

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. bio	re: Melinda Baskin Hudson [partial] (1 page)	12/30/1998	P6/b(6)
001b. bio	re: W. Hershel Lamirand, III [partial] (1 page)	01/05/1999	P6/b(6)
001c. bio	re: Andrea Lira [partial] (1 page)	n.d.	P6/b(6)
001d. bio	re: Nilajah Nyasuma [partial] (1 page)	01/05/1999	P6/b(6)
002. paper	re: Overcoming Obstacles [partial] (1 page)	01/06/1999	P6/b(6)
003a. paper	re: Overcoming Obstacles [partial] (1 page)	01/06/1999	P6/b(6)
003b. email	Anne McGuire to John Gomperts re: AmeriCorps Profiles [partial] (1 page)	01/06/1999	P6/b(6)
003c. email	Sandy Scott to John Gomperts re: AmeriCorps Heroes [partial] (1 page)	12/18/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
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FOLDER TITLE:

AmeriCorps Visibility [1]

2013-0124-S

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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

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OFFICE OF THE CHIEF EXECUTIVE OFFICER

Please Deliver to: **Shirley Sagawa**

Fax Number: (202) 456-6244

Phone Number:

From: **Eliot Waxman**

Fax number: **(202) 565-2784** Phone Number: **(202) 606-5000 ext. 133**

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Message:

Shirley,

Here is the AmeriCorps attrition fact sheet you requested in last week's AmeriCorps meeting. We are currently updating the figures and will send you a revised version when it is completed. Please call if you have any questions.

Eliot Waxman

ATTRITION QUESTIONS

Q: Over the years, the attrition rate in AmeriCorps has been quite high. What is the rate currently?

A: The rigorous national service experience provided by AmeriCorps is not for everyone, and some AmeriCorps members do drop out.

"In some cases members leaves their service program early for reasons that are not indicative or programmatic problems. In the data provided here we provide attrition rates adjusted to exclude early exits that are not reflective of program quality.

AmeriCorps programs, at the discretion of the program director, are permitted to make the determination that a member is departing early because he or she faces compelling personal circumstances that make completing the program an unreasonable hardship.

In addition, some members leave their program early to take advantage of significant opportunities for personal development or growth, for example, educational or professional advancement. Although AmeriCorps is not a jobs program, persons who leave their service program to enter school, obtain employment, or join the military constitute a positive outcome for the nation as well as themselves. Because individuals in the circumstances described above do not reflect upon the effectiveness of their programs, we believe it appropriate to exclude them in determining a meaningful attrition rate." Information included in the Record of Senate VA/HUD Subcommittee hearing – March 4, 1997.

The following are historic attrition rates:

- Program Year One (94-95) – 20 percent attrition
- Program Year Two (95-96) – 18 percent attrition
- Program Year Three (96-97) – 14.2 percent attrition
- Program Year Four (97-98) – 16 percent attrition. *However, among the 38,400 people who enrolled in AmeriCorps in 1997-1998, 1/3 are still serving so this is not a final number.*

In fact, AmeriCorps' attrition rates compare favorably with other activities for people pf similar ages.

Attrition in Other Programs:

- Higher Education:
 - 47 percent of first-year students at two-year public schools drop out;
 - 31 percent of first-year students at two-year private schools drop out;
 - 33.6 percent of first-year students at four-year public schools drop out; and
 - 29 percent of first-year students at four-year private schools drop out(from the Institutional Data File of the American College Testing (ACT) Program)

- Military: 1/3 of enlisted personnel recruited since 1987 left the military before completing their initial service obligations (from a January 1998 GAO Report on Military Recruiting).
- Job Corps: 25 percent of its participants drop out within 60 days (from a 1997 GAO Report), and, on average, over 1/3 drop out before completing their training.
- Peace Corps: 8.5 percent drop out of training and 29 percent fail to complete their terms.

Best Programs

Teaching Kids to Read

Building Blocks: Renewing Neighborhoods, The Greater Dallas Community of Churches Dallas, Texas

Contact: Wendy Hodges-Kent, 214/824-8680

The Greater Dallas Community of Churches' Building Blocks AmeriCorps program engages AmeriCorps members to tutor low-achieving third-grade students; and numerous other activities. As a result of their service, members raised reading scores in a Dallas elementary school more than 50 percent and math scores more than 28 percent.

The Notre Dame AmeriCorps Baltimore, Maryland

Contact: Kate Fernald, 410/532-6864

Twelve Notre Dame AmeriCorps members at the Julie Community Center tutored 300 students in need of reading skills in grades one through five. All participating students improved by at least one grade level, with 75 students increasing by two grade levels.

Salt Lake County Reads and Promotes Service - SL Corps Salt Lake City, Utah

Contact: Richard Parks, 801/468-3604

AmeriCorps members mentor and tutor children at 18 area schools in after school and extended day programs through the Salt Lake County Reads and Promotes Service "SL Corps" program. SL Corps uses the skills of 95 AmeriCorps members throughout Salt Lake County to mentor and tutor. The children's reading achievement rates have risen an average of 112 percent, with the help of AmeriCorps members and the 1,300 volunteers they recruited.

Alabama Association of RSVP Directors (AARSVP)/America Reads Birmingham, Ala.

Contact: Jackie Bishop, 205/731-0028

During the 1997 school year, 12 AARSVP/America Reads AmeriCorps*VISTA members recruited, trained, and placed a total of 1,334 volunteer tutors in 110 schools in fifteen Alabama counties. These volunteers worked with more than 1,300 children in grades K-3. Seventy percent of the students tutored showed significant improvement in their basic understanding and comprehension of reading.

Wichita/Sedgwick County Communities In Schools Wichita, Kansas

Bassima Schbley, 316/833-5110

As a result of this America Reads AmeriCorps*VISTA project, elementary school teachers reported that 77 percent of children in the program showed improvement in reading ability, while 75 percent increased their math ability.

Houston Reads***Houston, Texas***

Contact: Margaret Doughty, 713/845-2557

AmeriCorps members tutor children and adults, teach small groups of up to 15 students, and train learning partners. Reading levels have increased significantly among all learners. At the 21 school sites where AmeriCorps members serve, standardized tests have shown an average two-grade gain in reading levels among the more than 2,000 children. Adult learners have shown an average of 3.7 years of educational gain.

MAKING A DIFFERENCE IN THE LIVES OF AT-RISK YOUTH***Northeastern University Athletes in Service to America******Boston, Mass.***

Contact: Beth Pilgrim, 617/373-4134

More than 650 children in grades K-12 received tutoring and mentoring assistance from 14 AmeriCorps members. Surveys of teachers reveal that 70 percent attribute an improvement in attendance to the AmeriCorps program, while 60 percent believe that rising grades resulted from the program.

******21st Century Scholars******Indianapolis, IN***

Contact: Floyd Worley, 317/233-2100

The 21st Century Scholars AmeriCorps Program helps low-income youth from at-risk environments throughout Indiana to increase their academic achievement and future educational opportunities. AmeriCorps members provide in-school and after school academic enrichment activities and mentoring as well as volunteer opportunities to 21st Century Scholars and their families. Scholars who complete the program's requirements, which include staying drug and alcohol free, are guaranteed full tuition to an Indiana public university or a comparable sum to attend a private college or university in the state. This program serves both urban and rural populations.

ASPIRA/AmeriCorps Community Service Program***Bridgeport, CT***

Contact: Neida Cartagena, 203/336-5762

For three and a half years, ASPIRA of Connecticut's AmeriCorps members have tutored and mentored students in various academic and extracurricular programs at Harding High School. According to the Board of Education, over the past six years Harding's dropout rate decreased from 16.4 percent to 6 percent – with the Latino dropout rate falling from 21.8 percent to 7.3 percent.

AmeriCorps of San Luis Obispo County***San Luis Obispo, California***

Contact: Nancy El-Sayed, 805/549-7890

Forty-seven AmeriCorps members mentor nearly 300 high-risk teenagers to decrease juvenile crime, substance abuse, and teen pregnancy, and increase school success. Sixty-eight percent of teen parents mentored by AmeriCorps members graduated from high school or made appropriate progress toward graduation. Only 2 percent of a control group made similar progress. Recidivism among juvenile offenders mentored by AmeriCorps members was 23 percent, compare to as much as 65 percent of similar offenders without mentoring. Seventy-eight percent of substance abusing youth stopped or decreased their use since members began mentoring, while 77 percent have shown improvements in attitudes towards school and life. Seventy-five percent said that their AmeriCorps mentor helped change the direction of their life.

West Side Ecumenical Ministries
Cleveland, Ohio

Contact: Jose Estremera, 216/651-2037, ext. 248

West Side Ecumenical Ministry and AmeriCorps operate six teen centers that offer safe havens to 390 inner-city youth. The Cleveland public schools have a 30 percent drop out rate, but among the 390 students participating in WESM programs during the 1997-98 school year, none dropped out.

ENVIRONMENT

Minnesota Conservation Corps
St. Paul, MN

Contact: Craig Acomb, 651/296-5954

AmeriCorps Members provide environmental education and coordinate environmental service projects for youth. Members plant 75,500 trees; improve 1,150 acres of existing timber; build 35 miles of trails and 890 feet of stairs, boardwalks, and bridges; repair roads and trails; and build trail shelters. In addition, members restore or enhance 1,050 acres of white pine trees; restore and/or stabilize 750 feet of stream bank; and restore or enhance 11,060 acres of prairie, forest, wetland, and native habitat. Members serve throughout the state of Minnesota in crew-based teams.

******Elkhart EnviroCorps***
City of Elkhart
Elkhart, Indiana

Contact: Eric Horvath, 219/293-2572

The Elkhart EnviroCorps is a comprehensive environmental program that strives to improve the urban and natural environment. Members provide environmental education to youth and community members and develop projects to help reduce environmental health risks throughout the community, such as poisoning from lead and copper in plumbing. AmeriCorps members serving in the Elkhart EnviroCorps have cleared over 120 tons of trash from riverbanks and neighborhoods, developed a nature preserve with over two miles of trails, constructed a 50-foot pier out of recycled plastic lumber, and planted and maintain an 80-acre prairie. In response to the 1997 spring floods, five EnviroCorps members went door-to-door in Southwestern Indiana providing information and helping

families cope with flood damage. These accomplishments resulted in the EnviroCorps being selected as a model teaching program for the Presidents' Summit for America's Future.

PUBLIC SAFETY

*****Blue Hills Together AmeriCorps***

Kansas City, Missouri

Contact: Judith Strong, 816/333-2525

The Blue Hills neighborhood has the highest crime rate in Kansas City, with many residents too frightened to leave their homes even during the day. Due in large part to the organization efforts of AmeriCorps members, murders and rapes in the Blue Hills neighborhood have declined by more than double the rate experienced by Kansas City at large. According to the Kansas City Police Department, property crimes also are down by 18 percent in the neighborhood. In the last three years, Blue Hills AmeriCorps has closed down more than 50 drug houses, organized a massive cleanup spanning over 173 blocks, recruited block captains and mobilized over 3,000 community volunteers. Police Chief Steven Bishop credits AmeriCorps members with helping reduce crime: "AmeriCorps has helped to turn around one of the most troubled parts of our city. The neighborhood has come together, crime is down, and families can use the parks in safety."

Community Assisting Police (CAP)

Montgomery County, Maryland

Contact: Patricia Beauchamp, 301/840-2668

Montgomery County Police credit AmeriCorps members with adding to their arrest rates. With AmeriCorps members tracking down the location of criminals, police were able to arrest 33 percent of those with outstanding warrant. In addition, with AmeriCorps members completing administrative duties, police were able to devote additional time in December to the DWI Holiday Task force, which resulted in 201 arrests of drunk drivers, many of whom were underage.

AmeriCorps Ranger Escorts

Buffalo, NY

Contact: Joyce Emke, 716/856-3150

Crime is down 28 percent in downtown Buffalo, thanks in part to the efforts of the AmeriCorps Ranger Escorts. Operating in partnership with the Buffalo Police Department and local businesses, the escorts enhance efforts toward a more secure, attractive downtown environment. The escorts assist in identifying criminal activity, as well as public safety and customer service concerns. In addition to acting as eyes and ears for the police, the members escort after-hour workers to their vehicles or to public transportation. They also assist at special events, perform first aid, provide directions and safety tips, report fires and assist disabled individuals.

Remarks of Harris Wofford
Chief Executive Officer, Corporation for National Service
Celebration of City Year's cyzygy '99
Tuesday, May 25, 1999

It's good to be back again – back on the bus with you – your bus of idealism and action and citizen service. Most of you arrived yesterday by bus – probably tired. But remember Martin Luther King's favorite story from the Montgomery Bus Boycott about the old Alabama woman walking to work who was asked by a reporter: "Aren't your feet tired?" She replied: "My feet are tired but my soul is rested."

Don't let your soul rest – yet. This week is supposed to rejuvenate us and inspire us to return to our work with sights lifted once again to the great goals set at the Philadelphia Summit – with what Martin Luther King called "the fierce urgency of now."

And none of those goals set at Philadelphia is more urgent or more important than your goal – our goal – General Powell's goal in the America's Promise campaign that all young Americans have the opportunity – and be inspired – themselves to serve. And that goal has specific milestones we're striving toward:

- (1) that opportunities for a year or more of service in AmeriCorps, through its affiliated programs such as City Year, be increased (as President Clinton has proposed) to at least 100,000 each year
- (2) that student service, through service-learning in the curriculum of K-12 schools and colleges and universities and extracurricular service through Young Heroes or the equivalent thereof, grow to universal scale, to be registered through the President's Student Service Awards that will now parallel the Presidential Physical Fitness awards
- (3) that at least half of the one million college students paying for college costs through the federal work-study program serve in the community, rather than in campus jobs.

Those are part of the vision to make citizen service the common expectation and common experience of all Americans. Raising people's sights to that vision is one of the greatest needs of this nation. It's one of the best answers to the Trenchcoat Mafias and the other kind of gangs that plague our schools and streets, including the gang that makes it dangerous to wear a red City Year jacket on their turf.

Without vision, people perish – and people are perishing today, some literally – physically – in the streets and even in schools. Far more are perishing educationally, morally, spiritually.

But you already have – together we have – the right vision. What I want to emphasize tonight is power – the power to reach the goals set in Philadelphia at the Summit and turn vision into reality. Power is said to corrupt, but lack of power is another, probably worse kind of corruption. Powerlessness, or a sense of powerlessness, paralyzes a democracy.

So if you are going to be a leading part of the answer – the antidote – to the poison of isolation, alienation and cynicism in the air around us, you need to recognize and use your power – your full power – to lead.

Look at what young people have done in this century that is closing:

My generation, growing up during World War II, had a big, very clear mission: National Service of the military kind – for as long as it took – to win a war we had to win. In high school we were proud to save gasoline and go places on bicycles. We were proud of our older classmates who enlisted right after Pearl Harbor – and proud beyond measure of those who began to fall in battle. That was a defining time when we discovered that together as a nation we could get great and difficult things done. We not only cracked the atom of the physical universe to get the bomb before Hitler did. We cracked the atom of civic power and harnessed it to win the war. We proved the power of the whole American community, and, very importantly, the power of young Americans.

It wasn't easy. Adolf Hitler was sure the youth of America and the other democracies had gone soft and could not stop his armies. In his book *D-Day*, the historian Stephen Ambrose describes the mood of the country just before the war:

"The literature they read as youngsters was antiwar, cynical, portraying patriots as suckers, slackers as heroes. None of them wanted to be part of another war. They wanted to be throwing baseballs, not hand grenades, shooting .22s at rabbits, not M-1s at other young men. But when the test came, when freedom had to be fought for or abandoned, they fought. They were soldiers of democracy. They were the men of D-Day, and to them we owe our freedom."

There was a second defining time in which I was lucky to live: the Civil Rights movement in the decade of Martin Luther King. Again the young were in the forefront. Martin himself was 26 years old when he launched the Montgomery Bus Boycott – when he and 50,000 other black Americans stayed off the bus for good reason. College students, like John Lewis – now Congressman Lewis from Atlanta – led the lunch counter sit-ins. Later John was knocked unconscious on the bridge at Selma and it was black high school students of Selma who led us as we marched to Montgomery.

David Halberstam has written a book you should read called The Children. It's about the young who risked their lives – like the Freedom Riders on the buses that were burned. Some of the young lost their lives, on American soil, fighting non-violently – and in the end successfully – to end racial segregation and win the right to vote.

Forming the Peace Corps was another creative hour in which the young took the lead. In the middle of the night from the steps of the student union at the University of Michigan presidential candidate John Kennedy, unplanned and extemporaneously, asked ten thousand waiting students: "Are you willing to volunteer – are you ready to serve, in Asia, Africa, and Latin America?" The students applauded and cheered and afterwards took the initiative. Kennedy decided to propose a Peace Corps in a major address just before the election only after he learned that more than a thousand of those Michigan students had signed a scroll, saying that if he formed a volunteer corps, they would go. If those students had not responded so enthusiastically to his question, the Peace Corps might never have come into being.

And in the world of technology, it has once again been the young who have led the way. You – Steve Case – and your peers Bill Gates, Marc Andreessen, Jerry Yang, to name four pioneers of the information frontier – you have remade the world of communications and the economy.

So it's your turn now. What you City Year / AmeriCorps members and your student Young Hero colleagues are doing in ten cities – soon to be eleven, then twelve and more – with help from people like Steve Case and Jeff Swartz – is no less important. What you do every day is local – it touches individual lives – but you are part of something very big, something national, something historic. You are showing the country the power of National Service, and especially the power of the young to lead through service.

You are showing that we are all on the bus. And we're on a journey to the day when the most common question asked by an 18 year old is indeed. . . "Where am I going to do my service year?"

This ought to be a wonderful week starting with our country's commander-in-chief, President Clinton, and now tonight a leader of the communications revolution Steve Case, then next Supreme Court Justice Bryer, Congressional leaders Ted Kennedy, John Chafee, and John Lewis among others, and closing with General Powell – our commander for the campaign to fulfill America's Promise – on Friday. A pretty good bus ride for one week!

I hope you will exercise and enjoy your power. I know you'll be exercising tomorrow morning on the Capitol steps. But that's only one very visible way to exercise your power, one and all, to communicate to the people of the nation's capital and to the whole country what you stand for. In all you do this week, you will be showing others – including the Doubting Thomases – the intelligence, the values, the talent, the energy, the idealism, and the power of young people to lead the way to a better country.

Remember you are representing not only yourselves, but also 40,000 other AmeriCorps members, and in a vital sense you are ambassadors for your whole generation.

Best of all it ought to be fun for you to discover each other and the power of not just one, but of one thousand. God knows the power of one or two to kill has been demonstrated in bullets and bombs. You are demonstrating the other kind of power our nation needs to see and feel, the power to build.

You are City Year. You are AmeriCorps. You are the ones Robert Kennedy was challenging in his talk at Berkeley in 1966. To the University of California students he said – what I want to say to you:

"History will judge you, and, as the years pass, you will ultimately judge yourself, on the extent to which you have used your gifts to lighten and enrich the lives of your fellow man. In your hands, not with presidents or leaders, is the future of your world and the fulfillment of the best qualities of your own spirit."

Your hands. Your spirit.

Go to it.

CORPORATION
FOR NATIONAL
 SERVICE

March 19, 1999

Dear AmeriCorps Alum,

AmeriCorps is on the move and we need your help. Last October we celebrated passing the 100,000th member milestone, and just last month President Clinton kicked off the new AmeriCorps "Call to Service" campaign – the largest recruitment drive in the history of AmeriCorps. With the Call to Service, AmeriCorps is looking for 50,000 dedicated men and women who, like you, are willing to give a year or more of their lives in order to get things done and make a difference in communities across the nation.

The Call to Service is a year-long effort to encourage Americans to serve their community and country, asking them, "Are you up to the challenge?" The recruitment drive includes a new television PSA titled "I Am AmeriCorps," which was produced by MTV; new print ads; and a recruitment mailing to college seniors. The Call to Service will continue throughout spring and summer with a number of events, including a tour of college campuses, community-wide service events, summer-of-service kick-offs, and the celebration of AmeriCorps' five-year anniversary in September.

As a former member, you have already answered the call to service and know about the work AmeriCorps members do and the opportunities the program provides. Now more than ever, we need your help to spread the word about AmeriCorps. You can be some of our best recruiters.

There are many ways to let others know about AmeriCorps. Tell a friend or a family member, write to your local paper, or attend a career fair at your high school or college. Enclosed are several suggestions and ways you can share your AmeriCorps experience with others.

Since 1994, you and more than 100,000 other AmeriCorps members have been getting things done for America. Together you have served more than 33 million people in 4,000 communities. You have taught, tutored, or mentored more than two million children; operated after-school programs for more than a half million at-risk youth; distributed food and clothing to more than two million homeless people; removed nearly 70,000 tons of trash from neighborhoods; and recruited and trained nearly two million volunteers. And as AmeriCorps continues to grow, so will its accomplishments. That is why we need your help in getting the word out so that more people know that AmeriCorps needs them because *America* needs them.

You are part of a powerful network of people with unique experiences and interesting stories. By sharing your stories – with friends, your local newspaper, and students at your alma mater – you can be part of the AmeriCorps Call to Service drive.

Thank you for all you have done, and for being an important part of the AmeriCorps Call to Service.

Warmly,



Harris Wofford
Chief Executive Officer



WAYS TO GET YOUR MESSAGE OUT

Following are some ways you can share your AmeriCorps experience with members of your community and local media.

Contact your alma mater

- Call your high school and college or university student newspapers. Tell them that AmeriCorps is recruiting more than 50,000 members this year, and offer to write a column for the student newspaper or speak to a class about your experiences.
- Call the guidance counselor at your high school and offer to attend college fairs or speak in front of civics or leadership classes. Speak to a student club or organization that performs community service projects. Bring AmeriCorps posters, postcards, and applications to the guidance office. Find out if they are awarding a President's Student Service Scholarship to a student with the most outstanding record of community service.

Reach out to the media

- Draft a letter to the editor talking about what it means to be one of 100,000 Americans who have chosen to give a year of service to your community and country.

Approach Local Community Groups

- Rotary Clubs, Lions Clubs and other community organizations are always looking for interesting speakers at meetings. Offer to speak about AmeriCorps and how the program is making a real difference in communities like yours and in the lives of people like yourself.
- Help AmeriCorps programs organize community service days for the groups.

Stay in touch with AmeriCorps programs in your community

- Offer to help with recruitment activities or serve as a resource.
- Join or organize community service days with the local AmeriCorps programs.

Other ideas

- Seek out other AmeriCorps alums in your community. Organize recruitment activities you can perform as a group of experienced Alumni.
- It's really a simple thing, but wear your AmeriCorps T-shirts whenever you're doing service (even when you're in your front yard raking leaves). Wear AmeriCorps buttons, stickers, and pins.
- Spread the word about AmeriCorps to friends and family members. Applications are available on the AmeriCorps website at www.americorps.org.

AMERICORPS CALL TO SERVICE

The AmeriCorps “Call to Service” challenges Americans, especially young people, to serve their country and community.

- The *Call to Service* is AmeriCorps’ largest recruitment drive ever. Its goal is to recruit more than 50,000 Americans to serve with AmeriCorps over the next year.
- The *Call to Service* challenges young people to make a difference for their community and their country, asking “Are you up to the challenge?”
- The components of the *Call to Service* include a new television public service announcement produced by MTV, new print ads, and a mailing to more than 300,000 college seniors. The *Call to Service* will continue throughout the spring and summer with campus-based recruitment events, community-wide service projects, and a celebration of AmeriCorps’ fifth anniversary in September 1999.

President Clinton is calling on Congress to expand AmeriCorps to 100,000 members per year by 2002.

- This year, more than 40,000 Americans will serve with AmeriCorps. The President’s budget calls on Congress to expand AmeriCorps, with the goal of reaching 100,000 members each year by 2002.
- Just five years old, AmeriCorps has a proven track record of success. AmeriCorps will build on this success by creating more opportunities for Americans to serve their country and community.

Since 1994, more than 100,000 AmeriCorps members have served more than 4,000 communities. Together, these Americans have helped solve some of our nation’s most pressing problems.

- AmeriCorps members get things done for communities. They give children the tools they need to succeed in school and in life by teaching them how to read, organizing after-school programs, and mentoring students. They also help strengthen communities by making schools and streets safer, building affordable housing, and mobilizing community volunteers.
- AmeriCorps changes lives – both those who are served and those who serve. AmeriCorps is America at its best – ordinary Americans of all backgrounds coming together to make an extraordinary difference.
- In the last four years, AmeriCorps members have:
 - ✓ Served more than 32 million people;
 - ✓ Taught, tutored, or mentored more than 2 million children;
 - ✓ Operated after-school programs for more than a half million at-risk youth;
 - ✓ Established and expanded more than 40,000 “safe zones” in schools and neighborhoods;
 - ✓ Distributed food and clothing to more than 2 million homeless people;
 - ✓ Recruited and trained nearly 2 million volunteers; and
 - ✓ Removed nearly 70,000 tons of trash from neighborhoods.

*AmeriCorps, the domestic Peace Corps, engages Americans of all ages in intensive community service. AmeriCorps members serve with more than 700 programs – including local and national organizations like Habitat for Humanity, the American Red Cross, Big Brothers/Big Sisters, and Boys and Girls Clubs. Others serve in AmeriCorps*VISTA (Volunteers in Service to America) and AmeriCorps*NCCC (National Civilian Community Corps). After their term of service, AmeriCorps members receive education awards to help finance college or pay back student loans. For more information, visit www.americorps.org or call 1-800-942-2677.*

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Interested in applying soon?

Got a few questions?

*Want to talk with a former AmeriCorps member?
Or attend a recruitment event?*

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New Jersey, Pennsylvania, Delaware	Erin Dahlin	(212) 637-5014
Massachusetts, Rhode Island, Connecticut	Deirdre Healy	(617) 565-7005
Massachusetts, Maine, New Hampshire, Vermont	Jill Chadsey	(617) 565-7016
Alabama, Georgia, Mississippi, Florida, South Carolina	Jolene Harrell (acting)	(404) 562-4082
North Carolina, Tennessee, Kentucky, Virginia, West Virginia	Jolene Harrell	(404) 562-4082
Arkansas, Texas, Oklahoma, Kansas, Louisiana	Homero Perez	(214) 880-7059
Colorado, Arizona, New Mexico, Texas	Alissa Magrum	(214) 880-7058
Michigan, Indiana, Ohio	Tawa Jogunosimi	(312) 353-0574
Minnesota, Iowa, North Dakota, South Dakota, Nebraska	Kristin Dawson	(312) 353-5078
Illinois, Wisconsin, Missouri	Dannell Vance	(312) 353-8280
Washington, Montana, Northern California, Alaska	Sean Whitten	(415) 561-5960 ext. 131
Oregon, Wyoming, Idaho, Northern California	Thy Tam Hua	(415) 561-5960 ext. 125
Southern California, Nevada, Hawaii, Utah, and Trust Territories	Monica Gugel	(619) 524-1280



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ALUMACTION

Quarterly
Volume 5
Issue 1
1999

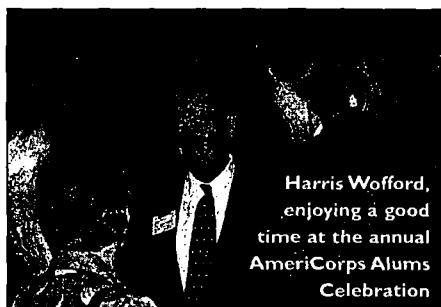
AMERICORPS ALUMS, INC.—The alumni association for AmeriCorps, including AmeriCorps*VISTA and AmeriCorps*NCCC

"Building a network of alumni/ae and friends who are ensuring AmeriCorps is a year (or two) in a lifetime of service."

