $10 million in challenge-grant funding from the Corporation for National Service contingent on either a major national private foundation (or a consortium of these funders) matching these resources on a dollar for dollar basis. The total pool of $20 million dollars would then be used as the basis of an RFP to the nation's nearly 500 community foundations. From this group, 25 community foundations with strong interest in this initiative, the capacity to spearhead local change, and a willingness to put up $200,000 each (in return for getting $800,000 a piece) would be selected to participate in the three year project.

The end result would be, as already stated, $1 million in each community-which might in turn leverage additional dollars from local and regional funders, both private and public-to launch a multi-faceted effort in the community with the following components:

a.. Strategic Planning: The community foundation, or a lead agency it helps select, would initiate a local planning process focused on unleashing the social assets residing in the older population. Thinking strategically about the assets of the older population is not a new idea: many communities (and a growing number of states) are already clamoring to attract the financial assets and discretionary spending of older adults to their area, attempting to lure these individuals to relocate to the Sun Belt as an economic development strategy. This proposal, by contrast, is animated by a community development perspective. An important goal for the communities involved would be to retain their older men and women, in part to keep their financial resources in the local economy, but most of all to more fully utilize the social capital present in the older population. This strategic planning effort will necessarily extend beyond any particular program or project, and will need to involve a wide swath of the community.

b.. Capacity Building: Another part of the proposed initiative would focus on enhancing the capacity of existing civic and non-profit organizations to use the time, talent, and experience of older adults. Focusing on the human resource needs of these organizations, this effort would include volunteering, but also look seriously at other options including paid second careers (part-time and full-time) in the public interest, and stipended national service opportunities. For example, the local Boys and Girls Club might be helped to improve its capacity to recruit and hire retirees as youthworkers, or a group like Big Brothers/Big Sisters might receive technical assistance and training on recruiting older volunteers.

c.. Innovation and Entrepreneurship: While the adaptation of existing institutions will be imperative, we will need to also create new ones, stimulating the kind of entrepreneurialism essential for harnessing the social assets of the current and coming generation of third agers. To be sure, these inventions are already beginning to appear on a piecemeal basis--such as the movement of new free health clinics created (and staffed) by retired physicians and nurses, and focused on the working poor. This part of the proposed initiative would both help to replicate the most promising new models to the communities in question, and also provide resources and support for local social entrepreneurs to come up with entirely new entities fitted to the needs of the community.

d.. Public Awareness: These efforts at the institutional level will be complemented by a major marketing effort communicating to older adults that they are needed. In contrast to the longstanding societal message that this group is a superfluous population best removed to the sidelines of society, the campaign will convey the perspective, "We can't get by without you," and tell the stories of individuals who are making a significant difference in later life.

e.. Making the Transition: Alongside the outreach and institution building efforts, local educational institutions-particularly community colleges, colleges, and universities-will be encouraged to better assist third agers in making the transition to this new stage of life, through providing seminars, retreats, and workshops aimed at helping individuals plan for this new stage of life, as well as providing courses with specific training for individuals to take on new challenges (such as getting certified as teachers, undertaking environmental work, etc.).

f. Sustainability: An important part of the leadership role of the community foundations will be in working with their peers - other funders in the community, including private foundations, individual donors, corporations, and local/county government-to follow suit and open up funding in this area. At the same time, fee for service and other revenue generating efforts will need to be cultivated, as a way of broadening the financial base for these efforts.

The timing of an initiative along these lines couldn't be more apt. At present, a number of community foundations are beginning to move into this area (the California Community Foundation in Los Angeles has just opened up a grantmaking initiative along these lines, while the Pittsburgh Foundation is trying to improve the learning opportunities for older adults across the city, and the Arizona Community Foundation is spearheading the creation of an Experience Corps in that city.) But most significantly, of course, the first of the Baby Boomers-with President Clinton leading the way-will turn 60 on 2006. We will need to work quickly to put in place the kind of opportunities that will ensure that these individuals are active, engaged, and contributing during later life. As we move rapidly to the point where nearly a third of society is in this burgeoning age group, doing so could mean a windfall for communities, and the onset of a new era of individual and social renewal.

The DLC Update

DLC Nation Conversation
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The Democratic Leadership Council——Monday, May 17,

Idea of the Week: Universal National Service

Since 1994, about 100,000 citizens, most of them in their late teens or early twenties, have enlisted for a year of national service in AmeriCorps, a signature New Democrat initiative championed by President Clinton. They have taught, tutored, or mentored two million children; operated after-school programs for about half-a-million kids from low-income families; helped more than 200,000 senior citizens live independently; planted 52 million trees; and established 40,000 patrolled "safe zones" in neighborhoods and schools. In turn, they have also earned college scholarships for themselves, and undergone the increasingly rare experience of working with and for fellow citizens from different races, creeds, and socio-economic backgrounds.

AmeriCorps represents a non-bureaucratic way to address social problems while helping young Americans earn the opportunity to go to college and reinforcing an ethic of mutual responsibility and patriotism. It is opportunity, responsibility, and community in action.

So why not transform AmeriCorps from a worthy but small initiative into a truly national form of national service? That is the challenge posed by journalist Steve Waldman in the new Spring 1999 issue of *Blueprint: Ideas For a New Century* (www.dlc.org/blueprint). Waldman proposes that national service be made *universal*, defined as "a common expectation that young Americans have for themselves." To make that possible, he recommends an expansion of national service opportunities to include one million Americans by 2004, by (1) doubling the size of AmeriCorps, (2) creating 300,000 part-time and summer community service positions for high school students, (3) returning to the original mission of the College Work-Study program by reserving half of the one million annual work-study slots to community service positions instead of supplying cheap labor for colleges themselves, and (4) creating a new domestic GI Bill that would give young people scholarships but rely on community groups to pay for their living expenses.

Not so long ago, when congressional Republicans annually threatened to kill off AmeriCorps entirely to secure concessions from its proud sponsor in the White House, Waldman's proposal would have been viewed as naïve, if not laughable. That's changed.

The new climate of GOP support for national service is partly attributable to hard work by Eli Segal and former Senator Harris Wofford (D-PA), the two directors of the Corporation for National Service (which oversees AmeriCorps), to disarm conservative critics by linking national service to measurable results of value to the communities served.

Something more fundamental is at work, however, in reviving Republican interest in national service and other public efforts to stimulate civic action. The GOP's shrill anti-government rhetoric of recent years has pretty much worn out its welcome with the American people. The "compassionate conservatives" surrounding Governor George W. Bush (R-TX), the "national purpose conservatives" quietly helping Senator John McCain (R-AZ), and the "empowerment conservatives" working in Congress to promote civic action have all concluded that government has a necessary and appropriate role in working with businesses, non-profit organizations, and community-based initiatives to deal with the country's most pressing social challenges.

New Democrats reached the same conclusion years ago from the opposite direction. The Democratic Leadership Council (DLC) began championing national service in the mid-1980s because it (1) embodied a lost ethic of active citizenship and mutual obligation once central to Democratic values, and (2) offered a potential alternative governing model to the old welfare state's habit of addressing social problems through centralized bureaucracies and entitlement benefits.

The newfound interest of conservatives in the nexus between public action and civil society shows that national service, and other civic action initiatives, are slowly but surely emerging into the political limelight. As Elaine Kamarck, a PPI senior fellow and a key advisor to Vice President Al Gore, recently told the *Washington Post*, "It's no accident that (Gov. George Bush) is stealing the DLC themes because they are, in fact, winning centrist themes."

This Fax is broadcast to thousands of public officials, citizen activists, and supporters in the DLC network nationwide.
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New Democrats should welcome this flattery-by-imitation from the right, but they should begin challenging conservatives to put their money where their mouths are, by supporting universal national service.

Social Security Theater

New Democrats who feared the President's reserve-the-surplus proposal was his last contribution to Social Security reform were cheered by recent reports that the White House had sent out feelers to House Ways & Means Chairman Bill Archer (R-TX) in response to his new reform package. After all, Senate Majority Leader Trent Lott had recently declared Social Security reform dead for this session, and partisan zealots on both sides were eager to stop trying before bipartisan discussions could start.

The partisan theater of you-go-first-no-you-go-first on Social Security reform is not only irresponsible, but increasingly unnecessary. A bipartisan vehicle is already on the table: the Stenholm-Kolbe bill (H.R. 1793). Already a sound combination of benefit structure reforms to strengthen Social Security's safety net features and incentives to encourage private retirement savings, Stenholm-Kolbe has been recently improved by incorporating a version of the President's Universal Savings Accounts (USA) proposal. Now the bill devotes a portion of Social Security payroll taxes to private savings accounts, but would also provide new, means-tested incentives to match retirement savings by low-to-moderate income Americans, modeled on the Thrift Savings Plan. Stenholm-Kolbe is an important departure for the Social Security debate because it would boost personal savings and economic growth, more than offsetting the impact of future benefit cuts. The bill has some political momentum as well, with Senators John Breaux (D-LA) and Judd Gregg (R-NH) already signaling the Senate should take a similar approach.

The President has helped bring Social Security reform back from the brink. Now it is critical that Congress get moving before the 2000 campaign fever grips Washington and makes major legislation all but impossible. The Stenholm-Kolbe proposal is the right place to start.

Message to Democrats: Accept Success, and Expand It

New monthly economic statistics and a new study by the National Bureau of Economic Research, contain very welcome news: "America's jobs boom is increasingly pulling many of the nation's most vulnerable citizens out of poverty and unemployment." In a May 8 *New York Times* article, Sylvia Nasar wrote that unemployment among African-Americans—already at historic lows—dropped to 7.7 percent in April. Hispanic unemployment moved up slightly, but at 6.9 percent, "remains lower than at almost any time in the last 25 years."

Harvard labor economist Lawrence Katz told the *NY Times*, "The 90s are beginning to look a lot like the 60s," when economic growth increased the size of the middle-class, but with corresponding advances for the working poor." Rebecca Blank, a member of the White House Council of Economic Advisors, noted that the Clinton Administration's increase in the Earned Income Tax Credit and its welfare-to-work policies (both signature New Democrat initiatives) had "reinforced what was happening in the marketplace." From 1989 to 1997, the average income of single mother with two children jumped 42 percent, to a level 8 percent above the poverty line.

But also this week, at a meeting between House Democrats and Al Gore's campaign team, some urged the Vice President to stop taking credit for economic advances and identify with the growth economy's discontents. Before the meeting, Representative Jesse Jackson, Jr. (D-IL) wrote a letter to Gore operatives complaining, "In my district, the economy has not improved during the Clinton Administration." At the meeting, Jackson scored Gore aides for echoing the DLC's centrist political message, which would "fuel apathy and depress voter turnout."

House Democrats should take a deep breath and concentrate on this one point: *you do not have to choose* between "the base" and "swing voters" on economic issues. Both are benefiting tangibly from New Democrat economic policies. Both like them.

Yes, emphatically, absolutely, categorically, Democrats should intensify efforts to "expand the winner's circle" to ensure that all Americans are equipped to participate in the blessings of economic growth. This should be, in fact, the leading edge of Democratic policy thinking, not just because "we owe it" to "the base," but because we believe continued economic growth depends on tapping the talent and hard work of all Americans.

Expanding our economic success is a moral and political imperative. Rejecting it is nuts.

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BYLINE: JOHN DONVAN, BARBARA WALTERS

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A SEARCH FOR ANSWERS

BODY:

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ANNOUNCER: May 10, 1999.

BARBARA WALTERS, ABC News: (voice-over) In the aftermath of Littleton, Colorado, Washington searches for the reasons why.

Pres. BILL CLINTON: We are not here to place blame, but to shoulder responsibility.

BARBARA WALTERS: (voice-over) But does the entertainment industry perpetuate the culture of violence?

DIANNE LEVIN (ph): Each successful cartoon show that's been marketed with toys in the last several years has been more violent than the one before it.

BARBARA WALTERS: (voice-over) And is there a connection between what children see and how they behave?

JEFF KOHL (ph): They all generally point to some kind of a link between violence in the media and violence in society.

BARBARA WALTERS: (voice-over) Tonight, why kids turn violent, a search for answers.

