

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. email	Thurgood Marshall Jr. to Maria Echaveste re: SOTU First Lady's Box (5 pages)	12/18/1998	P6/b(6)

COLLECTION:

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

FOLDER TITLE:

AmeriCorps Visibility [2]

2013-0124-S
rc1150

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).

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]
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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]

FIRST LADY HILLARY RODHAM CLINTON

CENTRAL KITCHEN EVENT

DECEMBER 21, 1998

Thank you, Robert (Egger), for that kind introduction. I'm so pleased to be able to come here with my husband, to meet you and the trainees and volunteers of the DC Central Kitchen -- and to see firsthand the extraordinary work that all of you are doing in this community. [Of course I also want to take this opportunity to thank you for the delicious desserts that you helped prepare for the Clinton Inauguration celebrations in '97.]

I want to thank the volunteers here -- who show us all what can be accomplished when we work together. People like Jill Mueller -- who helped us make lasagna a few minutes ago. Like so many AmeriCorps volunteers -- she's serving this community for a year -- and earning funds for college. And like so many AmeriCorps workers -- she's helping to expand the number of volunteers who are working in non profit organizations like this around the country.

The spirit of service goes to the heart of who we are as Americans -- and who we want to be. Jill and the other AmeriCorps members in the audience -- and ever volunteer here -- make that spirit a day to day reality.

I want to thank the trainees -- including the two homeless veterans who we just shared the kitchen with -- who have the courage to learn new skills, and start new lives. Congratulations to the graduates of this program -- who have such an extraordinary record of getting -- and holding -- jobs after they graduate. And I want to applaud Robert -- for being a leader in the true sense of the word -- ensuring that others gain the confidence and skills to lead and serve as well.

Your work here is truly an inspiration -- and a confirmation of what is best in all of us. You not only provide food to those who need it -- the homeless, seniors, teenagers, and children. You are also provide the training and the jobs that help get people back on their feet -- and on the right track. This Kitchen has turned the traditional approach to poverty and homelessness on its head. Instead of a hand out -- you offer opportunity. Instead of pity, you offer jobs. People here are not only opening up their hearts. They're using their heads -- and running a successful business. You're helping people get jobs -- and making sure they keep them. And by giving trainees the chance to guide the many volunteers who come here -- you are giving them the confidence they need to become productive, self-sufficient members of society.

I've heard amazing stories of lives being changed, and of people giving back. I heard about a woman who was living on the streets -- and struggling with drug addiction. She completed a drug rehab program; graduated from the training program here; and now not only has a job as a kitchen manager at a women's shelter; she's living in her own apartment, and putting money in the bank. And she's giving back to the community that helped her -- by passing on her newly found skills to new trainees here at the Kitchen.

As she once said: "I needed to turn my life around." And that is what this place has helped people to do for the past ten years.

It is particularly heartening to come here -- during this holiday season -- and to be reminded of what we truly value in our lives, and in our nation: people like yourselves -- from all walks of life -- working together for the common good.

I'm proud to introduce to you today someone who is dedicated to fulfilling that vision every day: that everyone -- no matter what the circumstances -- deserves an equal chance to succeed; to participate; to contribute. That everyone deserves to have equal access to the tools of opportunity. That everyone who works hard should be able to reap the rewards of that work. And that it's up to all of us -- in the public and private and non profit sector -- to help people and communities help themselves. I'm proud to introduce my husband, the President of the United States, Bill Clinton.

December 18, 1998

MEMORANDUM FOR HILLARY RODHAM CLINTON

FROM: Brenda Costello

SUBJECT: Briefings for Monday, December 21st

Shelter/Central Kitchen Event

- Briefing (to be forwarded by Staff Secretary)
- Remarks

Press Reception

- Guest list (to be forwarded)

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"Kowalczyk, Gary" <GKOWALCZ @ cns.gov>
12/14/98 05:46:00 PM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP
cc: "Gomperts, John" <JGOMPERT @ cns.gov>
Subject: Budget Discussions

This is an update following our earlier conversation.

We spoke a couple of times with Larry Matlack of OMB today. Larry emphasized that he was not negotiating or making a specific offer, but that he was interested in different methods and costs for reaching the 100,000 member goal.

Larry indicated that his proposal to get to 100,000 AmeriCorps members cost about \$72 million more than the original OMB mark in the first year, or \$30 million less than what we had requested in the appeal. We reiterated the view that we couldn't get there using his nos., and that relying solely on the education award approach for full-time programs was not viable. He asked about stretching the proposal over three years; we disagreed.

Hence, the good news is that they are clearly trying to get to the goal of 100,000; the bad news is that they are still relying too heavily on the education award only approach.

With respect to seniors, he would like to count 5,000 of them in the first year, and 12,000 in the second year, toward the 100,000 goal. In internal CNS conversations today, we remain concerned about mixing messages about AmeriCorps, and hence told Larry that we didn't think they should be in AmeriCorps at this stage. In our view, If seniors are AmeriCorps members, then they should be eligible for an education award. Otherwise, it becomes impossible to separate them from Foster Grandparents and Senior Companions.

I understood that you didn't think it wise to give seniors an education award if they were part of AmeriCorps, and that you thought we could count 5,000 toward the AmeriCorps goal. Is that correct? If OMB's action means that we will lose any new money for senior initiatives, then we in CNS may want to rethink whether seniors should be part of the AmeriCorps initiative.

We should discuss this issue tomorrow if you have a few minutes.

Larry was adamant that there will be no substantial new money, as requested in our appeal, for Learn and Serve and senior programs. I told him that we still had strong interests in these areas, and that they were supported in our discussions with different White House staffs.

Larry mentioned a meeting tomorrow where national service will be discussed.

**PRESIDENT CLINTON:
PROMOTING SERVICE FOR STRONGER COMMUNITIES**

December 21, 1998

"At Christmas-time, we celebrate the gift of a miracle. At the D.C. Central Kitchen, you perform a miracle with your gifts."

President Bill Clinton
December 21, 1998

Today, President Clinton and First Lady Hillary Rodham Clinton will highlight the importance of community service by volunteering their time at the D.C. Central Kitchen, a program that both distributes food and provides job training to the homeless.

Service As Civic Responsibility. To make the forces of the 21st Century work for us, not against us, we must restore an ethic of citizenship and civic responsibility through service -- not as a form of charity or an alternative to government, but as an essential part of what it means to be an American. Service unites people of all ages and all racial and ethnic backgrounds in a common mission to solve community problems and improve the lives of other Americans.