HARRIS WOFFORD: A MAN OF MANY TALENTS

Few people can use the following words to describe their personal and professional accomplishments—World War II veteran, civil rights activist, attorney, public servant, former senator. Harris Wofford has another title that you may be familiar with—the chief executive officer of the Corporation for National Service. As Harris's achievements demonstrate, the paths we choose in life have the potential of taking us in many exciting directions. In early January 1999, the staff of AmeriCorps Alums interviewed Harris to give you an inside look into the paths that led him to become the head of AmeriCorps, Learn and Serve America, and the National Senior Service Corps.

"I hope that someday serving in AmeriCorps or another service program will become the common expectation for all Americans."



Harris Wofford,
enjoying a good
time at the annual
AmeriCorps Alums
Celebration

SERVICE SPOTLIGHT

Calling All 2

AmeriCorps Alumni

By Alissa Magrum

Executive Director Opening 3
with AmeriCorps Alums

Chapter Chat 4-5

Read about alumni
chapter development

Staying Connected 6-7

Find out what your
friends are up to!

PART ONE OF A TWO-PART SERIES

AmeriCorps Alums: I'm sure that many AmeriCorps members and alumni are interested in how you became involved in public service.

HW: It's one of those mysteries. Why in a Republican but non-political family, at age ten, I decided I was for Franklin Roosevelt; why in high school I took up the cause of the Union of Democracies after World War II and formed an organization called Student Federalists among high schools. I don't know. For me, it goes way back to why I fell in love early with the founders of the Declaration of Independence and the Constitution, with the presidents, particularly with Lincoln. I just know very, very early their pictures were on my walls, and I responded to them as I did to Martin Luther King's "I Have a Dream" speech decades later. I'd like to believe that there's a large group of American kids that grow up loving the ideas of "a nation conceived in liberty and dedicated to the proposition that all men are created equal..."

AmeriCorps Alums: Did your involvement in World War II enhance your patriotism?

HW: Sure; being in the service during the war—and being in a generation that came of age wanting to get into a battle that we thought we had to win—was a defining experience for me. I saw the benefits of joining together with a diverse set of my peers for a common cause, and I'm sure that helped form my strong belief in the importance of a year of intense national service, like in AmeriCorps. During the war, serving was something that just part of the experience of every American coming of age, and I hope that someday serving in AmeriCorps or another service program will become the common expectation for all Americans. After World War II, I was returning to Europe on a ship, where I met 30 or 40 young Mormons who were going on their two years of service. One of them said, "For us, it isn't a question of whether we'll serve, but how we'll serve." Fifty years later, last June, a young City Year member told me the program wants all young Americans to ask not "Should I do service?" but rather

"Where will I do service?" Almost word-for-word what the young Mormon had said.

AmeriCorps Alums: How did you get involved in the civil rights movement?

HW: I went to India to learn about Gandhi, who was dead by the time my wife and I got there at age 23. When Indians asked me why I hadn't gone to jail against segregation in my country, I realized that I hadn't really thought about the race issue. I had spent 19 months in Selma, Ala., in an airfield, and I had never really thought about racial segregation and had never seen the black community. So when I came back and decided to go to law school, I killed two birds with one stone by attending Howard University Law School and getting involved in the civil rights movement there. [Harris later earned another degree from Yale University.] I was the first white man to go to Howard, and it was a center of civil rights litigation before the great Supreme Court arguments. Thurgood Marshall would come to the campus the night before a big argument to do a trial run with the faculty of Howard, and the students would listen half the night as they prepared the court case. I remember a dean at Howard University who had met with Gandhi in the late 1930s to ask for his help to advance civil rights in the United States—he said, "Sadly I've concluded, there's no Gandhi among us." But then I opened up the newspaper and saw that Martin Luther King had called for the Montgomery bus boycott, and I connected with him as soon as I could.

AmeriCorps Alums: Did your involvement with Gandhi and the civil rights movement help shape your idea for a year of service?

HW: An element of Gandhi absolutely did. The struggles against segregation, against the denial of the right to vote in the United States, and against apartheid in South Africa involved saying no and being willing to go to jail peacefully to protest an injustice. I'm sure that Gandhi would applaud AmeriCorps members and others who struggle every day against poverty, illiteracy, crime, and other problems. To make a dif-

("Harris Wofford" continued on page 8)



Improve The Future-One Child At A Time
as an
Eckerd Youth Counselor

Eckerd Youth Alternatives & AmeriCorps Alums...
...Continuing the Journey of Service

From One Alum to Another...

Dear Fellow AmeriCorps Alum:

Recently, I had the opportunity to participate in a career development panel discussion at my alma mater, The Ohio State University. One of the issues mentioned by the students was the feeling of not having a strong sense of career direction. I remember feeling this myself when I finished school and completed my AmeriCorps service.

One way to develop a better sense of career and life direction is to write a personal mission statement. As I have found through my own experience, writing a personal mission statement is a process that requires time, peaceful surroundings and a willingness to look deep within.

A book that has been very helpful to me in this process is First Things First by Stephen Covey. When you get a copy of the book, check out Chapter Five and Appendix A, which specifically address creating a personal mission statement.

I think you'll find writing a personal mission statement to be a very enlightening process. As Descartes stated, "It is not enough to have a good mind. The main thing is use it well." Perhaps writing a personal mission statement will help you better utilize your own talents and skills, especially as it relates to career development.

Finally, Please take some time to review the information located on the reverse side of this letter. You can also learn more about the good work Eckerd is doing with youth through our web-site at www.eckerd.org. Most important, I invite you to contact me directly about your service experience and future interests. Feel free to call me @ 1-800-420-8641.

Again, congratulations on your accomplishments, and thank you for your national service. I look forward to hearing from you and encourage you to consider Eckerd Youth Alternatives as the next step in your journey of service.

Sincerely In Service,


Mike Meneer
Senior Recruiter &
Former AmeriCorps Member/Ohio

Improving The Future- One Child At A Time Like AmeriCorps- A Way Of Life

At Eckerd Youth Alternatives, Inc., we...

- Center service on the individual needs of youth
- Develop significant relationships with young people
- Place value on the abilities and strengths of youth
- Promote youth helping themselves and others
- Focus on the whole person and develop skills needed to succeed in society
- Foster partnerships on behalf of youth, parents and communities

A Youth Counselor...

- Serves as a resident group leader for a group of 10-12 youth between the ages of 10-17
- Acts as a mentor... modeling solid choices, appropriate behavior and enthusiasm for life
- Is responsible for the progress & welfare of each camper and oversees care of the campsite
- Feels comfortable in an outdoor setting and is fit for physical activities like hiking, camping, backpacking and canoeing

As a Youth Counselor you will receive...

- Free Room and Board and an annual salary of \$18,300.00
- Excellent Employee Benefits Plan
- Extensive initial training with pay
- A 15% discount at all Eckerd Drug Stores and J.C. Penney's
- Opportunities for career advancement within any of Eckerd's 23 programs in FL, GA, NC, TN, RI, VT & NH
- The opportunity to live and work in a peaceful, natural environment

Contact: Mike Meneer at 1-800-420-8641

E-Mail: mmeneer@eckerd.org

Fax: 352/799-1865

Address: 253 Culbreath Rd.

Brooksville, FL 34602

66771

Waxman, Eliot

Poss. Alum

Speaker

From: Scales, Melody
Sent: Friday, October 01, 1999 2:48 PM
To: Gomperts, John; Hudson, Melinda
Cc: Waxman, Eliot
Subject: Alum Speaker

This is the bio of the guy that I thought might be a good speaker for the event. He will need some coaching. He is still working on the flood relief in either NC or VA. I also could check with the Denver Campus to see who Jules might recommend. His team leaders have been extended for 30 days to stay in the flooded areas. Let me know where you want me to go with this if anywhere.

Justin Cenicerros
Hispanic Male (Mexican American)
22 years old
Hometown: Fabens, Texas
Some College preparing to return to school
Corps Member 1997-1998 NCCC Capital Region
Team Leader 1998-1999 NCCC Capital Region
Service Highlights-

- Served on several disasters including floods in Texas related to Hurricane George in 1998 and floods in Franklin, VA related to Hurricane Floyd in 1999 (currently serving on this disaster)
- Red carded wildland firefighter who has been on a couple of forest fires

His Words: Following high school, Justin began his community service through a local YMCA where he worked youth programs as a Summer Camp Counselor, Afterschool Counselor, and Assistant Outreach Director. While in college he decided to continue his community service through the AmeriCorps National Civilian Community Corps program. Justin began Class IV of the NCCC as a Corps member, continued through the Summer Wildland Firefighting/Disaster Relief extension program, during which he was selected as a Team Leader for Class V. He has been promoted to the position of Section Leader for the Class V Summer Wildland Firefighting/Disaster Relief extension program. After the NCCC Justin will resume his formal education in hopes of obtaining certification in teaching environmental science and American History. He also wishes to be challenged through a part-time career as a Wildland and Structural Firefighter.

CORPORATION FOR NATIONAL ★ SERVICE

Shirley —

It's out! We've mailed and 'let sewed' the attached to the national service family. we had to keep it loosey goosey this year on advice of CC (hence no form etc.) but this also gives us a great deal of flexibility - we can add just about anything to this framework —

Melinda

CORPORATION

FOR NATIONAL

 SERVICE

August 1999

Dear Colleague,

This fall, AmeriCorps will celebrate its fifth anniversary. In five years AmeriCorps has deployed over 100,000 active-duty citizens in service to their communities. This anniversary will be a time to look back on our accomplishments and to look forward to the potential of national service. It will be a time both to celebrate and to demonstrate how national service gets things done for America. And it will be a time to honor the unsung service heroes of today and inspire, encourage, and engage such heroes in the future. All of AmeriCorps – current members and alums, AmeriCorps*VISTAs and corpsmembers of the AmeriCorps*NCCC, members serving in their own communities and states and those who serve others far from their own homes – will join together across the nation in an All*AmeriCorps anniversary of celebration and service.

I encourage you and the rest of the national service network to celebrate AmeriCorps' fifth anniversary on **October 22 and 23rd, 1999** around Make a Difference Day – one of our three national days of service.

There are several activities underway at the Corporation to support your anniversary observances. There will be an all-out effort to promote the heroes and leaders in the field through a new award – the All*AmeriCorps Award. We are offering support for community service projects around a common theme of young people as resources to their communities. And we are in the early stages of planning a few national activities to help illustrate the broad diversity of programs and initiatives.

The All*AmeriCorps Awards

One of the best ways to mark an anniversary is to seek out and honor outstanding examples of leadership. The new All*AmeriCorps Awards will do just that – honor the outstanding achievements of AmeriCorps members who through their service have made a difference in their communities and in the nation.

In this first year, the All*AmeriCorps Awards – to be given at a special White House ceremony – will honor outstanding AmeriCorps Alums from the first four years and will launch a tradition of awards for classes to come. In future years, the Awards could expand to community and state awards, as well as extend the honors to outstanding partners and supporters of national service.

I enclose information on how to nominate outstanding AmeriCorps members.



All*AmeriCorps Make A Difference Day

There is no better way to celebrate AmeriCorps than to roll up our sleeves in a national service project. All across the country, AmeriCorps members, Alums, the Senior Corps, Learn and Serve student volunteers, and our partners will be getting things done for **Make A Difference Day**, one of the three national days of service. This anniversary year, we are promoting service by young people as the theme that unifies the wide diversity of projects led by the national service network on Make A Difference Day.

In most communities, the issues and challenges affecting young people are considered the pressing issues of our time. Parents, grandparents, employers, senior citizens, and neighbors are all concerned about young people in one way or another. They are worried about the number and quality of opportunities for young people and they are worried that, somehow, young people might be heading in the wrong direction. The common response is to look to adults to help children.

But youth service – tapping the talents and energies of young people – is a key part of the antidote this country needs to counter the threats of isolation, alienation, and cynicism. Young people in increasing numbers are taking up service to the community as their generation's contribution to the American spirit. The All*AmeriCorps Make A Difference Day theme encourages service that demonstrates the potential of young people as leaders and resources for their community. The national service family and other volunteers might build playgrounds, renovate classrooms, open technology labs, hold health screenings, enroll students in after-school programs, and sign up young volunteers for 100 hours of service a year. But each project for the day should help demonstrate the potential of young people to change their communities for the better through their own service.

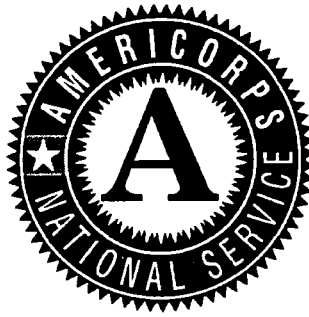
For the fifth anniversary, the Corporation will provide funding for state commissions and national nonprofit AmeriCorps grantees to support service projects that illustrate youth as resources on or around Make a Difference Day. Please watch for the details in the next few weeks and think how you may want to participate.

There will be other aspects of the All*AmeriCorps Anniversary, including special events. And I hope you will find your own way to celebrate the extraordinary impact that national service is making in your communities and in the lives of those who serve. Please consider making both of these anniversary initiatives – the All*AmeriCorps Awards and Make A Difference Day – a part of your service celebration. For more information on either of these, please contact the Office of Public Liaison by phone at (202) 606-5000, ext. 262 or by email at allamericorps@cns.gov.

With warm regards,



Harris Wofford



First Annual All-AmeriCorps Awards 1999

Day in day out, AmeriCorps members make extraordinary contributions to their communities, their states and their nation. For the fifth anniversary of AmeriCorps, a new award will honor their service—the kind of sustained and intense service that gets things done, strengthens communities, develops leaders and builds common ground across the lines that divide us as a people.

The new All*AmeriCorps Awards will recognize the outstanding achievements of members who have or are completing their national service. As a celebration of the fifth anniversary of AmeriCorps, members and Alums from the first four years will be honored at a ceremony in Washington, D.C. and will launch a tradition of All*AmeriCorps Awards for the classes to come.

Please take a moment to consider the outstanding individuals who through their national service have made a difference in and have served as role models for your community, your state and your country.

Forward your nominations on or before **September 10th** to:

The Office of Public Liaison
Corporation for National Service
1201 New York Avenue, NW
Washington, DC 20525
e-mail: allamericorps@cns.gov

All*AmeriCorps Awards

The All*AmeriCorps Award will recognize and honor achievements in one of the following categories:

- The Getting Things Done Award will highlight service of individuals who helped to solve community problems through citizen action.
- The Strengthening Communities Award will honor those who have made a lasting impact through collaboration, volunteer recruitment, and sustainability.
- The Leadership 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.

Who is Eligible?

The All*AmeriCorps Award is designed to recognize those who have served their communities through AmeriCorps beginning with the Summer of Service in 1993 through those who will complete their service during the summer of 1999.

All AmeriCorps members or AmeriCorps Alums who served full- or part-time in AmeriCorps*National Civilian Community Corps (NCCC), AmeriCorps*Volunteers in Service to America (VISTA), or any AmeriCorps*State, National, Tribal or US Territory program including Education Awards Programs are eligible.

Eligible members must have completed at least one term of service by the date the nomination is submitted (deadline, August 31, 1999).

What are the Criteria?

The award categories reflect the key areas of impact and innovation that characterize national service. Following are examples of the kinds of service that will be honored within each award category.

The Getting Things Done Award

Nominations reflect the service, results and achievements of an individual who:

- Made a significant impact in education, human needs, public safety, and the environment.
- Met a compelling community need, something that is important to the community or critical to its health or restoration.
- Took on an especially tough task and got the better of it.

The Strengthening Communities Award

Nominations should demonstrate how the nominee:

- Mobilized community resources to help solve a problem, i.e. recruiting volunteers and partners.
- Involved the community-at-large in identifying and solving problems.
- Provided support and guidance for young people and families.
- Brought all streams of service together to bear on a problem.
- Achieved some measure of sustainability, i.e. their initiative is growing or living on past their term of service, or the initiative developed into a new project to meet emerging needs.

The Leadership Award

Nominations should reveal the personal responsibility and growth that national service has helped to develop in the nominee as well as indicate how the nominee exemplifies "active duty citizenship."

- Demonstrated forward thinking and innovative approaches, or anticipated emerging needs and rose to meet them.
- Engaged young people as partners and resources to their communities.
- Personified the ethic of service, i.e. volunteering above and beyond the call of duty, helping others to recognize that it is important to give back to the community.
- Demonstrated courage by doing something hard, trying something that others said couldn't be done or rejecting apathy for action.
- Showed character by turning away from a destructive way of life and through service turned theirs and other's lives around.
- Served as role models to those with whom they served as well as those served.
- Reflected a commitment to giving and has made service a central part of their lives.

The Common Ground Award

Nominations will recognize those who has brought people together across the lines that divide them by:

- Built common ground through the Martin Luther King Day of Service.
- Helped to create tolerance among people of different backgrounds.
- Formed a new partnership or collaboration with a group that might have been perceived as an 'the enemy' or 'the other side' by aligning their missions around a critical need or a common goal.

How Do I Nominate Someone?

AmeriCorps members and Alums may be nominated by program directors, partners, peers, those whom they have served ... anyone who can vouch for the outstanding service of a member. Self-nominations are also accepted. Separate nominations may be submitted for as many different AmeriCorps members or Alums as desired.

If you know of just the AmeriCorps member or Alum who deserves recognition for getting things done, strengthening communities, leadership development or building common ground, nominating him or her is a very simple process.

Just send us the following information by mail, fax, or email.

1. **Nominee's contact information:** Please start with his or her name, current address, telephone number and/or e-mail address where he or she may be reached this fall. Also please make sure we know which program through which he or she served and what year.
2. **The Award category:** For which award is the member/Alum being nominated (Getting Things Done, Strengthening Communities, Leadership Development or Common Ground)? Please select one only.
3. **References:** Please list the name, title, organization (if applicable), address, telephone, fax, and e-mail address of two (2) references. References should be persons familiar with the community service activities for which the nomination is made and should not include the nominee. References may be those who familiar with the nominee's AmeriCorps and post-AmeriCorps service activities.
4. **Nominator:** Please list the name, title, organization (if applicable), address, telephone, fax, and e-mail address of the person who is making the nomination. Self-nominations are welcome and encouraged. The screening committee may request additional information from nominators or references for the judges' consideration so the contact information is important.
5. **Tell the story with a brief narrative summary** of up to 500 words (two type-written pages). The statement should describe the nominee's AmeriCorps community service activities, how the nominee embodies the characteristics set forth in the criteria, or explain how the nominee's activities address the community's serious social problems. Because the judges will utilize the criteria in the review process, please be sure that you address the criteria related to the appropriate award category.
6. **Make the case by including supplementary materials along with the nomination.** Although it is entirely optional, accompanying materials should help to capture the outstanding contributions of the nominee during and after their AmeriCorps service. Accompanying materials may include letters, testimonials, new clippings, pamphlets, videotapes, etc. It won't be possible to return these materials, so please do not send us anything that you want returned. Please do not put the nomination cover page, statement or accompanying materials into a binder, notebook or other report cover.

The deadline for submitting nominations is **September 10, 1999**. Nominations should be postmarked by September 10, 1999. Nominations will be accepted via fax and email provided they are received prior to midnight on September 10, 1999.

Please send all entries to the address below.

All*AmeriCorps Awards
Office of Public Liaison
Corporation for National Service
1201 New York Avenue, NW
Washington, DC 20525
E-mail: allamericorps@cns.gov
Fax: (202) 565-2784

The Selection Process:

A selection committee made up of members of the Corporation for National Service Board of Directors, peers from the national service field, and Corporation staff will review the nominations. Final selections will be made at the end of September. The decisions of the judges are final. A list of the All*AmeriCorps Awards recipients will be posted on the AmeriCorps web site at www.americorps.org and will be a central part of the fifth anniversary celebration, including a ceremony in Washington, D.C.

Thank you for helping to shine a light on the outstanding service of AmeriCorps members past and present.

Remember! Entries must be postmarked on or before: September 10, 1999

SERVE 2K MEETING
LIST OF ATTENDEES
WASHINGTON, DC -- JANUARY 11TH, 1999

Ms. Suzanne Aisenberg
Program Officer
Atlantic Philanthropic Services
Phone: (212) 916-7300

Mr. Bobby Austin
President
Village Foundation
Phone: (703) 519-9149

Mr. Morgan Binswanger
Co-Director
CAA Foundation
Phone: (310) 288-4545

Mr. Nick Bollman
Senior Program Director
The James Irvine Foundation
Phone: (415) 777-2244

Mr. Geoffrey Canada
President and CEO
Rheedlen Centers for Children and Families
Phone: (212) 866-0700

Ms. Farai Chideya
Political Analyst
ABC News
Phone: (212) 456-3622

Ms. Betsy Hubbard
Program Officer
The Pew Charitable Trusts
Phone: (215) 575-4723

Ms. Melinda Hudson
Director, Office of Public Liaison
Corporation for National Service
Phone: (202) 606-5000 x193

Dr. Paul Jellinek
Vice President
The Robert Wood Johnson Foundation
Phone: (609) 243-5912

Mr. Alan Khazei
Co-Founder
City Year
Phone: (617) 927-2338

Mr. James Kielsmeier
President
National Youth Leadership Council
Phone: (651) 631-3672 x222

Ms. Chris Kwak
Program Director Philanthropy and
Volunteerism
W.K. Kellogg Foundation
Phone: (616) 969-2334

Mr. W. Hershel Lamirand
Commission Chair
Network of State Commissions
Phone: (405) 271-2200

Ms. Andrea Lira
Latino Civil Rights Center
Phone: (202) 332-1053

Mr. Stanley Litow
President
IBM International Foundation
Phone: (914) 499-5242

Ms. Felicia Lynch
President
Women and Philanthropy
Phone: (202) 887-9660

Mr. Will Marshall
President
Progressive Policy Institute
Phone: (202) 547-0001

Ms. Prema Mathai-Davis
CEO
YWCA of the USA
Phone: (212) 273-7800

Ms. Rosie Mauk
Chair
Texas State Commission on National and
Community Service
Phone: (817) 294-2360

Ms. Nilajah Nyasuma
National Child Day Care Association
(202) 397-3800

Ms. Nancy Peterson
Consultant
The James Irvine Foundation
Phone: (415) 383-6370

Mr. Ronald Pump
Chair
Youth Service America
Phone: (202) 457-2206

Ms. Dot Ridings
President and CEO
Council on Foundations
Phone: (202) 466-6512

Dr. Sylvia Robinson
Senior Professional Development Director
Ewing Marion Kauffman Foundation
Phone: (816) 932-1069

Ms. Shirley Sagawa
Deputy Chief of Staff to the First Lady
Office of the First Lady
Phone: (202) 456-6266

Mr. Robert Sherman
Program Officer for Effective Citizenry
Surdna Foundation
Phone: (212) 557-0010

Mr. Peter Shiras
Vice President for Programs
Independent Sector
Phone: (202) 223-8100

Mr. Rick Stamberger
Principal
National Strategies
Phone: (202) 429-8744

Ms. Dorothy Stimpson
Board Member
Henry M. Jackson Foundation
Phone: (208) 344-3229

Mr. Chuck Supple
President and CEO
Public Allies
Phone: (202) 822-1180

Honorable Harris Wofford
Chief Executive Officer
Corporation for National Service
Phone: (202) 606-5000

Suzanne Gaba Aisenberg
Short Bio as of 12/17/98

Suzanne Gaba Aisenberg is a Program Officer with The Atlantic Philanthropic Service Company (APS) in New York. Since joining APS in 1991, her work has focused on programs and initiatives that strengthen the work of the nonprofit sector, including the intersection of nonprofit and for-profit ventures, volunteerism, community development, innovative uses of technology, and new ways to encourage and promote philanthropy. She also is responsible for much of APS clients' explorations in the area of early childhood development.

Ms. Aisenberg, who serves on the Executive Committee of the Grantmaker Forum on Community and National Service, received her undergraduate degree from Barnard College where she studied economics and art history and a master's degree from Columbia University in arts administration.

VILLAGE FOUNDATION LEADERSHIP

Dr. Bobby W. Austin is the President and CEO of the Village Foundation and formerly Program Director of the Kellogg National Fellowship Program at W. K. Kellogg Foundation. Dr. Austin has taught sociology at Georgetown University and was a Partner with Austin Ford Associates. In addition, Dr. Austin served as a consultant on American culture for the Honorable Joseph Duffey, Chairman of the National Endowment for the Humanities. Dr. Austin founded the Urban League Review and has served as a college administrator, editor, and policy consultant in education and humanities. Dr. Austin received degrees from Western Kentucky University (BA), Fisk University (MA), and McMaster University in Canada (PH.D.) and received a diploma in 1986 from the Graduate School of Education, Harvard University.

MORGAN L. BINSWANGER

Morgan Binswanger is the Co-Director of the CAA Foundation, where he serves as CAA's primary source for developing alliances through public and private partnerships that are designed to enhance the quality of education in America. The CAA Foundation works at the local and national level with a focus on improving schools and educational services to youth. In 1997, the Foundation formed the Entertainment Coalition for Education, a group of leading studios, production companies, agencies and education experts who are committed to developing public service messages that support improved teaching and learning.

Binswanger worked as the Chief of Staff in the Office of Elementary and Secondary Education at the United States Department of Education in Washington, D.C. from the spring of 1993 until he joined CAA in March of 1996. Prior to joining the Department of Education, he worked with the national staff for the Clinton-Gore campaign and helped manage the President-elect's education transition team in the fall of 1992.

Binswanger began his career as an instructor of history at Deerfield Academy in western Massachusetts.

Binswanger was raised in Maine and graduated from Bowdoin College with a degree in history. In 1987 he studied at Kansai Gaidai University in Japan where he also tutored English.

Binswanger lives in Los Angeles.

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 www.irvine.org

NICHOLAS P. BOLLMAN

Nick Bollman is Senior Program Director for The James Irvine Foundation, a private foundation "for the people of California." He is located in the Foundation's San Francisco office, and has statewide responsibility for its activities in *sustainable communities*, which focuses on collaborative regional economic development, sustainable use of the land, and effective state and local governance.

From 1987 to 1993 Mr. Bollman was Program Officer in community and youth development at The William and Flora Hewlett Foundation. Before coming to California in 1987, Mr. Bollman was Director of the Task Force on Human Services, the "council of executives" of the nonprofit human service sector in New York City, and Deputy Director of the Community Council of Greater New York.

A 1967 graduate of Harvard College, Mr. Bollman has a Master of Arts degree from New York University in the History and Philosophy of Education.

Active with a number of grantmaker collaborations and nonprofit organizations, Mr. Bollman currently serves as:

- . **President Clinton's Advisory Council on HIV/AIDS**
Chair, Services Committee
- . **Californians and the Land**
Co-Convener
- . **California 2000 ("C2K")**
Co-Convener
- . **Funders Concerned About AIDS** (national affinity group of the Council on Foundations)
Board Vice-President
- . **Grantmaker Forum on Community and National Service** (national group)
Co-Chair
- . **California Center for Land Recycling (CCLR "see clear")**
Board Member
- . **Great Valley Center**
Board Member

Mr. Bollman's previous affiliations include:

- . **National Council of Non-Profit Associations**
Member, Board of Directors
- . **Southern California Association for Philanthropy**
Member, Board of Directors
- . **Neighborhood Funders Group** (national affinity group of the Council on Foundations)
Co-Chair
- . **Northern California Grantmakers Task Force on Homelessness**
Co-Chair

GEOFFREY CANADA – PRESIDENT/CEO, RHEEDLEN CENTERS FOR CHILDREN & FAMILIES

Geoffrey Canada, acclaimed author of *Fist Stick Knife Gun: A Personal History of Violence in America*, was the recipient of the first Heinz Award in 1994 for his work as President/CEO of Rheedlen Centers for Children and Families in New York City. He was chosen to receive this award for his passionate concern for children and his selfless determination to make their lives safer and saner. His reputation as an expert on issues concerning violence, children and community redevelopment have earned him frequent national television appearances and speaking engagements.