ANNOUNCER: From ABC News, this is Nightline. Substituting for Ted Koppel and reporting from New York, Barbara Walters.

BARBARA WALTERS: This was a day when President Clinton had more than his fair share of things to worry about -- attacks on the embassy in China, the continuing Serb assault in Kosovo. But he chose this day to concentrate on protecting American teens from the violence of their fellow students.

It was quite a scene at the White House. President and Mrs. Clinton, Vice President and Mrs. Gore, some 60 invited guests ranging from the heads of the entertainment industry to poet Maya Angelou, all brainstorming, all asking what can we do to stop from having more Littleton, Colorados?

One of the main points of contention, is the violence in movies and TV responsible for the violence in our schools and can we tell Hollywood what to do?

Tonight, we'll be talking to the director of Batman movies, to a senator who demands that something be done and to one of the best known children advocates. But we begin with John Donvan, who's followed today's meeting at the White House.

JOHN DONVAN, ABC News: (voice-over) Looked at one way, what happened at the White House this morning seems long overdue.

Pres. BILL CLINTON: We have asked you to come here to see what we can do together to give our children safer childhoods.

JOHN DONVAN: (voice-over) This was a serious group the White House had assembled, though big Hollywood executives were conspicuously absent. There were cabinet secretaries there, the founder of America Online was there, top people from CBS and ABC, executives from the gun industry. It is still less than three weeks since that awful morning and afternoon in Littleton, Colorado, but already Mr. Clinton has made a decision. It is time to focus, really focus on why violence has this hold on kids in America.

Pres. BILL CLINTON: Today I'm also directing the surgeon general to prepare the first report in more than a decade on youth violence and its causes. This report will infuse our efforts with new understanding and new urgency.

JOHN DONVAN: But notice something Mr. Clinton just said right there, the first surgeon general's report in a decade, which means the surgeon general has looked into youth violence before. So have a lot of other people, social scientists and psychologists and educators. Over at the National Institute of Mental Health when we asked them today to show us some of the literature on causes of youth violence, the stack of reports and studies just on their shelves dated back to the '60s and measured 10 inches high. And that is just the tip of the iceberg.

Pres. BILL CLINTON: Thank you very much.

JOHN DONVAN: (voice-over) In other words, the discussion held today at the White House may seem long overdue but in some ways it has been going on forever. And so has the debate over whether the media is most to blame for inspiring kids to violence.

Long before television there were the movies and in the 1920s there were moves to curb the violence. Will Hayes ran what amounted to a censorship office to keep out the sex and the violence.

WILL HAYES: The code sets up high standards of performance for a motion picture producer. It states the considerations which good taste and community value make necessary in this universal form of entertainment.

JOHN DONVAN: (voice-over) But by the 1930s, directors were already skirting the limits. The movie "Scarface," among other gangster movies of the time, was both a huge hit and roundly criticized for glorifying violence and the men who perpetrated it. In the 1950s, it was comic books, a level of violence and just pure gore that led to such an outcry the industry proposed its own code of conduct, banning, for example, depictions of torture. This is the seal of approval you see on most comics today that abide by the code.

Then came television. This was from "The Rifleman," which might look tame by today's standards, but at the time, critics worried about the effect on children. The same for "The Untouchables," even though the heroes of this big 1960s hit were not the bad guys, but the FBI.

(on camera) The 1960s was also when the first of the mammoth studies of the effect of violence on young watchers was completed. There have been many more since and most of them reach pretty much the same conclusion. Media violence probably affects kids but which kids and how much it affects them is difficult to predict. Jeff Kohl leads a project at UCLA that monitors television violence.

JEFF KOHL: They all generally point to some kind of a link between violence in the media and violence in society. The problem is it's not a strong link, it's not a direct link. We don't know exactly what kind of violence in pictures causes real violence. We know more about the possible effects than the probable effects and that's probably about as much as we're ever going to learn about this.

JOHN DONVAN: (voice-over) But our instincts seem to tell us that there has to be some link and as a result as a society we have tried out various ways to shield our kids from violence. The familiar movie ratings, for example, which were also designed to protect children from explicit displays of sex, were put in place in 1968 and amended a few times since. This year, half the new televisions sold in the United States carry the V-chip, which lets parents block programs that identify themselves as inappropriate for children. And the networks do some censoring of their own. Just one example, the movie "Ghost." This was where the bad guy gets it in the movie version. CBS cut these few seconds when it aired the movie a few years ago. But if kids are better off not seeing these sorts of things the problem is that violent images leak around

these barriers and into their lives all the time. There is music. There are video games like Doom. And, says researcher Dianne Levin, there are even lunch boxes and bed sheets.

DIANNE LEVIN: Children today are growing up with much more second hand experiences with violence than they've ever had before, that the amount of violence on children's television has been increasing dramatically.

JOHN DONVAN: (voice-over) As a result, says Levin, there are more reminders of violence in the life of an American child today than ever before.

(on camera) And that may justify undertaking yet another huge study of this problem like the one the President announced today. Maybe researchers will discover something new about the link between violence in the media and violence in the lives of our young people. But another question may be do we really need another study to prove a link our instincts already tell us is there?

I'm John Donvan for Nightline in Washington.

BARBARA WALTERS: Do we need another study? In a moment, three views of how to cut down on youth violence from an advocate for children, a movie director and a U.S. senator.

(Commercial Break)

BARBARA WALTERS: Connecticut Senator Joseph Lieberman was among those who urged President Clinton to hold today's White House strategy session on violence and he is with us in Washington. As is Marian Wright Edelman, the founder and president of the Children's Defense Fund. And from our Los Angeles bureau, Joel Schumacher, who directed two of the four Batman movies, which contained no gun violence. He also directed the film "Falling Down," which did feature both guns and violence. Welcome.

Senator Lieberman, you've called for an investigation into the entertainment industry so that you do feel that there is a direct link between movies, television and violence?

Sen. JOSEPH LIEBERMAN, (D), Connecticut: (Washington) Well, Barbara, what I have concluded is that this is a very complicated problem, this problem of youth violence that occurs in suburban high schools like Littleton and in urban areas all over America every day. There's no one cause, but I'm afraid that there are a host of factors that all feed into a mix that can be deadly for some children and that the entertainment industry is too often contributing to that mix with ultra violent movies, music, video games and in some cases television. And the investigation that we're calling for really goes to the marketing of that violence. Last week at a Senate Commerce Committee hearing I presented evidence which I think suggests that the movie industry and the video game industry are taking some of their products, rating them as appropriate only for children over 17 and then directly marketing them to children under 17. Theater owners, video stores are then allowing kids in to see those movies or renting them to them and I think that's, that's a violation of at least a moral obligation. I don't want to get into censorship, but I think we have a right to demand of the industry that once it rates something as only suitable to adults it not then market that stuff to our children. That sounds an awful lot like what the tobacco industry was doing with cigarettes.

BARBARA WALTERS: Mr. Schumacher, do you agree with Senator Lieberman? Is it the marketing, you know, violence sells, is that what the problem is? Or do the movies glamorize guns?

JOEL SCHUMACHER, Writer/Director: (Los Angeles) Well, violence does sell and we live in a very violent culture. However, the ratings that are given to feature films that you have to leave your home and go and see and eventually wind up in video stores, the rating is done by people we do not know, the MPAA. That rating is given to us by strangers, basically, and that picture is sent out. We are not at the consumer level ever. We have no control over who a theater owner or who a video store owner gives that product to.

BARBARA WALTERS: Do you think, from your own experience, that when films glamorize guns, glamorize violence...

JOEL SCHUMACHER: I think that the United States of America has always glamorized guns and violence. I think we are a country of the gun. I'm not pointing fingers at anyone, but in a country where you have 260 million people and almost 250 million guns, I would assume if anthropologists were to look at us years from now they would assume that a culture that has that many weapons would certainly have stories that use them now and then.

BARBARA WALTERS: Well, you haven't told me yet whether you think that the movies glamorize them, but I will go on to Ms. Edelman. TV and films, are they the culprit?

MARIAN WRIGHT EDELMAN, President Children's Defense Fund: (Washington) They are one of the culprits. I mean all adults, including parents, movie and television and Internet, video game producers, educators, all of us have to take responsibility for protecting and keeping our children safe, for discouraging rather than encouraging violence. So that, you know, we know from studies from the American Medical Association, from the American Psychological Association, from the American Academy of Pediatrics that there is a contributing link between television and cultural violence, media violence and it's a risk factor and contributes to real life violence in children. We all have to say how can we make sure that we're not making our children more violent?

Second...

BARBARA WALTERS: OK, so if you could, if you had the power, what would you do? What would you say to the entertainment industry?

MARIAN WRIGHT EDELMAN: Exercise responsibility, particularly since you know that this is one of many risk factors. Don't glorify violence. They, you don't see cigarettes now all the time in movies as you used to do. Why don't they exercise restraint? I don't see this as a First Amendment issue any more than I see gun, effective gun regulation as a Second Amendment issue. This is about all of us taking responsibility for stopping the carnage of children. We've lost 75,000 children to gun violence since 1979. I sympathize and grieve for the parents in Littleton, but I grieve for the parents who lose, on average, 13 children a day in this country, a classroom full every two days. We must each take responsibility for stopping the violence and the killing of children.

BARBARA WALTERS: Senator Lieberman, you have this investigation and you find out perhaps that it needs a new rating or you have to put a sign up that really says you can't see this movie unless you're over 17. Does that do it? Is that what you want?

Sen. JOSEPH LIEBERMAN: Oh, it's only the beginning. I think Marian has spoken so powerfully just now.

JOEL SCHUMACHER: I do, too.

Sen. JOSEPH LIEBERMAN: The fact is we all have a better nature and a worse nature and we all have an obligation to try to bring up our children in a way that increases the probability that their better natures will be brought out and they'll be protected...

BARBARA WALTERS: Yeah, but tell me specifically what you could do, what you'd want to do if you could?

Sen. JOSEPH LIEBERMAN: What I would do with the entertainment industry?

BARBARA WALTERS: Yeah.

Sen. JOSEPH LIEBERMAN: In the first case, I would agree with Jack Falenti (ph) when he said last week it's a small minority of films that are brought out that are ultra violent. Stop putting them out. Cut that stuff out of the films. It hurts our kids. And if you insist on putting them out, then do two things at least. Stop marketing them to our children, which is being done, and secondly rate them NC17. Now, as far as I can tell, only hyper sexual films get rated NC17. Hyper violent films are just as bad for kids, at least as bad, and with an NC17 I think it would be harder for them to get into a theater to see them.

BARBARA WALTERS: It is interesting with Joel Schumacher that in his Batman movies nobody does get killed. They sort of do themselves in. But in his other film, "Falling Down," Michael Douglas shot anyone who got in his way. We'll come back and ask Joel Schumacher how he makes this decision and what he thinks should be done with Hollywood.

We'll be back with all of our guests in a moment.

(Commercial Break)

BARBARA WALTERS: We're back with Senator Joseph Lieberman, Marian Wright Edelman of the Children's Defense Fund and film director Joel Schumacher.

Mr. Schumacher, I said before we stopped that in Batman, the bad men do themselves in. In one of your other films Michael Douglas shoots everybody in his way. Now you're a director and you can decide how much or how little you're going to use violence. What are you going to do?

JOEL SCHUMACHER: Well, and of course we glamorize violence in film. I thought I did acknowledge that when you first answered it. I was saying that in many ways the country glamorizes violence. I think that in the Batman movies we made a choice not to have Batman or Robin ever kill anyone because it was obvious that many young children were going to be taken to see this film and that was a conscious choice that we made. "Falling Down" is what we call a hard R. By the very nature of the content of that film, it seemed like a very sophisticated, adult film and it's also the story of the breaking down of a certain part of our society. Sometimes violence is very necessary to tell a tragedy. Since times, since the Greek tragedies, since Shakespeare, I mean, you know, there are a lot of arguments that can be made whether Romeo and Juliet and promoting teenage suicide. So I think that what Ms. Edelman said and what Mr. Lieberman has agreed with, I agree with totally. There is a problem and it's in every single aspect of our culture. I think movies sometimes create it, many times reflect it. And I think we have to start looking at everything. And there are many things we can do in the entertainment business besides censorship, many things.