Strengthening Communities And Building Strong Futures. Today, the President and First Lady will volunteer their time at the D.C. Central Kitchen. The D.C. Central Kitchen collects surplus food from local hotels, restaurants, and government agencies and distributes meals to homeless shelters and soup kitchens across the area. In addition to preparing 3,000 meals a day, the D.C. Central Kitchen operates a job training program for homeless people that is supported by the Departments of Labor and Housing and Urban Development. Every day, roughly 25 to 30 homeless men and women receive job training in food service. The D.C. Central Kitchen also operates with the assistance of AmeriCorps and between 10 and 20 community and mission volunteers.

A Presidential Commitment to National Service. President Clinton has made service and volunteerism a foundation of his Administration:

- **AmeriCorps:** When he came into office in 1993, President Clinton outlined a vision for a national service program which would allow young people to serve our nation. The result of that vision is AmeriCorps, which is bringing people of different racial, ethnic, and economic backgrounds together in the name of service and common goals. AmeriCorps has helped over 100,000 young people serve their communities, and engage in a variety of intensive service areas, including: youth mentoring, disaster relief, public safety, and home building;
- **The President's Volunteer Summit:** In 1997, the President convened the President's Volunteer Summit, bringing together leaders from a broad spectrum of both the private and public sector to mobilize Americans and help them

understand the important role volunteerism can play in strengthening their communities. In conjunction with this summit, the President announced a national week of service, called on all states to make service a part of high school and middle school education, and launched the National Service Scholarships, to help students who perform outstanding service pay for college.



"Murphy, Tara" <TMURPHY@cns.gov>
01/15/99 10:41:00 AM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP

cc:

Subject: here are the 4 heroes --

Aaron Staats, age 19, from Warwick, NY has been a part of AmeriCorps*NCCC since October 1997. He's currently a second year corps member in Charleston, SC.

This year he spent most of September through November helping Puerto Ricans recover from the disaster wreaked by hurricane Georges.

"Some of the things that have stuck out the most in my mind down my path of community service are a Puerto Rican woman's tears of joy at the assistance I was able to give her after a life threatening trauma, a homeowner's gratitude at the new paint my team and I applied to their house, and knowing that I was a factor in a youth's moment of understanding in their education. The truth is community service is nothing what I expected it to be, it is that and so much more."

After High School, Aaron was torn between going to college or enlisting in the Air Force, but ultimately decided to join AmeriCorps. After two years in AmeriCorps, he is more focused and now ready to pursue college education. Interestingly enough, AmeriCorps has become a Staats family tradition of sorts as his younger brother is a AmeriCorps member serving at the Denver *NCCC campus this year.

Ashley Dumas

Notre Dame Mission Volunteers, Inc. and Project Hope in Dorchester, Mass.

Age 22

hometown: Seattle, Washington

A May 1998 graduate of Wellsley College with a degree in Cognitive Science, 22 year old Ashley Dumas always knew she wanted to spend her first year out of college doing intensive community service work through an AmeriCorps program. Her intense passion for social justice, a strong foundation from her parents (her father is a commander in the Coast Guard, her mother is a public school teacher) and years of catholic education led her to the Notre Dame Mission Volunteers. She is currently serving at Project Hope in South Boston, a shelter from single mothers, where she teaches GED classes while also helping with the program's child care services and food pantry. But at the end of the day, Ashley's service doesn't end. Seeking a living

arrangement that would compliment her AmeriCorps service, Ashley (voluntarily) lives in a house with 6 teens enrolled in A Better Chance, a program that places at-risk youth in private and public schools so they may have a better chance at graduating from High School and breaking away from a life of poverty. In exchange for room and board, Ashley tutors the girls (ages 14-17) two hours each night, organizes weekend activities, and serves as a positive role model and mentor. After her year of service, Ashley hopes to attend graduate programs for social work.

After a successful first term, Loc decided to extend his service for a second year. Today Loc serves full-time as a mentor to 8 teenage boys at San Luis Obispo High School. They all are dealing with major risk issues including academic failure, drug and alcohol abuse, criminal activity and low-functioning families. Loc's ability to see potential and appreciate what he's

been given has made him very successful at making connections with these disenfranchised teens. Since serving in AmeriCorps, Loc has changed plans from

going to medical school to getting a degree in education. He has become passionate about working with youth and plans to become a teacher and ultimately a high school principal. Says Loc, "Through the work of AmeriCorps

this year, I have grown and matured in so many ways. AmeriCorps has given me a

vision of the future, of what I want to do with my life, and the importance of

the community, working together to achieve a common goal."

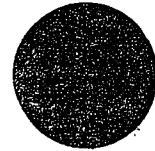
Contact info for Loc Truong: pager: 805-783-8957, home phone: 805-929-8188, voice mail at high school: 805-544-5770 x2050.

AmeriCorps Program Director Nancy El-Sayed: work: 805-549-7890, pager: 805-547-5741.

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.

**PRESIDENT WILLIAM J. CLINTON
STATE OF THE UNION ADDRESS
UNITED STATES CAPITOL
January 19, 1999**



Mr. Speaker, Mr. Vice President, Members of Congress, honored guests, my fellow Americans:

Let me begin by saluting the new Speaker of the House. I look forward to working with you, as you said on the day you were sworn in, in a spirit of civility and bipartisanship. We should heed the words and honor the spirit of Thomas Jefferson, who in 1801 asked a divided Congress to restore "that harmony and affection without which liberty and even life itself are but dreary things." Beyond these walls, in schools, businesses and churches, across our nation, Americans of different backgrounds and beliefs are working together in harmony and affection to meet the challenges of our new, exciting time. They demand no less of us.

Tonight, I have the honor and responsibility of reporting to you on the State of our Union, and to call on our nation to rise to this moment, to meet the great challenges and seize the even greater opportunities of a bold new era.

I have the privilege to report that we have created the longest peacetime economic expansion in American history -- with wages rising at twice the rate of inflation and nearly 18 million new jobs.

I stand before you to report that more Americans are living in their own homes than at any time in our history -- that the welfare rolls are the smallest in 29 years -- and that the peacetime unemployment rate is the lowest it has been since 1957.

I stand before you the first president in three decades to report not just that the budget is balanced, but that we have a \$76 billion surplus -- the highest in American history.

I stand before you to report that violent crime is at its lowest point in a quarter century.

I stand before you to report that the environment is the cleanest in a quarter century, and that in six years we have cut pollution from factories in half -- even as our economy has boomed.

I stand before you to report that America stands strong -- a force for peace in lands torn by ancient hatreds, helping to bring reconciliation to Northern Ireland, to Bosnia, to the Middle East.

In the last days of what has been called the American Century, months before the new century, an era of new American progress has begun.

In all this, we are renewing government so once again it is a progressive instrument of the common good. We have discarded the old debate that we must either seek to dam up the currents of economic change -- or tell our people to sink or swim on their own. Instead, we have built a government for the Information Age, one that lives within its means -- a flexible, creative government driven not by rigid ideology, but by ideas that work. A government that is devoted to giving the American people the tools they need to solve their own problems. A 21st Century government for 21st Century America.