Mr. Canada, who grew up in the South Bronx, has dedicated his life to helping children secure both educational and economic opportunities. Prominent among his many efforts is the development of Rheedlen's Beacon School, Harlem Peacemakers Program, and Community Pride Initiative.

Mr. Canada, a Third Degree Black Belt, also founded the Chang Moo Kwan Martial Arts School in 1983. As the school's Chief Instructor, Mr. Canada teaches the principles of Tae Kwan Do to youth along with anti-violence and conflict resolution techniques.

Mr. Canada holds a bachelor's degree from Bowdoin College and a master's degree in education from the Harvard Graduate School of Education. He has won numerous awards, including, the Robin Hood Foundation's Heroes of the Year Award, the Spirit of the City Award from the Cathedral of St. John the Divine, and Bowdoin College's Common Good Award. He has also received Honorary Degrees from Williams College and John Jay College.

Farai Chideya bio

faraic@yahoo.com (Farai Chideya)

Farai Chideya is a 29 year-old journalist and author whose scope goes from print to television, and from African-American issues to punk music. In 1997, Newsweek named her to its "Century Club of 100 people to watch as we approach the year 2000.

Chideya is an ABC News correspondent covering a range of issues from youth to race to politics. She spent the 1996 Presidential election season as a CNN Political Analyst. Named to the (New York) Daily News' "Dream Teams" of political reporters and commentators, she also appeared on other networks including "CBS Up to the Minute and BETs "Town Hall Meeting on the Black Family." In addition, Chideya completed a fellowship at the Freedom Forum Media Studies Center, examining why young Americans are tuning out the news.

Chideya's second book, "The Color of Our Future," will be published in February 1999 by William Morrow. Kirkus Reviews calls the book "a provocative, informed look into the complexities of race in America and what they portend." Chideya's stereotype-shattering 1995 book, *Don't Believe the Hype: Cultural Misinformation About African-Americans* (Plume Penguin), is now in its eighth printing.

Chideya is also a contributor at Time and Vibe magazines. From 1994-1996 she was a writer at MTV News, and from 1990 to 1994 she reported for Newsweek magazine in New York, Chicago and Washington where her political coverage ranged from labor issues to following the President as a pool reporter on Air Force One. Her freelance journalism ranges from profiling white supremacists for Mademoiselle, to examining child sexual abuse allegations for the Los Angeles Times, to writing on affirmative for the New York Times. Honors include winning a National Education Reporting Award, WIN Young Women of Achievement award and a GLAAD Award.

Elizabeth (Betsy) Hubbard

Betsy is a program officer in the Public Policy program at The Pew Charitable Trusts, where she has worked since 1995. She leads the Trusts' work on encouraging young adults to become more actively involved in their communities. In her own community in Philadelphia, she is involved with City Year, the Philadelphia Area Disc Alliance and Rittenhouse Townwatch. Betsy studied political science and public policy at Goucher College, the London School of Economics and the Humphrey Institute at the University of Minnesota. Before entering philanthropy, she worked for USC's Washington Public Affairs Center, the U.S. Department of Agriculture and the Oregon Economic Development Department.

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001a. bio	re: Melinda Baskin Hudson [partial] (1 page)	12/30/1998	P6/b(6)

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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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Mbh bio short**Melinda Baskin Hudson**
Director of Public Liaison

As the Director of the Office of Public Liaison, Ms. Hudson develops partnerships with the private and nonprofit sectors to build support and long term sustainability for national service. These include public-private partnerships between corporations and national service programs, service initiatives such as Martin Luther King Day of Service, and collaborations such as the Presidents' Summit for America's Future. Before coming to the Corporation, Ms Hudson was the Director of Communications for the Commission on National and Community Service; served as a marketing consultant for the White House Office of National Service under President Bush; and served as the Associate Director of the White House Office of Private Sector Initiatives under President Reagan. From 1978 to 1986, Ms. Hudson worked for three United States Senate Majority Leaders, first for Senator Howard H. Baker, Jr., then Senator Bob Dole, and finally for Senator Robert C. Byrd. Outside of the workplace, Ms. Hudson is an active volunteer for, and the former President of, the Junior League of Washington, the third largest in the country with over 3,000 active volunteers and a million dollar annual budget. She also serves on numerous community boards in the Washington metropolitan area and is a founder of Bright Beginnings, a developmental daycare center for homeless preschoolers. She is a native of

[001a] P6(b)(6) holds a MBA in Marketing from Columbia University and a BA in Biology from Vanderbilt University.

Christine M. Kwak

Program Director
Philanthropy and Volunteerism

Ms. Kwak is a program director at the W.K. Kellogg Foundation in Battle Creek, Michigan. She creates and reviews Foundation programming priorities, evaluates and recommends grants for funding, and administers projects.

Previously, she directed the national programs for the National Youth Leadership Council, which collaborated with the University of Minnesota College of Vocational and Technical Education in Minneapolis. There, Ms. Kwak managed a national service-learning initiative, fundraising, staff, and administration. She also coordinated the Twin Cities Youth Policy Forum for the Council, where she directed a program designed to promote education and professional development for individuals working with youth.

Ms. Kwak worked as a mental health counselor and educational consultant for Family & Children's Services of Minneapolis and Face to Face Health and Counseling Service in St. Paul. In addition, she has extensive experience in outdoor education and management of youth camping programs. She is a licensed social worker focusing on children, youth, and family, and is a member of the National Association of Social Workers.

Ms. Kwak earned her bachelor's degree in environmental education at the University of Illinois, Urbana, and her master's degree in social work from the University of Minnesota.

The W.K. Kellogg Foundation was established in 1930 "to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." Its programming activities center around the common visions of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and personal well-being; and has the capacity to be productive, and to help create nurturing families, supportive institutions, and healthy communities.

To achieve the greatest impact, the Foundation targets its grants toward specific focal points or areas. These include: health; food systems and rural development; youth and education, and higher education; and philanthropy and volunteerism. When woven throughout these areas, technical assistance also is provided for leadership; information systems/technology; efforts to capitalize on local resources; and family, neighborhood, and community development programming. Grants are concentrated in the United States, Latin America and the Caribbean, and southern Africa.



**W.K. KELLOGG
FOUNDATION**

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*For the application of
knowledge to the
problems of people.*

Biographical Summary

James C. Kielsmeier

James C. Kielsmeier is founder and President of the National Youth Leadership Council (NYLC) in Roseville, MN. In addition, he founded the Center for Experiential Education and Service-Learning at the University of Minnesota. Dr. Kielsmeier helped initiate the African Reconciliation and Development Corps International (ARDCI) and led the first project in 1993-1994 in Somalia.

Since 1983, NYLC's mission has been to develop service-oriented youth leaders by engaging them in settings actually needing their leadership and service. NYLC's network includes over 1,400 individual and organizational members, 8,000 corresponding members and six regional centers linked together through a newsletter, journal, and annual National Service-Learning Conference. In 1993, NYLC was named Manager of the National Service-Learning Cooperative/Clearinghouse, the primary service-learning technical assistance network in the nation, by the Corporation for National Service in Washington, DC. NYLC served as coordinator of a student news network and website as part of the 1997 Presidents' Summit for America's Future.

Dr. Kielsmeier received a Ph.D. in Education from the University of Colorado, an M.A. in International Relations from American University in Washington, DC, and a B.S. from Wheaton College in Wheaton, IL. He was an Army infantry platoon leader and community relations officer in Korea, junior high and high school teacher, Outward Bound instructor and has over 30 years of experience in experiential education, service-learning, and leadership development programs.

Since 1983, Dr. Kielsmeier has been engaged in the design and implementation of a comprehensive state youth service model for Minnesota. He organized the first Minnesota Governor's Task Force on Youth Service and Work in 1986 which led to state legislation and funding in 1987 and 1989 for youth service in Minnesota's schools and colleges. He also chaired Governor Rudy Perpich's Blue Ribbon Committee on Mentoring and Community Service and Governor Arne Carlson's Advisory Task Force on Mentoring and Community Service. He has testified on national service and service-learning before the Minnesota House, Senate, and U.S. Congress.

Dr. Kielsmeier has written numerous articles and co-authored two books on the topics of youth development, education, and service-learning.

He is married and the father of three daughters.

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Alan Khazei, Chief Executive Officer, City Year

Alan Khazei is the co-founder and serves as the CEO of City Year, an "action-tank" for national service, developed in the spirit of an "urban Peace corps" that enlists hundreds of young adults from all backgrounds, ages 17-23, for a demanding year of full-time community service and leadership development. Corps members meet critical needs in their communities serving as teachers aides, running after-school programs, teaching violence and AIDS prevention, rehabing public housing units and building parks and playgrounds. From a 50 person pilot program launched in 1988, City Year has grown to 850 corps members serving in ten cities across the U.S.: Boston, MA; Chicago, IL; Columbia, SC; Cleveland and Columbus OH; Philadelphia, PA; Providence, RI; San Antonio, TX; San Jose, CA and Seattle, WA.

Since its founding in 1988, City Year has engaged over 3,000 young people in giving a year of service to their communities. Together City Year corps members have provided over 3 million hours of service. 3,000 visitors from all over the world have come to see City Year first hand and upwards of 250 corporations and foundations, 25,000 individuals and local and federal government have invested a total of \$90 million in City Year. Through the Serve-a-thon, City Year's annual day long pledge event, more than 45,000 citizens have given more than 300,000 hours of service and raised \$3 million for City Year. In 1992, the Bush administration named City Year as one of only eight demonstration national service programs in America and in 1993 the Clinton administration used City Year as a model for its AmeriCorps program.

Mr. Khazei is a *magna cum laude* graduate of Harvard College and *cum laude* graduate of Harvard Law School. During Senator Gary Hart's 1984 Presidential Campaign, he served as a field coordinator on the New Hampshire Campaign and in the national office. In September of 1991 President Bush appointed and the U.S. Senate confirmed Mr. Khazei to serve on the Board of Directors of the Commission on National and Community Service. He served as Vice-Chair of the commission until January 1993. Mr. Khazei has also served on the Board of Directors of the Massachusetts Youth Service Alliance, Teach for America, Share Our Strength and Citizens Schools and on the Advisory Board of America's Promise.

In 1994 *Time* magazine named Mr. Khazei as one of America's 50 outstanding leaders under 40. He is a recipient of the Reebok Human Rights Award, the Jefferson Award for Public Service, The Caring Institute Award, the Boston Bar Association's Public Service Award, the Boston Jaycees Ten Outstanding Young Leaders Award as well as honorary degrees from Framingham State College and Northeastern University Law School.

Mr. Khazei spent most of 1996 traveling around the world studying civil society, visiting innovative projects and programs, and meeting Citizen leaders and heroes in North-East and South-East Asia, Indonesia, India, South Africa, The Middle East, Russia and Eastern and Western Europe. He visited twenty countries and exchanged ideas and strategies for change with hundreds of students, citizen activists, social entrepreneurs, NGO and business leaders and government officials.

PAUL JELLINEK, PH.D. – VICE PRESIDENT, THE ROBERT WOOD JOHNSON FOUNDATION

Dr. Jellinek has served on the staff of The Robert Wood Johnson Foundation since 1983. He has been involved in the development and management of its initiatives in the areas of access, chronic care, and substance abuse.

Prior to joining the Foundation, Dr. Jellinek was a fellow at the Bush Institute for Child and Family Policy in North Carolina. His works have appeared in The New England Journal of Medicine, The American Journal of Public Health, and Issues in Science and Technology.

He received his Ph.D. in health economics and his master's degree in health administration from the School of Public Health at the University of North Carolina at Chapel Hill. Dr. Jellinek is also a graduate of the University of Pennsylvania and the University of South Florida.

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001b. bio	re: W. Hershel Lamirand, III [partial] (1 page)	01/05/1999	P6/b(6)

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**BIOGRAPHICAL INFORMATION
W. HERSEL LAMIRAND, III**

00167

Hershel Lamirand is a native [REDACTED] He attended the University of Oklahoma and Oklahoma City University, graduating with a degree in Marketing. Lamirand later attended graduate school at Oklahoma City University.

Lamirand worked for Leo Oppenheim and Company, Goldman Enterprises, and the Central Oklahoma Economic Development District before organizing Mid-States Investment Corporation which he operated until the mid-seventies. He then took a position as a consultant for the Oklahoma Legislature before going to work for the Oklahoma Health Systems Agency where he was responsible, as Assistant Director, for legislative and statewide local planning and development.

Lamirand joined the University of Oklahoma Health Sciences Center in 1981, where he established the Office of Development and was its first Executive Director. In 1991, he founded the Office of University Relations and became its first Director. Also in 1991, Lamirand assumed the responsibilities of Executive Director of the Oklahoma Health Center Foundation. The Oklahoma Health Center Foundation represents all 20 institutions (over 13,000 employees) in the Oklahoma Health Center.

Lamirand has enjoyed an active civic life. His civic activities have included: Member of the charter class of Leadership Oklahoma City and continues to serve on its Board of Directors; Co-founder and past president of Leadership Oklahoma; Past President of the National Association for Community Leadership; served on the founding board for Leadership USA; and is a founder of the Youth Leadership Exchange. Years of involvement with the Arts Council of Oklahoma City include serving as co-chair of the Festival of the Arts. Most recently, Lamirand has been elected chair of the National Association of State Service Commissions and in that role will present a paper at Cambridge University on the role of volunteers in community service. Lamirand has also served on various Mayoral Task Forces, legislative task forces on mass transportation, water use, land use, health education, regional planning, and Governor's committees on inter-local cooperation, health planning, and criminal justice. He enjoys hunting, fishing, skiing, golfing, and exploring Oklahoma and its diverse history.

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001c. bio	re: Andrea Lira [partial] (1 page)	n.d.	P6/b(6)

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Andrea Lira
Latino Civil Rights Center

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10720 Wayridge Drive
Gaithersburg, Maryland 20886

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Andrea Lira was born and raised in [REDACTED] P6(b)(6) [REDACTED]. She obtained her BA in May of 1998, double majoring in Spanish and International Studies (emphasis in Latin American studies), at Elon College, located in North Carolina. As part of her undergraduate study, Ms. Lira spent time studying abroad in both Costa Rica and Ecuador. She has also spent time in Chile while visiting family who live in Santiago. During her time at Elon, Andrea volunteered at area elementary schools as a tutor for children that needed assistance with their English, math, and reading skills. While she was in Ecuador, she co-taught an English class to a small group of young children in a community church near the university where she was taking classes.

After graduating from Elon College, Andrea returned to Maryland and began a summer internship with the Latino Civil Rights Center (LCRC), located in Washington, DC. The LCRC is a non profit advocacy organization that strives to achieve equality for all Latinos by organizing and empowering its members and the community to be the catalysts to advance and promote the civil rights of Latinos. Andrea's strong interest in the political and cultural landscape of the Latino community prompted her to take this internship opportunity. While interning at the LCRC, Andrea coordinated the DC Mayoral Candidates Forum and the DC City Council Candidates Forum that were sponsored by the LCRC.

After finishing her internship with the LCRC, Andrea was accepted to the Public Allies-DC program in August 1998. Public Allies, a national non profit organization sponsored by AmeriCorps, offers 10 month apprenticeship programs for young adults between the ages of 18 and 30. Through this apprenticeship, each "Ally" is placed with a local business, non profit, etc. to work full time. In addition, the program also provides leadership training every Friday and the opportunity to work on a Team Service Project.

Upon acceptance to the Public Allies-DC program, Andrea decided to hold her placement at the Latino Civil Rights Center, one of Public Allies's partner organizations. Andrea is currently working as the Civic Participation Coordinator. Under this position, Andrea works with the LCRC's community organizer to plan and coordinate community workshops, seminars, etc. which deal with local issues and issues pertaining to encouraging community involvement in civic affairs. Under this position thus far, Andrea has helped to organize a naturalization workshop and police-community relations town hall meeting.

In addition to her placement at the LCRC, Andrea is working on her Public Allies Team Service Project (TSP) with 6 other Ally members. For their TSP, they are working to organize a Youth Action Institute, a two day conference that seeks to build the visibility of youth activist groups and to strengthen the activist network in Metropolitan Washington, DC. This event will take place in Spring 1999.

Looking ahead, Andrea hopes to gain some international work experience, preferably in Latin America. Currently, she is going through the US Peace Corps application process. If accepted she will begin in August of 1999 as a Peace Corps volunteer working on a community service project in Central/South America.

STANLEY LITOW – PRESIDENT, IBM INTERNATIONAL FOUNDATION/VICE PRESIDENT OF IBM CORPORATE COMMUNITY RELATIONS

Mr. Litow has overall responsibility for all of IBM's corporate philanthropic programs in the United States and over 100 countries abroad. In 1995, IBM launched Reinventing Education, a \$35 million effort to support structural school reform throughout the United States and internationally using advanced technology. In 1996, under the aegis of IBM's CEO, Louis V. Gerstner, Mr. Litow helped plan and run the 1996 National Education Summit.

Prior to joining IBM, Mr. Litow served as Deputy Chancellor for Operations and Chief Operating Officer of the New York City Board of Education, the nation's largest school system. He has also served as Founder and President of Interface, a not-for-profit "think tank" and as an aide to the Mayor of New York City.

Mr. Litow has published articles on public affairs in the Journal of the Center for National Policy, City Almanac, the Yale Law Review, the Urban School Journal, Foundation News, the New York Times and Newsday. He has also served as an adjunct professor of urban studies and education at the Graduate School of the New School for Social Research, Long Island University and the City University of New York.

**FELICIA B. LYNCH
WOMEN & PHILANTHROPY
PRESIDENT/CEO**

Felicia B. Lynch is President/CEO of Women & Philanthropy. Her most recent professional experience was as President of the Allegheny Policy Council, a public policy agency charged with facilitating collaboration and the reallocation of fiscal and human resources to improve the status of children and families in Allegheny County. Prior to that she was Senior Vice President for the Hitachi Foundation, where she developed the Foundation's program goals and funding priorities. Lynch currently serves on the board of the International Development Corporation, the National Network of Grantmakers, the Family Violence Prevention Fund, the National Advisory Board for Communities and Schools for Career Success, and Chairs the board of the Center for Women Policy Studies. Her past board service includes the National Advisory Board of the Pew Partnership for Civic Change, Independent Sector, Hood and Chatham Colleges, and Women and Foundations/Corporate Philanthropy, which she chaired from 1990 to 1993.

Will Marshall is President and Co-Founder of the Progressive Policy Institute as well as President of the Progressive Foundation. Previously he was Policy Director of the Democratic Leadership Council. Other political experience includes working with North Carolina Governor Jim Hunt, the late U.S. Representative Gillis Long of Louisiana, and former Virginia Lt. Governor Dick Davis. Before becoming involved in politics and public policy, Mr. Marshall was a journalist in Virginia with the *Richmond Times-Dispatch*.



**Prema Mathai-Davis
Chief Executive Officer
YWCA of the U.S.A.**

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Prema Mathai-Davis is the CEO of the nation's oldest and largest women's movement, the YWCA of the U.S.A., with affiliates operating programs and services in thousands of communities in all 50 states. The YWCA seeks to empower women and girls and eliminate racism, sexism and other forms of discrimination, and represents two million women and girls in America. Dr. Mathai-Davis assumed the position of leadership of the YWCA in February 1994 and brings to the position a wide range of experiences which meet the YWCA's diverse needs at a crucial point in its more than 140 year history.

Under the leadership of Dr. Mathai-Davis, the YWCA of the U.S.A. has embarked on a national strategic planning process to restructure and redefine itself for the 21st century as the premier national women's leadership movement. In addition to her national leadership role, she continues to lead and support global initiatives. This year, Dr. Mathai-Davis has served as an advisor to NIKE in their evaluation of their global business practices.

During her first year at the YWCA, Dr. Mathai-Davis successfully initiated the inclusion of legislation to safeguard the confidentiality rights of rape victims in the *Violence Against Women Act of the 1994 Crime Bill*. In 1995, she launched a national public education campaign, the YWCA Week Without Violence, that seeks to encourage a broader dialogue in the country on promoting practical and sustainable alternatives to violence in everyday life. More than 20 million people participated in the campaign's first year. And by the second year, the campaign had expanded to more than 20 countries on six continents. Dr. Mathai-Davis was named as a *Woman of the Year* in 1995 by *Ms. Magazine* for "reminding a nation that violence need not be a way of life".

Dr. Mathai-Davis has initiated a national advertising campaign to showcase the many programs and services of the YWCA and participated in Lifetime Television's public education campaign "*Picture What Women Do*." She was one of three conveners of the first "*Girls Speak-Out*" event at the United Nations during the March 1995 UN preparatory meetings for the UN Fourth World Conference on Women in Beijing. In 1996, Dr. Mathai-Davis organized and led the first *National Girls Conference*, which focused on developing a national girls agenda based on the UN Platform for Action that was developed at the UN World Conference on Women. Since 1995, under her leadership, the YWCA has initiated and led a national child care campaign to educate Congress on the need and importance of safeguarding child care programs in the country.

Dr. Mathai-Davis has taken her activism on behalf of women and their families globally. She was invited to participate as a speaker at three international UN meetings in 1995: the *UN World Summit on Social Development* in Denmark; the UN Fourth World Conference on Women in China; and the *TransAmerica Congress* in Chile, organized by the UN Center of Human Settlements and the International Council for Caring Communities. She is also the Chairperson of the World Conference on Family Violence held in Singapore in 1998 September.

Prior to joining the YWCA, Dr. Mathai-Davis was Commissioner of the New York City Department for the Aging, the largest agency on aging in the country, with an annual budget of \$150 million. As Commissioner, Dr. Mathai-Davis organized and led the first annual national *United Senior Action Day*, held in Washington, D.C., involving more than 10,000 senior citizens from 20 major cities. She also established one of the nation's first public minority enhancement programs to address cultural diversity in the service needs of New York City's African American, Hispanic and Asian elderly population.

A strong advocate on behalf of intergenerational programs, Dr. Mathai-Davis convened the first national conference on *"Intergenerational Programming for At-Risk Children and Youth,"* as well as the first national conference on *"Unplanned Parenthood: Grandparents as Parents Once More,"* which addressed the growing phenomenon of young children being cared for by grandparents. She also played a leading role in the *United Nations International Conference on Population and Development* held in 1992.

In 1991, Dr. Mathai-Davis was appointed by Governor Mario Cuomo to the 17-member Board of Directors of the New York City Metropolitan Transportation Authority, which serves the tri-state area and is the largest regional transportation network of railroads, buses, subways, bridges and tunnels in the country. She also provides leadership as a member of the Visiting Committee of the Harvard University Graduate School of Education, the New School for Social Research and the Harvard School of Public Health Advisory Council. She is a fellow of the New York Academy of Medicine and serves on the board of several community organizations, including the New York Hall of Science, the YWCA Retirement Fund, and the Asian-American Federation of New York. She is also a founding member of the Indian branch of the Grail International, a women's movement involved in community development.

Dr. Mathai-Davis was named by the Aspen Institute as one of their two *"McLaughlin Leadership Scholars"* in 1998 in recognition of her professional accomplishments and public contributions. She is the recipient of a leadership award from the Leadership Education for Asian Pacifics (LEAP) in 1998. She was selected as one of top "100 Minority Executives," by *Crain's New York Business Magazine* in March 1998. Dr. Mathai-Davis was also selected as one of the first twelve "Women Firsts" of the *Legendary Women Project* sponsored by UNIFEM and UNESCO on the occasion of the 30th Anniversary of the Declaration of the Elimination of Discrimination Against Women in November 1997. Dr. Mathai-Davis has received numerous awards from organizations, including labor unions, women's political groups, elected officials and those working with housing, the elderly, youth and families.

Dr. Mathai-Davis was the first Asian to hold a cabinet position as Commissioner in New York City. She has a doctorate from Harvard University, and a bachelor and masters degree in Child Development from Delhi University in India where she received the University Gold Medal for "Outstanding Scholarship." She and her husband, Wallace, have three teenage children: a son, Stephen, and twin daughters, Tara and Lisa. She grew up in a three-generational household and continues to live in one - an experience that has contributed to a lifelong fascination with intergenerational relationships.

A native of India, now a U.S. citizen, Dr. Mathai-Davis is deeply rooted in the YWCA movement going back four generations. Her great-grandmother helped to start the YWCA in Southern India at the turn-of-the-century; her maternal grandmother, several aunts and her mother have been YWCA leaders in India and Pakistan for decades.

###

Subj: Narrative Bio for Jan. 11th meeting
Date: 98-12-22 08:48:10 EST
From: RHM48
To: GFCNS

ROSIE K. MAUK is a nonprofit community leader and a full-time volunteer. As a founding member of the Association of State Service Commissions (ASSC) and chair of their Development Committee and Chair of the Texas Commission on Volunteerism and Community Service, she is an authority on the states' role in managing the national service system. A nonprofit leader in Texas and the Fort Worth community, Mrs. Mauk serves in various capacities with a variety of nonprofit and community organizations, including as board member of United Way of Texas, Chair of the YWCA's \$4.4 million capital campaign, President of the AIDS Outreach Center and Founding Board Member of the Volunteer Center. A National Camp Fire Boys and Girls Executive Committee member, Mrs. Mauk received the Texas Governor's Volunteer Award in 1994. She is a graduate of the University of Toledo.

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001d. bio	re: Nilajah Nyasuma [partial] (1 page)	01/05/1999	P6/b(6)

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FOLDER TITLE:

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2013-0124-S

rc1149

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Nilajah Nyasuma

[0012]

Ms. Nyasuma is a twenty-four year old African American woman. She is a [REDACTED] P6(b)(6) and attended the University of the District of Columbia where she received a Bachelor of Arts in Urban Studies. She was an Americorps volunteer with the Latin American Youth Center in D.C. Her responsibilities included creating and conducting trainings, facilitating team building exercises and serving as a critical link between corps members, volunteer staff and program directors. September 21, 1998, Ms. Nyasuma joined Public Allies to learn leadership development in the context of team. She brings a wealth of knowledge to Public Allies Class 98-99 and encourages others to embrace the process. As a part of her apprenticeship, Ms. Nyasuma works at the National Child Day Care Association as an outreach counselor for ten families. As part of her responsibility she aids them in making the transition from dependent to independent living.

Nancy Peterson is a consultant to The James Irvine Foundation and the Northern California Grantmakers National Service Task Force, working to help build a strong community-based infrastructure to advance the ethic and practice of community service and volunteerism in California. She is an active participant in the Grantmaker Forum on Community and National Service—serving as Chair of its Policy Task Force and a member of its Executive Committee. During the past five years, she has also worked with other foundations to develop special national and community service initiatives.

Prior to her current role with philanthropy, she had over 15 years of experience working in the community service field—helping to develop, implement and assess programs. She has worked with Public/Private Ventures, the Corporation for National Service, National Association of Service and Conservation Corps, National Park Service, California Association of Local Conservation Corps, California Conservation Corps, and many local California corps including the East Bay, San Francisco, Los Angeles, Marin and Sacramento Conservation Corps. Before becoming involved in community service, Ms. Peterson was a regional and environmental planner, and is a graduate of the University of California at Berkeley in environmental studies.