BARBARA WALTERS: Name one or two and then I'll go on to Senator Lieberman.

JOEL SCHUMACHER: Well, first of all, by making sure the films that are marketed to children have the kind of violence that either is very comical or no violence at all. Secondly, that we made a choice in "Eight Millimeter," a film I did earlier this year with Nicolas Cage, never to show Nicolas in any advertisements with a gun. Gavin Debecker, (ph) who's a great security expert and has a new book coming out on guns said that one of the reasons the gun industry has to do very little advertising is because there are movie stars on every billboard holding weapons. Just because the film is violent doesn't mean that the ad that children will see and may not see the movie needs to show the violence.

BARBARA WALTERS: Senator Lieberman, you have said that if the entertainment industry doesn't, in a sense, clean up its act, the government will. What'll they do?

Sen. JOSEPH LIEBERMAN: Well, I think what will happen, Barbara, if the entertainment industry doesn't do, frankly, exactly some of the things that Mr. Schumacher has said he's either done or believes should be done, which is to clean up their own act, then the people will demand that government do something to protect our children from the influence of violence and vulgarity in films and it's not going to be easy. I don't believe in censorship. I'm almost an absolutist on the First Amendment. But look, there may be lawsuits against them for the effect that movies have on children's behavior. We may actually come to a point where we want to attach some sanctions, some penalties to a theater owner who lets an under aged child into an adult movie just the way we attach penalties to the owner of a bar who serves liquor to a minor. I mean I think that's the point we're getting to, all of it to try to tone down the influences that have made our time more violent than any other time in American history.

BARBARA WALTERS: Ms. Edelman, I want to turn a corner a little bit because so often Hollywood is the culprit but there are those who feel that the real problem is depression in these children or their feeling that they are outsiders and that the problem is that people haven't taken up the hints. Eric Harris, for example, was on medication. He was seeing a therapist. Are we blaming an industry where really what we should be doing is, is concentrating in a whole other way?

MARIAN WRIGHT EDELMAN: We should be concentrating a lot of ways and the industry must take its own blame and exercise its own responsibility. But parents and families and educators and all of us must pay more attention to our children, communicate with them, pick up the warning signs, make them feel good about themselves, make them feel connected to something bigger than themselves. And so we've got to strengthen family rituals and family values and we've got to strengthen the caring adults that deal with our children, those who taunt and those who are taunted. And secondly, we need to invest more in what we know works. We know strong early childhood investments and foundations matter. Why isn't the Congress moving quickly to make sure that all of those children in working families and who are not ready for school and are not getting what they need to be successful in life get it? Third, we know five million children come home alone to empty houses and between the hours of three and eight, that's when many of our children get into trouble with violence and drugs and tobacco. Let's put them with positive adults in supervised settings so that they have attention that is paid to them. And last, we know that easier access to guns really lethalizes our anger, lethalizes our despair. Gun manufacturers, sellers, owners ought to be held responsible for keeping those guns out of the hands of children and child safety provisions. We lock up our, we childproof our other things, we must do this with guns.

BARBARA WALTERS: Thank you, that's a large order and we have very few seconds left, but Senator Lieberman, I want to just end with you. People say but on the news you see Kosovo, you see bombings. Are you going to investigate any of the networks and the news?

Sen. JOSEPH LIEBERMAN: Look, the redeeming fact is that the news is, when it covers violence, is for real. But the truth is that particularly on local newscasts across America, you know the slogan, if it bleeds, it leads. There's too much violence, disproportionately on television news and it does have an affect on children. It's another factor that contributes to the deadly mix of violence that we ought to tone down.

BARBARA WALTERS: On that note, talking about my own house, I thank all three of you for being on with us and I'll be back with a word about tomorrow's Nightline.

(Commercial Break)

BARBARA WALTERS: Not invited to today's meeting at the White House, the National Rifle Association. Tomorrow on Nightline, the struggle between gun manufacturers and the NRA over how tough to get on gun regulations.

That's our report for tonight. I'm Barbara Walters in New York. And for all of us here at ABC News, good night.

LANGUAGE: ENGLISH

LOAD-DATE: May 11, 1999

All*AmeriCorps Day of Service **DRAFT** 5/3/99
On the All*AmeriCorps Weekend

"There's nothing that's wrong with America that can't be fixed by what is right with America."

President Clinton
AmeriCorps Launch, 1994

There is no better way to celebrate the anniversary of AmeriCorps than to roll up your sleeves in a national service project. All across the country, AmeriCorps members, Alums, and their partners and programs will be getting things done in a wide range of community service projects that demonstrate that national service helps meet needs in education, public safety, human needs, and the environment.

Unlike a typical day in the life of AmeriCorps in which there are thousands of projects reflecting hundreds of themes and solutions to social problems, this day will bring people together around one common goal. By focusing attention on one issue and highlighting one theme, we have an opportunity to present a clearer national message. We will emphasis the collective power of a unified national service force, rather than the decentralized movement we embrace the rest of the year.

<u>One AmeriCorps becomes All*AmeriCorps</u>

An important developmental objective for AmeriCorps's anniversary is to increase the sense of affiliation with the national aspects of the program. It is our experience that AmeriCorps members have a strong loyalty to their site and sponsor. For instance, AmeriCorps members serving through Habitat for Humanity first identify themselves as Habitat folks. Depending upon the opportunities provided by their sponsors, by the Corporation State Offices, and by the State Commissions through training or MLK Day of Service, AmeriCorps members may not ever have the opportunity to serve alongside or get to know other members serving through other sponsors. The average experience of AmeriCorps, therefore, offers few opportunities for national affiliation.

So, one principle operating in national service is to bring people together focused on achieving a common goal through service. That is what a national day of service would do. On such a day it does not matter that your 'stream' is AmeriCorps*VISTA or AmeriCorps*NCCC, only that AmeriCorps brings your time and talent to the task. It will not be important if your jacket is red or gray, only that you are united together in solving a problem through your collective action and scale. This day will launch and model the concept of <u>All*AmeriCorps</u>.

One Theme

Following the All*AmeriCorps objective of one corps, the service projects will focus on one theme, which will provide a platform for the national marketing effort.

A service project theme must have enough cohesiveness to help with marketing, but enough flexibility for local and state partners to find their own identity within the national one. Also, the theme must reflect community priorities. In doing this day of service, AmeriCorps and its friends and alums must be getting things done, strengthening communities, and developing citizenship skills through service around an issue or concern that is crucial to a community.

In most communities, issues and challenges affecting young people are paramount across a wide cross-section of the population. Parents, employers, senior citizens, and neighbors are all concerned about young people in one way or another. They are worried about opportunities for them and they are worried that, somehow, young people might be heading in the wrong direction.

And one common denominator for young people is school. It is where the children are and where focused service may do the most good in a day. Communities value strong schools that help deliver well-educated, civic minded young people into the civic and work force. Schools have a wide range of needs on behalf of their students. They are directly involved with and partners in reducing the incidence of dropping out, of unemployment, of crime, and a whole range of unhealthy behaviors. Schools are partners in all of the issue areas of AmeriCorps national service --- education, public safety, human needs, and the environment. Schools are common ground for a wide range of partnerships underway including organizations that deploy a large number of AmeriCorps members such as Communities in Schools and organizations that organize community-wide private sector school initiatives such as America's Promise in the Schools. The Learn and Serve Leader Schools --- 50 of them in this first year --- a superb starting place. Schools as safe places are also on the minds of most of the public and national service has a role to play in the solutions that will be explored over the summer. A school site also opens the door to participation by the other two major streams of national service --- Learn and Serve America and the National Senior Service Corps. And it gives us an opportunity to demonstrate that young people are resources by building them into this service day at their common ground with the rest of their community --- their school.

So, the All*AmeriCorps Service Day could focus on schools as a hub of current activity and future potential of young people. And this focus could be incorporated into the theme for the weekend. School for a Day? School Reunion? Back to School? School Challenge?

All*AmeriCorps 'School for a Day' Service Projects

The schools offer a platform for a wide range of service projects. And the national service network will respond to the flexibility of a school theme with an array of creative service projects. One component of each service site should be signing up young people for 100 hours of service that is another opportunity to roll out the President's Student Service Challenge.

While programs and partners will develop their own responses to the challenge of taking on your school for a day, some illustrative ideas follow:

- Build a school library or renovate one and stock it with books.
- Organize celebrity reading fairs that will help recruit tutors
- Bridge the "digital divide" by wiring the school if it is not, hooking up internet access if it doesn't have it;
- Open the after-school technology center and make it a community 'gee whiz' morning where young people tutor older folks in computer skills.
- Recruit high profile teachers for a day

- Build a playground for a safe place to play
- Do a 'safety sweep' to build safe corridors to and from school for children
- Start a community policing program in each of the safe corridors
- Launch public safety programs led by youth themselves, such as peer counselors

- Fix this home away from home with paint, bathroom fixtures, desks, etc.
- Focus on physical fitness by equipping a gym and bringing sports celebrities
- Host a health fair for the community providing information on free services such as immunizations and health screenings.
- Host a food and coat drive with the students to benefit local charities (winter is coming on)

- Start a community garden on the school grounds
- Clean up a set radius around the school, make it the 'clean zone' and expand it each year, renovating everything within that radius.
- Give away a tree of a native species after a service-learning project (fall is good for planting!)

- Sign young people up for the President's Student Service Award and count their service that day as their 'first installment' on 100 hours.
- Recognize the Leader Schools

Think Nationally, Act Locally

In addition to the national site or sites in the Washington Metropolitan area, communities and states will mirror the themes of this day service in their own areas, reflecting their own priorities and partnerships. For instance, Washington state programs may design a program for America Reads that is a major volunteer recruitment effort.

Whether it is seeded with funding from the Corporation or private sector partners or just encouraged, there should be about a dozen major and dozens more smaller service events scattered across the country illustrating the impact and scope of the AmeriCorps national service network.

Related Activities

Linking the anniversary service project to Make a Difference Day automatically creates partnerships that benefit communities, programs, and existing partners.

The fifth anniversary also offers opportunities for AmeriCorps sponsors and programs to build a broader base of support. Some programs may use the anniversary to launch new private and independent sector partnerships. One angle is to announce a partnership for the fifth anniversary that helps national service achieve the objectives set forth at the Presidents' Summit around Goal Five. That could be

- finding a match for the President Student Service Scholarships;
- hosting five consecutive Saturdays or Sundays of Service with faith based youth groups as partners;

Another way to mark the anniversary is by building local support for the year-round service of AmeriCorps. National Service programs have been very successful in building sustainable programs through these activities:

- 5-K fundraising races which build public awareness and raise funds for nonprofit programs
- Servathons are key components of several national service programs including the City Year, Hands On, and Cares networks.

All*AmeriCorps Awards **DRAFT** 5/3/99
The All*AmeriCorps Weekend

Day in and day out AmeriCorps members make extraordinary contributions to their communities, their states, and their nation. And they will tell you that their reward is not the living allowance ... that's what makes their service possible; it is not their education award ... they've earned that. They see their investment of time, talent, and heart reflected back to them through those they have served. In their service, they have somehow been served. But how do we thank them? And how do we share with others how 'everybody can be great because anybody can serve'?

Honor AmeriCorps Members

One way is to seek out the role models of this service movement and hold them up to the nation. The new All*AmeriCorps Awards will do just that --- will honor the outstanding achievements of AmeriCorps members who through their service have made a difference in and serve as an example to their communities, their states, and their fellow Americans.

There are plenty of awards programs and scholarships honoring all kinds of extraordinary behavior. There are awards for volunteers, for scholastic achievement, for citizenship, for money raised, for hours served. But there is no award for the kind of contribution that an AmeriCorps member makes --- taking a significant time out from the career or college path to devote oneself to getting things done, strengthening communities, developing citizens, and building common ground. They are different --- volunteers and citizens, certainly. Scholars? Maybe! But it is the sustained service that makes the difference and that is what this award will illustrate and appreciate.