Perhaps most important of all, we have proved again to ourselves and the world that when America faces a challenge at home and abroad, we can meet it. This young nation, born in revolution and renewed in each generation, once again is building a new America for a new time. President Washington told the First Congress that succeeding generations must carry forward "the sacred fire of liberty" which is "finally staked on the experiment entrusted in the hands of the American people." My fellow Americans, at the end of one American century and the dawn of another, that sacred fire still burns brightly. The State of our Union is strong.

What will we make of this moment? This new century will be a time of unimaginable progress for our nation--of vast new economic opportunities, stunning scientific discoveries, remarkable advances in the health and happiness of our people--advances we are already beginning to see. Already, we look forward and see a brilliant future: a time when cancer is a thing of the past; when new technologies make it possible for parents to work closer to their children; when our victories over crime and drugs turn into a rout.

At a time like this, it would be easy, and understandable, for a nation to sit back and savor its success. But we cannot allow the hum of prosperity to lull us into complacency. New times pose new perils even as they offer new promise. They demand new action.

Yes, America is working again. But we have not yet met the long-term challenges that face our people in the 21st Century.

We must honor our parents and renew the compact among generations by building an even stronger retirement system. We must meet our duty to our children by building strong schools for the 21st Century. We must spread opportunity to all people and places who have not yet reaped the benefits of our prosperity. We can conquer dread diseases, from cancer to Alzheimer. We must build strong families and communities for the 21st Century, giving parents health care and child care, safer streets and a cleaner environment. We must lead for peace, prosperity and security in a world of new threats. We must build, out of our brilliant diversity, One America -- a 21st Century America, stronger and safer, richer and fairer, more diverse and more united than ever.

There will never be a better time to meet these challenges than now -- now, with our budget surplus growing, now, with our economy expanding, and above all, now, with our confidence rising. Let's get to work.

BUILDING A 21ST CENTURY ECONOMY

Fiscal discipline/Social Security

We begin by building an economy for the 21st Century. The qualities of the new economy -- innovation, ambition, flexibility, teamwork -- are at the core of the American character. It is no accident that from biotech to aerospace, from autos to software, we have created an American economic renaissance.

When I took office, the budget deficit for this year was projected to be \$400 billion. Today, we have a \$70 billion surplus. Thanks to the pioneering leadership of Vice President Gore, we have reinvented our government, in partnership with federal workers, doing more with less. The federal government is the smallest since -- well, since John Glenn first orbited the Earth.

[low tax rate]

When a hard-working family has an unexpected financial windfall, it is tempting to splurge. But the right thing to do, the responsible thing to do, is to invest for the future -- especially when we know that retirement is ahead. So I will resist any tax cuts or spending programs, no matter how appealing, until we have set aside the funds we need to address America's long-term, pressing needs.

Our fiscal discipline gives us an unsurpassed opportunity to address perhaps our greatest new challenge: the aging of America.

Though our nation is young in spirit, our people are aging -- and thank goodness, life expectancy is rising. With the number of elderly Americans set to double by 2030, the Baby Boom will soon become a Senior Boom. This is a seismic demographic shift. I believe there are four things we must do to prepare our nation.

First and before all else, we must save Social Security. Early in this century, to be old meant to be poor. When President Franklin Roosevelt created Social Security, thousands wrote to thank him for eliminating what one woman called the "stark terror of penniless, helpless old age." Even now, without Social Security, half our nation's elderly would plunge into poverty.

Today, Social Security is strong. But it will soon face a crisis. By 2032 it will be unable to pay out the full benefits older Americans depend upon to live.

Last year, from this podium, I said we should set aside the surplus until we save Social Security. Working together, we have done so. Tonight, let us resolve to finish the job -- and invest the surplus to save Social Security.

Tonight, I propose that we invest half the budget surplus for 15 years to save Social Security. We can get a higher return if we invest a portion in the private sector -- like any private or state government pension would, or, indeed, like any family would. If we take this step, we can save Social Security for 50 years. But we must do more. From the first days of this program, we have sought to assure that the system was on sound footing for at least 75 years. To do that, we will have to make difficult but achievable choices in a bipartisan agreement. I am committed to that end; I ask you to commit to it, too.

[Let me be clear. The best way for Social Security to remain, for the long-term, a rock-solid guarantee of support, is to invest its resources more wisely -- not to make drastic cuts in benefits; not to raise payroll tax rates; and not to drain resources from Social Security in the name of saving it. I do not believe we should devote a single dollar of the payroll paid by every American tax to any new or untested account that puts basic Social Security benefits at risk.]

Second, after we save Social Security, we must fulfill our obligation to save Medicare. We have worked hard to strengthen Medicare. Already, we have extended the life of Medicare by 10 years -- but for the health care of our seniors to be on solid ground, it must be extended for at least another decade. So I propose that we put one out of every five dollars in the surplus toward saving Medicare. If we did this and no more, we would extend the life of Medicare for at least 12 years. But if we do more -- if we take strong steps and take seriously the work of the bipartisan panel chaired by Senator John Breaux and Rep. Bill Thomas that will report in March -- then we can also improve the quality of Medicare as well.

Third, we must do more to help all Americans, from their first day on the job, to save, to invest, to create wealth. As President Roosevelt made plain, Social Security was only one pillar of support for older Americans; private savings and pensions were the others. But today, tens of millions of people still retire with few savings and no pension. Even if we save Social Security, Americans living longer than ever simply must save more. That is why I am proposing a new universal pension -- personal savings, invested as each worker sees fit, which would be bolstered by the national government. By doing so we would give more Americans a greater stake in our prosperity. . . a greater hand in the creation of wealth. . . a greater chance to retire in comfort, security, and dignity. I know we can agree: this is a future, a secure future, every hard-working American deserves.

Fourth, to better prepare for the Senior Boom, we must help Americans provide long-term care for aging and ailing loved ones. Today, millions of working people are caring for elderly relatives and even neighbors, often at great cost to their families. Caring for parents in their old age is the cycle of life -- a vital and sacred compact among generations -- and one we should recognize and reward as a nation. That is why, in my balanced budget, I will propose a

long-term care tax credit of \$1,000 for people with long-term care needs or for the families that shelter them. The care these families provide is invaluable; but we can show we value it very much indeed.

And we should help every elderly American who can do so to stay in their own home or with their own family, before going to a nursing home. A new initiative in my balanced budget plan will help [#] families with low-cost loans or support to install safety

Preparing for the aging of America means investing this fraction of our budget and 85 percent of our budget surplus. If we do so, we will be making a wise investment. If we make good use of our good fortune, the retirement of the old need not be a burden on the young. If we save Social Security. . . if we strengthen Medicare and long-term care. . . if we spur savings with a new universal pension. . . then we will have taken bold steps toward a better future. So we should take those steps now. This year. With no excuses.