**PHOTOCOPY
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COUNCIL ON FOUNDATIONS

1828 L STREET, NW WASHINGTON, DC 20036-5168
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DOROTHY S. RIDINGS

Dorothy S. Ridings is President and Chief Executive Officer of the Council on Foundations. The Council is a national association of more than seventeen hundred foundations and corporations that annually give more than six billion dollars in charitable grants.

From 1988 until joining the Council in March 1996, Ms. Ridings served as president and publisher of Knight-Ridder's *Bradenton Herald* in Bradenton, Florida. She also has served as a Knight-Ridder general executive while based in Charlotte, North Carolina and held editorial and reporting positions at *The Kentucky Business Ledger*, *The Washington Post* and *The Charlotte Observer*.

Ms. Ridings served the League of Women Voters of the United States as president from 1982 through 1986. She has been a trustee of the Ford Foundation and a director of the Benton Foundation and serves on the board of Independent Sector and Louisville Presbyterian Theological Seminary. Internationally she has made speaking tours for the U.S. Department of State, led two fact-finding delegations sponsored by NATO and served as a member of Ford Foundation visitation teams.

Ms. Ridings taught journalism at the University of Louisville and the University of North Carolina. She holds a bachelor's degree in journalism from Northwestern University's Medill School of Journalism and a master's degree from the University of North Carolina. She holds honorary degrees from Spalding University and the University of Louisville.

Sylvia Robinson, Ph.D.

Sylvia Robinson is the Senior Professional Development Director and a program officer for Youth Development at the Ewing Marion Kauffman Foundation. She advises and coaches senior Youth Development management in the content and personnel development needs of the division, and recommends actions that contribute to the strategic direction of planning, management and evaluation of supervision of associates in Youth Development. In addition, Sylvia is responsible for a portfolio of grants as a Program Officer in the division. Her portfolio includes grants related to community service, service-learning and mentoring.

ROBERT F. SHERMAN/ SURDNA FOUNDATION

The Surdna Foundation, founded in 1917 by John Emory Andrus, is a family foundation with a current endowment of over \$450 million. The foundation operates grantmaking programs in four areas: Environment, Community Revitalization, Effective Citizenry and Arts. The foundation seeks to foster catalytic, entrepreneurial efforts which offer viable solutions to difficult systemic problems. The Surdna Foundation also supports two memorials in Westchester County, New York: the Julia Dyckman Andrus Memorial, a diagnostic center for children; and the John E. Andrus Memorial, a retirement home and skilled nursing facility.

Robert F. Sherman Ph.D. has directed the Effective Citizenry program area at Surdna since November 1994. Effective Citizenry supports programs which equip and motivate individuals and organizations to develop and exercise the skills, values and attitudes that are crucial to the advancement of a democratic and inclusive society. The program identifies and funds exemplary approaches found in both educational and community settings which promote respect, compassion, peaceful dispute resolution, service to the community and personal and institutional ethics.

Robert Sherman has worked in the civic participation field for ten years. Prior to Surdna, he helped shape the National Funding Collaborative on Violence Prevention as a consultant. Dr. Sherman held two posts in the New York City government. He developed and directed a city-wide, community-based volunteer race relations improvement project for Mayor David Dinkins, the Increase the Peace Volunteer Corps, which involved over 1,500 community residents in direct and preventative responses to intergroup/race tensions in the neighborhoods of the city. Before that he directed the Community Relations Institute of the New York City Commission on Human Rights. His doctoral degree is in clinical psychology.

PETER SHIRAS
Senior Vice President for Programs

Peter Shiras is Senior Vice President for Programs at **INDEPENDENT SECTOR (IS)**. His responsibilities include oversight of the programs for Research, Government Relations, Leadership and Communications. He is also Director of the **IS' Public Policy Initiative**. **INDEPENDENT SECTOR** is a nonprofit coalition of over 700 corporate, foundation and voluntary organization members.

Prior to joining **IS**, Mr. Shiras was Vice President and Director of Government Relations and Public Outreach of InterAction, an association of international relief and development organizations from 1994-1996. Additionally, he spent thirteen years at Catholic Relief Services (CRS) working in Central America from 1981-1984 and as Director of the Program for Kenya, Sudan and Uganda in East Africa from 1987-1990. He was Deputy Director of the Latin America and Caribbean Regional office from 1984-1987, Senior Director for Africa (1990-1993) and Director of Public Policy (1993-1994). At this latter position, he was responsible for CRS relations with the U.S. Congress, the United Nations, and the World Bank.

Prior to joining CRS, Mr. Shiras worked for the Inter-American Development Bank, the Institute for Science and Appropriate Technology of the Guatemalan Ministry of Agriculture and as a consultant to Oxfam-UK in Guatemala.

Mr. Shiras is fluent in Spanish and has published numerous articles and several chapters in books. His op-ed articles have appeared in *The New York Times*, *The Washington Post*, *The Christian Science Monitor*, and *The Baltimore Sun*. He received both a B.S. and a M.S. degree in Agricultural Economics from Cornell University.



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CHUCK J. SUPPLE

Chuck Supple is the president and CEO of Public Allies. Supple came to PA in 1995, bringing more than a decade of personal and professional experience in service work to the leadership of a dynamic, youth-led organization. His background in linking young people with service opportunities and developing their skills as leaders fits well with the mission of Public Allies.

Previously, Supple served in the Clinton Administration at the Corporation for National Service. As Director of Independent Sector Liaison, he played a key role in forging partnerships at the national level among nonprofits, business, and government.

Supple's first position at the national level was vice president of youth and education programs at President Bush's Points of Light Foundation. He developed innovative ways to channel the ideas, energy, and commitment of young people into service while providing them practical experience, useful skills, and meaningful opportunities to get involved.

Throughout his academic career, Supple was involved in service education and volunteer work. At a graduate student at Harvard University, he established a Community Service Clearinghouse, which linked students, faculty, and staff with service opportunities in their communities. He also directed a successful endowment campaign for the renowned service organization the Phillips Brooks House. As a student at the University of California, he taught elementary school children about the problems of drug use and alcohol abuse. He then managed a volunteer program at Stiles Hall, the university's service organization. He also helped create a coalition of college and university presidents that supports community service at universities.

Supple earned a Bachelor of Arts degree at the University of California at Berkeley and a Master of Public Administration at the John F. Kennedy School of Government. A native of Illinois, he lives now in Washington, DC.

HARRIS WOFFORD

CHIEF EXECUTIVE OFFICER
CORPORATION FOR NATIONAL SERVICE

Head of the Corporation for National Service since the fall of 1995, Harris Wofford has dedicated much of his career to the goal of making citizen service a common expectation and experience for all Americans. As a U.S. Senator from Pennsylvania from 1991 to 1994, he played a key role in both crafting and working to pass the trailblazing legislation that created the Corporation with broad bi-partisan support.

Wofford's role in The Presidents' Summit for America's Future is in keeping with that bi-partisan spirit. A national service summit was the brainchild of former Michigan Governor George Romney, who shared his vision with Wofford shortly after Wofford was named as the Corporation's CEO. Wofford and Points of Light Foundation President Bob Goodwin agreed to enlist their organizations in initiating the unprecedented meeting. What has become the Presidents' Summit was born. Romney did not live to see the realization of his dream, but he died knowing that the Summit would go forward.

Since helping to launch the Peace Corps in 1961 under the Kennedy Administration, Wofford has been in the forefront of the nation's service movement. In the 1970s, he formed and chaired a panel to study the idea of national service, which in 1979 produced the landmark report *Youth and the Needs of the Nation*. In 1987, as Pennsylvania's Secretary of Labor and Industry, he established and led Governor Robert Casey's Office of Citizen Service, which promoted school-based service-learning and youth corps, and managed the Pennsylvania Conservation Corps.

While in Governor Casey's cabinet, Wofford worked with then-Arkansas Governor Bill Clinton and a bi-partisan working group of the National Governors Association, along with a group of Senators, to develop what would become the National and Community Service Act of 1990, signed into law by President Bush. In 1991, as a newly-elected Senator, Wofford worked with then-Minority Leader Bob Dole to secure passage of the National Civilian Community Corps, now an integral part of AmeriCorps. In 1993, then-Senator Wofford worked with President Clinton's task force, headed by Eli Segal, on both drafting and passing the National and Community Service Trust Act, which created AmeriCorps and the Corporation for National Service.

Wofford played a key role in the civil rights movement with Dr. Martin Luther King. Under President Eisenhower, he was counsel to the Rev. Theodore Hesburgh of Notre Dame on the first U.S. Commission on Civil Rights. In the Kennedy years, he was a Special Assistant to the President and chaired the subcommittee on civil rights.

While on the White House staff, Wofford helped Sargent Shriver plan and organize the Peace Corps; in 1962, he became the Peace Corps' Special Representative to Africa and director of its large Ethiopia program. In the Johnson Administration, he took on the post of Peace Corps Associate Director.

Wofford has been both a law professor and president of two colleges, the State University of New York at Old Westbury and of Bryn Mawr College. An alumnus of the University of Chicago (B.A., 1948) and both Howard University and Yale Law Schools (J.D., 1954), he has also practiced law and authored several books, including *Of Kennedy and Kings*. He and his late wife Clare, with whom he co-wrote the book *India Afire*, have three children and four grandchildren.

GRANTMAKER FORUM ON COMMUNITY AND NATIONAL SERVICE STAFF BIOGRAPHIES

Ms. Jill Blair
Project Director

Ms. Nicole Lamboley
Project Manager

Mr. Bjorn Stromsness
Project Assistant

Ms. AnnMaura Connolly
Consultant

Jill Blair

Jill Blair, Project Director of the Grantmaker Forum on Community and National Service, has worked on children and youth program and policy issues from both inside and outside of the public sector for more than fifteen years. In 1990, Jill served as Special Assistant to New York City Public Schools Chancellor, Joseph A. Fernandez, and was responsible for developing the nation's largest school-based condom availability program for HIV/AIDS prevention.

For the past seven years, Jill has provided consulting assistance to non-profit and philanthropic organizations, first independently, then as a Senior Associate at Harder + Company Community Research, a San Francisco-based consulting firm. In August of 1998, in partnership with two colleagues, Jill launched BTW Consultants-*informing change*, a consulting firm that specializes in planning, organizational development and program evaluation for nonprofits and philanthropy. In addition to her work on behalf of the Grantmaker Forum, Jill provides consulting assistance, including needs-assessments, formative research, evaluation design, and program development, to a range of nonprofit and philanthropic organizations both locally and nationally.

Nicole Lamboley

Nicole J. Lamboley serves as Project Manager of the Grantmaker Forum on Community and National Service. Prior to joining the Grantmaker Forum, Nicole served as Deputy Chief of Staff to Nevada's Governor, Bob Miller. She was responsible for managing intergovernmental relations and legislative issues before the Nevada's state legislature, Congress and the federal government.

During Governor Miller's chairmanships of the National Governors' Association and the Western Governors' Association, Nicole provided staff leadership and worked on a range of policy issues including Medicaid reform, welfare reform, children's health, education reform, early childhood education, mining law reform, highway funding

reauthorization, and Indian Gaming. She also served on the planning committee for the 1996 National Education Summit and participated in the Presidents' Summit for America's Future.

Prior to her tenure with the Governor, Nicole worked in Washington, D.C. for a political media facility dedicated to strategic communications. As Production Manager for the Harriman Communications Center at the Democratic Congressional Campaign Committee, she co-produced Satellite Education Programs designed to inform audiences of policy initiatives. She was also part of the communications team during the 1992 Democratic National Convention.

Nicole received a Bachelor's degree from the University of Notre Dame and a Master's degree in social and public policy from Georgetown University.

Bjorn Stromsness

Bjorn Stromsness joined the Grantmaker Forum in February of 1998 as the project's first full-time project assistant. Bjorn graduated from Sonoma State University in 1997 with a Bachelor's Degree in History and International Studies; Europe and the C.I.S. While at Sonoma State, Bjorn was active in student government as Vice President of Internal Affairs for the Associated Students of Sonoma State University.

Bjorn also spent a year abroad, studying French language and culture in Paris, France. In his work with the Grantmaker Forum, Bjorn maintains the Forum's database, coordinates mailings, and assists with planning, session design and meeting logistics, among other duties. In his spare time, Bjorn volunteers for two fledgling international humanitarian organizations seeking to work in the Balkans, with a special emphasis on Bosnia.

AnnMaura Connolly

AnnMaura Connolly is an independent consultant serving foundations and nonprofit organizations across the country. A major part of her portfolio includes policy and communications work with the Grantmaker Forum on Community and National Service.

From 1995 through 1998, AnnMaura served as Deputy Director, Independent Sector Liaison for the Corporation for National Service. Her responsibilities included building partnerships with foundations and nonprofit organizations, serving as a planning team member for the Presidents' Summit for America's Future and as the liaison to America's Promise for initiatives related to the fifth fundamental resource.

Prior to joining the staff of the Corporation, AnnMaura served as a consultant to a number of nonprofit organizations in the areas of resource development, strategic planning and training design. She also served as a senior manager for five years at Youth Service America, a national nonprofit organization dedicated to promoting and

supporting the national and community service field. At YSA, her achievements included designing and securing funding for the Social Entrepreneurs Program, National Youth Service Day and the National Service Seminar.

From 1986-1987, AnnMaura served in the Jesuit Volunteer Corps in Southern California, where she managed a counseling program for refugees from Southeast Asia, the Middle East and Eastern Europe. She is a graduate from the College of the Holy Cross, and holds a Bachelor of Arts degree in political science. She is active with a number of nonprofit organizations, including Habitat for Humanity and serves on the board of directors of City Cares of America. She has also served on the boards of directors of Greater D.C. Cares and Break Away.

NOTE:

Biographies for the following individuals were not received in time to include in this packet:

- Shirley Sagawa
Office of the First Lady
- Rick Stamberger
National Strategies
- Dorothy Stimpson
Henry M. Jackson Foundation



The Welfare to Work
PARTNERSHIP

Fax

To: Shirley Sagawa **From:** Eli J. Segal/amrb

Fax: 456.6244 **Pages:** Three including cover sheet

Phone: 456.2583 **Date:** 1 Feb 99

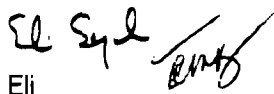
Re: Attached memo from Don Baer **CC:**

☐ **Urgent** ☐ **For Review** ☐ **Please Comment** ☐ **Please Reply** ☐ **Please Recycle**

Shirley,

Here's a very smart memo from Don Baer.

Talk to you soon.


Eli

January 13, 1999

Eli,

Thanks for the call and for faxing the White House memo. I think what they are doing is good, as far as it goes. But I doubt that repeated service opportunities on their own, as important as they are, will draw the kind of attention the President and the First Lady are after. Again, before going to the DefCom 5 of paid media (which may yet be a good idea), I would like to recommend just a few additional ideas or modifications to this plan that could help, especially in a buildup to the 5th anniversary. These are just a beginning; I really do believe that a group of supporters who appreciate the underlying purposes and potential of the institution and its meaning for this President should gather to work on this. Here are some thoughts:

1. Along with service, the President should make plans to meet and talk about twice a month with young Americans. This should be a very self-conscious effort. The idea is to go to universities, community colleges, high schools, middle schools, Americorps projects, etc. and talk about why young people should not give in to the cynicism of the age. Instead, he should pose for them the great challenges they will face and how he wants them to involve themselves on many levels.

I view this as a way for him to promote Americorps with them. But, obviously, there are other motives. Skeptics will say it is much too ironic for Bill Clinton to be talking with our youth about responsibility and obligation now; I believe that is precisely why he should do it. It is one of his ways to show the country he and it can move past the scandal. In spite of everything, I still believe his voice is an inspiration, especially to the young. I saw him at last year's City Year conference, and I remember him in better moments, such as a private talk to hundreds of young Americans at Rhodes House in Oxford in 1994. He should not give up on trying to use the better parts of his life story and commitment, and his wife's, to spur a new generation on to a sense of public service in its many forms. He can take along Americorps volunteers to every talk, to hold them up as examples of what he has in mind.

I know this may seem like a diversion from the main point here. I know there are pitfalls ("Boxers or briefs?") But I think the main point, after all, is to get young people committed and past a sense of futility. These would help them, and, I believe, help him with history at the same time.

2. A book. Horrors, I know, given our own experiences. But I am not recommending another Clinton book here. Instead, I have in mind a coffee table, elegant picture, essay, quotation book. Something with a title like "America Serves," which could be a five-year retrospective of Americorps, with wonderful photos. Another angle would be for this to be a companion to a documentary recording some of the more moving moments of this story. (The book might be one of those "day-in-the-life-of" treatments, showing Americorps service across the country on one given day.)

The point is not just to produce a book. This could be the hook for the kind of promotional

campaign that would have huge free-media benefits, especially if a documentary could be arranged (maybe with Discovery, for all I know). I mentioned this idea to John Gomperts. He said that, indeed, Harris is planning a little book, a kind of extended essay on the history of service and its importance. I think that won't accomplish much. I'd rather see you write a moving opening essay, to go with the photo-driven treatment I'm talking about. The President could have an opening act, as could Harris, and, of course, the photos would go along with short testimonials from kids who have served or the people they have helped, etc.

3. More speeches. I mentioned the "barnstorming for Americorps" notion. That's another part of the White House plan that needs to be built. Instead of just having Cabinet secretaries add a paragraph to their commencement addresses, they each need to devote one of their addresses to Americorps, with volunteers joining them at the speeches. And others, such as you and numerous supporters, need to be asked to give speeches on the subject. And, of course, the fact that all this concerted effort is going on needs to be trumpeted publicly, otherwise all the effort will have little impact. My theory: If a tree falls in the forest, and no one hears it, it didn't fall. Callow, I know, but realistic.

4. White House Summit. The 5th anniversary should coincide with a special White House meeting on where we are and where we must go. Build it up. And build up the opportunity for a major Presidential address that will be a big call to service for a generation. We need a "University of Michigan" moment to reinvigorate people. I'm sure you know what I mean.

Those are just some first thoughts. As we discussed, I would love to help as much as possible.

Yours,



Don



"Gomperts, John" <JGOMPERT@cns.gov>
02/08/99 01:17:00 PM

Record Type: Record

To: Anne E. McGuire/WHO/EOP, Shirley S. Sagawa/WHO/EOP, Tanya E. Martin/OPD/EOP, June Shih/WHO/EOP

cc:

Subject: FW: New York Times Article

FYI. JG

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The New York Times

February 7, 1999, Sunday, Late Edition - Final

SECTION: Section 4; Page 1; Column 1; Week in Review Desk

LENGTH: 1243 words

HEADLINE: The Nation: The Short-Handed Military;
A Wisp of a Draft

BYLINE: By STEVEN LEE MYERS

DATELINE: WASHINGTON

BODY:

THE Navy cannot put full crews aboard its warships. The Air Force has a shortage of pilots. Recruiting soldiers has become so difficult that between now and May, the Army will give \$3,000 up front to any reasonably able young man or woman who enlists.

Isn't it time, then, to think about bringing back the draft?

Now, relax, all you draft-eligible young men (and maybe, someday, even young women) out there. It's early yet to start reviving old excuses for the draft board or packing your bags for Canada.

But a quarter century after the last conscripts mustered at boot camp, the idea of reviving the draft has gained new currency among a small group of

academics, lawmakers and even military commanders.

They argue that a restoration of the draft -- perhaps as part of some wider program of compulsory national service -- would not only solve the personnel crises facing today's volunteer forces but also provide an antidote to the military's growing detachment from society.

The Army Times called for the draft last month, saying it would make up for recruiting shortfalls and insure that political leaders "would enter office understanding the military, its strengths and weaknesses, and its culture."

In a recent book about the Marines, "Making the Corps" (Scribner, 1997), Thomas E. Ricks, a Wall Street Journal reporter, argued for conscription to rectify what he regards as an ominous alienation of the military's warrior culture. He and others say it would restore to American society a sense of collective duty and sacrifice lost after the draft ended in 1973. This is the sort of sentiment behind the popularity of "Saving Private Ryan" and Tom Brokaw's new book, "The Greatest Generation."

"I think it's certainly worth considering," Capt. Thomas G. Otterbein, commander of the Navy's newest aircraft carrier, the Harry S. Truman, said when

PAGE 2

The New York Times, February 7, 1999

asked about the draft. "We, as a people, don't seem to have the same national ethos we used to have, where public service, whether it be military or some other aspect of it, was sort of expected."

It would take an act of Congress to restore the expired Military Selective Service Act, and that is not about to happen, given the political, social and economic forces arrayed against the idea of interrupting the fledgling careers of today's youth at a time of peace and prosperity.

Imagine, too, the debate that would have to take place about the question of women. When there was last a draft, America was a different place. The notion of conscripting women was almost unthinkable (though not entirely, since for a time during World War II, the Army worried that it might have to draft female nurses).

Today, women make up 14 percent of the military, serving in virtually all except the most combat-intensive units. In the attacks on Iraq in December, women flew jets into combat from the deck of the carrier Enterprise. Excluding women from the draft today would raise vexing questions about equality and women's role in society. "It's one thing to ask people to send their sons to battle," one Pentagon official said, speaking on condition of anonymity. "Is

anybody going to support sending their daughters?"

FOR this and other reasons, the overwhelming majority of the nation's uniformed leaders oppose the idea of reviving the draft on its face. Most of them are old enough to remember the malcontents that the draft foisted on the Army and, to a lesser extent, the Marine Corps. (The Air Force and Navy always had enough volunteers, many motivated by the desire to avoid being drafted into the Army or Marines.)

The uniformed leaders say today's military is better educated, better trained and better motivated than any conscripted force ever was or could be again.

Rudy De Leon, Under Secretary of Defense for Personnel and Readiness, said that nothing short of a national emergency would rally the public support necessary to reinstitute the draft. "The notion that the country would have a draft absent a critical problem is out of sync with our history," he said.

Through most of its history, the United States has depended on volunteers to fight its wars and keep its peace. The nation first drafted soldiers in 1861 at the beginning of the Civil War, when it faced the ultimate emergency: survival. It did not do so again until May 1917; 15 months later, the drafted ended before World War I did.

President Franklin D. Roosevelt revived the draft in 1940 -- technically the first peacetime draft, though war was imminent. A year later, only weeks before Pearl Harbor, it survived a Congressional challenge by only a single vote. After a postwar respite, the longest period of compulsory service began in 1948. It lasted 25 years, through tense times of the cold war: Korea, the Berlin airlift, the Cuban missile crisis.

President Nixon, a Republican who campaigned against the draft, let the Selective Service Act expire in 1973 during the waning months of the Vietnam War. It was Vietnam, of course, that killed the draft, but not just because the war was unpopular. The draft was widely viewed as unfair. Those with the means

PAGE 3

The New York Times, February 7, 1999

or the connections -- Bill Clinton, Dan Quayle -- avoided conscription. Those who didn't -- blue-collar workers, blacks -- went to the jungles.

Yet while a revival of the draft appears remote today, the question is not as academic as it might seem. By law today, as during the draft, every American male citizen or permanent resident between 18 and 25 is required to register with the Selective Service System. High compliance is insured in part by the fact that proof of draft registration is a prerequisite for Government jobs, job training or student financial aid.

Ninety-one percent of men of draft age -- more than 10 million -- are now a draft card away from military service should the need arise. (Failing to register is a Federal felony punishable by up to five years in prison and \$250,000 fine, though the crime hasn't been prosecuted in years.)

In recent months, some members of Congress have mused publicly about reinstating the draft, including Senator John McCain, a prisoner of war in Vietnam and Representative Floyd D. Spence of South Carolina, the Republican chairman of the House's Armed Services Committee.

And the military's mounting personnel woes -- even at a time of force reductions -- have given the idea new seriousness. The Navy fell short of its recruiting goals last year by nearly 7,000 sailors, and the shortfall is now manifesting itself as shortages of sailors in the fleet. In the first quarter of this fiscal year, the Army fell short by 2,345 recruits, nearly 20 percent below its goal for the period, despite new ads, bonuses and an increase in college aid.

For now, the Pentagon hopes to solve the problem with raises and better retirement benefits. The services are also taking steps, some of them controversial. The Navy plans to recruit more youths who have not finished high school. The Army hopes to target the nation's growing Hispanic population, where many young men and women seem more eager to serve than non-Hispanic whites or blacks.

Adm. Jay L. Johnson, who as Chief of Naval Operations is the Navy's top officer, said that even with recruiting problems, it was "pretty tough to beat" the force he has. "Now, somebody might say, 'Yeah, O.K., Johnson, what if you can't get that force?' " he said. "If you can't get that force, then I guess we have to have another discussion."

GRAPHIC: Photo: Not so busy: an Army recruiting office near San Francisco. (Thor Swift for The New York Times)

LANGUAGE: ENGLISH

~~Confidential~~DETERMINED TO BE AN
ADMINISTRATIVE MARKING**National Service**INITIALS: puh DATE: 07/22/13
2013-0124-5**32/7% have a favorable/unfavorable opinion of Americorps.****32% favorable (12% very + 20% somewhat)****7% unfavorable (5% very + 2% somewhat)**

D	R	I	D+I
30/5	30/11	36/4	33/5

73/5% have a favorable/unfavorable opinion of the Peace Corps.**73% favorable (38% very + 35% somewhat)****5% unfavorable (2% very + 3% somewhat)**

D	R	I	D+I
80/4	72/11	65/2	72/3

26/5% have a favorable/unfavorable opinion of Teach for America.**26% favorable (12% very + 14% somewhat)****5% unfavorable (3% very + 2% somewhat)**

D	R	I	D+I
34/4	32/0	17/11	25/8

52-
The #'s
I mentioned
Tou

Clinton Presidential Records Digital Records Marker

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ALUMACTION

Quarterly
Volume 4
Issue 1
1998

AMERICORPS ALUMS, INC.—The alumni association for AmeriCorps, including AmeriCorps*VISTA and AmeriCorps*NCCC
"Building a network of alumni and friends who are ensuring AmeriCorps is a year (or two) in a lifetime of service."

BITTERSWEET ENDING

by Rosa Moreno

July 1998 was a poignant month. My AmeriCorps*NCCC team and I were beginning our process of closure. Arranging for life after AmeriCorps, preparing our good-byes, and savoring our final project was proving to be an emotional experience. With little warning, AmeriCorps*NCCC teams were called to assist in the disaster relief efforts in south-

east Ohio. So, just as we had been trained to do, my team and I packed our experiences and energy and headed off to Ohio.

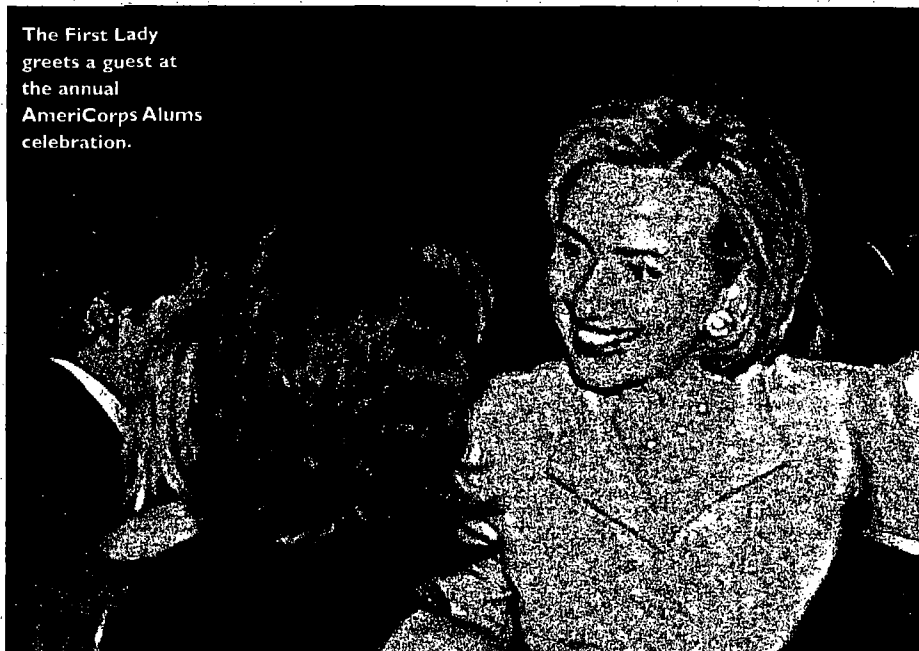
Upon arriving in Noble County, the Ohio Department of Aging Service (our partner agency for this project) directed us to the communities in which we would be lending our services. Our mission was to assist and support the flood victims. Of course, this was easier said than done. As

nerable time. I felt weird knowing that I would be rummaging through their personal belongings and sharing a sense of hope when I was scared to death for them.