This first year, the All*AmeriCorps Awards will honor outstanding AmeriCorps Alums from the first four years and will launch a tradition of awards for the classes to come.

Levels

This first year, we will concentrate on launching the program at the national level. But it will eventually reflect the spirit of AmeriCorps as well as its operating components. AmeriCorps is decentralized --- a locally driven national program. So there will be opportunities to participate and sponsor All*AmeriCorps award winners at a range of levels:

- Community Awards will honor outstanding service from a local perspective. Their town or county may honor a member after a local competition and judging by local leaders and AmeriCorps members. The mayor may present the award and the local newspaper, Chamber of Commerce, City Council, television station, or bank may sponsor it.

- State Awards that honor outstanding service may be an additional approach. Sponsors may want to highlight a statewide initiative such as those set forth in the unified state plans or they may want to encourage communities to forward nominations. State Commissions could organize the annual judging based on criteria that echo the national criteria but are truly reflective of their own missions and visions. For instance, Washington may very well want to take advantage of this award to highlight their Washington Reads program. The Governor should present the State Award. Many Governors currently sponsor State Volunteer Recognition programs and this could be an addition to those efforts. If the Governor is not inclined, there is an opportunity for the State Legislature to be involved.

- National Partners Awards may be a way to accommodate the fine national nonprofits who operate in many communities but who have AmeriCorps members. A local or state approach might not adequately reflect the impact of an AmeriCorps partnership on the effectiveness of that organization's mission. So the Boys and Girls Clubs may want to honor an outstanding AmeriCorps member and feature them at their annual congressional breakfast. This also gives funders --- corporations and foundations --- an opportunity to participate in this award by nominating AmeriCorps members serving in programs they support.

- National All*AmeriCorps Award winners will be selected by a national panel of judges from the candidates proposed by the communities, partners and states. See below for categories and criteria.

Timing and Eligibility

The Awards will be given to those who are completing/have completed their AmeriCorps service. Giving the Awards in the fall allows us to capture the service of those whose terms are completed in the preceding summer. They would be nominated in the late spring, judged in the summer and awarded in the fall. The fall award time frame could coincide with Make A Difference Day, the third Saturday in October, when many AmeriCorps programs officially and publicly begin their term of service.

Another benefit to this time frame is that it would 'make sense' to state competitions and awards. States that honor volunteers do so during National Volunteer Week which is the third week in April. Adding an All*AmeriCorps component would be logical and would keep their schedules which are often driven by their Governors. Winners of the community and state awards would be forwarded as nominees for the national award in the fall.

Note: the national awards would be launched this year even without full participation of communities and states. These first awards would be given during our anniversary celebrations. In this first year, we would 'catch up' on the first four years of service by AmeriCorps heroes. The more comprehensive award process with depth from states and communities could be phased in over the next year to allow the network to find the best way to craft and fund their programs. And, participation is voluntary.

Categories and Criteria

The national awards will have a set of categories and criteria by which to evaluate the candidates and to illustrate the value of AmeriCorps members' service. States, communities and programs can set their own criteria within the national categories or create their own special categories. The strength of the award may be in its customization.

The categories of awards should reflect the mission and principles of AmeriCorps and its own evaluation language:.

- The Getting Things Done Award will highlight service of individuals that helped to solve community problems through citizen action. These awards may be given highlighting issue areas such as housing, education, environment, health, etc.

- The Strengthening Communities Award will honor those who have made a lasting impact through collaboration and leadership.

- The Leadership Development Award will recognize outstanding individual growth and personal achievement through service that builds active duty citizens. This is another way to say "participant development'.

- And The Common Ground Award will highlight the service of individuals who have brought people and organizations together across the lines that divide them.

The criteria for the above awards would include innovation, entrepreneurship, sustainable results or one-day impact by mobilizing volunteers.

More Than Members … Another Category

It also makes sense to recognize that the success of AmeriCorps depends on terrific allies and partners --- those who share the vision and work hard that make it a reality. We may extend the award to people or organizations in the private and independent sectors based on the criteria above. In essence, we would be making them honorary AmeriCorps members and initiate them by administering the pledge.

We would seek nominations from companies that turn out corporate volunteers or support service through marketing or other kinds of donations. We should thank foundations for their investments and for the way they've nurtured and lead the field for years before and after the service of a single AmeriCorps member or program. We should applaud role models that help us share this message or who conduct their work in a socially responsible manner. And by thanking these models, we encourage others to follow. If we honor television producers for their inclusion of service in their scripts, we are also encouraging others to do so. If we hold up the apprenticeship/scholarship program of a company that teams those with AmeriCorps national service, we give other companies ideas of how to reach out to young people. We may even want to try a 'lifetime achievement' honor for those who have given so much to this movement over the years. In this area, we would ask the All*AmeriCorps winners to present these awards.

All Star Team of Judges

For community, state, and national awards, the judging process will take two or three rounds: 1) first, a cursory review to screen for meeting basic criteria and for sorting; 2) a more evaluative review using the criteria by a working level team composed of staff from the Corporation and the Commission; and 3) final judging. The final judging gives AmeriCorps programs an opportunity to include their partners in the process. Judges could be drawn from:

Elected officials
Leaders of service, community, and faith organizations
Corporate and community leaders and role models
Other AmeriCorps members
Other national service participants

Awards/rewards

Recognition by your peers and fellow travelers in the service world is a wonderful reward. This can be enhanced by support from partners that takes a wide variety of forms and can grow as the award gains prominence:

- A match for their education award provided by a funder.

- A donation (cash or in-kind) for the charity or organization through which they served or some other designee where they are now volunteering.

- Publicity from a media partner --- special section of a magazine, featured on a web site, publicized by the parent or sponsoring organizations' communications outlets.

- Bounty from sponsors of in-kind product donations such as email accounts, coupons, discounts, clothing, services, etc.

Hill Briefs

Armey Suggests Campaign Reform Be Debated By July

HOUSE MAJORITY LEADER Armey Tuesday sided with House GOP moderates who are pressing **Speaker Hastert** to hold a debate on campaign finance reform legislation sooner rather than later.

While Hastert has promised a September vote, Armey said, "My own view is we should move it by the end of July."

He added: "I think it will be a more pleasant experience. We have a lot of good people with a lot of good ideas. Give them a fair shot on the floor and walk through it."

In a related development, **Reps. Marge Roukema**, R-N.J., and **Zach Wamp**, R-Tenn., have written a letter to Hastert urging him to reply promptly on whether campaign finance could be on the floor before September — a move that Hastert reportedly told members last week he would consider.

"Given the political climate," they wrote, "we hope that you will do everything you can to expedite your decision making process. Indeed, we ask that your decision come within the next few weeks."

Reform-minded members of both parties are scheduled to meet this afternoon on the issue.

Administration Opens Door To Y2K Liability Compromise

■ THE CLINTON administration Tuesday outlined its position on the extent of Y2K liability legislation it could support — moving its stance from total opposition to the possibility of a compromise, *National Journal's Technology Daily* reported.

The House Rules Committee also approved a limited number of amendments for the House to consider today when it takes up its Y2K liability bill.

A total of six amendments will be considered — including a Democratic substitute drafted by **Rep. Zoe Lofgren** of California. Time for debate will be limited, leaving room for the House to complete work on the bill by the end of the week.

The Rules panel did not accept an amendment by **Rep. Vernon Ehlers**, R-Mich., that would have voided liability protection for products made after 1995. It was an attempt to limit profiting from computer glitches related to the 2000 date change.

The White House's change of heart moves the administration closer to the debate over Y2K liability — but still far from legislation currently in play in the House and Senate.

In the letter sent to congressional leaders by Bruce Lindsey, White House deputy counsel, and Gene Sperling, director of the National Economic Council, the administration maintained its threat to veto the pending legislation.

The administration "has expressed grave misgivings about a number of bills that are currently being considered by Congress," the letter said, adding: "If we can limit this discussion to the unique problems we face in readying our technology to make the transition to the next century and avoid the broader ideological debates that have paralyzed other legal reform efforts in the past, we can reach consensus quickly on this legislation."

Centrist Dems Advocate Universal Service Program

■ THE CENTRIST Democratic Leadership Council hopes to make civic responsibility a 2000 presidential issue — while pushing the creation of a universal national service program, including an expansion of the Clinton administration's AmeriCorps program.

Sen. Joseph Lieberman, D-Conn., the DLC's chairman, said Tuesday that "people are ahead of politicians" in accepting the idea that individual rights must also come with responsibility.

"We are really forming the issues that will lead the party into the 2000 election," Lieberman said.

In a policy briefing in conjunction with the publication of the most recent issue of the DLC magazine, the organization proposed expanding from 40,000 to 100,000 the number of AmeriCorps participants.

It also advocated providing high school students with college scholarships in exchange for service work and redefining federal work-study programs to focus on community service.

Hastert's Speechwriter Changes Offices

■ JANA NOVAK, **Speaker Hastert**'s speechwriter, is moving to another leadership office.

She will become communications director for **Republican Conference Vice Chairwoman Tillie Fowler** of Florida.

Prior to working for Hastert, Novak was a speechwriter for former **Speaker Gingrich**. She also coauthored a book about religion with her father, Michael, and worked for the Republican National Committee's "Rising Tide" magazine.

Helms Asks Prayers For Foreign Relations Staff Director

■ SENATE FOREIGN RELATIONS **Chairman Helms** said during a hearing Tuesday that the panel's staff director, retired Adm. James Nance, is gravely ill and is "not expected to make it."

Fighting tears, Helms, who is 77, noted that Nance is two months older than he is. He lauded Nance for a distinguished career, and asked all present to "say a prayer" for him.

To: **Colleagues**

From: **John Gomperts**

Date: **May 12, 1999**

Re: **Results of a Recent Nationwide Survey**

Pollster Mark Penn yesterday released the results of a poll on civic action. The poll, conducted for *Blueprint Magazine*, focuses on public attitudes toward community, citizenship and national service. The survey shows that Americans seek a heightened sense of community and citizenship. By large numbers, people perceive that our current society sacrifices community for the sake of the individual and people say they would like to see a greater emphasis on community. Americans also strongly support a joint public/private/non-profit approach to solving societal problems. Strong majorities favor AmeriCorps when it is explained to them and support expansion of AmeriCorps.

Several key findings from the poll are described below.

- Although Americans are generally satisfied with the direction of the country overall (51% right direction, 36% wrong track), a solid majority believe that people possess a cynical and apathetic outlook. Overall, 3 in 5 (62%) Americans feel "Americans today have an attitude of cynicism and apathy," compared to 1 in 4 (27%) who believe Americans possess an attitude of "citizenship and participation." A somewhat smaller majority (54%) also think that most Americans do <u>not</u> "live up to their responsibilities as citizens," compared to 40% who think their fellow citizens meet their civic duties.

- Americans believe we place too much emphasis on the individual: 59% believe that our society focuses more on the "individual," than on the "community" (34%). According to the poll results, Americans would like to strike a different balance: 4 in 5 (79%) Americans feel there should be "more emphasis on community, even if it puts more demands on individuals," while 1 in 6 (15%) prefer the status quo.

- Overall, 72% believe that America's social problems are best addressed when government, religious and charitable organizations collaborate. In contrast, fewer than 1 in 10 (8%) think government alone is the best vehicle for solving social problems and 1 in 6 (16%) think religious and charitable organizations are the best solutions to America's social ills.

- About half (48%) of Americans are currently familiar with AmeriCorps. That is an increase from previous surveys. A strong majority of Americans support the concept of AmeriCorps when they hear it. Three in four (75%) Americans support AmeriCorps, "a National Service program where young people perform service in the community in exchange for help in paying for college," while one in ten (9%) oppose it. Intensity of opinion is a key barometer in analyzing survey results and the number of Americans who "strongly support" AmeriCorps (47%) outnumber those who "strongly oppose" (6%) the program by a ratio of 8-to-1.

More importantly, 4 in 5 (82%) Americans favor expanding AmeriCorps "so that every young person that wants to serve can participate." Only 6% of those questioned oppose expansion of AmeriCorps. Not surprisingly, the intensity of support also favors expansion as those who "strongly support" expanding AmeriCorps (55%) outnumber those who "strongly oppose" expansion (3%) by a margin of better than 18-to-1.