Education

Just as we meet our duty to older Americans, we must meet our duty to the young. Today, there are more children in our public school system than at any time in our nation's history, and that system must be transformed, to prepare all our children for a new economy that prizes knowledge, creativity and skills as never before.

The doors of college must be open wide--and we have opened them. With easier student loans, more Pell grants for deserving students, 1 million new work study jobs, education IRAs, and the HOPE scholarship tax cut that nearly 6 million Americans will receive this year, we can say today what we could not say six years ago: Every high school graduate in America, regardless of income, can afford to go to college.

We have also made progress in renewing our public schools with higher academic standards, more discipline, and a focus on results. Nearly every state has imposed tougher academic goals, and a national test is being developed to measure students' progress in meeting those goals. Thousands of schools have cracked down on drugs, gangs, and violence. We are teaching values and finding a proper place for religious faith in our public schools.

All these efforts and more have begun to bear fruit. SAT scores are up. Math scores have risen in nearly all grades nationwide. This is good news. But there is a perplexing problem: while our fourth graders outperform their peers in other developed countries in math and science achievement, our eighth graders are around average, and our twelfth graders rank near the bottom. Clearly, American students have the capacity to learn and start out strong, but the system fails them.

We can and must do better, by setting in motion a revolution of rising expectations. Three years ago, Chicago Mayor Richard Daley sparked such a revolution in his city's schools

when he ended the practice of social promotion, in which students proceed to the next grade regardless of whether they have mastered the material in their current grade. Now, Chicago students who fail end-of-the-year tests are placed in summer school and after school programs and tutored until they do pass--and most do. Chicago's summer school program is now the sixth largest school district in America.

It is tough medicine, but it works. Citywide math and reading scores have gone up three years in a row in Chicago, with the biggest gains coming from some of the most disadvantaged students. One of those students is Darneisha Rogers, who lives in Chicago's tough Cabrini-Green public housing complex. Last spring, Darneisha got a letter saying she would have to repeat sixth grade unless she raised her test scores. Distraught at first, Darneisha buckled down, and in six weeks of summer school boosted her reading level by eight months and her math by a year and five months. She passed her test, entered seventh grade with her friends, and now she's thinking about going to college. Darneisha is with us tonight, sitting with the First Lady.

Tonight, I ask you to join me in a drive to make every state and school district give every child in America what Chicago gave Darneisha--a reason to try harder, and help to do better. Each year the national government invests over \$13 billion in our public schools. I believe we should only invest in what works. I propose that every school in every community receiving federal help for their schools take the following steps.

First, all schools must end social promotion. Every spring, one in five public school students moves from grade to grade without having mastered the basics. And each year, hundreds of thousands of young people graduate from high school so ill-educated they cannot balance a checkbook or draft a letter explaining an error in a credit card bill. Social promotion must stop, and states and school districts that fail to stop it will not get a dime of federal money.

If we are going to hold students to high academic standards, we must give them the help they need to meet those standards. So my new balanced budget triples the funding for academically-enriched summer school and after school programs--but only for schools that end social promotion. We can keep one million students learning in the hours after regular school lets out, when parents work and juvenile crime soars. Our children should learn their lessons in the school house, not on the streets.

Second, all states and school districts must identify their worst-performing schools, and take serious, even drastic steps, to turn them around. We will no longer tolerate schools that deny generation after generation of disadvantaged Americans the opportunity to learn their way out of poverty. That means, if need be, bringing in new principals, new curricula, and new, better-trained teachers, as Chicago has done with many of its worst-performing schools. If schools still fail to improve, they should be shut down and the students placed elsewhere, as has happens to 55 schools in three states, with good results for students. My balanced budget

includes \$200 million to help turn around failing schools, but states and school districts that refuse to take responsibility for failing schools will get nothing.

Third, all states and school districts must be held responsible for the quality of the teachers they send into the classroom. Nearly a quarter of secondary school teachers do not have college majors--or even minors--in the subjects they teach, and the situation is worse in inner city schools. Our schools have many superb teachers, but many others who are burned out and otherwise ineffective. States and school districts should require tests of competency for incoming teachers, and swift but fair procedures for removing those who cannot do the job. A teacher who cannot teach has no business being in the classroom.

We as a nation must do more to get better trained teachers into our poorest neighborhoods. We must recruit teachers for the inner city, for Indian reservations, and for communities where we must give our children every chance to learn their way out of poverty.

Fourth, we must empower parents by giving them better information about their schools. In most communities, it is easier to get information on the quality of local restaurants than the quality of local public schools. Schools issue report cards on students. I believe every school district should issue report cards on schools.

Empowering parents with better information will create tremendous competitive pressure on schools to improve. So will expanding the choices parents have by creating more innovative public charter schools. There was one such charter school in all of America when I became President. There are 900 today. By early in the next century, there should be 3000. We should also offer parents new public school choices tailored to the way families work and live today -- including new public schools located at workplaces, so that harried working parents can spend more time with their children and get more involved in their schools.

To bring more discipline, more attention, and more learning to every young child, we reached across party lines last fall and began to hire 100,000 new highly-trained teachers to reduce class size in the early grades. I ask this Congress to finish our mission of hiring 100,000 new teachers.

We must also give our children schools as modern as the world they live in. The average school buildings begins to deteriorate after 40 years, and the average school building in America today is 42 years old. Too many of our schools are falling apart, with walls too old to be wired for the Internet. Many are so packed with the Baby Boom's nearly 53 million school children that trailers must be used to handle the overflow. Last fall, Congress missed an opportunity to create a tax break to modernize or build 5000 new schools. This year, for the sake of our children, Congress must not miss that opportunity again.

In 1996, the Vice President and I promised that every classroom and library in America

would be connected to the Internet by the year 2000. We have made new investments in computers, training for teachers, and discounts to make logging on affordable. Since then, nine times as many classrooms have been hooked up. But another million classrooms have yet to be connected to the technology that will connect children to the future. This year, we will make \$2 billion available to link all our classrooms to the Internet. I ask every school in every community in America to make that vital connection.

I ask the Congress to fund a Digital Library that will put online state of the art math and science curriculum, the treasures of the Smithsonian, and up to 400,000 of the greatest books in human history. Imagine what our children can accomplish when they enter a library as vast as their imaginations. We can put that library within the reach of every child.

21st Century economy

By securing the retirement of the elderly and the education of the young, we will make huge strides to build lasting prosperity into the 21st Century. To widen the circle of opportunity in a modern economy, we must do more.

To spur the high tech industries that account for one third of our growth, my administration will propose a 30% increase in long-term computer research -- so that [tk].

To help families with the dizzying choices in the financial marketplace, my administration will propose a new "financial right to know" law to help consumers protect their investments, combat fraud, and make smart choices.