As we filed out of our vans and into the hearts of this town, we were greeted with smiles and open arms. Quickly the sheriff and pastor took us around and introduced us to the community. In a short moment, we were becoming a part of the community. My feelings of intrusiveness began to wear off and my sense of "getting things done" began to set in. With energetic hands, the homeowners led us in the incredible task of rebuilding lives by cleaning, gutting, and salvaging homes. Long days were filled with endless hours of scrubbing and tearing down walls. Through hard work and over meals we shared our lives and stories with our new friends. After helping as much as we could have, we soon needed to return to D.C.

My team ended its service year touched by a small community in Ohio. I carry with me the images of washed out family photos sitting out to dry as a symbol of strength, hope, and vision. To our friends in Ohio, I give my thanks and support.

*Rosa Moreno is a 1998 graduate of AmeriCorps*NCCC-D.C. She currently works in Boston for the Massachusetts Service Alliance.*



The First Lady greets a guest at the annual AmeriCorps Alums celebration.

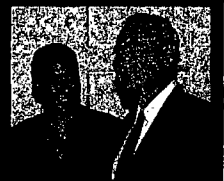
INSIDE ALUMACTION	
AmeriCorps Its Taxing Work <i>By Jennifer Phelps</i>	2
Post-AmeriCorps Leadership Opportunities	2
Legislative Update	4
Staying Connected <i>Find out what your friends are up to</i>	6-7

*Arranging for life after
AmeriCorps, preparing
our good-byes, and savoring
our final project was
proving to be an
emotional experience.*

we drove along into the town of Elba, the signs of high water were around us—debris in tree tops, water lines on homes, the smell of mildew. In Elba, the waters had damaged the homes, belongings, and lives of a majority of the families. I began to feel uncomfortable. Here I was, an outsider coming into a community at a vul-

Second Annual AmeriCorps Alums Celebration is a Success

On Thursday, September 12, AmeriCorps Alums held its second annual AmeriCorps Alums Celebration in Washington, D.C. Roughly 200 attendees and donors attended the event with honored guest First Lady Hillary Rodham Clinton, who spoke on behalf of the important work that AmeriCorps and AmeriCorps Alums carry out each day. Special thanks to the Celebration planning committee and all donors and attendees.



Harris Wofford enjoying the Alums celebration with Ken Zell.

Shurley

CORPORATION
FOR NATIONAL
★ SERVICE

1/29/99

on 1/29/99
Shurley
Chiles
Munich

Dear Mr. President,

Your Lawton Chiles remarks
were very moving, so well chosen,
so well delivered. The whole ceremony,
including Pete Domenici & the daughters
plea showed how American politics
ought to be.

Copied

HRC

Verweir

Podesta

Burkhardt

(for reply)

The attached Arkansas
clipping shows what the American
media ought to be doing more.
And you'll see how much your visit
meant to the AmeriCorps members.

I had a wonderful day visiting
AmeriCorps programs & the Governor & the
editorial board etc in Little Rock
the day after your visit.

As ever, Hami

The Clinton words excerpts are widely used and
appreciated!

Americorps workers 'Getting Things Done' in Beebe storm cleanup



BY SANDY DAVIS
ARKANSAS DEMOCRAT-GAZETTE

BEEBE — Mitch Wilma of St. Louis stood on a pile of debris Tuesday that once housed Mayor Don Ward and his family on Cherry Street.

"All right, let's clean up this debris so the Bobcat operators can get in here without puncturing their tires," Wilma told a group of Americorps workers.

As the young people started to work, they noticed on top of a pile of rubble a videotape called "Twisters."

"Oh, the irony," Wilma said. "That's awful," said Alix Borrok, also of St. Louis.

The Americorps motto is "Getting Things Done." A dozen or so members of the national organization have been helping with the relief since they arrived late Friday.

At the site of the mayor's former home, they picked up armloads of debris and carried them to the roadside. Some used chain saws to cut away fallen trees.

"This organization was created by President Clinton," said Borrok, who moved to St. Louis so she could work with the Disaster Relief section of Americorps. "It's sort of the American version of the Peace Corps. We go anywhere there is a disaster and help."

When Clinton came to Beebe, on Sunday, he met with the group and said he appreciated the "hard work," Borrok said. "It felt good to be appreciated, and it's nice to know that we were noticed."

Many members of the group worked in Mississippi after Hurricane Georges and in Florida during the fires in the Everglades early last summer.

Wilma said young people com-

college graduates and eight others who took a year off from college to work with Americorps.

"We have the option to extend that commitment to a second year," said Wilma, who earned a degree in outdoor recreation, leadership and management from Northern Michigan University.

"It really helps to have the help with my college loans," he said. "But I really wouldn't be doing this if it didn't give me something more. I think we all get so much satisfaction from helping people. And the training we're getting, well, it's invaluable."

But Wilma did admit that it was hard to live on \$750 a month.

"It's hard to have another job back in St. Louis when we could leave at a moment's notice," he said. "But I do have another job where I do contract work for an outdoor recreation company. But the employers we work for have to be understanding."

Aaron McGee, who has a history degree from Northland College in Ashland, Wis., said it is possible to live on the stipend.

"I think it just depends on your needs," he said. "I don't need much,

and I don't have another job. It would be impossible for me to have another job. I was in Mississippi for a month, and we don't know how long we'll be here."

McGee, dressed in a bright orange helmet and bright orange chaps, said he was pleased with Americorps.

"I am getting help with my college loans," he said. "But I'm doing this because I like the whole idea of going around the country and helping people. It's really incredible to see the spirit of the community that develops after a disaster. It might be sad that all of this happened, but, really, you do see so much good that comes out of it."

The group came to Beebe with a truck, eight chain saws, several generators and one steel rescue saw.

They also brought food and water supplies. Each day they are told where to work by National Guard and Air Force officials coordinating the relief effort.

"We try to be self-sufficient," Borrok said, but relief organizations have been bringing them hot lunches nearly each day. "That's been nice," she said.

"We've been staying in the National Guard Armory, but we moved last night to the gym at the old Beebe Junior High School. It's OK, but that floor sure is cold to sleep on," Borrok said.

Americorps volunteer Dan Roth said, "Beebe is clearly in need, but the citizens have helped each other. They've just bonded together and they've treated us real well."

RECENT REMARKS BY PRESIDENT CLINTON ABOUT AMERICORPS

President's Remarks about AmeriCorps during the State of the Union Address January 19, 1999

Now, to get the most out of your community, you have to give something back. That's why we created AmeriCorps - our national service program that gives today's generation a chance to serve their communities and earn money for college.

So far, in just four years, 100,000 young Americans have built low-income homes with Habitat for Humanity, helped tutor children with churches, worked with FEMA to ease the burden of natural disasters and performed countless other acts of service that have made America better. I ask Congress to give more young Americans the chance to follow their lead and serve in AmeriCorps.

* * *

Remarks by the President to AmeriCorps members and Regency House residents on Martin Luther King Day of Service January 18, 1999

Near the end of Dr. King's life he envisioned a partnership in America across racial lines. He could never have imagined that America would become so diverse as it is today. But AmeriCorps, it seems to me, is the living, breathing embodiment of the way Martin Luther King thought all of America ought to work. And that's what I wanted to do when we established it.

You might be interested to know that in only four years, since we've set AmeriCorps up and got it going, more than 100,000 volunteers have joined AmeriCorps. It took the Peace Corps 20 years to reach that milestone. And they have done unbelievable things to make America a better place: helping to deal with natural emergencies, helping to build houses, helping to tutor children, helping to immunize children, working in a thousand communities across this country.

And if you just look at these young people standing behind me, you know they come from all different parts of America, they come from all different backgrounds, they had different kind of reasons for joining AmeriCorps. They came here after different points of experience in their lives. And I'm very, very proud of them and I thank them.

You should know that today more than 100,000 volunteers are out there keeping Dr. King's dream alive. AmeriCorps members, seniors, students, soldiers are rehabilitating buildings, painting schools, cleaning neighborhoods, reading to children. They are doing what Dr. King would want us to do.

* * *

**President's Radio Address
about the Martin Luther King Day of Service
January 16, 1999**

Good morning. On Monday, America will celebrate the birth of one of our greatest heroes, Dr. Martin Luther King. This morning I'd like to talk to you about how we can honor his legacy on that day and all throughout the year by rising to the call of citizen service.

This morning I'm joined by Harris Wofford, the CEO of our Corporation for National Service, a former United States senator and, long before that, a close friend and advisor to Dr. King. Five years ago, then Senator Wofford and Congressman John Lewis of Georgia cosponsored a bill to encourage Americans to devote Martin Luther King Day to serving in their communities. And I was proud to sign it into law. We believe that this national holiday should be a day on, not a day off, for as Dr. King once said, "Life's most persistent and urgent question is what are you going to do for others."

On Monday, more than 100,000 Americans, including students, soldiers, ministers, seniors, and members of the AmeriCorps national service program will fan out all across their communities to paint schools, clean neighborhoods, read to children. There's still time for you to sign up. You can do so at www.AmeriCorps.org.

Now, in 1993, we created AmeriCorps to give young people a chance to serve in their communities and, in the process, to earn some money for college. We gave them a chance to serve not just for a day, but all year round. And since then, 100,000 young people have taken the AmeriCorps pledge. They've done remarkable things. Since Dr. King's last birthday, they've rehabilitated thousands of homes, immunized tens of thousands of children, tutored hundreds of thousands of students, performed millions of hours of service.

Just as important, our diverse AmeriCorps members are learning lessons that will last a lifetime. In the words of one member, "It's unity, people working together. You don't

see color. You see people who have come together with just one purpose." For all these reasons I will ask Congress to increase its support for AmeriCorps this year.

There are many other ways citizens can honor Dr. King. For one thing, you can give the gift of life by donating blood. America's blood supplies are now critically low because severe winter weather has hindered blood drives in several regions. I urge every American to find out where you can donate blood by calling 1-800-Give Life.

We can also honor Dr. King by working in our own neighborhoods to promote racial reconciliation. Today I am proud to release a report growing out of our Presidential Initiative on Race. It's called, Pathways To One America in the 21st Century, and it's a guide to some of our communities' best ways of building that illusive one America -- one neighborhood, one school system, one workplace at a time.

For example, thanks to a creative initiative in Greater Philadelphia, students from different parts of town have formed teams to design and then conduct projects such as food drives or after-school programs for younger kids. In the beginning, suburban students and city students tended to stick to themselves. By gradually the students discovered the things they had in common, and by the end, the barriers had broken down. It has been a stunning success.

To learn more about this promising practice, and more than 100 others, please visit the White House website. We want every community in America to get involved in projects such as these.

Until all children of all backgrounds have the chance to live up to their God-given potential, free from want, in a world at peace, Dr. King's work, and our work, will not be complete. To honor what would have been Dr. King's 70th birthday, I urge all Americans to rise to the highest calling in our land -- the calling of active citizenship. For if we work together as true neighbors, we can realize Dr. King's most enduring dream.

Thanks for listening.



The Welfare to Work PARTNERSHIP

Fax

To: Shirley Sagawa	From: /amrb
Fax: 202.456.6244	Pages: Four inc cover
Phone: 202.456.6266	Date: 28 Jan 99
Re: Attached memo and NYT article	CC:
☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle	

Shirley,

This is the memo that Eli sent out to the participants in the 11 January meeting. I sent copies yesterday by fax and US Mail.

Also, I'm sure you saw the attached article from today's *Times*, but I'll pass it along just in case.

Thanks,

MEMORANDUM

TO: All January 11 Participants

FROM: Eli Segal *El. Segal*

DATE: January 27, 1999

IN RE: Increasing Popular Support for AmeriCorps

First of all, it was a delight for me to reconnect with so many of you who have made such an extraordinary commitment to national service over the years. And for those of you I met for the first time, I look forward to sharing experiences and expectations in our joint efforts.

Here are my thoughts on the January 11 meeting with the First Lady.

The First Lady gave us a challenge: to ensure the future sustainability of AmeriCorps by dramatically increasing public awareness through a well coordinated free and paid media campaign beginning as soon as possible.

The Corporation already has in place an aggressive plan for a series of events from now through the Fifth Year Anniversary in September. The White House will support that plan whenever possible. Individuals and organizations supporting AmeriCorps will be given every opportunity to participate as well.

The balance of this memo reflects some ideas about how those individuals and organizations might proceed to achieve the objective outlined above:

- we should be very sensitive to the reality that the Corporation and the White House have responsibilities with respect to AmeriCorps beyond those referred to above;
- we should create a planning committee (which may turn into a group of committees) to help us with the following:
 - (1) fundraising (sources of funds; sources of pro bono talent);
 - (2) strategies and messages;
 - (3) measurements of success; and
 - (4) outreach to stakeholders.
- to get us started, I suggest each of you give me your views on the above and let me know if you want to be on the committee; let's try do this by February 1; I can be reached by email at esegal@welfaretowork.org, by fax at 202.955.1087 and by telephone at 202.955.3005x307. I've asked Nick Bollman of the Irvine Foundation to help me with this effort and he's agreed to do it.
- I'll attempt to organize a conference call during the week of February 1; if you want to participate, please let me know when you would not be available; my assistant, Anne Barton, will do her best in finding a time to maximize participation.

Participants at the January 11 meeting were interested foundations or have been otherwise involved in fundraising efforts in connection with AmeriCorps and its programs. I welcome names, names and more names of people we should be making part of our effort.

It seemed that all participants thought that AmeriCorps Alums may be the appropriate vehicle around which this effort is organized. I have found the Alums to be long on energy, talent and vision, yet light on cash. I look forward to your ideas and your help in raising a comparatively small amount of money, perhaps \$100,000, to stabilize their financial status and bring on board a coordinator to assist the planning committee and help execute the visibility plan. In addition, we may want to support the organization's efforts to build its membership, which would further the goal of building support for AmeriCorps. In the meantime, I will discuss with the organization some of the ideas that came up at the meeting, including the creation of an "AmeriCorps Association."

To summarize, we need:

- your participation on a planning committee;
- your participation on a conference call in early February;
- your views on any matter related to our shared mission; and
- your help for AmeriCorps Alums.

One last word. Someone at the meeting talked about the simultaneous ubiquity and low visibility of AmeriCorps. I just know we can do our part to help build the brand and to connect the public to the performance in a rich and lasting way. I hope you agree.

#####



Justin Lane for The New York Times

From the left, Ann Azari, Mayor of Fort Collins, Colo.; Representative Dan Miller of Florida, Representative Carolyn B. Maloney of New York, Robert Shapiro, Under Secretary for Economic Affairs, and Ken Blackwell of the Census Monitoring Board at the Conference of Mayors.

Lawmaker Says Americorps Workers Can Help With Census

By MICHAEL JANOFSKY

WASHINGTON, Jan. 27 — To help count Americans for the 2000 census, a House Republican leader said today that he would call on volunteers from Americorps, the national service program that, as a favorite of President Clinton, House Republicans have tried to eliminate.

The proposal was in a package of measures that Representative Dan Miller of Florida, the census subcommittee chairman, said would help insure an accurate count, now that the Supreme Court has ruled that the census must reflect a head count, not statistical sampling, for the apportionment of Congressional seats.

Republicans and Democrats disagree over whether the court ruling allows for sampling methods to be used for other purposes, like determining state legislative districts. The prospect of a second count has led to the possibility that the census will produce two different population numbers for some places.

Speaking at a forum sponsored by the United States Conference of Mayors, Mr. Miller said the Americorps

volunteers would be part of an additional 100,000 counters who should be hired to work in communities where accuracy had been most difficult to achieve. For the 1990 census, the Government used more than 500,000 counters at one time or another.

"When a Republican proposes to expand the Americorps program," Mr. Miller said, "you know something is different. But if we're going to have Americorps, I can think of no better civic service than helping count America."

Americorps was created in 1993 with \$365 million from Congress for its first year of operation, 1994, when 20,000 volunteers were placed in jobs. Since then, the program has endured attacks from many Republican House members who have favored ending the program. But with Democrats joining Republicans who support it, Americorps has generally emerged each year from the budget process in better shape than before. The current appropriation, \$435 million, represents a third straight year of increases, and there are now more than 40,000 volunteers.

Harris Wofford, a former Democratic Senator from Pennsylvania who is Americorps' chief executive, said in an interview that he was "delighted that Congressman Miller has joined the chorus of people who were skeptical about Americorps coming to see its value and need."

Mr. Wofford acknowledged a paradox in Republicans' seeking Americorps workers for the census after passing legislation in 1996 that barred their securing positions from Federal agencies. To have them collect census data, he said, would require new legislation.

"I don't really want to be the one who says it's ironic," Mr. Wofford said. "I'm out fishing for more support to make national service non-partisan."

To insure greater accuracy in 2000 — capturing people hardest to find, including low-income families in urban and rural communities, members of minorities and homeless people — Republicans have favored improving the counting techniques while Democrats have supported the use of statistical sampling. Both par-

ties believe that the people hardest to find tend to vote Democratic.

Mr. Miller said his plan would go a long way toward achieving a fuller and more accurate count. Besides enlisting Americorps volunteers, he proposed allowing local leaders to review data, expanding school programs that raise awareness of the census, sending a second questionnaire to households that did not respond the first time and increasing to 33, from 5, the number of languages in which census forms are printed.

Mr. Miller said he could not predict how much his measures would cost. But "if more is needed," over projections of \$4 billion to \$6 billion, he said, "I will support it all."

John Feebery, a spokesman for Speaker Dennis Hastert of Illinois said Mr. Hastert was "totally supportive" of Mr. Miller's proposals but had not reviewed the plan's components.

Books of The Times:
Monday through Friday,
The New York Times

WHITE HOUSE STAFFING MEMORANDUM

Date: 12/31 ACTION / CONCURRENCE / COMMENT DUE BY: 1/4
 Subject: AmeriCorps Plan

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☒	☐	NASH	☐	☐
PODESTA	☒	☐	REED	☒	☐
ECHAVESTE	☒	☐	RUFF	☐	☐
LEW	☐	☐	SMITH	☐	☐
BEGALA	☒	☐	SOSNIK	☒	☐
BERGER	☐	☐	SPERLING	☐	☐
BLUMENTHAL	☐	☐	STEIN	☐	☐
FRAMPTON	☐	☐	STERN	☐	☐
IBARRA	☐	☐	STREETT	☐	☐
KLAIN	☐	☐	TRAMONTANO	☐	☐
LANE	☐	☐	VERVEER	☒	☐
LEWIS	☒	☐	WALDMAN	☐	☐
LINDSEY	☐	☐	YELLEN	☐	☐
LOCKHART	☐	☒	_____	☐	☐
MARSHALL	☐	☐	_____	☐	☐
MOORE	☐	☐	_____	☐	☐
			_____	☐	☐

** Shirley -
 is this representative
 of your recommendations?*

REMARKS:

Any comment?

RESPONSE:

THE WHITE HOUSE

WASHINGTON

December 30, 1998

MEMORANDUM TO THE PRESIDENT

CC John D. Podesta

FROM Karen A. Tramontano

Outlined below is the strategic plan we developed at your request to provide greater visibility for AmeriCorps. The plan is based on three communications principles: 1. Regional coverage will better enable AmeriCorps to achieve its legislative goals; 2. AmeriCorps' stories about volunteers and communities are best told by alumni--AmeriCorps' untapped resource; and 3. A communications plan that builds up to AmeriCorps' 5th Anniversary in September 1999.

To implement these principles we recommend beginning with low-key service events (e.g. your DC Kitchen service event), expanding to monthly themes utilizing alumni and culminating in a 5th year anniversary celebration. In this way, the public will witness your days of service, learn about AmeriCorps through a public relations campaign around its monthly themes and celebrate AmeriCorps' 5th year anniversary. We hope this plan will reinforce three key messages: AmeriCorps is about service by young people to communities; AmeriCorps strengthens communities; and AmeriCorps expands educational opportunities for young people.

January: A Day of Service

Subject to your approval, we will recommend some low-key service activities for you to consider performing during the Martin Luther King holiday. We will ask members of your Cabinet to perform service during the holiday, too. These service events will be similar to your day at D.C. Kitchen in December. We want these events to provide a transition to your State of the Union.

For the State of the Union we are reviewing several stories of young AmeriCorps volunteers and the service they are performing for a possible mention in your address. If you chose to mention one of the stories, the First Lady may wish to include the featured AmeriCorps volunteer in her box. We hope the above-mentioned references will result in both national and regional coverage for AmeriCorps.

February: A Call to Service

AmeriCorps will launch its public service announcement campaign which has been produced by MTV. For February we will recommend that you swear-in the 1999 AmeriCorps volunteers. These members will mark the 100,000 volunteers who have served in AmeriCorps. At the event, we plan to screen the new AmeriCorps PSA and release an independent study of AmeriCorps' accomplishments.

March: Spring Break with AmeriCorps

During March many AmeriCorps members participate in a number of high-profile alternative spring break projects with Habitat for Humanity, Boys and Girls Clubs and other organizations. We will work with AmeriCorps to bring additional visibility to these events by asking Cabinet members and other surrogates to join AmeriCorps volunteers on these projects. AmeriCorps will also be launching its college recruitment campaign in March. For Cabinet members who are not engaged in service events, we will be asking them to participate in AmeriCorps college recruitment days at their alma maters.

April: National Youth Service Day

To highlight National Volunteers Week (April 18 -24) AmeriCorps will bring together alumni and current members on the same day in a wide-range of service projects on various college campuses. We will work with AmeriCorps on these college campus events by using Cabinet members and other surrogates to increase visibility and improve the regional coverage of these events.

May: City Year Conference

The annual City Year-AmeriCorps conference will be held in Washington, DC. There will be more than 1,000 AmeriCorps volunteers available. We are planning a service event with members of your administration and AmeriCorps volunteers to highlight a major community service project for DC. This may also present another opportunity for you to perform service in DC.

June: Commencement Season

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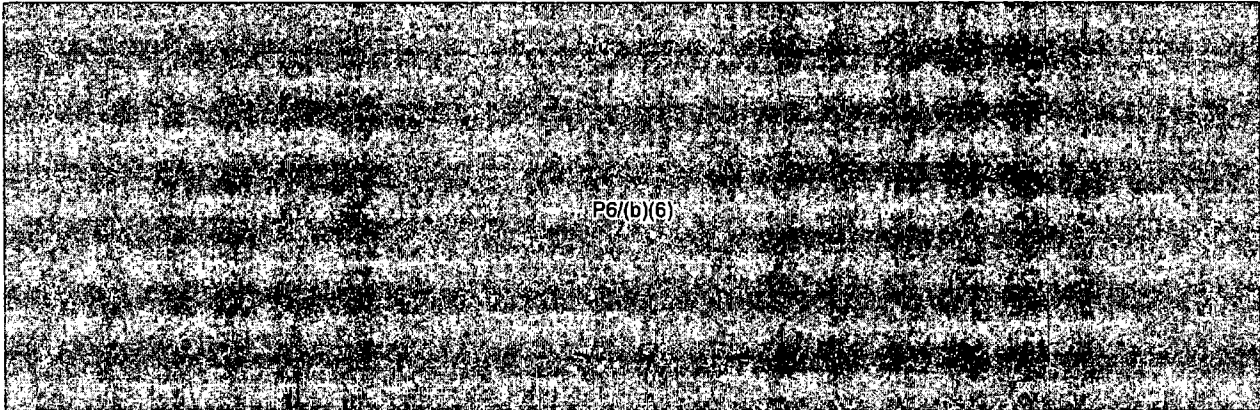
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is she in college now?

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Q- did he finish college?

AmeriCorps Visibility Efforts

Overall goal

Raise AmeriCorps visibility and ensure its growth and political sustainability

Objectives

Increase name recognition of AmeriCorps while maintaining current strong favorability ratio

Build a strong AmeriCorps alumni network that supports service

Attract a strong cadre of AmeriCorps members to fill new positions

Attract bipartisan political support for increased appropriations and reauthorization

Strategies

National independent ad campaign in targetted markets (citizens group lead)

Launch recruitment drive and campus tour (CNS lead)

Create AmeriCorps All Stars member awards program (CNS/White House lead)

Mobilize grassroots through series of planned events/community awareness (CNS lead)

Use annual service events to increase visibility (MLK Day, Volunteer Week/National Youth Service Day, AmeriCorps graduation, AmeriCorps swearing in, Make a Difference Day)
(CNS lead)

Hold national and regional 5th anniversary celebrations for AmeriCorps (CNS/White House)

Increase President/VP/First Lady/other Administration participation in AmeriCorps events
(White House)

Timetable

January	Martin Luther King Day service events; State of the Union mention
February	Presidential event swearing in 1999 members, releasing Aguirre study of AmeriCorps, kicking-off recruitment campaign and launching MTV PSAs
March	Continue recruitment campaign; feature alternative spring break events
April	National Youth Service Day; event for new AmeriCorps awards program
May	Administration speakers mention AmeriCorps in college commencements
June	Begin AmeriCorps national ad campaign
July	High-profile AmeriCorps graduation ceremonies
August	America Reads back to school event
September	Fifth Anniversary Celebration

THE WHITE HOUSE
WASHINGTON

December 30, 1998

MEMORANDUM TO THE PRESIDENT

CC John D. Podesta

FROM Karen A. Tramontano

Outlined below is the strategic plan we developed at your request to provide greater visibility for AmeriCorps. The plan is based on three communications principles: 1. Regional coverage will better enable AmeriCorps to achieve its legislative goals; 2. AmeriCorps' stories about volunteers and communities are best told by alumni--AmeriCorps' untapped resource; and 3. A communications plan that builds up to AmeriCorps' 5th Anniversary in September 1999.

To implement these principles we recommend beginning with low-key service events (e.g. your DC Kitchen service event), expanding to monthly themes utilizing alumni and culminating in a 5th year anniversary celebration. In this way, the public will witness your days of service, learn about AmeriCorps through a public relations campaign around its monthly themes and celebrate AmeriCorps' 5th year anniversary. We hope this plan will reinforce three key messages: AmeriCorps is about service by young people to communities; AmeriCorps strengthens communities; and AmeriCorps expands educational opportunities for young people.

January: A Day of Service

Subject to your approval, we will recommend some low-key service activities for you to consider performing during the Martin Luther King holiday. We will ask members of your Cabinet to perform service during the holiday, too. These service events will be similar to your day at D.C. Kitchen in December. We want these events to provide a transition to your State of the Union.

For the State of the Union we are reviewing several stories of young AmeriCorps volunteers and the service they are performing for a possible mention in your address. If you chose to mention one of the stories, the First Lady may wish to include the featured AmeriCorps volunteer in her box. We hope the above-mentioned references will result in both national and regional coverage for AmeriCorps.