- Overwhelming majorities support a service-learning requirement for high school graduation and using work-study slots for service in higher education. Support for "requiring Democracy education in Service and Civics as a graduation requirement for all high school students" is nearly unanimous (90% total support) and intense (68% strongly support). Similarly, Americans strongly support, "placing college students who receive government funded work study jobs out doing community service rather than in on-campus jobs" (84% total support, 47% strongly support). Fewer than 1 in 6 people oppose either of these proposals.

Full results of the poll can be found at *www.dlc.org/blueprint/spring99/poll.html*

BLUEPRINT IDEAS FOR A NEW CENTURY

Blueprint: Ideas for a New Century, Spring 1999

The Community Consensus

Full Poll Results

Penn, Schoen & Berland
Blueprint Citizenship Poll
Conducted 2/12-14

1. Are you 18 years or older?

1) yes		100
2) no	TERMINATE	0
9) don't know DO NOT READ		

2. Are you registered to vote?

1) yes	86
2) no	14
9) don't know DO NOT READ	1

3. Do you think that things in the country are generally headed in the right direction or are they off on the wrong track?

1) right direction	51
2) wrong track	36
9) don't know DO NOT READ	13

4. In general, are you satisfied or dissatisfied with the way democracy is working in this country?

1) satisfied	58
2) dissatisfied	35
9) don't know DO NOT READ	6

5. Do you think Americans today have an attitude of cynicism and apathy or of citizenship and participation?

1) Cynicism and apathy	62
2) Citizenship and participation	27
9) Don't Know (DO NOT ASK)	11

6. Do you think you have responsibilities to the country as an American citizen?

1) Yes	96
2) No	4
9) don't know DO NOT READ (GO TO NEXT QUESTION)	1

7. Volunteering some time to community services

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	55
2) somewhat important obligation	40
3) not an obligation	3
9) don't know (DO NOT READ)	1

8. Voting in elections

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	87
2) somewhat important obligation	10
3) not an obligation	3
9) don't know (DO NOT READ)	0

9. Serving on a jury if called

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	73
2) somewhat important obligation	23
3) not an obligation	3
9) don't know (DO NOT READ)	2

10. Reporting a crime that you may have witnessed

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	90
2) somewhat important obligation	7
3) not an obligation	2
9) don't know (DO NOT READ)	1

11. Being able to speak and understand English

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	85
2) somewhat important obligation	12
3) not an obligation	3
9) don't know (DO NOT READ)	1

12. Keeping fully informed about news and public issues

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	73
2) somewhat important obligation	24
3) not an obligation	2

9) don't know (DO NOT READ) 1

13. Participating in neighborhood organizations (fraternal/school/church based etc.)

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	56
2) somewhat important obligation	38
3) not an obligation	5
9) don't know (DO NOT READ)	1

14. Attending parent-teacher conferences

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	89
2) somewhat important obligation	9
3) not an obligation	2
9) don't know (DO NOT READ)	1

15. Participating in "Town Hall" community decision making meetings

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	59
2) somewhat important obligation	31
3) not an obligation	7
9) don't know (DO NOT READ)	3

16. Volunteering for the military

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	48
2) somewhat important obligation	35
3) not an obligation	16
9) don't know (DO NOT READ)	2

17. Serving in the military if drafted

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	76
2) somewhat important obligation	13
3) not an obligation	10
9) don't know (DO NOT READ)	1

18. Protesting unjust public policies

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	61
2) somewhat important obligation	22
3) not an obligation	12
9) don't know (DO NOT READ)	4

19. Contributing to help the less fortunate

Do you feel the following is a very important obligation, a somewhat important obligation, or not an obligation that a citizen owes to the country.

1) very important obligation	71
2) somewhat important obligation	22
3) not an obligation	6
9) don't know (DO NOT READ)	1

20. Do you think you live up to your responsibilities as an American citizen, or not?

1) Yes	89
2) No	10
9) don't know DO NOT READ	1

21. Do you think most Americans live up to their responsibilities as citizens, or not?

1) Yes	40
2) No	54
9) don't know DO NOT READ	7

22. Some people say that along with the benefits all Americans receive- such as public education, police protection, a democratic government, and a social safety net, it is the responsibility of citizens to also give back to society through participation in the community. Do you agree or disagree?

1) Agree	91
2) Disagree	7
9) don't know DO NOT READ	2

23. Do you believe all Americans who need them are entitled to government benefits, or do you think these Americans need to live up to certain obligations and give something back to their country in order to receive them?

1) Entitled to government benefits	28
2) Need to live up to certain obligations	67
9) don't know DO NOT READ	5

24. What about specific benefits such as student loans or housing assistance: Do you think Americans who need them are entitled to these, or do Americans need to live up to certain obligations and give something back to their country in order to receive them?

1) Entitled to government benefits	37
2) Need to live up to certain obligations	58
9) don't know DO NOT READ	5

Now I would like to ask you some questions about Civic life. When I refer to civic life, I am talking about the institutions that exist outside of the government and the business world, such as voluntary or civic associations, neighborhood watch groups, churches, and charity groups, and how they affect the relationship of citizens to their government, their communities, and each other.

25. Some people say that America's Civic life has weakened in recent years, while others say that it remains as strong. Which is closer to your view?

1) our nation's Civic life has weakened	57
2) our nation's Civic life has remained strong	36
9) don't know DO NOT READ	7

26. government has gotten too big

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	54
2) minor factor	27
3) not a factor at all	15
4) don't know DO NOT READ	4

27. our families are weaker than they used to be

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	78
2) minor factor	12
3) not a factor at all	9
4) don't know DO NOT READ	1

28. our political leaders are corrupt

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	57
2) minor factor	31
3) not a factor at all	9
4) don't know DO NOT READ	3

29. crime has made people scared to participate

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	53
2) minor factor	32
3) not a factor at all	13
4) don't know DO NOT READ	2

30. people don't have time anymore

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	62
2) minor factor	29
3) not a factor at all	8
4) don't know DO NOT READ	1

31. our children are not educated about participation

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	63
2) minor factor	26
3) not a factor at all	8
4) don't know DO NOT READ	3

32. there is a general lack of trust between people

Please tell me if you think this is a major factor, minor factor, or not a factor at all in the decline of Civic life in America.

1) major factor	67
2) minor factor	27
3) not a factor at all	5
4) don't know DO NOT READ	1

33. Do you think people are focused too much on their rights instead of their responsibilities as citizens, or do you think there is a proper balance?

1) focused too much on their rights	71
2) proper balance	26
9) don't know DO NOT READ	3

34. Which is closer to your view: I have the knowledge and skills that I need for effective participation in the community, government, and politics, or I do not have the knowledge and skills that I need for effective participation in the community, government, and politics.

1) I have the knowledge and skills that I need	73
2) I do not have the knowledge and skills that I need	25
9) Don't Know (DO NOT ASK)	2

35. Some people say that a strong Civic life has a strong impact in producing better schools, faster economic development, lower crime, and more effective government. Others would argue that a strong Civic life has little or no impact on schools, crime, and effective government. Which is closer to your view?

1) strong impact	84
2) little or no impact	13
9) don't know DO NOT READ	4

36. Some people say that with a comprehensive government safety net, strong civic life and institutions become less important. Based on this, do you think that it is better to have a bigger government and less civic life, or is it better to have smaller government and a stronger civic life?

1) bigger government and less civic life	11

2) smaller government and stronger civic life	82
9) don't know	7

37. Do you think, as we cut back on government programs, that the need for civic life becomes more important, less important, or does the need for civic life remain unchanged?

1) more important	74
2) less important	4
3) unchanged	17
9) don't know DO NOT READ	5

38. Do you think that our society today focuses more on the individual or more on community?

1) individual	59
2) community	34
3) both DO NOT READ	2
9) don't know DO NOT READ	6

39. Do you think there should be more emphasis on community, even if it puts more demands on individuals, or not?

1) yes	79
2) not	15
9) don't know	6

40. Some people say getting more people involved in communal organizations, such as Religious, Fraternal, or Educational organizations is good for society as a whole; other people say such organizations only help the individuals who participate in them. Which is closer to your view?

1) good for society	74
2) only help the individuals who participate in them	22
9) don't know DO NOT READ	3

41. Some people say individual Americans have an obligation to solve their problems by taking responsibility for themselves and for others; Other people say Americans have no obligation to be involved in their community. Which is closer to your view?

1) Have an obligation	90
2) Have no obligation	8
9) don't know DO NOT READ	2

42. Which is closest to your view on the best way to solve America's problems:

The government must come up with solutions, Individuals within their communities must take responsibility for themselves and those around them, or the free market will solve societal problems

1) The governments must come up with solutions	21
2) Individuals within their communities must take responsibility for themselves	68
3) the free market will solve societal problems	3
9) don't know DO NOT READ	7

43. Which statement comes closer to your view: "The government is responsible for the well-being of all its citizens and it has an obligation to help people when they are in trouble" or "People

are responsible for their own well-being and they have an obligation to take care of themselves when they are in trouble?"

1) The government is responsible for the well-being of all its citizens and it has an obligation to help people when they are in trouble	37
2) People are responsible for their own well-being and they have an obligation to take care of themselves when they are in trouble	53
9) don't know DO NOT READ	10

44. Some people believe religious, charitable and community organizations do a better job of addressing societal problems than government, others believe that government does a better job. Which is closer to your view?

1) religious and charitable organizations	72
2) government does a better job	19
9) don't know DO NOT READ	9

45. Do you think America's social problems can be best addressed by government, religious and charitable organizations, or by closer collaboration between the two?

1) government	8
2) religious and charitable organizations	16
3) closer collaboration between the two	72
9) don't know DO NOT READ	4

46. Do you believe corporations have a responsibility to help improve the community, or is their only responsibility to make sure the company is economically successful?

1) Have a responsibility	84
2) Obligated to make a profit	13
9) don't know DO NOT READ	4

47. Some people say that new technologies have made Americans more isolated and drawn them farther apart, while others say that they have opened up new lines of communication and brought people closer together. Which is closer to your view?

1) more isolated	43
2) brought people closer together	49
9) don't know DO NOT READ	8

48. Some people say that in the future new technologies will make Americans more isolated and draw them farther apart, while others say that they will open up new lines of communication and bring people closer together. Which is closer to your view?

1) more isolated	40
2) will bring people closer together	53
9) don't know DO NOT READ	7

49. Computers

Do you feel that this technology has made society more individualistic, or brought people closer together?

1) More Individualistic	44
2) Brought people closer together	45

9) Don't Know (DO NOT ASK)	11

50. Cable TV

Do you feel that this technology has made society more individualistic, or brought people closer together?

1) More Individualistic	65
2) Brought people closer together	22
9) Don't Know (DO NOT ASK)	13

51. Email

Do you feel that this technology has made society more individualistic, or brought people closer together?

1) More Individualistic	29
2) Brought people closer together	58
9) Don't Know (DO NOT ASK)	14

52. Internet/WWW

Do you feel that this technology has made society more individualistic, or brought people closer together?

1) More Individualistic	37
2) Brought people closer together	47
9) Don't Know (DO NOT ASK)	16

53. Cellular Phones

Do you feel that this technology has made society more individualistic, or brought people closer together?

1) More Individualistic	36
2) Brought people closer together	51
9) Don't Know (DO NOT ASK)	13

54. Do you think new technologies can be used to encourage participation in society, or not?

1) Yes	80
2) No	15
9) Don't Know (DO NOT ASK)	4

55. Get information about politics and government.

Do you use the Internet for this purpose?

1) Yes	37
2) No	61
9) Don't Know (DO NOT ASK)	2

56. Get information about community events.

Do you use the Internet for this purpose?

1) Yes	35
2) No	62

9) Don't Know (DO NOT ASK)	2

57. Communicate your views to elected officials.

Do you use the Internet for this purpose?