To make sure that competition and innovation thrive, my enforcement team will continue its prudent but aggressive record of enforcing our antitrust laws.

To make certain that we reap the rewards and minimize the disruptions of these new technologies, we are working around the clock to prepare for the so called 'millennium computer bug.' As you know, many computers and machines will have difficulty processing the year 2000. I believe that the national government will be ready. Every business, every city and county, every university in this country and around the world is at risk. But if we work hard and work together, the millennium bug can be the last headache of the 21st Century and not the first crisis of the 21st Century.

But above all, it is plain that economic growth at home depends upon economic growth around the world. Because this is so vital to our nation, I want to take a moment to explain what the stakes are and what we have done.

Our nation benefits greatly from the free flow of goods and capital and the new lines of commerce and communication that link us to other nations. Until recently, a full one third of our economic growth came from trade. But over the past year and a half, financial turmoil that began

in Asia and spilled across the world has put that growth at risk. Worldwide financial markets first flood a nation with funds, then just as suddenly withdraw those funds in a panic -- leaving social devastation in its wake. Today, much of the world is in recession. Too many of our trading partners can't buy our exports -- and can flood our market with inexpensive imports. And across Asia, an entire generation that worked its way into the middle class has been plunged into poverty.

In September, I said this was the most critical financial crisis in a half century. I set out a new strategy to spur global growth, to stabilize the global economy and keep the world trading system open, free, and fair. Together with other leading nations, the United States acted -- lowering interest rates, [other steps tk]. The turmoil is not over; and over the next year we may yet feel its full impact within our own borders. But because America led and America acted, the world economy is much more sound than it would have been. I thank lawmakers of both parties for your support.

Now we must put a human face on the global economy. An international market that does not honor the values and protect the interests of ordinary citizens will neither earn nor deserve their support.

We must build a financial system for the 21st Century that tames the savage cycles of boom and bust in the world economy. This spring, I will meet with the leaders of the world's most important economies to lay plans for a world financial system as modern as the markets. We must insist that every nation open its books. We must strengthen bank regulations to reduce the risks posed by the ricocheting of money around the world. We must work together to build new ways to respond to these crises before they become calamities. We must make sure that the poorest citizens do not become the victims of financial turmoil.

And we must build a trading system for the 21st Century -- one that spurs growth, expands opportunity, and honors the values we fight for every day.

For too long, trade has divided Americans, across lines of party and philosophy and economic station. We must find a new approach to trade -- the common ground on which business and labor and government can stand.

We must do more to help American manufacturers whose exports have been hit hard by economic turmoil abroad -- and who face a flood of inexpensive imports from abroad. I ask the Congress to provide credit to help spur \$2 billion more manufacturing exports abroad. We would be very unwise to erect protectionist walls that could start a chain reaction and plunge the world into recession. But let me be clear: where imports are unfairly surging into our nation, we will act. I have made clear to the government of Japan that if they do not reduce their inexplicable surge of cheap steel imports into our country, I am ready to launch trade proceedings against Japan.

Five times in the past half century, we have negotiated worldwide trade agreements that have opened markets and lifted our prosperity. Tonight I propose to launch new trade negotiations to open markets to our goods and services -- a new round of negotiations in the World Trade Organization to expand our exports of farm products, services and manufactures -- trade with Africa -- a Free Trade Area of the Americas -- trade with the Central American nations devastated by the recent hurricane.

In all these, we must press for trade that is more open and more free. But we must also press for trade that promotes the dignity of work and the rights of workers. We must insist that international trade organizations be open to the sunlight of public scrutiny. We must insist that trade rules never be used as a pretext to destroy environmental protections. We must never let vigorous international economic competition become a race to the bottom among nations.

This common approach must be the basis of legislation giving the President traditional trade authority.

[And we must act, once and for all, to end the most exploitative trade practices of all. I will sign a new international agreement to ban child labor everywhere in the world.]

And we must make certain that every American worker has the tools to succeed in the new economy. Today, there is not so much an income gap as a skills gap. At a time when skills matter more than ever, one out of four working people reads at less than a sixth grade level. This past year I was proud to sign bipartisan legislation to transform our worker training system. With a simple voucher, Americans can now choose the skills they need. My balanced budget will build on that momentum. We must mount a national campaign to improve adult literacy. And we must commit that every American who needs training gets training.

BUILDING STRONG FAMILIES FOR THE 21st CENTURY

In the 20th Century, the American family was transformed as we adapted to new workplaces and new ways. Now, we must strengthen the American family for the challenges of the 21st Century. No government can raise or love a child. Mothers and fathers do. But government can empower parents with the tools they need to meet their most vital responsibilities.

Tobacco

Strong families start with healthy children.

As is now well known, our children are the target of a massive media campaign to hook them on cigarettes -- a product that will kill them. A secret tobacco industry document calls young people "replacement smokers." They are not the future of the tobacco industry; they are the future of our nation. And we must act to protect them.

I ask this Congress to resist the awesome power of the tobacco lobby and pass comprehensive, bipartisan legislation that will raise the price of cigarettes, protect farmers, and give us the tools to protect our children from tobacco.

We know that tobacco is not the only product that can bring early death to our children. Each year, on too many dark roads, drunk drivers kill nearly 3000 children. I ask the Congress to write tough new blood alcohol standards into law to protect every American, on every roadway.

Child Care

Strong families depend on strong parents.

We must do more to help the millions of working American parents who give their all every day to succeed at home and at work.

I ask the Congress once again to enact a comprehensive plan to make quality child care more affordable, more accessible, and more enriching than ever. Our plan – with tax cuts for working families, child care subsidies for small business, high standards and training for child care providers – is fully paid for in our balanced budget. It will pay off in greater peace of mind for working parents, and better care for our children.

A child care plan that is in balance with our values will also help mothers who choose to stay at home with their children, giving up income while they do. Our child care plan includes a new tax credit to help those stay-at-home mothers. No job is more important than the job of raising our children.

I was proud that the Family Medical Leave Act was the first bill I signed into law. Since then, it has helped nearly [20 million] American workers to care for a new baby or an ailing relative without risking their jobs. We should build on that success, and guarantee Family Leave to 10 million more Americans who work for smaller companies.

And parents who work to support their families should never, ever face discrimination in the workplace. I will send legislation to Congress that prohibits companies from refusing to hire or promote workers simply because they have children. We should not punish parents who fulfill their most important responsibility -- we should honor them.

[Next Fall], the First Lady and I will host a White House Conference to examine the changing relationship between the workplace and family life, and find new ways to balance work and family as we approach the new millennium. [*Reference to Mrs. Clinton*]

Health care

The United States has the world's most advanced medical care -- and we must continue

our commitment to cutting edge research and pathbreaking innovation.