February: A Call to Service

AmeriCorps will launch its public service announcement campaign which has been produced by MTV. For February we will recommend that you swear-in the 1999 AmeriCorps volunteers. These members will mark the 100,000 volunteers who have served in AmeriCorps. At the event, we plan to screen the new AmeriCorps PSA and release an independent study of AmeriCorps' accomplishments.

March: Spring Break with AmeriCorps

During March many AmeriCorps members participate in a number of high-profile alternative spring break projects with Habitat for Humanity, Boys and Girls Clubs and other organizations. We will work with AmeriCorps to bring additional visibility to these events by asking Cabinet members and other surrogates to join AmeriCorps volunteers on these projects. AmeriCorps will also be launching its college recruitment campaign in March. For Cabinet members who are not engaged in service events, we will be asking them to participate in AmeriCorps college recruitment days at their alma maters.

April: National Youth Service Day

To highlight National Volunteers Week (April 18 -24) AmeriCorps will bring together alumni and current members on the same day in a wide-range of service projects on various college campuses. We will work with AmeriCorps on these college campus events by using Cabinet members and other surrogates to increase visibility and improve the regional coverage of these events.

May: City Year Conference

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**Fax
Transmittal**

CORPORATION

FOR NATIONAL

 **SERVICE**

**Please deliver
immediately!**

To: Shirley Sagawa

Organization

Fax Number: 456-6244

From: Tara Murphy

Department: Public Affairs

Phone Number: 202-606-5000 x158

Fax Number:

Date/time: 1/6/99

Total Pages (including cover): 4

Message: More heroes...

**NATIONAL SERVICE: GETTING THINGS DONE**
AmeriCorps • Learn and Serve America • National Senior Service Corps1201 New York Avenue, N.W. • Washington, DC 20525
telephone: 202-606-5000 • website: www.nationalservice.org

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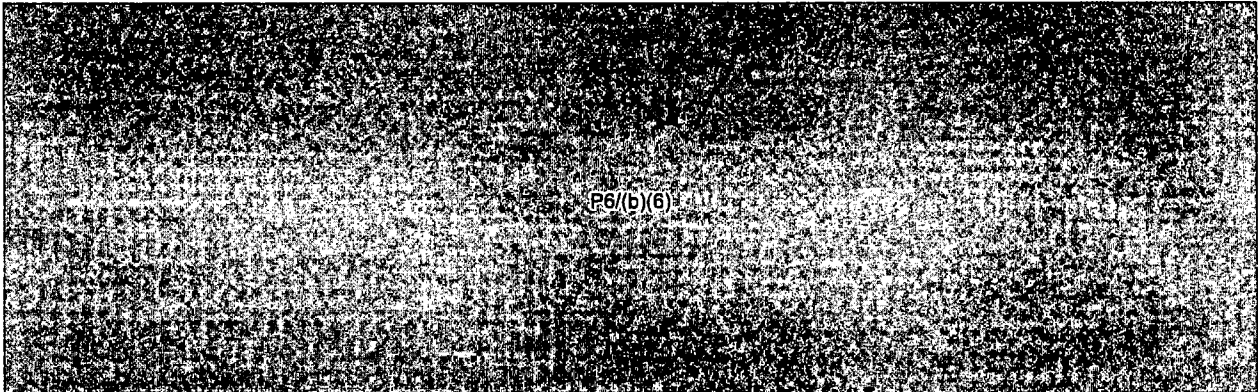
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Anne E. McGuire

01/06/99 06:29:32 PM

Record Type: Record

To: Thurgood Marshall Jr/WHO/EOP

cc: Shirley S. Sagawa/WHO/EOP

Subject: FW: AmeriCorps Profiles

I think we already had this info, and I have asked Clara what else they need beyond the bio. Please note John's comments.

----- Forwarded by Anne E. McGuire/WHO/EOP on 01/06/99 06:27 PM -----



"Gomperts, John" <JGOMPERT@cns.gov>

01/06/99 06:32:00 PM

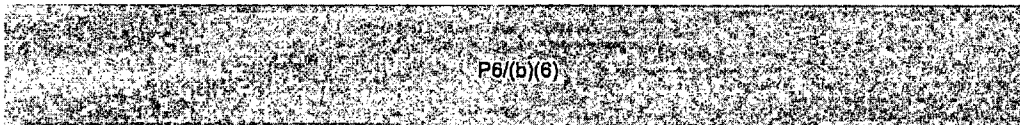
Record Type: Record

To: Anne E. McGuire/WHO/EOP

cc:

Subject: FW: AmeriCorps Profiles

Anne -- Here are the bios of the two people you identified. Goody asked that you share them with Karen T., Clara Shinn, Shirley, and Goody.



[0036]

P6(b)(6) Finally, both the people selected are current AmeriCorps members. But Shirley indicated an interest in former members. I've attached at the bottom, the full lists of heroes from which we are working.

We are happy to consult on this in any way you think is helpful. Thanks. JG

-----Original Message-----

From: Scott, Sandy

Sent: Wednesday, January 06, 1999 6:12 PM

To: Gomperts, John

Subject: AmeriCorps Profiles

Here are profiles of Debra Gonnies and Shelly Beal. They are followed by two stronger candidates, AmeriCorps Leader Bill Powell from the Blackfeet Indian Reservation and Robert Peters from the Sisters of Notre Dame Project in Apopka, FL. The two documents attached are (1) NBC Heroes, which contains profiles of outstanding members serving right now and (2) 100,000 Heroes, a longer list of outstanding AmeriCorps Alums.

Debra Gonnies, 24, Round Rock AmeriCorps, Navajo Nation

Like many young Navajos, Debra Gonnies left the reservation after graduating from high school to look for a job. But after a few years working as a temp in Phoenix, Debra wasn't satisfied. She started looking for a way to return to the reservation to pursue her real dream: helping Navajo children succeed in school. AmeriCorps provided that opportunity. Debra just started her AmeriCorps service at Round Rock Elementary School, where she's tutoring children and coaching after-school sports. "It's been a great opportunity to serve my community, something I always wanted to do." Service and kinship have always been part of the Navajo culture. AmeriCorps is strengthening that tradition and helping stop the brain drain of talented graduates leaving the reservation. Debra plans to stay on the reservation and become a teacher, using her AmeriCorps education award to get her degree from Navajo Community College.

Shelley Beal, 22, AmeriCorps and the Medically Under-Served, Salt Lake City, UT

The first member of her family to receive a college degree, Shelley's older brothers couldn't understand why she would want to "volunteer" when she could start making some real money. Shelley's response to that is "It's better to be selfless than selfish." Shelly just started her AmeriCorps service, where she and her colleagues provide direct health care services to thousands of at-risk people in the areas of immunization, homeless health, diabetes, HIV/AIDS and reproductive health. Born and raised in Erie, PA, Shelly learned the value of service from her father, who volunteered a lot of his time helping the local high school softball team. She learned that when you do what you love - even in your spare time, you can really make a difference in your community. Shelley carried that sense of involvement with her to Ohio State University, where she became chair of her dorm's community service program, organizing blood drives, planning an AIDS walk and sending care packages to troops in Bosnia. Upon graduation she wasn't sure what she wanted to do. When her roommate told her she was joining the Peace Corps, Shelley's response was "Why go to Africa when there are people in the US who need help?" That was before she heard of AmeriCorps. Once Shelley learned about AmeriCorps, she knew right away that was what she wanted to do. Says Shelley, "I love the people in AmeriCorps because everyone here is serving because that's what they want to do and chose to do - they care, they're committed and they want to make people's lives better."

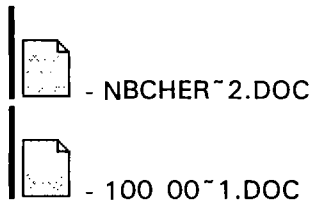
Robert Peters, 24, Notre-Dame AmeriCorps, Apopka, FL

Robert joined AmeriCorps to be a role model for young people that he never had. He grew up in New Orleans 7th ward, a tough neighborhood plagued by crime, drugs and gangs. The oldest of four children, Robert was raised by his mother after his father left when he was three. Robert resisted the temptations that surrounded him and kept focused on his studies. His determination to excel led him to apply to the University of Notre Dame, the

first in his family to attend college. He overcame the culture shock of being an African-American male in a predominantly white institution and graduated last spring with a major in history. He turned down job offers and postponed applying to law school because he was committed to do a year of service. He joined the Sister of Notre Dame AmeriCorps program in Apopka FL, where he is tutoring migrant farmworker children in math and teaching adults how to read. In his AmeriCorps application he stated, "Throughout my childhood and adolescent years, I never had a positive role model (besides my mother) within my community. I vowed that if I ever had the chance to be a positive role model to youth in a poor community that I would do it. AmeriCorps presents me with this opportunity."

Bill Powell, Blackfeet Health and Safety Corps, Blackfeet Nation, Montana
Blackfeet Nation member Bill Powell spent a year as an AmeriCorps member and became a crew leader the following year. Bill was instrumental in establishing the program's reputation for building quality handicapped-accessible ramps. During the 1997-98 program year, Bill served as the first Native AmeriCorps Leader, where he helped to develop leadership skills in other tribal AmeriCorps members and used his to benefit the Blackfeet community.

[[NBCHER~2.DOC : 5919 In NBCHER~2.DOC]]
[[100_00~1.DOC : 5920 In 100_00~1.DOC]]



- NBCHER~2.DOC

- 100_00~1.DOC

Anne E. McGuire

01/06/99 06:13:40 PM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP
cc:
Subject: SOTU First Lady's Box Followup

oops, I guess we both got it.

----- Forwarded by Anne E. McGuire/WHO/EOP on 01/06/99 06:13 PM -----

Thurgood Marshall Jr

12/18/98 01:00:18 PM

Record Type: Record

To: Maria Echaveste/WHO/EOP, Michael Waldman/WHO/EOP
cc: See the distribution list at the bottom of this message
Subject: SOTU First Lady's Box Followup

Here is the AmeriCorps list, as promised.

----- Forwarded by Thurgood Marshall Jr/WHO/EOP on 12/18/98 12:48 PM -----



"Gomperts, John" <JGOMPERT@cns.gov>
12/18/98 12:47:00 PM

Record Type: Record

To: Thurgood Marshall Jr/WHO/EOP
cc:
Subject: FW: AmeriCorps Heroes

Here you go -- in two formats, both as text and as an attachment.

See you later, I hope. JG

-----Original Message-----

From: Scott, Sandy
Sent: Friday, December 18, 1998 12:33 PM
To: Gomperts, John
Cc: West, Tara
Subject: AmeriCorps Heroes

[[NBCHER~2.DOC : 4392 In NBCHER~2.DOC]]

New Patriots: AmeriCorps at 100,000
Profiles of AmeriCorps Members Starting their Service in Fall '98

Robert Peters, 24, Notre-Dame AmeriCorps, Apopka, FL
Robert joined AmeriCorps to be a role model for young people that he never had. He grew up in New Orleans 7th ward, a tough neighborhood plagued by crime, drugs and gangs. The oldest of four children, Robert was raised by his mother after his father left when he was three. Robert resisted the temptations that surrounded him and kept focused on his studies. His determination to excel led him to apply to the University of Notre Dame, the first in his family to attend college. He overcame the culture shock of being an African-American male in a predominantly white institution and graduated last spring with a major in history. He turned down job offers and postponed applying to law school because he was committed to do a year of service. He joined the Sister of Notre Dame AmeriCorps program in Apopka FL, where he is tutoring migrant farmworker children in math and teaching adults how to read. In his AmeriCorps application he stated, "Throughout my childhood and adolescent years, I never had a positive role model (besides my mother) within my community. I vowed that if I ever had the chance to be a positive role model to youth in a poor community that I would do it. AmeriCorps presents me with this opportunity."

Rena Anthony, 22, National Association of Community Health Centers, Providence, RI

Twenty-two year-old Brown graduate Rena Anthony was on the fast track in a career in public health. She was already accepted into graduate school but deferred admission in order to join AmeriCorps, where she recently started serving in an Ob/Gyn clinic at a Providence community health center. Rena says, "I was accepted into grad school but realized that I would be studying people without knowing what their lives are like. I was lucky to come from a somewhat privileged background. I always went to private schools, and have never really had the chance to meet people different from me." In addition to broadening her knowledge, Rena had another reason for joining AmeriCorps: "I also really wanted to serve. This is the first year I've had a big choice in what I do with my life - I wanted to start this new part of my life by serving." Her biggest surprise so far? "I expected everyone to be like me. But I'm serving with people who have spent their whole lives in Providence - and have never been to college. It's refreshing - it feels so real. I am finding things in common with people who are so different from me."

Efrain Chavez, 23, Public Allies, San Jose, CA

As a teen growing up in San Jose, Efrain Chavez was lucky to have an adult mentor in his life. Now through AmeriCorps he's helping other young people improve their chances for success. Originally from Mexico, Efrain has lived

in San Jose since 1978. He participated in the Boy's Club and developed a close relationship with a mentor who encouraged him to be involved in his community. Efrain started volunteering in his teen years, working on anti-tobacco campaigns and other youth advocacy efforts. For the past three years, Efrain has worked in the city's recreation department and studying sociology at San Jose State University. By joining AmeriCorps, he took a significant pay cut, but he expects the experience to be well worth it. As a Public Allies AmeriCorps member, he is developing an after-school curriculum for 3rd-5th graders and increasing parental involvement in public schools.

Mary McNamara, 22, Operation Fresh Start, Madison, WI

Growing up in the McNamara family, Mary learned at a young age the joy and duty of serving others. Now she's putting her ideals into action full-time as an AmeriCorps member with Operation Fresh Start, where she's building low-income housing and helping at-risk youth become self-sufficient. Mary is the oldest of six children, three boys and three girls. Her father is an attorney and former mayor of Rockford, IL. When you're one of the mayor's kids, it's hard not to lean about politics and being civic-minded, but it was the responsibility to give back that Mary's father really taught all of his kids. The family always did volunteer projects together, either through their church or local projects like paint-a-thons where neighbors banded together to make home repairs for the elderly. Mr. McNamara told his children that once you receive your education, no matter what you decide to do, you should give back to others not as fortunate as you. That's exactly what Mary is doing. After graduating last spring from Lawrence University, Mary joined AmeriCorps. She started her year of service last month. Mary says she was fortunate - she had few traumas and obstacles during her upbringing. But she adds, "It's for those reasons - because I had it pretty easy - that I feel even more committed to giving something back."

Debra Gonnies, 24, Round Rock AmeriCorps, Navajo Nation

Like many young Navajos, Debra Gonnies left the reservation after graduating from high school to look for a job. But after a few years working as a temp in Phoenix, Debra wasn't satisfied. She started looking for a way to return to the reservation to pursue her real dream: helping Navajo children succeed in school. AmeriCorps provided that opportunity. Debra just started her AmeriCorps service at Round Rock Elementary School, where she's tutoring children and coaching after-school sports. "It's been a great opportunity to serve my community, something I always wanted to do." Service and kinship have always been part of the Navajo culture. AmeriCorps is strengthening that tradition and helping stop the brain drain of talented graduates leaving the reservation. Debra plans to stay on the reservation and become a teacher, using her AmeriCorps education award to get her degree from Navajo Community College.

Steve Billings, 23, AmeriCorps*National Civilian Community Corps, San Diego
After graduating with a degree in economics from Georgetown last May, Steve Billings could have landed a high paying job in the financial sector.

Instead he followed the path of service, joining the AmeriCorps* NCCC, where he will work on environmental projects, promote public safety and respond to natural disasters in California and nearby states. "I could have definitely been in the financial world, but that didn't appeal to me. Some people might say that I am wasting my degree, but that's silly. NCCC enables you to get real life experience and most importantly to help other people--that's what I

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003c. email	Sandy Scott to John Gomperts re: AmeriCorps Heroes [partial] (1 page)	12/18/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
OA/Box Number: 23243

FOLDER TITLE:

AmeriCorps Visibility [1]

2013-0124-S
rc1149

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

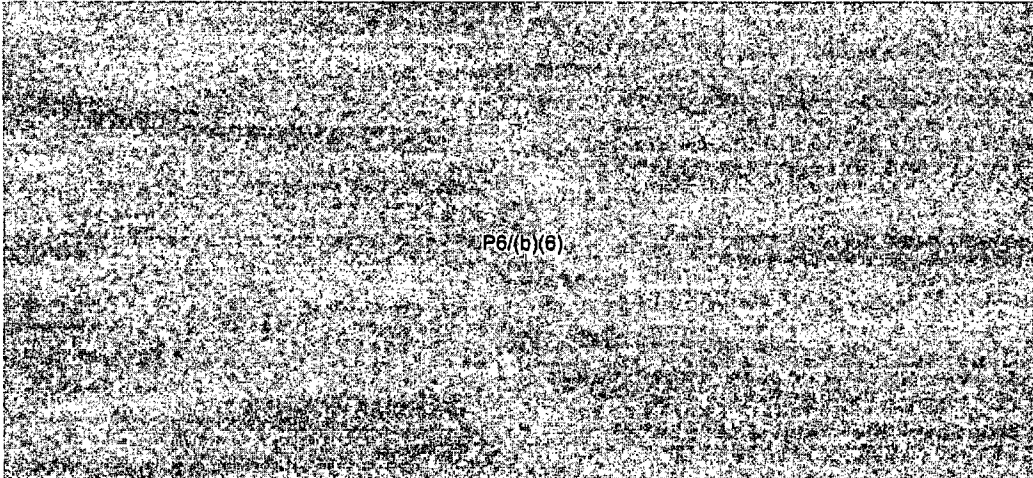
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

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call total job satisfaction." While he was in college, he tutored elementary school students through the DC Schools Project and ran a camp for children in the summer months. "If I feel that I've helped a person out, there's nothing better." After his time in NCCC, he plans to go to graduate school for city planning.



Shelley Beal, 22, AmeriCorps and the Medically Under-Served, Salt Lake City, UT

The first member of her family to receive a college degree, Shelley's older brothers couldn't understand why she would want to "volunteer" when she could start making some real money. Shelley's response to that is "It's better to be selfless than selfish." Shelly just started her AmeriCorps service, where she and her colleagues provide direct health care services to thousands of at-risk people in the areas of immunization, homeless health, diabetes, HIV/AIDS and reproductive health. Born and raised in Erie, PA, Shelly learned the value of service from her father, who volunteered a lot of his time helping the local high school softball team. She learned that when you do what you love - even in your spare time, you can really make a difference in your community. Shelley carried that sense of involvement with her to Ohio State University, where she became chair of her dorm's community service program, organizing blood drives, planning an AIDS walk and sending care packages to troops in Bosnia. Upon graduation she wasn't sure what she wanted to do. When her roommate told her she was joining the Peace Corps, Shelley's response was "Why go to Africa when there are people in the US who need help?" That was before she heard of AmeriCorps. Once Shelley learned about AmeriCorps, she knew right away that was what she wanted to do. Says Shelley, "I love the people in AmeriCorps because everyone here is serving because that's what they want to do and chose to do - they care, they're committed and they want to make people's lives better."

Tracy Breslin, 22, ReadBoston, Boston, MA

Tracy, a 1998 graduate of Cornell University, became an AmeriCorps member because she deeply believes in helping children get a chance to succeed in life. She received a Bachelor of Science with a concentration in human development and family studies. She spent a semester abroad doing early childhood work in Sweden. Tracy worked as an intern with the Ithaca Public School District during her last year of college. She feels a deep dedication to service and has years of service experience. Tracy is serving with

ReadBoston in an after-school site promoting reading with elementary age children. She will manage a tutoring program as well as work with after-school program providers and parents to advocate for literacy.



- NBCHER~2.DOC

Message Copied To:

Katharine Button/WHO/EOP
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Jeffrey M. Smith/OSTP/EOP
Mickey Ibarra/WHO/EOP
Lynn G. Cutler/WHO/EOP
Ann F. Lewis/WHO/EOP
Cheryl M. Carter/WHO/EOP
Clara J. Shin/WHO/EOP
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Marjorie Tarmey/WHO/EOP
Jeffrey A. Forbes/WHO/EOP
Elena Kagan/OPD/EOP
Shirley S. Sagawa/WHO/EOP
Anne E. McGuire/WHO/EOP
Maya Seiden/WHO/EOP

Results of AmeriCorps polling
(~~Confidential~~ do not circulate)

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: PLP DATE: 01/22/13
2013-0124-5

1. AmeriCorps continues to be little known. 72% could not even suggest what it was in an open-ended question. Republicans are more likely than Democrats or Independents to have heard about AmeriCorps.

Democrats 32/68
Republicans 39/58
Independents 26/71

2. When AmeriCorps is explained, most overwhelmingly support it.

76% support (51% strongly, 25% somewhat)
17% oppose (5% strongly, 12% somewhat)

Democrats 93/4
Republicans 52/43
Independents 75/15

3. The two most popular aspects of AmeriCorps are its ability to teach young people to contribute back and to provide help to poor urban and rural communities.
4. Other facets of the program elicit mixed responses. For example, the fact that AmeriCorps helps young people pay for college is attractive only when coupled with the notion of rewarding responsibility. Framed this way, 96% of Democrats, 87% of Independents, and 66% of Republicans view it as a favorable aspect of the program.

The idea of bringing together Americans of diverse backgrounds is popular with Democrats and Independents (89% and 91% favorable), but not with Republicans (49% favorable). Nonetheless, all groups believe the program should be open to Americans of all ages, and that it should not be limited to young people, the poor, or high achieving college graduates.

5. Americans rank working in schools and after school programs as the most important activity for AmeriCorps (40%), followed by disaster relief (20%), literacy programs (15%), building homes for poor families (8%), and cleaning up parks and beaches (3%).
6. The criticism that the program is too expensive is resonant with Republicans and Independents. However, it can be effectively rebutted by any of the following arguments:
 - Lives of children in poor neighborhoods are improved through AmeriCorps
 - Leaders like Colin Powell and organizations like Habitat for Humanity support it
 - Money earned by AmeriCorps members helps pay for college and allows them to serve
 - For every paid AmeriCorps volunteer, many unpaid volunteers are recruited

Everybody in general is for service
But in the particular?

Run on our informal survey
Many people have overheard
of A -

3/4 what I was running into,
decided to do a little
research -

Not public - polling data

Why so little known?

Compare Peace Corps

Joe Nye - Since 1960s, gov't
program have ↓ in public view
except Post Office + Military
K School analysts looked at
why - only explanation
was advertising

Football games

We have an important story to
tell — it's the story of
The volunteers — who make
AmeriCorps the American
Corps —

This is devoted to raising the
visibility of AmeriCorps —
Think about how to put
together an ad campaign

We saw people ~~coming~~ coming over the
hill — now 100,000 strong

If we talk about one nation —
+ we talk about all the
efforts to build bridges, there's
not a better story to tell

Eli - AC got caught in a policy
debate - need to move
beyond this - can do spirit
of the AC members

O. J. Gonzalez issue +
franchise issue

HRC:
HW - done a great job
created a stable situation
in Congress

Children + eggs -

Nick - Serve 2 K

Most ubiquitous low vis. h. lty program

HRC: + most effective for each \$

Nancy - Awards?

HRC - can't est. identity w/o
advertising -
doesn't have to be
done in every community
right away - need
message that can be
replicated across the
country -

Then ancillary activities

Alums

Morgan - Brand identification
ought save money by engaging
corporations

Alan S - award is a great opportunity
inc. magazine does it

HW - Ads old focus on award
MV - need a top line

Sylvia - Strikes me that one
of the values is the impact
on local communities
Fear is nat'l award in
absence of local community
Cultural & ID very menage
points

Chris - need nat'l strategy + nat'l
\$ — a food way in plus
other things
Michigan — in every state a
large group match \$ —
let's top them — wld you
ante up more \$ to localize it

Have database to roll n^o
State by state

Dan - don't know what kind of
\$ - TX ^{com will raise} 3-4 pts

In-kind participation -

Flag ship paid ads -
let corporations follow behind

Comprehensive nat'l
Campaign -

Dinner

HRC - key to have ^{common} logo w/

message - can be conveyed
in many diff formats

Awards is one vis. b. ltr
print -

Es? Corporation giving \$ don't
know they're giving \$

Eli- 12-15 major corps have engaged
in Am

Time Warner, Sony, Timberland
GE, IBM, Xerox

Nick - Think about the internet
mts w/ Gen Council of AOL

Pat G - Don't ~~leave~~ ^{leave} sight of
all the assets AC brought
the table

Political context - concerned re:
post 2000

—
Biden's not only doing advertising
but getting message out —
Get themselves out there
"I took the pledge, why not
you?"

ARC — get going by May or June
try it in a couple
markets —

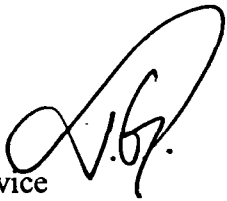
by Sept — big enough
event

old put 25,000 on back lawn

Don't have to fund the
billy, don't have to make
anything up —
billy is no beautiful to start of

MEMORANDUM

TO: Karen Tramontano

FROM: John Gomperts
Corporation for National Service 

RE: Further Thoughts on Increasing Public Awareness of AmeriCorps

DATE: December 21, 1998

As requested, this memo outlines our further thoughts on a 6 – 9 month plan for increasing public awareness of and support for AmeriCorps. The centerpiece of our plan is a “Call to Service” campaign designed to both increase the visibility of AmeriCorps and help us achieve our recruiting goals. The strategic focus of this campaign is on AmeriCorps members – their stories and accomplishments. The marketing and media components of the campaign will feature current AmeriCorps members and AmeriCorps alumni.

We will launch the *Call to Service* campaign in February. This campaign, with a heavy emphasis on a member-led recruitment drive, will carry through the spring and early summer. The activity will lead directly into the celebration of AmeriCorps’ fifth anniversary in September.

The public awareness effort is designed to reinforce three key messages:

- AmeriCorps is about service by young people to communities
- AmeriCorps strengthens communities
- AmeriCorps expands educational opportunity for young people

The best way to deliver these messages is to put the focus on the stories and accomplishments of AmeriCorps members – how their year of service changed their communities and their lives for the better. To do this, we will increase our connections to current AmeriCorps members and reach out specially to AmeriCorps alumni.



FEBRUARY 1999 – Kick-off the *Call to Service* campaign

Currently, we are planning the following activities for this month:

- Launch of new “I am AmeriCorps” TV public service announcement produced by MTV.
- Send AmeriCorps recruitment letter to college seniors. A former AmeriCorps member will write this letter asking college seniors to give a year of service.
- A new print advertising campaign featuring AmeriCorps members to run in select markets.

As discussed last week, the beginning of this recruiting drive could be coupled with a rescheduled version of the event marking AmeriCorps passing its 100,000-member mark. The event might include the following components:

- Swearing-in new AmeriCorps members alongside alumni from first class (to represent 100,000 who have served). Member involvement will create strong regional media opportunities.
- Screening of the new AmeriCorps PSA – “I am AmeriCorps.”
- Release an independent study on AmeriCorps’ accomplishments.
- Op-Ed / letter-to-the-editor drive by AmeriCorps alumni and key spokespeople including cabinet members, leaders of local and national non-profits, prominent business executives, etc.

MARCH 1999 – Campus-based recruitment campaign; Spring break with AmeriCorps

Campus-based recruiting campaign. Following the kick-off of the recruiting campaign, in March we intend to step up our campus-based recruiting efforts. This is the height of the recruiting season, and we will use our existing network of campus-based recruiters (most of whom are former AmeriCorps members) and AmeriCorps alumni to create campus-oriented projects that highlight AmeriCorps. These events can include service activities, or other events that bring attention to the opportunities that AmeriCorps offers. The participation of Administration spokespersons in these events and/or the associated letter writing campaign and radio tours will significantly increase the effectiveness of these campus-based recruitment activities.