1) Yes	25
2) No	73
9) Don't Know (DO NOT ASK)	2

58. Participate in chat groups/bulletin boards to discuss political and community issues.

Do you use the Internet for this purpose?

1) Yes	16
2) No	82
9) Don't Know (DO NOT ASK)	1

59. A universal system of national citizen service where young adults would be called on to serve their country either through military or community service.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this as a way of improving Civic Life?

1) strongly support	38
2) somewhat support	36
3) somewhat oppose	10
4) strongly oppose	13
9) don't know DO NOT READ	3

60. Placing college students who receive government funded work study jobs out doing community service rather than in on-campus jobs.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this as a way of improving Civic Life?

1) strongly support	47
2) somewhat support	37
3) somewhat oppose	6
4) strongly oppose	7
9) don't know DO NOT READ	3

61. Requiring Democracy education in Service and Civics as a graduation requirement for all high school students.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this as a way of improving Civic Life?

1) strongly support	68
2) somewhat support	22
3) somewhat oppose	4
4) strongly oppose	5
9) don't know DO NOT READ	2

62. Decreasing government reliance on social service programs and enabling church and faith based organizations to play a larger role in addressing social problems.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this as a way of improving Civic Life?

1) strongly support	39
2) somewhat support	39
3) somewhat oppose	8
4) strongly oppose	12
9) don't know DO NOT READ	2

63. Steering government dollars towards community and religious organizations that are dealing with social problems.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this as a way of improving Civic Life?

1) strongly support	37
2) somewhat support	37
3) somewhat oppose	12
4) strongly oppose	11
9) don't know DO NOT READ	2

64. Creating local Service Credit programs, under which for each hour of service performed, you could get an hour of service from someone else when you needed it in your life.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this as a way of improving Civic Life?

1) strongly support	42
2) somewhat support	34
3) somewhat oppose	13
4) strongly oppose	8
9) don't know DO NOT READ	3

65. How would you feel about a program that required all young women to give one year of service to the nation--either in the military forces or in non-military work such as in hospitals or with elderly people--Would you strongly favor it, probably favor it, probably oppose it, or strongly oppose it?

1) strongly favor	22
2) probably favor	24
3) probably oppose	25
4) strongly oppose	26
9) don't know (DO NOT READ)	4

66. How would you feel about such a program for all young men--Would you strongly favor it, probably favor it, probably oppose it, or strongly oppose it?

1) strongly favor	31
2) probably favor	25
3) probably oppose	21
4) strongly oppose	19
9) don't know (DO NOT READ)	4

67. Which of the following best describes your voting habits: Vote in every election, Vote frequently, Vote sometimes, rarely vote, never vote

1) vote in every election	52
2) vote frequently	26

3) vote sometimes	11
4) rarely vote	3
5) never vote	8
9) don't know DO NOT READ	0

68. Youth Groups

1) yes	69
2) no	31
9) don't know (DO NOT READ)	0

69. School Service Groups

1) yes	64
2) no	35
9) don't know (DO NOT READ)	1

70. Service Groups

1) yes	52
2) no	45
9) don't know (DO NOT READ)	3

71. Veteran's Groups

1) yes	32
2) no	67
9) don't know (DO NOT READ)	1

72. Labor Union

1) yes	19
2) no	81
9) don't know (DO NOT READ)	1

73. Political Clubs

1) yes	25
2) no	74
9) don't know (DO NOT READ)	0

74. Sports Groups

1) yes	47
2) no	52
9) don't know (DO NOT READ)	1

75. Church-affiliated Groups

1) yes	74
2) no	26
9) don't know (DO NOT READ)	1

76. Professional/Academic Societies

1) yes	44
2) no	54

9) don't know (DO NOT READ) 2

77. How often do you volunteer your time to participate in a community service project? Daily, Several times a week, Several times a Month, Several times a year, Once a year, or Never?

1) Daily SKIP TO Q.79	4
2) Several times a week SKIP TO Q.79	13
3) Several times a month SKIP TO Q.79	20
4) Several times a year GO TO Q.78	31
5) Once a year GO TO Q.78	16
6) Never GO TO Q.78	15
9) don't know DO NOT READ	1

78. Why don't you volunteer more often? (READ LIST)

1) Don't have enough time	73
2) Don't think it makes an impact	4
3) Don't know who to contact/where to go	11
4) Don't believe in it	2
9) don't know DO NOT READ	10

79. Are you familiar with Americorps, a National Service program where young people perform service in the community in exchange for help in paying for college?

1) familiar	48
2) not familiar	48
9) don't know DO NOT READ	4

80. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose Americorps?

1) strongly support	47
2) somewhat support	28
3) somewhat oppose	3
4) strongly oppose	6
9) don't know DO NOT READ	16

81. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose expanding Americorps so that every young person that wants to serve can participate?

1) strongly support	55
2) somewhat support	27
3) somewhat oppose	3
4) strongly oppose	3
9) don't know DO NOT READ	11

The remaining questions are for statistical purposes only.

82. Do you consider yourself a strong Democrat, a weak Democrat, a weak Republican, a strong Republican or an Independent?

1) strong Democrat	23
2) weak Democrat	10
3) weak Republican	8
4) strong Republican	17
5) Independent	37
9) don't know DO NOT READ	4

83. If the election for Congress were held tomorrow, do you think that you would vote for a Democrat or a Republican to

represent you in Congress?

1) Democrat	42
2) Republican	33
9) Other/don't know DO NOT READ	24

84. Will you please tell me your age?

18-29	21
30-44	31
45-59	24
60+	22

85. What is the last grade that you completed?

1) grade school	1
2) some high school	6
3) high school graduate	28
4) some college	29
5) college graduate	25
6) graduate school	7
7) technical school	3
9) don't know/refused (DO NOT READ)	1

86. What is your current marital status - are you married, single, widowed, or divorced?

1) married	56
2) single	27
3) widowed	7
4) divorced	8
9) don't know (DO NOT READ)	1

87. How many children do you have living at home?

1) zero	58
2) one	17
3) two-four	22
4) five or more	1
9) don't know (DO NOT READ)	1

88. Do you have any children in college or school right now?

1) yes	28
2) no	70
9) don't know (DO NOT READ)	2

89. What is your occupation?

1) Unemployed	4
2) Management/professional	29
3) Clerical, sales, other white collar	11
4) Agriculture	1
5) Blue collar	9
6) Student	7
7) Homemaker	8
8) Retired	16
9) Other	14
99) Don't know	1

90. Is the head of the household employed by the Federal, state, or local government?

1) Yes	21
2) No	76
9) Don't know	4

91. Do you have a paid job, half-time or more, outside your home or would you say that your work is mainly at home?

1) Employed	62
2) At home	29
9) Don't know	9

92. Do you or does any member of your household belong to a labor union?

1) Yes, self	13
2) Yes, household	11
3) No	74
9) Don't know	2

93. For statistical purposes only, we need to know your total family income for 1998. Will you please tell me which of the following categories best represents you total family income? (READ CHOICES)

1) less than $15,000	15
2) $15,000-$30,000	18
3) $30,000-$50,000	23
4) $50,000-$75,000	17
5) $75,000-$100,000	7
6) $100,000+	5
9) don't know/refused (DO NOT READ)	15

94. Do you generally consider yourself liberal, moderate, or conservative?

1) Liberal	19
2) Moderate	37
3) Conservative	40
9) don't know (DO NOT READ)	4

95. Are you Protestant, Catholic, Jewish, or something else?

1) Protestant	42
2) Catholic	26
3) Jewish	3
4) Other	25
9) Refused	4

96. IF PROTESTANT: Are you a Southern Baptist?

1) Yes	26
2) No	73
9) Don't know	1

97. Do you consider yourself to be a Fundamentalist, Evangelical or Born Again Christian?

1) Yes	59
2) No	35
9) Don't know/refused	5

98. What is your race?

1) White	79
2) Black/African-American/Caribbean-American	11
3) Hispanic/Latino	6
4) Asian	1
5) Arabic	0
6) Other	2
9) don't know (DO NOT READ)	2

99. IF NOT HISPANIC: Do you consider yourself to of Hispanic descent?

1) yes	5
2) no	93
9) don't know (DO NOT READ)	2

100. Do you own a computer?

1) Yes	60
2) No	39
9) Don't know	1

101. Do you use the Internet?

1) Yes	52
2) No	46
9) Don't know	1

102. Do you use a computer at work?

1) Yes	51
2) No	47
3) Don't know	2

103. IF YES: How often do you use a computer at work?

1) Frequently	83
2) Occasionally	14
3) Rarely	2
9) Don't know	1

104. IF YES: Is the computer you use a part of a network, or not?

1) Yes	71
2) No	28
9) Don't know	1

105. Do you decide for yourself how to do your job, or are you told by others?

1) Decide for myself	66
2) Told by others	21
9) Don't know	13

106. Do you work by yourself or as part of a team to figure out the best way to do your job?

1) By self	35

2) As part of a team	53
9) Don't know	12

107. Do you prefer to work by yourself or as part of a team?

1) By self	35
2) As part of team	52
9) Don't know	13

108. Do you live in a city, suburb just outside a city, or a less developed or rural area not near a city?

1) city	45
2) suburb	32
3) more rural, less developed	23

109. CODE SEX

1) MALE	48
2) FEMALE	52

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MEMORANDUM FOR JOHN PODESTA

FROM: Shirley Sagawa and Ann Lewis

RE: Involvement of entertainment industry in AmeriCorps visibility efforts

DATE: May 6, 1999

Cc: Karen Tramontano, Melanne Verveer

We have been working with a private sector group, led by Dan Dutko and Eli Segal, that is organizing a media campaign to raise the visibility of AmeriCorps. Using private funds, they plan to develop a series of paid advertisements promoting AmeriCorps' to complement free media generated through a PR effort relating to the program's fifth anniversary in October. Roy Spence and Peter Hart are developing the messages and advertisements.

This private sector group, which includes the Creative Artists Foundation, is also exploring the development of a television special on AmeriCorps. Potentially, celebrities would return to their hometowns to profile AmeriCorps members. Fox Family channel is interested (but has not yet committed) to producing and airing the special, timed to coincide with the anniversary celebration. We would like to keep open the possibility of the President and First Lady participating in a preview event for the special.

In order for this television project to proceed, Creative Artists needs to line up the talent to direct and star in the special right away. They have providing us a list of individuals they plan to approach and have asked if the involvement of any of these people would cause the White House to have concerns about the project. Given the attention we have given to violence in the media, we thought we needed some sort of criteria for review and a vetting process – hopefully one that can move quickly, even in the next couple of days.

Attached is the list of individuals we need to consider. Please advise.

Director: Joel Shumacher (films include the very violent film on the snuff pornography industry "8mm" (1999) as well as "The Client" (1994), "Batman Forever" (1995), "Batman and Robin" (1997), "Flatliners" (1990), "A Time to Kill" (1996), "The Babysitter" (1995), "Falling Down" (1993), "Dying Young" (1991), "Cousins" (1989), "The Lost Boys" (1987), "St. Elmo's Fire" (1985), and "The Wiz" (1978). He has also produced a public service announcement for MTV as part of their current "Fight for Your Rights: Take a Stand Against Violence" campaign.

Other potential celebrity participants:

Ben Affleck
Bill Bellamy
Nicolas Cage
George Clooney
Matt Damon
Taye Diggs
Jaime Foxx
Ethan Hawke
Jaime Kennedy
Chris O'Donnell
Freddie Prinze Jr.
Keanu Reeves
Tom Everett Scott
Will Smith
Eric Stolz
Noah Wyle
Steve Zahn
Jessica Alba
Jennifer Aniston
Drew Barrymore
Halle Berry
Sandra Bullock
Neve Campbell
Courteney Cox
Claire Daines
Helen Hunt
Jewel
Mary Stuart Masterson
Sarah Jessica Parker
Jada Pinkett
LeAnn Rimes
Elisabeth Shue
Uma Thurman
Liv Tyler
Renee Zellwegger

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Tom Everett Scott
Will Smith
Eric Stolz
Noah Wyle
Steve Zahn
Jessica Alba
Jennifer Aniston
Drew Barrymore
Halle Berry
Sandra Bullock
Neve Campbell
Courteney Cox
Claire Daines
Helen Hunt
Jewel
Mary Stuart Masterson
Sarah Jessica Parker
Jada Pinkett
LeAnn Rimes
Elisabeth Shue
Uma Thurman
Liv Tyler
Renee Zellwegger

MEMORANDUM FOR DISTRIBUTION

FROM: Shirley Sagawa

RE: AmeriCorps 5th anniversary

DATE: April 16, 1999

Attached is a revision of the 5th anniversary plans from the Corporation for National Service. There will be a conference call among the public and private sector folks involved in anniversary-related activities on Wednesday, April 21st at 3 PM Eastern 800-492-5642 (moderator is John Scardino). The group will meet again on Wednesday, May 12th, 9:30 to 12:30 at the Hay Adams. You are welcome to join either meeting.