In just the past six years, medical researchers introduced the first effective drugs to treat HIV. They have begun testing the first drugs to prevent or reduce risk of cancer. They have discovered the process of aging itself -- raising the prospect of new treatments to prevent or delay the infirmities of old age, from Parkinsons to Alzheimers to arthritis.

My balanced budget will keep us on track to increase the budget for the National Institutes of Health by fifty percent. By voting to fund scientific research, this Congress will commit our nation to finding a cure for cancer and HIV early in the new century.

But as our sophisticated medicine races ahead, we cannot let our health care system lag behind.

Since 1990, the number of people in managed care plans has doubled. And as we all know, managed care has transformed medicine in America -- driving down costs, but threatening to drive down quality as well.

Here's a true story told to us by an emergency room physician from Dearborn, Michigan. A patient was rushed into the emergency room; he had died. The doctor managed to resuscitate the patient, and he recovered. But the man's health plan said they would not pay. Being dead, apparently, was not "an emergency"!

Our health care bill of rights says: Every American should have the right to the best care, not just the cheapest. The right to see a specialist. The right to continuity of care. The right to emergency care.

Within my power as President, I have acted, extending these rights to the 85 million Americans served by Medicare, Medicaid, and other federal health plans. But only Congress can extend this Patient's Bill of Rights to all Americans, and again I ask Congress to do so, on a bipartisan basis, early this year.

Step by step, we must also extend health insurance to more Americans. Today, more Americans lack coverage than they did in 1993. Two years ago, we extended health insurance to up to 5 million children. Now, we should give people 55 to 65 -- the fastest growing group of the uninsured -- the chance to buy in to Medicare. We should make it easier for small businesses to offer health insurance to their employees. We should pass the bipartisan legislation, introduced by Senators Kennedy and Jeffords, to allow people with disabilities to buy Medicaid health insurance when they return to work. No American should have to make the choice between having health care and going to work.

And until we every American has health insurance, we must invest

And as more of our medical records are stored electronically, the threats to privacy increase. If Congress does not act this year, as provided by law, I will act -- issuing an executive order to protect the privacy of medical records online.

[And we must step up our efforts to treat and prevent an illness faced by tens of millions of Americans -- mental illness. Mrs. Gore has led our efforts to fight the stigmas faced by the millions of Americans with mental illnesses and to improve their treatment and care. This year, we will host a [first-ever] White House Conference on Mental Health. No American should ever be afraid to recognize and treat this disease. No American should face an ugly stigma. And every American should have equal opportunity to thrive.]

Strong families are working families.

Already, by expanding the Earned Income Tax Credit and raising the minimum wage, we have helped [x] million work their way up from poverty. But you can't raise a family on \$5.15 an hour. I believe that we should say to all parents: if you work hard and play by the rules, you can raise your children out of poverty. Let's agree to raise the minimum wage by \$1 over the next two years.

Welfare to work -- [to come]

A STRONG AMERICA IN A NEW WORLD

We end this century as the world's indispensable nation. The power of our ideals, the strength of our economy, and the might of our military have given us a unique opportunity to shape a more democratic, peaceful and prosperous world. But we bear a responsibility, as well, to act when our interests are clear, our values are at stake and where we can make a difference. In the new century, new opportunities for peace and democracy must be seized. And new threats to our security and the world demand eternal vigilance.

Over the next year, the United States must continue to bring the calm hand of reconciliation to lands torn by war and violence.

At the center of Europe, where just a few years ago tens of thousands of people lost their lives to the bloodiest war since World War II, American leadership and NATO's resolve have put Bosnia on the path to peace and prevented a humanitarian catastrophe in Kosovo. Over the next year, we will continue to make Bosnia's peace self-sustaining -- and continue to drawdown our forces. In Kosovo, we will work to sustain a fragile cease-fire and press for a settlement that gives its people the self-government they once enjoyed and so strongly deserve.

All Americans should be proud that we stood with Protestants and Catholics in Northern Ireland as they moved from the deep freeze of despair to the warm sunlight of peace.

Through the Good Friday Accord, the people of Northern Ireland have put an end to 30 years of heartbreak and chosen a future of peace. Now, America will help them build it.

And in the Middle East -- birthplace of three great religions, source of so much instability in the world -- we have helped bring the parties closer to a lasting peace. Two months ago, in a long week of meetings on the Maryland shore, we helped put the peace process back on track. Last month, in Israel, we kept it moving forward. I was proud to address the Palestinian National Council on the day it renounced its call for the destruction of Israel. The road to ahead will be difficult. But we can see our way toward a just and secure peace that is good for Israelis, for Palestinians and for the world.

As we seize the opportunities to make peace, we must also stand ready to meet the new threats to our nation and the security of the world. With the end of the Cold War, there is no longer a single, existential threat to our survival. But today, outlaw nations and bands of terrorists can disrupt the peace... acquire poison gas, biological weapons and even nuclear arms... and wreak havoc through fear. The battlefields of this conflict are the subways of Tokyo. The streets of the Middle East. Our embassies in Nairobi and Dar es Salaam. We will stand ready to defend our security wherever it is threatened.

We stand ready on the Korean Peninsula, where 37,000 American troops and our South Korean allies guard the last militarized fault line of the Cold War. We must continue to deter aggression and prevent North Korea from developing nuclear materials. Forty-five years after the end of the Korean War, it is time for a secure peace to come to Korea.

We stand ready to defend our nation against emerging threats here at home. My balanced budget includes a fifty percent increase in funding to protect from hackers and terrorists the computers that keep our armed forces, communications, transportation, electrical networks and financial markets running strong. It will help train and equip fire departments, police departments, hospitals and local communities to deal with chemical and biological emergencies. And it will support significant new research into vaccines, treatments and monitoring programs to keep our people healthy and secure from these new and deadly threats.

We stand ready to restrain the spread of nuclear weapons. To end all nuclear testing, to prevent a new arms race, and to make it harder for nations without nuclear weapons to develop them, I call on Congress to give its advice and consent to the Comprehensive Test Ban Treaty. In 1963, just two months elapsed between the time President Kennedy signed the Limited Test Ban Treaty and its approval by the Senate. It's been more than two years since I became the first world leader to sign the CTBT. I ask the Senate to act -- without delay.

We must also help Russia, Ukraine, and the other nations of the former Soviet Union keep a tight grip on their nuclear arsenals as they continue to make the difficult transition to democracy and free markets. My balanced budget would help these countries prevent weapons of mass destruction from falling into the hands of terrorists and outlaw nations... use

their remarkable scientific potential for peaceful purposes... implement sweeping arms agreements... and accelerate the destruction of thousands of nuclear weapons and fissile material. For half a century, our nation spent trillions of dollars in the nuclear standoff with the Soviet Union. This would be one of the best investments for peace that we could make today.