(Collateral media opportunities include: Alumni letter writing campaign to college newspapers; college radio tour with alumni; print advertising in college papers, and general circulation papers in major college towns)

Spring Break with AmeriCorps. During March many AmeriCorps members participate in a number of high-profile Alternative Spring Break projects with Habitat for Humanity, Boys and Girls Clubs, and FEMA. Because these projects involve strong national partners and large numbers of AmeriCorps members, as well as college and high school students and other community volunteers, they offer strong regional press and recruitment opportunities. Involvement by White House principals and surrogates in these events would help increase excitement and visibility of these projects among our key audiences. We will provide you with a list of targeted project sites by mid-January.

APRIL 1999 – Celebrating AmeriCorps All-Stars

National Youth Service Day. This is the highlight of National Volunteers Week (April 18-24). On this Friday and Saturday AmeriCorps members – past and present – join with young people in a range of service projects from college campuses to Native American reservations. Because of the large numbers of AmeriCorps members and community volunteers who serve on this day, these events offer strong regional press opportunities for principals and surrogates.

This year we will use National Youth Service Day to highlight extraordinary current and former AmeriCorps members – ***AmeriCorps All Stars***. To increase the profile of these members, we will consider bringing them to Washington, DC, to be recognized by the President or other principals and to participate in a high profile service event.

MAY/JUNE 1999 – Commencement Season

College Commencements. The Call to Service should be a consistent and leading theme in the commencement addresses that the President and other Administration officials give. These addresses are an opportunity to ask young people to give at least a year of their life to their country through service in AmeriCorps, the military or Peace Corps.

(As part of an alumni-led letter writing campaign to local and college newspapers, we will ask alumni to contact their high schools about returning to speak at summer graduations about the need for young people to serve. We will also suggest that AmeriCorps members and AmeriCorps alumni present the President's Student Service Award at their alma maters.)

JULY 1999 – AmeriCorps graduations

AmeriCorps graduations. At this time, several states and cities host AmeriCorps closing ceremonies to mark the end of the year of service. These events bring together

hundreds of AmeriCorps members and often feature Governors and Mayors as keynote speakers. Because these events feature AmeriCorps members who have completed their year of service, they provide excellent opportunities to highlight outstanding members whose lives have been transformed by their year of service and to focus attention on how AmeriCorps strengthens communities.

AUGUST 1999 – Back to School

Back to School. Given that more than 20,000 AmeriCorps members are participating in America Reads and other education programs, this is a great month for an education-focused AmeriCorps event with White House principals and/or Secretary Riley. We will release an independent study of AmeriCorps' success in increasing childhood literacy.

We can also highlight former AmeriCorps members who are using their education awards to pursue an education, underscoring the point that AmeriCorps is a good way to help pay for higher education.

SEPTEMBER 1999 – Anniversary Celebration

Five-Year Anniversary. To celebrate AmeriCorps' five-year anniversary we are planning to pull together thousands of AmeriCorps members – past and current – in a big celebration of service event. The focus of this event would be some kind of blitz-build service project. The celebration event will include national partners from the corporate and non-profit worlds, as well as celebrities who have supported service programs in the past. We expect MTV and VH-1 to be our media partners for this event. We will also recommend that states have their own five-year anniversary celebrations.

* * *

Other opportunities. While not part of the Call to Service campaign, these events provide additional opportunities to increase public awareness of AmeriCorps and promote the ethic of service.

- ***MLK Day Holiday.*** Last year the President and Mrs. Clinton both served on this holiday. With the holiday falling just one day before the State of the Union this year, they may not be able to serve this year. This could be an opportunity for the Vice President and Mrs. Gore, or other cabinet members, to participate in service events on that day. This year, our two biggest events will be in Washington, DC, and Atlanta, GA, where AmeriCorps members will be providing service to the homeless; renovating summer camps for disadvantaged kids; rehabilitating senior housing; as well as a number of other

service projects. (We will submit a separate memorandum about the Martin Luther King Holiday.)

- ***State of the Union Address.*** We hope that the President will mention national service – and hopefully foreshadow the coming “Call to Service” campaign. In separate memos we have submitted requested material and have suggested AmeriCorps members who might be invited to sit in Mrs. Clinton’s box.
- ***AmeriCorps Promise Fellow event with Colin Powell.*** On February 26, 1999, Colin Powell is scheduled to address the 500 new AmeriCorps Promise Fellows at an event in the Washington, DC, area. The AmeriCorps Promise Fellows are a brand new leadership cadre of AmeriCorps members who are working to meet the five goals outlined at the Presidents’ Summit for America’s Future. Several of the General’s staff people have indicated that he would be interested in jointly addressing the members with the President at the White House.
- ***City Year Conference.*** This coming year the annual City Year – AmeriCorps conference will be held in Washington, DC, from May 25-28. This gathering of more than 1,000 AmeriCorps members can be a good opportunity for Administration representatives to do service with AmeriCorps members, or to participate in high-energy sessions with more than 1,000 enthusiastic AmeriCorps members.

Cc: Bruce Reed
Ann Lewis
✓ Gene Sperling
Thurgood Marshall, Jr.
Shirley Sagawa



"Kowalczyk, Gary" <GKOWALCZ @ cns.gov>
12/22/98 05:41:00 PM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP
cc:
Subject: RE: Help

Just yesterday, we told OMB that for \$60 million above the mark, we could get 16,000 more members than in 1999. Of that, 5,000 would be in the high school program, 5,000 would be in the summer, and 6,000 would be full-time, split between regular/vista/ed award only/nccc. 16,000 more takes us from 53,000 to 69,000, one-third of the way to 100,000 by 2001.

OMB had given us a figure of \$70 million, and we told them that, in addition to the \$60 million, we wanted \$5 million more in seniors and \$5 million more in service-learning so that we could appeal more broadly to the service world and play the politics of this a bit more effectively. They are now balking at these numbers, and want to put the \$10 million in another agency.

Quite frankly, you can also put together an AmeriCorps package that costs more than the \$60 million, depending upon the mix, but we feel strongly that just an AmeriCorps increase is the wrong way to go, and that the mix outlined above is consistent with our earlier discussions about not relying too heavily on the education award only.

From: Shirley_S._Sagawa@who.eop.gov[SMTP:Shirley_S._Sagawa@who.eop.gov]
Sent: Tuesday, December 22, 1998 3:29 PM
To: Kowalczyk, Gary
Subject: Help

How many AmeriCorps members can we get for \$75 million this year, if we assume that most of the increase would go to full-time AmeriCorps (regular/VISTA/NCCC plus ed award onlys) with the rest split between summer and high school?

CORPORATION
FOR NATIONAL
★ SERVICE

DEC - 4 1998

TO: Karen Tramontano

FROM: John Gomperts
Corporation for National Service

DATE December 4, 1998

RE: Increasing Public Awareness of AmeriCorps

Following our recent meeting and in response to your specific request, we have outlined a 6 - 9 month plan for ways in which the President and other White House principals and Administration surrogates can increase the public's understanding of AmeriCorps. Indeed, our aim should be to make AmeriCorps a household word, one in which the great majority of people take pride.

Of course, we are delighted by the interest the White House is showing in helping us promote AmeriCorps and national service, and we want to work with you to craft ideas that meet our objectives and fit into your broader plans to use the time and resources of the White House. As you suggested, we have organized our thinking around the themes and objectives that we expect to be pursuing in the coming weeks and months. So first I describe our own focus and plans for the coming months. Second, I present the themes that the President and others can use in support of our efforts. Then, I lay out a timeline of possible events and activities that would help to amplify the themes and achieve the objectives.

* * *

OUR STRATEGY AND GOALS

Naturally, White House efforts will work best if they are part of our overall strategy. Much of our thinking is reflected in the materials and campaign we put together in preparation for the event celebrating the 100,000th AmeriCorps member. Although the White House celebration had to be postponed, we saw that benchmark as the beginning of a campaign that we always planned to continue. The key elements of that campaign are as follows:

Focus on the members. As I described in our meeting, too much attention has been focused on Washington political battles about AmeriCorps. We want to shift attention to AmeriCorps members and what they are doing. This refocusing extends from planning our own activities to framing our message to the outside world. From our ongoing conversations with the elite media, to pitches to local newspapers and television stations, to conversations with elected officials, presenting AmeriCorps members as new patriots is our most consistently successful



approach. This focus on the members is reflected in the positive press and editorial coverage we have already received, and it will be our continuing emphasis in our events and travel of our principals.

Growing AmeriCorps. As you know, in separate venues we are pressing hard for a significant increase in the size of AmeriCorps. While we have reached the 100,000 member mark in total AmeriCorps members, we want to get to the point where there are 100,000 AmeriCorps members *every* year by the end of the Administration. The visibility plan we are presenting should help to realize this specific policy objective.

Stepped-up recruiting campaign. We need idealistic, energetic, young Americans to join AmeriCorps. To fill AmeriCorps slots (and hopefully more slots soon) we will launch an aggressive recruiting campaign including a new PSA produced by MTV, a mailing to more than 300,000 college seniors, print ads featuring AmeriCorps members, and a number of AmeriCorps member-organized events and service projects on college campuses.

Continue to build bipartisan support. From the time when the President asked Senator Wofford to head the Corporation, our overriding objective has been to build bipartisan support for national service, especially AmeriCorps. That means courting Governors and Mayors as well as members of Congress. (This also means working hard to present AmeriCorps in a non-political fashion to the greatest extent possible, and recognizing that as we bring more positive attention to AmeriCorps, our detractors will escalate their efforts as well.)

Energize the field. Unfortunately, to date, the national service field has not been a strong voice supporting or defending national service. From our efforts with major non-profit partners, to Governor-appointed state commissions on national and community service, to AmeriCorps Alums, to key allies such as America's Promise and the Points of Light Foundation, strengthening the national service field continues to be one of our key strategic objectives.

KEY THEMES FOR WHITE HOUSE

AmeriCorps has come of age. No longer a small, "boutique" program, AmeriCorps recently passed its 100,000 member milestone -- a mark it took the Peace Corps more than 20 years to achieve. This year more than 40,000 AmeriCorps members will be recruited by programs all over the country, approximately 7,000 more than the Marines are recruiting. (N.B. A proposal to substantially increase the size of AmeriCorps would make the "coming of age" point even more pertinent.)

AmeriCorps solves problems. When it comes to improving childhood literacy, providing quality after-school programs, reducing violence in schools and neighborhoods, preventing drug abuse by teens, responding to natural disasters -- AmeriCorps is getting the job done. We will be able to release timely research and evaluation reports to support these claims of AmeriCorps' success.

AmeriCorps is creating America's future leaders and building communities. When the President declared "the era of big government is over," he also said that "the era of big challenges is not, and so we need an era of big citizenship." Like many others, the President was looking to individual citizens and to our civic institutions to take on-- or share-- some of the responsibilities that had previously been the province of government. AmeriCorps does just that, through partnerships with more than a thousand national, state, and local non-profit, educational, religious and civic organizations. Like their counterparts in the Peace Corps and the military, AmeriCorps members are serving their country. But in the case of AmeriCorps members, the new patriotism they demonstrate is in service on the homefront, in tackling some of the most urgent problems of our hard-pressed communities. AmeriCorps members serve with—and strengthen—the local non-profits that are on the frontlines of some of our most difficult problems.

AmeriCorps is a model of local control and reinventing government. The general ^{no} perception remains that AmeriCorps is a top-down, Washington-run operation. Nothing could be further from the truth – most AmeriCorps grants are made and most AmeriCorps positions are allotted through governor-appointed, bipartisan state commissions. This structural point is the key to AmeriCorps' popularity and bipartisan support among governors. And an even more fundamental kind of devolution is in the fact that projects using AmeriCorps members are run by the local, state, and national non-profits who recruit, select, and support the members. The sooner people understand that AmeriCorps is a model of devolution to the states and the civic sector and of reinventing government, the sooner we will win the full public acceptance and enthusiasm we need.

TIMELINE OF SUGGESTED EVENTS AND ACTIVITIES

December 1998

Service on December 21/22. We are told that the President and the First Lady are interested in performing service in connection with the holidays, most likely on December 21 or 22. In a separate memo, we have proposed sites that include AmeriCorps members that would be appropriate venues for this service. In addition, we suggest that this might be an opportunity to announce the following initiatives:

- ◆ AmeriCorps Promise Fellows grants (representing more than 550 new AmeriCorps members). AmeriCorps Promise Fellows is a joint initiative between AmeriCorps and America's Promise. The grant announcement, a total commitment of nearly \$10 million, is the realization of the idea the President announced in his speech at City Year's convention in Cleveland in June. It is tremendously appreciated by General Powell and the leaders of the state and local efforts around the country to achieve the goals for children and youth set at the Presidents' Summit for America's Future.

- ◆ President's Student Service Award. Modeled on the President's Physical Fitness Awards, this new award program will recognize (with a Presidential letter and a pin) students who have served at least 100 hours. This is a key goal of the Presidents' Summit which the President has repeatedly championed: that young people should be challenged and given opportunities themselves to serve, not just to be served.
- ◆ Martin Luther King Day grants. This year we have doubled the amount of mini-grants to support service on the King Holiday to \$500,000 with 100 communities receiving grants. These grants have played a key part in turning the holiday more and more into "a day on-- not a day off," a day of service throughout the country. Last year the President announced the grants in a radio address.

January 1999

Event marking AmeriCorps' 100,000 member milestone. The news for this event would be the President's request for increase in AmeriCorps' funding. We also propose using this as the opportune moment to release an independent report on AmeriCorps' accomplishments. This new research covers the last three years and provides very positive outcome data. The event might include swearing in new AmeriCorps members (representing the 100,000 who have served) to give the event strong regional media opportunities.

MLK Day (January 18th). In 1994, President Clinton signed legislation making the Martin Luther King holiday a day of service. Last year, the President and Mrs. Clinton celebrated this day by participating in two different service events in Washington, DC. This year, hundreds of service projects are taking place across the country. The President, other principals and surrogates should participate in high profile service projects on the Monday holiday. Alternatively, the actual day of Dr. King's birthday-- January 15, three days before the holiday, could be an occasion for the President to do something symbolic to make the call for service on the holiday itself.

State of the Union. While we realize the intense competition over the material to be included in the State of the Union, being in the speech is also one measure of the significance of an issue. Therefore, we strongly recommend that the President refer to the 100,000 member milestone in the speech and that he make his request for a significant funding increase for AmeriCorps as part of a more general call to citizen service. In addition, we suggest that Millard Fuller, President of Habitat for Humanity International, and one of the more than 500 AmeriCorps members who serve with Habitat be invited to sit in the box with the First Lady. Fuller is a big fan of the First Lady and vice versa—and of AmeriCorps—and his presence will help us to make the point about the partnership between AmeriCorps and faith organizations and major non-profits.

NGA Meeting. As noted above, the structure of AmeriCorps depends heavily on Governors. That is why many Governors, Democrats and Republicans alike, are enthusiastic

about AmeriCorps. This enthusiasm includes, notably, Govs. Carper and Leavitt, the Chair and Vice-Chair of the NGA. The President's talk to the NGA meeting is an excellent opportunity for the President to thank Governors for their leadership on this issue, and to ask them to join him in the general call to service to all Americans. (We have State Profiles on all that AmeriCorps and the other streams of national service do in each state. These State Profiles can be released at any time.)

February 1999

Launch the "Call to Service" recruitment drive and campus tour. In February AmeriCorps will launch a major new, member-led recruitment drive. All White House principals and key Administration surrogates can play a role in this campaign. We hope that the President will make a major "Call to Service" speech (probably on a college campus) promoting the broad ethic of service and asking students to serve their country through AmeriCorps, the Peace Corps, or the military. Possible venues include, the University of Michigan (where President Kennedy first raised the idea of the Peace Corps), Notre Dame University (where the President gave his major address on national service during the 1992 campaign), a historically black college, or any other college with a strong ethic and history of service.

AmeriCorps Promise Fellows training. The President or a White House principal should address this gathering of some 500 AmeriCorps Promise Fellows, the new group of AmeriCorps members that is the result of the partnership between AmeriCorps and America's Promise. Colin Powell is expected to speak to this group on February 26. The White House participation can be timed to precede, coincide with, or follow Gen. Powell's appearance. The event will likely be in the Washington DC area.

March 1999

Event to emphasize AmeriCorps' partnership with the religious community. We would like to plan an event designed to call attention to this partnership; to emphasize the fact that more than 8,000 AmeriCorps members now serve with religious organizations, and to recognize the tremendous work that churches are doing to strengthen communities. Possible venues include: National Prayer Breakfast (may be in February) or a gathering of religious youth organizations.

Alternative Spring Break build with Habitat for Humanity. The President and White House principals and/or surrogates should participate in a build with AmeriCorps, Habitat and hundreds of college students as part of the Collegiate Challenge. This year we expect that more than 8,000 college students will participate in this event at 10 main sites between February 14 and April 10.

April 1999

AmeriCorps All-Stars. As part of our effort to focus more on AmeriCorps members, we propose to create a new recognition program called AmeriCorps All-Stars. We would select 25 exceptional AmeriCorps members from around the country who would come to Washington to be recognized during National Volunteer Week, perhaps on National Youth Service Day. The ceremony would be similar to the Teacher of the Year event, and it would afford the opportunity to focus on the extraordinary people who join AmeriCorps and their accomplishments as AmeriCorps members.

National Volunteer Week/National Youth Service Day/Earth Day. These annual events provide extremely good opportunities to reinforce the messages being promoted as part of the overall public awareness effort. The President, Vice President and other surrogates could serve alongside AmeriCorps members. This is also a perfect opportunity for surrogates to participate in the Call to Service tour. During National Volunteer Week AmeriCorps will be hosting a number of recruitment activities on college campuses. Participation by principals and cabinet members in these events would significantly increase the visibility of this effort.

May - June 1999

College Commencements. The Call to Service should be a consistent and leading theme in the commencement addresses of the President and other Administration officials. Once again, young people should be asked to give at least one year of their life to their country through service in AmeriCorps, the Peace Corps or the military.

AmeriCorps and America Reads event. Do an event, either at a tutoring site or as a press briefing, with Secretary Riley to release an independent study on the success of AmeriCorps' childhood literacy programs.

Annual City Year Conference. City Year, one of the most notable and successful sponsors of AmeriCorps members, holds an annual gathering of all City Year members, called CYZYG. The President spoke at this conference last June in Cleveland. The First Lady spoke to the 1997 CYZYG in Providence, Rhode Island. The 1999 conference will be held in Washington DC, probably at Howard University. This might be a very good setting for the Vice President to perform service or speak to the group— or for a return visit by the First Lady. (June 2-5)

National and Community Service Conference. We co-sponsor this annual conference with the Points of Light Foundation. This year the conference (which attracts more than 2000 participants) will be held in Las Vegas from June 6-10. A videotaped message from the President and/or the First Lady would be a way to reach this group of key partners and leaders in volunteering and service.

September 1999

5th year anniversary celebration. September marks the five year anniversary of the AmeriCorps launch. We expect major national, state, and local events marking this milestone. We recommend the President and all White House principals participate in one or more events to celebrate the accomplishments of the nearly 150,000 people (at that point) who have served their country and community through AmeriCorps. This celebration will be another occasion to bring attention to exemplary AmeriCorps members.

Anytime

Meetings with AmeriCorps members. Any White House principal or other Administration official can meet with AmeriCorps members in the course of their travels. These meetings are thrilling for the members, and are often powerful learning experiences. We encourage these types of encounters, and can arrange meetings, either at service sites or otherwise, in many locations around the country.

Rally the field. Through the course of the year we will have a number of instances in which significant participants in the national service field will be gathered in Washington and other places around the country. These gatherings of members of Governor-appointed state commissions, significant non-profit partners in the youth service and volunteer field, board members of grantee organizations, and philanthropic and private sector partners, are terrific opportunities to motivate the national service field.

* * *

Again, I want to emphasize how pleased we are by your interest in working with us to advance AmeriCorps and promote the cause of national service. At your urging, we have laid out an ambitious plan. I recognize that we are asking a great deal, but we hear the clock ticking and want to make the most of the time remaining. Naturally, the suggestions in this memo are a starting point for further discussions, and we can be flexible in shaping events and activities. In any case, we believe that this undertaking, whatever form it ultimately takes, will not only help us achieve our strategic objectives, but will also reflect extremely well on the President and his Administration.

Cc: Bruce Reed
Ann Lewis
Gene Sperling
Thurgood Marshall, Jr.
Shirley Sagawa

CORPORATION
FOR NATIONAL
 SERVICE

December 7, 1998

President William J. Clinton
The White House
Washington, DC

Dear Mr. President,

This end-of-the-year letter is as presumptuous as the beginning-of-the-year letter I sent you last January. That missive was pegged on Andrew Marvel's 17th century proposition: "Let us roll all our strength and all our sweetness up into one ball" This is still what the nation needs you to do.

No doubt you get more advice than you can handle. Based on our years of laboring together in the vineyard of National Service, I am taking the liberty of giving you my unvarnished view of what it will take to realize our dream of making service the common expectation and common experience of all Americans. So here goes . . .

The events of the last year have been a terrible diversion from what we could have done, if not engulfed in the unrelenting, uncivil war of these past too many months. "Events have controlled me," Lincoln said of his leadership as the man of peace who led the nation through a sea of blood. In the end, after times when he feared people would vote him out of office, Lincoln prevailed and, in a profound sense, controlled events. In very different difficult circumstances that is your challenge in the remaining 700 days – to control events, to overcome the noise, to summon what Martin Luther King called "the fierce urgency of now."

More now than ever, you must do everything in your power to roll all your strength and all your sweetness up into that one ball – into a vision that integrates the three great themes you have most championed: education, racial unity, and citizen service. With the best of your imagination, creativity, and energy you can turn this into one clear, unforgettable, and commanding vision.

Let me stress I'm not here making a case for the specific policy proposals we are crafting with your staff. I'm also not arguing here for the proposal we submitted to your staff last week to vastly increase public understanding of and support for AmeriCorps by using your extraordinary power of persuasion and other White House assets to put in place a new strategy of emphatic communication about citizen service.



This personal letter goes beyond policies and speeches or anything you have yet done. My call is for a quantum leap in your personal leadership to give your vision life and force, making it a legacy and challenge to the American people that they can never forget. This will require more of your time, your attention, and perhaps most importantly, your sweat, for the cause of citizen service. In the beginning is the Word – but the word must be made flesh.

In the next one hundred weeks, if you commit a far greater part of your self to this endeavor, you will make an indelible mark on the mind and spirit of America. With that high hope, I offer two specific suggestions as a start:

First, commit yourself – and your schedulers – to arranging at least once a month for you to engage in some personal service in a school or community. These occasions do not have to be high profile, and it is neither necessary nor desirable that your service always be with AmeriCorps. Engage in service projects where with a few hours of work you can accomplish something, demonstrate something, and learn something.

Your service projects could include helping with a book drive at a local school or library, assisting in a homeless shelter, attending to a person with AIDS, building a playground, spending time in a senior center, working in environmental clean-up, rehabilitating housing, reconstructing trails in a National Park, or working with a faith organization (perhaps your own church) in a local project. Almost any project can be linked to larger themes of the Administration – but the real point of the service should be more personal than political.

Second, plan to lead a series of conversations to help shape future strategies of citizen service. Since you first took up the banner of service through the National Governors' Association and the Democratic Leadership Council, the field has grown and changed significantly, thanks in large part to your leadership in advancing AmeriCorps, the Corporation's other service programs, and the Presidents' Summit. Today there is lively debate about how citizen service can help meet national goals; how to get more people involved in high impact service and volunteering; how service can help to bring together people from diverse backgrounds; how to end the false division between part-time volunteering and full-time service; how to define the role of government in supporting "civil society" and mediating institutions; and how to best capture the special potential for religious organizations. You and the First Lady should become actively involved in convening and leading these discussions.

I recommend that early in the New Year you and the First Lady host an off-the-record discussion tackling some of these questions with a small, ideologically diverse group of leading thinkers and activists, including perhaps:

Susan Berresford (Ford Foundation)
Geoff Canada (Rheedlen Center, a star program based on AmeriCorps members
and featured in John Kasich's new book)
John DiIulio (Public Private Ventures, leading thinker on faith organizations)
E.J. Dionne (Journalist, Brookings Institute Fellow, new book *Community Works*)
Bill Galston (National Commission on Civic Renewal)
John Kasich (New book *Courage is Contagious* about individual volunteers)
Alan Khazei (City Year founder)
Charlie Moskos (Northwestern University)
Bill Moyers (Journalist, philanthropist)
Michelle Nunn (Hands on Atlanta)
Colin Powell (America's Promise)
Kathleen Kennedy Townsend (Lieutenant Governor of Maryland)
Oprah Winfrey (Television talk show host, philanthropist)

The list can be improved, but the idea is for this to be a non-political and non-ideological setting. With a relatively small investment of your time, you and the First Lady would be a major influence in the national conversation already underway.

* * *

We have made remarkable progress as a nation over the past six years. Yet, despite almost unparalleled prosperity, many Americans feel that something is missing – a sense of community, a set of common values, a shared national purpose. By making the kind of personal commitment I propose, you will help all of us understand better the power of service – in our own lives and in the lives of the people we serve. You will point the way to service as a strategy for the nation in the 21st Century – to produce stronger communities, more compassionate and informed citizens, and more solutions to the problems that once seemed insurmountable. This is your legacy. What is needed now is for you to claim it as your own.

Warmly,

A handwritten signature in black ink, appearing to read "Harris", with a horizontal line underneath.

Harris Wofford

Comparison of Peace Corps and AmeriCorps Recruitment Goals and Visibility Resources

	<u>AmeriCorps</u>	<u>Peace Corps</u>
# of members/volunteers	40,000+	6,800
recruitment goal in 1998	30,000+	3,607
# of national recruits	3,000 (NCCC/VISTA)	
full time press staff	2.5	14
marketing staff	3	5
full time recruitment & placement staff	23 (slots)	176
1998 marketing/rec. budget	\$3,000,000 ¹	\$12,500,000
alumni support	2 staff	5 staff 8 RPCVs in Congress
year started	1994	1961
name recognition	33%	95%
what is promoted?	plenty	Peace Corps
U.S. field resources	state offices state commissions	12 recruitment offices

¹ Budget for the Corporation, includes \$1,400,000 for toll free number operations.

12/2/98

Shirley -

Here is a copy of
the appeal we submitted
to OMB yesterday. Please
remember that only a
couple of folks here
have seen this. Thanks.



OFFICE OF THE CEO

CORPORATION
FOR NATIONAL
 SERVICE

December 1, 1998

The Honorable Jacob J. Lew
Director
Office of Management and Budget
Washington, D.C. 20503

Dear Jack,

This letter and the attachments are the Corporation for National Service's appeal of the OMB mark for the fiscal year 2000 budget. The Corporation recognizes the priority afforded national service by OMB within overall spending constraints, and appreciates the support designed to accomplish key management objectives.

As you are aware, the Corporation has engaged in active discussions with various offices in the White House about the way to build upon the Administration's accomplishments in national service. An emerging consensus in those discussions is that the time is right for the Administration to make bold proposals to shape the role of national service for the next century. Those plans include:

- enabling AmeriCorps to grow, providing 100,000 young people an opportunity to serve in one year by the fall of 2001;
- asking senior citizens – some 60 million, the biggest and most available resource of citizen power in the country – to meet critical community needs for after-school programs, child care, and support for independent living in larger numbers and greater effectiveness; and
- reaching out to the 60 million young people in schools and colleges, who can contribute to their communities and learn the joy and duty of serving if they see themselves – and we see them – more as resources and leaders than problems.