Distribution

Karen Tramontano
Ann Lewis
Goody Marshall
Anne McGuire
Tanya Martin
Tom Freedman

CORPORATION FOR NATIONAL SERVICE

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

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From: **Melinda Baskin Hudson**
Fax number: **202-565-2784** Phone Number: **202-606-5000 ext. 193**
We are transmitting a total of 10 page(s), including this cover page.

Message

Greetings ...

We had a few transmission difficulties earlier this week with our email version of the first two memos on the All*AmeriCorps weekend. So, we're resending by fax.

The first one describes in more detail the proposed All*AmeriCorps Awards. The second sketches out the service events around which the celebration and the awards would occur.

If you have any questions, please don't hesitate to call me at (202) 606-5000, ext. 193 or email me at mhudson@cns.gov.

Many thanks!

Political Leaders in City Year Cities

City Year Boston

Robert Lewis, Jr. 285 Columbus Avenue Boston, MA 02116

Mayor: Thomas M. Menino
Governor: Argeo Paul Cellucci, R
Senate:
- Edward Kennedy, D
- John Kerry, D

House:
- District 7: Edward Markey, D
- District 8: Michael Capuano, D
- District 9: Joe Moakley, D

City Year Chicago

Craig Huffman 545 North Michigan Avenue Chicago, IL 60611

Mayor: Richard Daley
Governor: George Ryan, R
Senate:
- Peter Fitzgerald, R
- Richard Durbin, D

House:
- District 1: Bobby Rush, D
- District 3: William Lipinski, D
- District 4: Luis Gutierrez, D
- District 5: Rod Blagojevich, D
- District 7: Danny Davis, D
- District 9: Janice (Jan) Schakowsky, D

City Year Cleveland

Randell McShepard 1278 West 9th Street Cleveland, OH 44113

Mayor: Michael White
Governor: Robert Taft, R
Senate:
- Mike DeWine, R
- George Voinovich, R

House:
- District 10: Dennis Kucinich, D
- District 11: Stephanie Tubbs Jones, D

City Year Columbia

Marguerite O'Brien (Acting ED) 1420 Gregg Street Columbia, SC 29201

Mayor: Robert Coble
Governor: James Hodges, D
Senate:
- Ernest Hollings, D
- Strom Thurmond, R

House:
- District 2: Floyd Spence, R
- District 6: James Clyburn, D

City Year Columbus

Priscilla Butler 16 East Broad Street Columbia, SC 29201

Mayor: Gregory Lashutka
Governor: Robert Taft, R
Senate:
- Mike DeWine, R
- George Voinovich, R

House:
- District 12: John Kasich, R
- District 15: Deborah Pryce, R

City Year Detroit

Steve Stevenson (Program Director) 1 Ford Place, 1A Detroit, MI 48202

Mayor: Dennis Archer
Governor: John Engler, R
Senate:
- Carl Levin, D
- Spencer Abraham, R

House:
- District 9: Dale Kildee, D (includes part of Oakland County)
- District 10: David Bonior, D (includes part of Macomb County)
- District 11: Joseph Knollenberg, R (includes part of Oakland and Wayne Counties)
- District 12: Sandy Levin, D (includes part of Oakland and Macomb Counties)
- District 13: Lynn Rivers, D (includes part of Wayne County)
- District 14: John Conyers, Jr., D (Detroit/ Wayne County)
- District 15: Carolyn Kilpatrick, D (Detroit/ Wayne County)
- District 16: John Dingell, D (includes part of Wayne County)

City Year Philadelphia

Jim Balfanz 2221 Chestnut Street, 2nd Floor Philadelphia, PA 19103

Mayor: Edward Rendell
Governor: Tom Ridge, R
Senate:
- Arlen Specter, R
- Rick Santorum, R

House:
- District 1: Robert Brady, D
- District 2: Chaka Fattah, D
- District 3: Robert Borski, D

City Year Rhode Island

Jyothi Nagraj 56 Pine Street Providence, RI 02903

Mayor: Vincent Cianci (Providence)
Governor: Lincoln Almond, R
Senate:
- John Chafee, R
- Jack Reed, D

House:
- District 1: Patrick Kennedy, D
- District 2: Bob Weygand, D

City Year San Antonio

Maria Ferrier 315 East Commerce Street, Suite 301 San Antonio, TX 78205

Mayor: Howard Peak
Governor: George W. Bush, R
Senate:
- Phil Gramm, R
- Kay Bailey Hutchison, R

House:
- District 20: Charlie Gonzalez, D
- District 21: Lamar Smith, R
- District 23: Henry Bonilla, R
- District 28: Ciro Rodriguez, D

City Year San Jose/ Silicon Valley

John Sarvey 118 Paseo De San Antonio San Jose, CA 95113

Mayor: Ron Gonzales
Governor: Gray Davis, D
Senate:
- Barbara Boxer, D
- Dianne Feinstein, D

House:
- District 14: Anna Eshoo, D (Silicon Valley)
- District 15: Tom Campbell, R (Silicon Valley)
- District 16: Zoe Lofgren, D

City Year Seattle/ King County

Reco Bembry 201 Broad Street Seattle, WA 98121

Mayor: Paul Schell
Governor: Gary Locke, D
Senate:
- Slade Gorton, R
- Patty Murray, D

House:
- District 1: Jay Inslee, D
- District 7: Jim McDermott, D
- District 8: Jennifer Dunn, R (King County)
- District 9: Adam Smith, D (King County)

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Many thanks!

04/16/99

All*AmeriCorps Awards **DRAFT** 4/14/99
The All*AmeriCorps Weekend

Day in and day out AmeriCorps members make extraordinary contributions to their communities, their states, and their nation. And they will tell you that their reward is not the living allowance ... that's what makes their service possible; it is not their education award ... they've earned that. They see their investment of time, talent, and heart reflected back to them through those they have served. In their service, they have somehow been served. But how do <u>we</u> thank them? And how do we share with others how 'everybody can be great because anybody can serve'?

<u>Honor AmeriCorps Members</u>

One way is to seek out the role models of this service movement and hold them up to the nation. The new All*AmeriCorps Awards will do just that --- will honor the outstanding achievements of AmeriCorps members who through their service have made a difference in and serve as an example to their communities, their states, and their fellow Americans.

There are plenty of awards programs and scholarships honoring all kinds of extraordinary behavior. There are awards for volunteers, for scholastic achievement, for citizenship, for money raised, for hours served. But there is no award for the kind of contribution that an AmeriCorps member makes --- taking a significant time out from the career or college path to devote oneself to getting things done, strengthening communities, developing citizens, and building common ground. They are different --- volunteers and citizens, certainly. Scholars? Maybe! But it is the sustained <u>service</u> that makes the difference and that is what this award will illustrate and appreciate.

This first year, the All*AmeriCorps Awards will honor outstanding AmeriCorps Alums from the first four years and will launch a tradition of awards for the classes to come.

<u>Levels</u>

The levels or scope of awards will reflect the spirit of AmeriCorps as well as its operating components. AmeriCorps is decentralized --- a locally driven national program. So there will be opportunities to participate and sponsor All*AmeriCorps award winners at a range of levels:

- <u>Community Awards</u> will honor outstanding service from a local perspective. Their town or county may honor a member after a local competition and judging by local leaders and AmeriCorps members. The mayor may present the award and the local newspaper, Chamber of Commerce, City Council, television station, or bank may sponsor it.

- State Awards that honor outstanding service may be an additional approach. Sponsors may want to highlight a statewide initiative such as those set forth in the unified state plans or they may want to encourage communities to forward nominations. State Commissions could organize the annual judging based on criteria that echo the national criteria but are truly reflective of their own missions and visions. For instance, Washington may very well want to take advantage of this award to highlight their Washington Reads program. The Governor should present the State Award. Many Governors currently sponsor State Volunteer Recognition programs and this could be an addition to those efforts. If the Governor is not inclined, there is an opportunity for the State Legislature to be involved.

- National Partners Awards may be a way to accommodate the fine national nonprofits who operate in many communities but who have AmeriCorps members. A local or state approach might not adequately reflect the impact of an AmeriCorps partnership on the effectiveness of that organization's mission. So the Boys and Girls Clubs may want to honor an outstanding AmeriCorps member and feature them at their annual congressional breakfast. This also gives funders --- corporations and foundations --- an opportunity to participate in this award by nominating AmeriCorps members serving in programs they support.

- National All*AmeriCorps Award winners will be selected by a national panel of judges from the candidates proposed by the communities, partners and states. See below for categories and criteria.

Timing and Eligibility

The Awards will be given to those who are completing/have completed their AmeriCorps service. Giving the Awards in the fall allows us to capture the service of those whose terms are completing in the summer. They would be nominated in the late spring, judged in the summer and awarded in the fall. The fall award time frame could remain around the anniversary of the launch or could slip to coincide with Make A Difference Day, the third Saturday in October when many AmeriCorps programs begin their term of service.

Another benefit to this time frame is that it would 'make sense' to state competitions and awards. States that honor volunteers do so during National Volunteer Week which is the third week in April. Adding an All*AmeriCorps component would be logical and would keep their schedules. Winners of the community and state awards would be forwarded as as nominees for the national award.

Note: the national awards would be launched this year even without full participation of communities and states. In this first year, we would 'catch up' on the first four years of service by AmeriCorps heroes. The more comprehensive award process with depth from states and communities would be phased in over the next year to allow the network to find the best way to craft and fund their programs.

Categories and Criteria

The national awards will have a set of categories and criteria by which to evaluate the candidates and to illustrate the value of AmeriCorps members' service. States, communities and programs can set their own criteria within the national categories or create their own special categories. The strength of the award may be in its customization.

There are many potential categories of awards. Following are two scenarios, both are built around the mission of AmeriCorps and its evaluation language.

Perhaps the most straightforward approach is to organize them around the AmeriCorps issue areas. Consider the following or some combination:

- Education includes a wide range of efforts. Award winners might be nominated for their achievements in tutoring, in adult literacy, in school readiness and in after school programs.

- Public Safety would highlight the service of AmeriCorps members who are serving community policing, victims assistance, and criminal justice programs.

- Human Needs offers examples in housing, healthcare, substance abuse, and disaster relief.

- Environment awards can educate people about environmental justice, sustainable communities, conservation and restoration, and how to clean up your neighborhood.

If "categories by issue area" is the best approach, then use the evaluation principles as the evaluation criteria for the awards. Therefore, nominees would be evaluated by:

- Getting Things Done --- achievement, measurable results.
- Strengthening Communities --- mobilizing community resources
- Participant/Leadership Development --- transformation through service

A second approach, which may be more evocative, is to flip criteria and categories. The awards would be given reflecting AmeriCorps mission and principles as outlined below.

- The Getting Things Done Award will highlight service of individuals that helped to solve real community problems through citizen action. These awards may be given highlighting issue areas such as housing, education, environment, health, etc.

- The Strengthening Communities Award will honor those who have made a lasting impact through collaboration and leadership.

- The Leadership Development Award will recognize outstanding individual growth and personal achievement through service that builds active duty citizens.

- And The Common Ground Award will highlight the service of individuals who have brought people and organizations together across the lines that divide them.

The criteria for the above awards would include innovation, entrepreneurship, sustainable results or one-day impact by mobilizing volunteers. It has the advantage incorporating issue areas but in a new way.