And we stand ready -- and stand firm -- against the threat posed by Saddam Hussein. For nearly a decade, Iraq has defied its obligation to destroy its nuclear, chemical and biological weapons and the missiles to deliver them. Saddam has used such weapons before -- against soldiers and civilians against his neighbors and his own people. I have no doubt that, left unchecked, he would use them again. American resolve, leading the international community, has held Saddam in check -- with diplomacy and sanctions whenever possible, with force whenever necessary. And we will work for the day when Iraq has a government worthy of its people.

In all of these efforts, we rely on our Armed Forces to defend America's interests in a dangerous world. We are proud of them because they are the best in the world. Every American should be proud of the men and women of our military who last month struck at the weapons of terror in Iraq. Our troops were superb; their weapons precise and powerful. Their mission was successful -- so flawlessly executed that we risk taking for granted the bravery and skill they brought to the job. [x] flew [x] missions, destroying [x] that made [chemical weapons][or whatever]. He is here with us tonight. Let us all honor him and the 10,000 other men and women of Desert Fox. ✓

When I took office, this Administration continued to streamline our military, to take advantage of the end of the Cold War and to make America stronger by putting our economic house in order. But as Commander-in-Chief, I have no higher obligation than to give our troops the tools, training and equipment they need to succeed. Four times over the past nine months, I asked Congress for a total of \$6 billion in emergency funds and reprogrammed money to keep our readiness razor-sharp. Each time, Congress said yes. The budget I will submit for next year asks you to approve an increase of over \$12 billion for defense readiness and modernization -- the start of a sustained, six-year real effort that will reverse a decline in defense spending that began in 1985. My budget will ensure that our Armed Forces remain ready to deploy rapidly in any crisis... that they remain the best equipped fighting force in the world... and that their service is not only rewarding, but well-rewarded, with a pay raise of 4.4 percent. [TK: BRAC insert?] Our men and women in uniform always deliver for America. We must deliver for them.

As we enter the 21st Century, we must strengthen and extend our alliances and partnerships to preserve peace and security.

For half a century, NATO has kept the peace and defended democracy in Europe. Now, we are modernizing NATO for the challenges of the 21st Century. This spring in Washington, we will mark NATO's 50th anniversary by welcoming Hungary, Poland and the

republic as our first new allies from Central Europe. And we will continue to give new capabilities to combat the more diverse, but no less dangerous threats of the future: racial and religious conflict... the spread of weapons of mass destruction.

And we recognize that more than ever, America's future will not be secure if Asia's is in doubt. As President, I have worked hard to strengthen America's relationships with Japan and Korea, our allies and economic partners. And I am convinced that engaging with China -- home to one in five of the world's people -- is the best way to advance America's interests in this region and to deal directly with our differences. I told the Chinese people on TV this past summer that free markets, political pluralism, the rule of law, and respect for human rights are the best guarantees of national stability. The more we bring China into the world, the more the world will bring freedom to China.

Finally, we must do more to foster the spread of freedom, democracy and human rights around the world. From our founding, as Thomas Paine said, "The cause of America is the cause of mankind." The blossoming of democracy on every continent at century's end was so sudden, and so widespread, that we risk taking it for granted. There is a danger that, in some countries, confidence in democracy and free markets will be undermined financial turmoil, and by the failure of new institutions to keep up with aspirations. We must help people deepen their democracies so that the historic choice they have made for freedom is never again in doubt.

Last spring, Hillary and I saw an African continent transformed by democracy and economic reform. But we also saw how violence and disease continue to plague the people of Africa and threaten their progress. We must intensify our efforts to strengthen democracy, end conflict, and promote good health. And -- because Africans and Americans can benefit from more trade and investment -- we must finally pass the Africa Growth and Opportunity Act.

And we must continue to strengthen our ties to our neighbors in the Americas, where now every government but one is freely chosen by the people. We must honor our commitment to put the victims of Hurricane Mitch back on the road to recovery. They are our neighbors, and when neighbors are in trouble, good neighbors help out. And we are determined that the people of Cuba, too, should know the blessings of freedom.

21st CENTURY COMMUNITIES

In the 20th Century, the ties that bind us together too often have been frayed by the force of change. In the 21st Century, we have no choice but to restore those threads of community.

Strong communities, first, are communities where hope and opportunity flourish.

Already, new empowerment zones, community banks, and a surge in investment by private banks have brought [\$x] trillion into our inner cities and poor rural areas. Tonight I

propose the next stage of our urban opportunity strategy. More capital into our inner cities. A new American Private Investment Corporation to make loan guarantees for investment in our untapped domestic markets. Tax credits for new investments. Already, over seven million Americans in the past six years have bought their first home. An initiative to give every American in every community the pride that comes with owning a home. 100,000 new vouchers to help poor people move out of public housing.

We must work to make sure that prosperity reaches rural America, where our values take root. Even in these good times, too many farmers are struggling. We must work together to improve the farm safety net.

Strong communities are safe communities.

Six years ago, our country was at peace, but too many of our communities were at war. Gangs and drug dealers controlled entire neighborhoods where even police officers weren't safe to walk the streets. Too many families lived in fear. And too many children did not believe they would live to see the age of 20.

Then, in our communities and our capitol, we fought back. Here's the strategy: More police on the beat. Fewer guns in the hands of criminals. Tougher punishment. Better prevention.

Today, crime has declined a record seven years in a row. But you and I know that crime is still a dangerous fact of life in too many neighborhoods. So we must build on our success of the past six years and break the cycle of violence in America for good.

Tonight I propose a crime bill for the 21st Century to press our growing advantages against the criminals, so we can deploy the latest tools, technologies and tactics in the fight against crime.

This year, we will reach our goal of putting 100,000 community police officers on our streets -- under budget and a full year ahead of schedule. Now we must put more police on the street ... hire 2000 prosecutors ... and give law enforcement the high technology tools they need to fight crime, modernizing the dragnet with the technology of the Internet.

We must sever the deadly connection between crime and drugs. 80% of people in prison have a drug problem. Yet once they return to the streets, only 1 percent are ever drug tested, and as a result, most return to drugs -- and to crime -- and to prison. It is a destructive cycle -- a cycle we can break.

My balanced budget strengthens support for drug testing and treatment for prisoners, parolees and probationers. To prisoners in every state, we want to send a message: If you stay on

drugs, you must stay behind bars. To probationers and parolees, we want to send a message: If you want to keep your freedom, you have to keep free of drugs.

Next, we should continue to take guns off our streets. Since the Brady Bill took effect, 250,000 felons, fugitives and stalkers have tried to buy guns have been turned away empty handed. That's enough guns to fill the floor of this chamber [and reach shoulder high]. Who knows how many lives have been saved?