The additional budgetary investment in national service that is required to achieve significant impact is relatively modest compared to other alternatives for federal spending, \$176 million above the OMB mark. Growth in national service also reinforces key Administration policies in the areas of after-school care, child care, tutoring in reading and math, summer programs for youth, education initiatives, and independent living.



To accomplish these objectives the Corporation needs a budget of approximately \$954 million in fiscal year 2000. This represents an increase of \$176 million above the OMB mark of \$778 million. The comparable 1999 level is \$715 million.

Enclosed are the details concerning these appeals. In summary, the major items in the appeal, when compared to the OMB mark, will:

- Enable AmeriCorps to grow to 76,000 members in 2000, then to 100,000 members in 2001. Part of this expansion is achieved through a new initiative to engage 10,000 high school students in serving full-time during the summer and part-time during the school year along side older AmeriCorps members while earning money to go to college. The overall expansion will cost \$132.1 million above 1999 levels; in contrast, the OMB mark generally does not propose to expand AmeriCorps further in FY 2000.
- Launch a new senior service program, "Experience Corps: Seniors for Schools," enabling 40,000 seniors to meet after-school and child care needs in their communities. Of the total, 10,000 will serve between 15-20 hours per week, and the remainder will serve 3-5 hours per week. This program will cost a total of \$40 million, or \$30.6 million more than the amount provided in the OMB mark for this initiative.
- Expand service-learning programs by building upon the 100 President's leader schools program being implemented this year to create 1,000 more "leader" schools throughout the country, based on the research that shows the positive impact of high quality programs on student learning and citizenship, and serving as models for state and local investment in quality service learning. This will require \$30 million above the OMB mark.
- Fulfill the President's stated purpose of providing a matched scholarship totaling \$1,000 to a student doing outstanding service in every high school in the country. This will require a total of \$10 million, or \$5 million above the OMB mark.

The enclosed document also identifies other minor adjustments to the OMB mark. In many areas, including the need for program administration and evaluation funds, we are in agreement with the levels and policies reflected in the OMB mark.

At the request of the President's Chief of Staff's office, this week we are also offering thoughts to the White House staff on how over the next year we can mount a bipartisan effort to further promote an ethic of service in the country. Asking our nation's youth, our experienced elders, and those in between to meet needs in their communities through service is a message that crosses not only political lines, but one that unites our nation's religious, education, business, and intellectual leaders. We can, I believe, use the progress

and momentum of follow-up to the Presidents' Summit in states and communities throughout the country to fulfill an original purpose of the 1993 legislation: "to renew the ethic of civic responsibility and the spirit of community throughout the United States." The policies recommended in this appeal will help support that agenda.

Also enclosed is a table summarizing the appeal levels by activity.

As always, we appreciate the excellent support and guidance from you and your staff in developing the Administration's plans for national service for 2000 and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read "Harris Wofford", written in a cursive style.

Harris Wofford
Chief Executive Officer

Enclosures

CORPORATION FOR NATIONAL SERVICE

FISCAL YEAR 2000 BUDGET APPEAL

(dollars in thousands)

Activity =====	1996 Enacted =====	1997 Enacted =====	1998 Enacted =====	1999 Enacted =====	2000 OMB Request =====	2000 OMB Mark =====	2000 OMB Appeal =====	Difference 2000 Appeal to 2000 OMB Mark =====
National and Community Service Act (NCSA): (funded by HUD/VA appropriations)								
National Service Trust	\$59,000	\$59,000	\$70,000	\$70,000	\$164,000	\$96,000	\$115,000	\$19,000
AmeriCorps Grants	215,000	215,000	227,000	237,000	271,000	237,000	306,100	69,100
Innovation, Assistance, and Other Activities	29,850	30,000	30,000	28,500	45,000	31,500	42,900	11,400
Evaluations	5,000	5,000	5,000	5,000	5,830	5,500	5,500	0
National Civilian Community Corps	18,000	18,000	18,000	18,000	26,000	21,000	21,000	0
Learn and Serve America: K-12 and Higher Ed	43,000	43,000	43,000	43,000	80,000	50,000	80,000	30,000
Program Administration/State Commissions	24,918	25,000	27,000	28,500	33,000	33,000	33,000	0
Points of Light Foundation	5,500	5,500	5,500	5,500	6,000	5,500	6,000	500
Subtotal, NCSA	\$400,268	\$400,500	\$425,500	\$435,500	\$630,830	\$479,500	\$609,500	\$130,000
Inspector General	2,000	2,000	3,000	3,000	3,000	3,000	3,000	0
Subtotal, NCSA and OIG	\$402,268	\$402,500	\$428,500	\$438,500	\$633,830	\$482,500	\$612,500	\$130,000
Domestic Volunteer Service Act (DVSA): (funded by Labor/HHS appropriations)								
AmeriCorps*Volunteers in Service to America								
AmeriCorps*VISTA	\$41,235	\$41,235	\$65,235	\$73,000	\$81,171	\$75,000	\$88,000	\$13,000
AmeriCorps*VISTA Literacy Corps	0	0	0	0	0	0	0	0
Subtotal, VISTA	41,235	41,235	65,235	73,000	81,171	75,000	88,000	13,000
National Senior Service Corps								
Retired and Senior Volunteer Program	34,949	35,708	40,279	43,001	54,347	49,000	46,000	(3,000)
Foster Grandparent Program	62,237	77,812	87,593	93,256	89,545	93,533	95,000	1,467
Senior Companion Program	31,155	31,244	35,368	36,573	43,790	39,790	39,000	(790)
Senior Demonstration Program	0	0	0	1,080	8,869	4,709	40,000	35,291
Subtotal, Senior Programs	128,341	144,764	163,240	173,910	196,551	187,032	220,000	32,968
Program Administration	28,541	27,850	28,129	29,129	34,000	33,500	33,500	0
Subtotal, DVSA	\$198,117	\$213,849	\$256,604	\$276,039	\$311,722	\$295,532	\$341,500	\$45,968
TOTAL, CORPORATION	\$600,385	\$616,349	\$685,104	\$714,539	\$945,552	\$778,032	\$954,000	\$175,968

Corporation for National and Community Service

Appeal of the OMB Mark for the 2000 Budget

(dollars in thousands)

AMERICORPS

Activity	FY 1999 Enacted	FY 2000 Request	FY 2000 OMB Mark	FY 2000 Appeal
National Serv. Trust	\$70,000	\$164,000	\$96,000	\$115,000
AmeriCorps Grants	237,000	271,000	237,000	306,100
AmeriCorps*NCCC	18,000	26,000	21,000	21,000
AmeriCorps*VISTA	73,000	81,171	75,000	88,000
TOTAL	\$398,000	\$542,171	\$429,000	\$530,100

The Corporation's appeal for AmeriCorps is designed to expand AmeriCorps to 76,000 members in 2000, growing to 100,000 members in 2001. This expansion above the 1999 level of 53,000 members is achieved through:

- a new initiative to enable 10,000 high school students to serve during the summer and part time in the school year along side older AmeriCorps members while earning money to go to college;
- a summer program of 5,000 members (1,000 of which will be through AmeriCorps*VISTA) who conduct activities focused on the education needs, including most importantly reading, of young children and youth;
- growth in the full-year program of 8,200 members, to include 2,350 under AmeriCorps State and National programs, 4,000 under the education award only program, 1,200 under AmeriCorps*VISTA, 200 under AmeriCorps*NCCC; and increasing the AmeriCorps Promise Fellowships from 550 to the President's stated goal of 1,000 (see Innovation and Assistance for the AmeriCorps Promise Fellowships.

The overall expansion will cost \$132.1 million above 1999 levels, or \$101.1 million above the OMB mark, in the activities discussed below. In contrast, the OMB mark generally does not propose to expand AmeriCorps further in FY 2000. OMB had earmarked funds for the National Service Trust based on original projections by the Corporation of potential shortfalls in the outyears for the Trust. Recently completed analyses of the requirements for the Trust have indicated that such shortfalls will not occur under projected enrollment and trust fund usage estimates.

National Service Trust

The OMB mark is \$96 million, an increase of \$26 million above the FY 1999 enacted level but a decrease of \$68 million below the original Corporation request. Of the amount provided, OMB has earmarked \$5 million for the President's Student Service Scholarships, the same amount as in the prior year.

The Corporation's appeal is for \$115 million, an increase of \$45 million above the amount enacted in fiscal year 1999. The increased funds will provide for: (a) a President's Student Service Scholarship for a high school student doing outstanding service in every high school in the country (+\$5 million above the prior year level); (b) education awards for a new High School AmeriCorps program, where 10,000 students will serve during the summer; (c) education awards for 5,000 AmeriCorps members who will serve in summer programs to meet the education needs of young children during those critical months; and education awards for 8,000 full-time members (including AmeriCorps Promise Fellows) serving in programs across the country.

The President's Student Service Scholarships are designed to implement the President's announced goal of a \$1,000 scholarship to be awarded for outstanding service to at least one student in every high school in the country, with 50 percent of the scholarship being provided by non-federal funding. The OMB mark would permit such scholarships to be awarded in only one-half of the high schools in the country. In contrast, the appeal level will permit a scholarship in every school, as announced by the President. Although the original budget request sought \$37.5 million to fund one unmatched and one matched scholarship in every school, the appeal seeks a total of \$10 million, which should be sufficient to fund one matched scholarship in each high school in the country.

The President's Student Service Scholarships are a component of the President's Student Service Challenge, a key low-cost strategy to promote service at the elementary, secondary, and postsecondary levels. These awards are designed to encourage more young people to serve in their communities, as called for under goal 5 of the Presidents' Summit.

The remaining increases in the appeal for the Trust result from the education award costs from expansion of the AmeriCorps program, as described below under AmeriCorps Grants, AmeriCorps*VISTA, AmeriCorps*NCCC, and Innovation and Assistance, which includes the Education Award Only program and the AmeriCorps Promise Fellowships.

AmeriCorps Grants

The Corporation proposes growth in AmeriCorps grants of \$79.5 million above 1999 levels to support expansion as follows:

State and National Full-Year Programs

The appeal proposes to add 2,350 members in activities designed to meet the needs of children and youth, an overall priority for the Corporation.

The estimated cost for this initiative is \$27.1 million.

(We are also proposing to add 4,000 full-year members under the education award only program; see Innovation, Assistance and Other below.)

High School AmeriCorps

The Administration will extend the reach of AmeriCorps to the high school level.

Specifically, 10,000 high school students will serve during their junior and/or senior years for approximately five hours per week, as well as full-time during the summer, in programs designed to meet the needs of young children. These high school students will tutor, mentor, staff after-school programs, and provide special assistance to at-risk children in summer programs such as Head Start.

In exchange, the students will learn critical skills, enhance their resumes when applying to college, and participate in effective service-learning programs. The students will receive the AmeriCorps stipend for their full-time summer activities, but no stipend for their volunteer service during the school year. Upon completion of the program, they will be eligible for an AmeriCorps education award of between \$1,000-\$1,250, depending upon the length of the program.

Program costs in addition to those in the Trust are estimated at \$30 million.

Summer Program

Under the appeal, the Corporation will support a summer program in the year 2000 of 4,000 members (plus 1,000 members under AmeriCorps*VISTA), mostly college students, who will engage in activities designed to meet the education needs of young children. The activities will include supporting summer school, mentoring, teaching reading, math, and other basic skills, and providing support for high school students to obtain the information and skills required to attend college.

Summer programs are not new to the Corporation, and have generally been very effective when combined with full-year efforts, as opposed to starting new activities for a limited three-month period. With the numbers of full-year projects engaged in the America Reads Challenge, and the fact that most AmeriCorps programs focus on the needs of children and youth, expanding summer programs significantly at this time can be done efficiently and effectively. Further, these programs serve as excellent recruitment vehicles for future full-year AmeriCorps members.

AmeriCorps members receive an education award of \$1,000 for service during the summer.

Program costs for the summer program, in addition to those in the Trust, are estimated at \$12 million.

AmeriCorps*NCCC

The Corporation agrees with the OMB mark of \$21 million. This level will support about 200 additional members above 1999 levels, permitting more cost effective utilization of the campuses and their capacity.

AmeriCorps*VISTA

The appeal level of \$88 million, an increase of \$15 million above the prior year level, when combined with a growth in cost shares, will support approximately 1,200 additional full-time members in fiscal year 2000, and a summer program of 1,000 members.

The Corporation believes that growth in AmeriCorps should be reflected across its various components and AmeriCorps*VISTA offers unique opportunities to expand national service in the areas of technology and welfare-to-work. In addition, AmeriCorps*VISTA supports the America Reads initiative, with approximately 40 percent of the overall resources of the program devoted to literacy.

SERVICE-LEARNING

Activity	FY 1999 Enacted	FY 2000 Request	FY 2000 OMB Mark	FY 2000 Appeal
Learn and Serve America	\$43,000	\$80,000	\$50,000	\$80,000

Over the last several years, with the support of the Administration and a growing number of states and school districts across the country, service-learning has gained stature and importance in education at the elementary, secondary and postsecondary levels because of its positive impacts. The powerful effects of service-learning on civic and social responsibility, school engagement, and academic achievement are becoming widely known and this has led to a rapidly growing trend in education toward mandating or encouraging service and service-learning in schools. Currently, Maryland, along with numerous local school districts such as Chicago, Philadelphia, and Washington, have mandated service as an integral part of the school's curriculum or extra-curriculum life. Many other states, including California, and school districts are considering such policies.

These trends are supported by education research. Recent evaluations show that well-designed and consistent service-learning activities have the following benefits to student participants: increased engagement in school; improved academic performance; increased acceptance of others, including improved racial understanding; improved civic leadership; and substantial self-reported increases in learning and complex problem solving. In addition, at-risk students experience stronger improvement in measures of academic performance and social responsibility.

In addition to the impact upon the individual student, evaluations also indicate strong community benefits. Agencies where students serve have high satisfaction rates with the program and are able to increase their capacity to get important objectives accomplished. Further, communities tend to see schools in a more positive light.

The Administration can help leverage these activities by providing funding to support quality programs in more schools. Although the OMB mark provides an additional \$7 million above the prior year level to support school-university partnerships, as proposed by the Corporation, there are no additional monies for supporting the growth being discussed with White House staff.

The Corporation's appeal seeks an additional \$30 million for two major purposes. First, we will provide grants of up to \$25,000 to develop 1,000 additional leader schools to serve as models for introducing service-learning into elementary, middle, and high schools across the country. The competition for 100 national examples of leader schools for

service-learning is just being announced. This will provide the base for the use of the additional funds to support the following types of activities:

- a portion of a master teacher's time to implement large-scale service-learning projects, train other teachers in service-learning methods, and coordinate service-learning projects on a schoolwide or districtwide basis;
- the hiring of a service-learning coordinator to support training and implementation of service-learning activities (some of these coordinators may be AmeriCorps members);
- the operation of a summer institute on service-learning in which teachers pilot the use of service-learning with students, with the goal of drawing lessons from this institute to make service-learning a regular part of the curriculum used during the school year;
- the training of principals; and
- the spread of specific component's of the President's service-learning leader schools program, including enhancing specific effective practices.

In addition to the funding of ongoing programs, the Corporation seeks an additional \$5 million in training and technical assistance funds to train teachers, faculty members, principals, students, and community partners in effective service-learning methods. The strategy is to identify and support regional and local trainers who will train the above listed categories of individuals in effective service-learning practices. Some of these activities will be part of the continuing education for experienced teachers; others will focus on the significant numbers of new teachers being added either to reduce class size or to meet the needs of a growing number of young people in those age ranges.

These strategies to spread service among all school-aged youth are further buttressed by appeals elsewhere in this package for the AmeriCorps High School program (see AmeriCorps grants) and the President's Student Service Challenge, including the President's Student Service Scholarships (see the National Service Trust).

NATIONAL SENIOR SERVICE CORPS

Activity	FY 1999 Appropriation	FY 2000 Request	FY 2000 OMB Mark	FY 2000 Appeal
Experience Corps: Seniors for Schools	\$1,080	\$8,869	\$4,709	\$40,000
Foster Grandparent Program	93,256	89,545	93,533	95,000
Senior Companion Program	36,573	43,790	39,790	39,000
Retired and Senior Volunteer Program	43,001	54,347	49,000	46,000
TOTAL	\$173,910	\$196,551	\$187,032	\$220,000

The Corporation's primary appeal within its Senior Corps programs is to launch a new Experience Corps: Seniors for Schools initiative. This initiative is based on discussions with White House staff and is described in greater detail below. The Corporation and OMB are in general agreement on the funding levels and strategies for the Corporation's existing programs, including incorporating the successful elements of previous demonstration initiatives, such as volunteer leaders, into these programs to increase their effectiveness.

Experience Corps: Seniors for Schools

In this newly proposed initiative, the Administration 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 Administration seeks 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 secure our country's future.

The Administration will support a new senior service initiative to engage, as a start, 10,000 seniors in intensive service of 15-20 hours a week. These seniors will serve in programs in 500 communities and will target activities at the education needs of children and youth, including tutoring in reading and math, after-school programs, child care, and summer programs. In addition, they will recruit and help manage 30,000 volunteers, organized in teams, who will serve on a less frequent basis, typically 3-5 hours per week.

In total, 40,000 new seniors will serve in these 500 communities as a result of this initiative.

Older adults are particularly appropriate for national service assignments; they are experienced workers, family members and citizens, among other things, and are a rich repository of the support needed by young people to make the transition to adulthood.

The 10,000 seniors will serve 15-20 hours per week in schools, community organizations, libraries, Boys and Girls clubs, and churches. Seniors will tutor, mentor, staff after-school programs, provide special assistance to at-risk children in day care centers, and perform a full range of tasks necessary to promote the successful education of children. In exchange, seniors themselves will receive modest benefits totaling about \$1,500-\$2,000 per individual per year that will defray the costs of service (e.g., transportation and meals) and provide sufficient incentives to serve an amount of time that is equivalent to a part-time position. The incentives could include cash, educational benefits, or reductions in costs for prescriptions, with each incentive package determined locally and supported in part by private and matching funds.

The Corporation for National Service will build upon its history of successful senior service programs to launch this new initiative, including most importantly recent successful demonstration projects over the last several years.

The budget appeal level for the program is \$40 million.

Retired and Senior Volunteer Program

The Corporation's original request, and the OMB mark, recognized the need for program expansion to help resolve a critical issue facing this program. Specifically, a recent evaluation found that projects have reached a point where existing staff levels are insufficient to adequately support outcome-based assignments for volunteers, which require greater time and effort to develop. To respond to the weaknesses identified, continue growth of this program with a solid base of over 450,000 volunteers, and increase quality consistent with the Corporation's stated objectives under the Government Performance and Results Act (GPRA), additional funds for local projects are critical.

Both the Corporation's original request and the OMB mark also incorporate the use of volunteer leaders in the Retired and Senior Volunteer Program.

Although the Corporation's budget also included funds for the requirement that 1/3 of the increase be targeted at programs of national significance as required by the authorizing statute, the OMB mark appeared to eliminate the request for these funds.

In recognition of the fact that the Corporation's total appeal for senior programs and other initiatives exceed the target, the Corporation has adjusted its budget to a total of

\$46 million, with the increase of \$3 million above 1999 levels targeted primarily at the need for projects to have an administrative base sufficient to meet impact goals. Leaders will be supported under the new Experience Corps initiative described below, and all projects, including existing Retired and Senior Volunteer projects, will be eligible to compete for resources under this initiative. Therefore, leaders are not included in this appeal. Programs of national significance, mandated in the authorizing legislation, are included.

Foster Grandparent Program

The OMB mark for this program is a slight increase above the '99 level. The Corporation's original request was actually for a slight decrease when compared to the '99 level due to the fact that new projects awarded in 1999 and programs of national significance did not require funding in 2000. In September the Corporation did not request new projects in the 2000 budget, but did include modest growth for volunteer leaders and expansion to permit up to 10% of federal funds be used to support non-income eligible persons to serve as Foster Grandparents.

The Corporation is seeking \$1.5 million above the appeal level for this program. These funds would be targeted at existing programs requiring assistance to support impact programming objectives, including programs of national significance as mandated in the authorizing legislation. Given the absence of authorizing language to support leaders and to permit up to 10% of federal funds to support non-income eligible persons, the appeal does not include funds for these categories under the demonstration authority.

Senior Companion Program

The OMB mark provides for about one-half of the expansion originally requested by the Corporation. A significant part of this expansion was for new projects in underserved areas of the country. In addition, the Corporation sought funds for programs of national significance, leaders, and to offset the costs of expanding income eligibility to achieve impact programming goals.

The Corporation proposed significant growth in this program because it supports the overall strategy of the Administration with respect to independent living assistance. The Senior Companion Program contributes to Federal cost containment of both aging and long-term care services in three direct ways. First, it provides high quality, reliable, low-cost, personal support to seniors experiencing difficulties with activities of daily living, allowing them to live independently within their own homes for as long as possible. Specifically, Senior Companions provide personal companionship primarily to persons who have physical, mental, or emotional impairments. Secondly, local Senior Companion projects represent a timely and significant addition to the array of services available in local communities for adults in need of extra assistance and their caregivers. Finally, by engaging income eligible seniors age 60 and over in providing non-medical personal support with activities of daily living, the Senior Companions themselves experience

higher levels of wellness than peers not similarly involved in meaningful, valued roles within local health and social service agencies.

The Corporation's appeal accepts the overall OMB mark for this activity, with slight adjustments. The Corporation suggests language that will permit the increased funds to be targeted at new projects; leaders, which are authorized under Senior Companions, and programs of national significance will be supported.

OTHER PROGRAM PROPOSALS

Activity	FY 1999 Appropriation	FY 2000 Request	FY 2000 OMB Mark	FY 2000 Appeal
Innovation, Assistance, and Other	\$28,500	\$45,000	\$31,500	\$42,900
Evaluation	5,000	5,830	5,500	5,500
Points of Light Foundation	5,500	6,000	5,500	6,000
TOTAL	\$39,000	\$56,830	\$42,500	\$54,400

The Corporation's appeals for these activities are related primarily to the initiatives mentioned above in other activities. Specifically, expansion of the education award only program under AmeriCorps and maintaining the AmeriCorps Promise Fellows initiative is dependent on the Corporation's appeal being accepted for the Innovation, Assistance, and Other activity.

Innovation, Assistance, and Other Activities

The Corporation's original request of \$45 million for this activity, a significant expansion of \$16.5 million above the prior year level, was intended to fund an enhanced education award only program, the second year of the AmeriCorps*Promise Fellowship program, and a series of initiatives related to training and technical assistance and direct communications with members.

OMB's mark provides \$31.5 million for this activity. It will support reduced efforts in existing training and technical assistance functions, no expansion of funds for education award only programs under AmeriCorps, and 1/3 of the AmeriCorps Promise Fellowship initiative.

The Corporation's appeal for an additional \$11.4 million above the OMB mark focuses on two areas – the education award only program and the AmeriCorps Promise Fellowships.

Education award only programs are the strategy used by the Corporation to place maximum reliance on state and local entities to provide almost all operational funding for AmeriCorps, with the Corporation providing modest funding for program support and the education award. This initiative, announced by the President at the Presidents' Summit in Philadelphia as a new partnership with the non-profit, educational, and faith-based sectors, has particularly strong Congressional support and was a key part of the agreement with Senator Grassley to have the Corporation's average budgeted cost, across all AmeriCorps programs, be \$15,000 plus inflation in fiscal year 2000.

Of the expansion described under AmeriCorps, 4,000 new members will be enlisted through the education award only program. To provide the modest program support necessary for this initiative, the Corporation will require an additional \$2.0 million in this category. These funds will provide about \$500 per member in local program support. In contrast, the OMB mark would not provide for any expansion of this initiative in 2000. The Corporation does not have the legislative authority to support the education award only program through the AmeriCorps grants activity, and it is therefore essential that this activity be funded beyond the OMB mark.

The second area within the appeal is the AmeriCorps Promise Fellowship program. This new initiative supports outstanding and experienced AmeriCorps members spending one year serving as leaders in organizations that are committed to helping to meet one or more of the five goals of the Presidents' Summit. Last year at Philadelphia, President Clinton, former Presidents Bush, Carter, and Ford, Mrs. Nancy Reagan, and General Colin Powell, with the endorsement of many governors, mayors, and leaders of the independent sector, declared: "We have a special obligation to America's children to see that all young Americans have:

- Caring adults in their lives, as parents, mentors, tutors, coaches;
- Safe places with structured activities in which to learn and grow;
- A healthy start and healthy future;
- An effective education that equips them with marketable skills; and
- An opportunity to give back to their communities through their own service."

These five goals are now the five fundamental resources sought by America's Promise – The Alliance for Youth, is the focus of the campaign to achieve the goals of the Presidents' Summit.

As a major partner in this effort with America's Promise, the Corporation for National Service devotes a substantial part of its activities to help meet these goals, including the work of AmeriCorps, Learn and Serve America, and the National Senior Service Corps. This new Fellowship program is providing States and local communities with additional and unique support through these AmeriCorps leaders to help carry out their plans to provide America's children with these five fundamental resources.

The cost of the program to the Corporation to support about 1,000 members is about \$12.4 million annually; a significant portion of the costs are covered by public and private organizations at the local level. The OMB mark would about support 1/3 the size of the current program of 550 members; in contrast, our appeal level will support a second year of the program at 1,000 members, the level called for in the President's remarks at the City Year Convention in Cleveland, with further growth dependent upon additional local funding.

Evaluation

The Corporation agrees with the OMB mark of \$5.5 million, an increase of \$500,000 above the prior year level. These increased funds will support activities in fiscal year 2000 designed to measure the Corporation's progress against goals established through implementation of the Government Performance and Results Act.

Points of Light Foundation

The Corporation's appeal includes \$6 million for the Points of Light Foundation, an increase of \$500,000 above the OMB mark and the prior year level.

These funds permit the Points of Light Foundation to carry out its broad statutory mandate to encourage every American and every American institution to help solve our most critical social problems by volunteering their time, energies and services through community service projects and initiatives. The additional funds will help support the additional partnerships forged between the Corporation and the Foundation over the last several years, including the joint national and community service conference, collaboration in state and local initiatives to achieve the goals of the President's Summit, the America Reads Challenge, and the President's Student Service Challenge.

ADMINISTRATION

Activity	FY 1999 Appropriation	FY 2000 Request	FY 2000 OMB Mark	FY 2000 Appeal
Program Admin., NCSA	\$28,500	\$33,000	\$33,000	\$33,000
Program Admin., DVSA	29,129	33,500	33,500	33,500
TOTAL	\$57,629	\$66,500	\$66,500	\$66,500

The Corporation and OMB mark are identical for fiscal year 2000; hence, there is no budget appeal under these activities.

The Corporation is appreciative of the support and understanding OMB has shown toward the managerial challenges brought on by the long-term under funding of program administration activities. The proposed level will permit the Corporation to significantly strengthen its managerial capabilities. The Corporation will continue to concentrate its managerial improvements on financial management improvement and on grant oversight. The new program elements will be administered within that funding total.

The Corporation concurs at this time with the OMB passback of 630 full-time equivalent positions. However, because the new program elements within the appeal will require additional grant activity, the Corporation may have to add up to 20 FTEs to manage those grants. The exact FTE totals will be worked out with OMB staff when those plans are developed further during the discussion of the program appeals.