More Than Members ... Another Category

It also makes sense to recognize that the success of AmeriCorps depends on terrific allies and partners --- those who share the vision and work hard to make it a reality. We may extend the award to people or organizations in the private and independent sectors based on the criteria above. In essence, we would be making them honorary AmeriCorps members and initiate them by administering the pledge. We should seek nominations from companies that turn out corporate volunteers or support service through marketing or other kinds of donations. We should thank foundations for their investments and for the way they've nurtured and lead the field for years before and after the service of a single AmeriCorps member or program. We should applaud role models that help us share this message or who conduct their work in a socially responsible manner. And by thanking these models, we encourage others to follow. If we honor television producers for their inclusion of service in their scripts, we are also encouraging others to do so. If we hold up the apprenticeship/scholarship program of a company that teams those with AmeriCorps national service, we give other companies ideas of how to reach out to young people. We may even want to try a 'lifetime achievement' honor for those who have given so much to this movement over the years. In this area, we would ask the All*AmeriCorps winners to present these awards.

All Star Team of Judges

For community, state, and national awards, the judging process will take two or three rounds: 1) first, a cursory review to screen for meeting basic criteria and for sorting; 2) a more evaluative review using the criteria by a working level team composed of staff from the Corporation and the Commission; and 3) final judging. The final judging gives AmeriCorps programs an opportunity to include their partners in the process. Judges could be drawn from:

Elected officials
Leaders of service, community, and faith organizations
Corporate and community leaders and role models
Other AmeriCorps members
Other national service participants

Awards/rewards

Recognition by your peers and fellow travelers in the service world is a wonderful reward. This can be enhanced by support from partners that takes a wide variety of forms and can grow as the award gains precedence:

- A match for their education award provided by a funder.
- A donation (cash or in-kind) for the charity or organization through which they served or some other designee where they are now volunteering.
- Publicity from a media partner --- special section of a magazine, featured on a web site, publicized by the parent or sponsoring organizations' communications outlets.
- Bounty from sponsors of in-kind product donations such as email accounts, coupons, discounts, clothing, services, etc.

All*AmeriCorps Day of Service **DRAFT** 4/14/99
On the All*AmeriCorps Weekend

"There's nothing that's wrong with America that can't be fixed by what is right with America."

President Clinton
AmeriCorps Launch, 1994

There is no better way to celebrate the anniversary of AmeriCorps than to roll up your sleeves in a national service project. All across the country, AmeriCorps members, Alums, and their partners and programs will be getting things done in a wide range of community service projects that demonstrate that national service helps meet needs in education, public safety, human needs, and the environment.

Unlike a typical day in the life of AmeriCorps in which there are thousands of projects reflecting hundreds of themes and solutions to social problems, this day will bring people together around one common goal. By focusing attention on one issue and highlighting one theme, we have an opportunity to present a clearer national message. We will emphasis the collective power of a unified national service force, rather than the decentralized movement we embrace the rest of the year.

<u>One AmeriCorps becomes All*AmeriCorps</u>

An important developmental objective for AmeriCorps's anniversary is to increase the sense of affiliation with the national aspects of the program. It is our experience that AmeriCorps members have a strong loyalty to their site and sponsor. For instance, AmeriCorps members serving through Habitat for Humanity first identify themselves as Habitat folks. Depending upon the opportunities provided by their sponsors, by the Corporation State Offices, and by the State Commissions through training or MLK Day of Service, AmeriCorps members may not ever have the opportunity to serve alongside or get to know other members serving through other sponsors. The average experience of AmeriCorps, therefore, offers few opportunities for national affiliation.

So, one principle operating in national service is to bring people together focused on achieving a common goal through service. That is what a national day of service would do. On such a day it does not matter that your 'stream' is AmeriCorps*VISTA or AmeriCorps*NCCC, only that AmeriCorps brings your time and talent to the task. It will not be important if your jacket is red or gray, only that you are united together in solving a problem through your collective action and scale. This day will launch and model the concept of <u>All*AmeriCorps</u>.

One Theme

Following the All*AmeriCorps objective of one corps, the service projects will focus on one theme, which will provide a platform for the national marketing effort.

A service project theme must have enough cohesiveness to help with marketing, but enough flexibility for local and state partners to find their own identity within the national one. Also, the theme must reflect community priorities. In doing this day of service, AmeriCorps and its friends and alums must be getting things done, strengthening communities, and developing citizenship skills through service around an issue or concern that is crucial to a community.

In most communities, issues and challenges affecting young people are paramount across a wide cross-section of the population. Parents, employers, senior citizens, and neighbors are all concerned about young people in one way or another. They are worried about opportunities for them and they are worried that, somehow, young people might be heading in the wrong direction.

And one common denominator for young people is school.. It is where the children are and where focused service may do the most good in a day. Communities value strong schools that help deliver well-educated, civic minded young people into the civic and work force. Schools have a wide range of needs on behalf of their students. They are directly involved with and partners in reducing the incidence of dropping out, of unemployment, of crime, and a whole range of unhealthy behaviors. Schools are partners in all of the issue areas of AmeriCorps national service --- education, public safety, human needs, and the environment. Schools are common ground for a wide range of partnerships underway including organizations that deploy a large number of AmeriCorps members such as Communities in Schools and organizations that organize community-wide private sector school initiatives such as America's Promise in the Schools. The Learn and Serve Leader Schools --- 50 of them in this first year --- a superb starting place. A school site also opens the door to participation by the other two major streams of national service --- Learn and Serve America and the National Senior Service Corps. And it gives us an opportunity to demonstrate that young people are resources by building them into this service day at <u>their</u> common ground with the rest of their community --- their school.

So, the All*AmeriCorps Service Day could focus on schools as a hub of current activity and future potential of young people. And this focus could be incorporated into the theme for the weekend. School for a Day? School Reunion? Back to School? School Challenge?

All*AmeriCorps 'School for a Day' Service Projects

The schools offer a platform for a wide range of service projects. And the national service network will respond to the flexibility of a school theme with an array of creative service projects. One component of each service site should be signing up young people for 100 hours of service that is another opportunity to roll out the President's Student Service Challenge.

While programs and partners will develop their own responses to the challenge of taking on your school for a day, some illustrative ideas follow:

- Build a school library or renovate one and stock it with books.
- Organize celebrity reading fairs that will help recruit tutors
- Bridge the "digital divide" by wiring the school if it is not, hooking up internet access if it doesn't have it;
- Open the after-school technology center and make it a community 'gee whiz' morning where young people tutor older folks in computer skills.
- Recruit high profile teachers for a day

- Build a playground for a safe place to play
- Do a 'safety sweep' to build safe corridors to and from school for children
- Start a community policing program in each of the safe corridors

- Fix this home away from home with paint, bathroom fixtures, desks, etc.
- Focus on physical fitness by equipping a gym and bringing sports celebrities
- Host a health fair for the community providing information on free services such as immunizations and health screenings.
- Host a food and coat drive with the students to benefit local charities (winter is coming on)

- Start a community garden on the school grounds
- Clean up a set radius around the school, make it the 'clean zone' and expand it each year, renovating everything within that radius.
- Give away a tree of a native species after a service-learning project (fall is good for planting!)

- Sign young people up for the President's Student Service Award and count their service that day as their 'first installment' on 100 hours.
- Recognize the Leader Schools

Think Nationally, Act Locally

In addition to the national site or sites in the Washington Metropolitan area, communities and states will mirror the themes of this day service in their own areas, reflecting their own priorities and partnerships. For instance, Washington programs may design a program for America Reads that is a major volunteer recruitment effort.

Whether it is seeded with funding from the Corporation or private sector partners or just encouraged, there should be about a dozen major and dozens more smaller service events scattered across the country illustrating the impact and scope of the AmeriCorps national service network. These major service cities may also be the sites chosen for satellite hookup of the ceremonies or other entertainment features of the weekend.

Related Activities

The fifth anniversary also offers opportunities for AmeriCorps sponsors and programs to build a broader base of support. Some programs may use the anniversary to launch new private and independent sector partnerships. One angle is to announce a partnership for the fifth anniversary that helps national service achieve the objectives set forth at the Presidents' Summit around Goal Five. That could be

- finding a match for the President Student Service Scholarships;
- hosting five consecutive Saturdays or Sundays of Service with faith based youth groups as partners;

Another way to mark the anniversary is by building local support for the year-round service of AmeriCorps. National Service programs have been very successful in building sustainable programs through these activities:

- 5-K fundraising races which build public awareness and raise funds for nonprofit programs
- Servathons are key components of several national service programs including the City Year, Hands On, and Cares networks.

SCARDINO ASSOCIATES

COMMUNICATIONS

FAX COVER SHEET

TO: Morgan Binswanger
Nick Bollman
AnnMaura Connolly
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Melinda Hudson
Deb Jospin
Debbie Klingender
James Martin
Shirley Sagawa
Eli Segal
Roy Spence

FROM: John Scardino

DATE: April 16, 1999

TOTAL PAGES: 4

MESSAGE:

I've attached the first draft of priority markets for the earned media campaign. The goal is to coordinate the advertising campaign with PR efforts in these markets.

The first order of business for the conference call on Wednesday at 3:00 Eastern is to finalize this list. Also, AnnMaura will update us on the fundraising effort.

I will be traveling Monday, Tuesday and Wednesday morning of next week. Please contact me this afternoon if you have questions or leave a message on my voice mail at 202-737-7733 and I'll call you from the road.

John Scardino

1317 F Street, NW
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Washington, DC 20004
202-737-7733
FAX 202-737-7799
scarprdc@bellatlantic.net

PLANNING MEETING FOR AMERICORPS ANNIVERSARY
WEDNESDAY, APRIL 14, 1999
11:30 AM

ATTENDING:
Marjan Ehsassi
John Gomperts
Melinda Hudson
Mark Isaac
Tara Murphy
Shirley Sagawa
John Scardino
Eliot Waxman

GSD&M by phone:
Gary Bahl
Sage Baker
Susan Eberhart
Alicia Kriese
James Martin
Kelly Regan

The purpose of the meeting was to prioritize audiences for the earned media campaign and attempt to coordinate those markets with the advertising campaign. In general, the group agreed that priority should be given to states/cities with a) strong Americorps programs and b) good media markets that allow us to reach the largest audiences possible.

The breakdown was roughly as follows:

I. SOUTHWEST:

TEXAS
- Generally, state has good, creative program leadership
- Houston
- San Antonio
- Austin -- GSD&M recommended, group agreed

II. NORTHEAST

MARYLAND
- Baltimore -- good programs, good media market w/ DC

MASSACHUSETTS
- Boston -- not great

NEW HAMPSHIRE
- Timberland
- Tough media market

VERMONT
- Good state infrastructure
- Burlington market
- Concern: market may be too small to deliver much

PENNSYLVANIA
- Philadelphia -- may be best NE market for programs and media; also was location of service summit, logical place for focus

III. SOUTHEAST

FLORIDA
Good programs, potentially good media markets
GEORGIA
Atlanta -- Already capitalizing on Martin Luther King Day as Day of Service
TENNESSEE
MISSISSIPPI DELTA

IV. CENTRAL

MICHIGAN
CNS board members
OHIO
Cleveland -- Rock & Roll Hall of Fame, Cablevision

V. WESTERN STATES

WASHINGTON STATE
Seattle -- Many good programs
CALIFORNIA
San Francisco
Sacramento
San Diego
Los Angeles - Difficult

The following states/cities were identified as possible secondary markets:

- DENVER
- KANSAS CITY
  Good market, $ and media
  Board Member
- MINNESOTA
  Good programs
- MONTANA
- WISCONSIN
- CHICAGO
  No Americorps presence
- ARIZONA
- IOWA
  Good programs
  DesMoines - Excellent media market
- UPSTATE NEW YORK
- INDIANAPOLIS -- State capital, board member, Lilly Foundation

At the next meeting, the group would like to select 5 - 10 cities from those listed above for the earned media campaign.

Additional points:

- Think about state capitals for media campaign (GSD&M)
- Dates for the Anniversary celebrations have moved from September to mid/late October