Now the requirement for a waiting period for buying a handgun has expired. I ask the Congress to keep in place a law that has worked, and make a mandatory waiting period for buying a handgun once again the law of the land.

We can do more to take guns out of the hands of criminals. We should close the loophole that lets criminals buy guns at gun shows. We should say: No background check, no guns, no exceptions. And we should say: nobody needs to buy more than one handgun a month. Let's shut the gunrunners down.

Strong communities are livable communities.

A century ago, President Theodore Roosevelt defined our nation's "great, central task" as "leaving this land even a better land for our descendants than it is for us." He set aside millions of acres of natural treasures shaped by the hand of God over hundreds of millions of years -- so they could not be sacrificed for short term gain.

This is the vision we are fulfilling today, protecting California's ancient redwoods, Utah's stunning red-rock canyons, and Yellowstone, America's very first National Park. The air we breathe is healthier, the water we drink cleaner. The American bald eagle, the symbol of our national strength, soars once again -- and this year, we will proudly take it off the endangered species list. But for America to soar high and free throughout the new century, there are new environmental challenges we must come together to meet.

The most profound environmental challenge of the 21st Century is the threat of global warming. A few weeks ago, scientists confirmed that 1998 was the warmest year on record, topping the previous heat record, set just one year before. The crippling ice storms, deadly heat waves, and near-biblical floods of the past year are but hint of what future generations may endure. I say: We must act now.

Tonight, I pledge to work with Congress to enact a common-sense strategy: a clean air fund to help communities reduce both pollution and smog; new research and development for clean energy sources; tax cuts for energy-efficient cars, homes, and appliances; rewards for companies that take early, voluntary action to reduce their greenhouse pollution. And finally, we will continue our vigorous diplomatic efforts, because we must meet a global threat with a global response.

Another new environmental challenge is, quite literally, in our very neighborhoods. When so many more citizens are buying new homes and sharing in the American Dream, our communities are losing about 7,000 acres of open space every day. We must find new ways to keep our communities both growing and green.

So tonight, Vice President Gore and I propose a Lands Legacy initiative to preserve millions of places of natural beauty across the country – farmlands, parklands, and open spaces within easy reach of every citizen. This would be the single largest investment in protecting America's lands since President Roosevelt set our nation on a path of conservation nearly a century ago. We must make this gift to the 21st Century.

AmeriCorps

From our earliest days, the ethic of service – the belief that all Americans have a duty to give something back to our communities and to each other – has been the hallmark of American citizenship. For the better part of this century, from the Civilian Conservation Corps to the Peace Corps, young people— always brimming with idealism and energy – have been at the front lines of citizen service.

Six years ago, I fought to create AmeriCorps to tap that same vein in today's generation, to give them a new chance to serve America, earn money for college and work side by side with peers from all walks of life. I wanted to prove the pundits wrong – that our young people had not become a generation of cynics and slackers, but a generation of patriots and doers.

In just four years, AmeriCorps members have touched the lives of millions of Americans. They have built thousands of low-income homes with Habitat for Humanity. They have helped churches in Dallas tutor children and raise reading scores by more than half. They have worked with the American Red Cross to comfort families hit hard by Hurricane Georges, setting up emergency shelters, clearing away trees and rebuilding homes.

Nothing in my time as President gives me greater pride than this: as of today, 100,000 young people now have served our nation through AmeriCorps – more than served in the Peace Corps during its entire first two decades. Some of them are with us tonight, and we should thank them for their service.

I ask this Congress to thank these young people as only you can: by increasing support for AmeriCorps. And to all the young people in America, I want you to know that you can make a difference in your community. Whether through AmeriCorps, your church, or other community organization, you have the power to make this world a better place. I challenge you to use it.

Democracy

As we work to strengthen our communities, we must work to renew our democracy.

Our campaign finance system is broken -- our laws overwhelmed by an out of control fundraising arms race. We have a duty to make the Year 2000

Our elections, quite simply, cost too much. In the next election, if current trends continue, private interest will contribute [\$1 billion] to candidates and parties. Last year, a strong bipartisan majority in the House of Representatives passed strong campaign finance reform. But obstruction by a partisan minority blocked reform and preserved the status quo. I ask the House to pass reform quickly once again -- and I ask the Senate to say no to big money and yes to a strong democracy in the Year 2000.

[free TV]

[And we must recognize that far too few Americans vote. Americans will go around the world to fight for the right to vote -- but too often, we won't go across the street to exercise that right ourselves. [election reforms - to come]]

ONE AMERICA

But the greatest opportunity facing our nation is also our oldest challenge: the challenge of building One America out of the most racially and ethnic diverse peoples on earth. What can we do to build one nation for the 21st Century?

For the past year and a half, our Initiative on Race has sought to bridge the divides between our people. What we discovered was that the will to bring our people together across all racial lines is strong in America. Thousands of ordinary citizens through their schools, their businesses, through the arts and media, are taking the lead, bringing people from all walks of life to talk and listen to each other, to learn together, to serve side-by-side in our communities. I challenge more communities to follow their example.

But we must also recognize that there is much we can do as a nation to close the opportunity gaps that continue deepen the divides between the races. We must continue to revitalize our most troubled schools, to press forward in our fight for safe streets and safe neighborhoods, to work to bring the American Dream to every corner of America.

For generations, that dream has represented a fundamental compact among our people. We believe that all citizens should have the chance to rise as far as their God-given talents will take them. What counts is energy and talent and heart. No arbitrary distinctions should bar the way. So when we deny opportunity because of ancestry or religion, race or gender, disability or sexual orientation, we break the compact. It is wrong. And it should be illegal.

We must help them and all Americans understand the most basic American lesson of all: Whether your ancestors came here on slave ships or on the Mayflower, whether they landed on Ellis Island or Los Angeles International Airport, whether they arrived yesterday or have been here thousands of years, if you believe in the Declaration of Independence and the Constitution, if you accept the responsibilities as well as the rights embedded in them, then you are an American.

PERORATION: THE MILLENNIUM

This is the last state of the Union of this century -- and you are the last Congress of this century. Barely 300 days from now, dawn will break on a new century and a new millennium. This is a moment for clarity and contemplation. It urges us to come together, to honor the past and imagine the future. We are barely 300 days away from the dawn of a new century in a new millennium. The approach of a new millennium gives us yet another important opportunity to come together as one community to honor the past and imagine the future.

I thank the Congress for its support to restore the Star Spangled Banner and other national treasures that are known to every schoolchild. Last year, the First Lady traveled across our country to inspire more communities to work together to Save America's Treasures. By working to preserve the places in which our forbears lived and worked, from Thomas Edison's laboratory to Louis Armstrong's house in Queens, children today and in the next century can better understand who we are and where we came from. So I call on cities and towns to strive to become "Millennium Communities" -- working to mark the millennium through one shared endeavor, whether by restoring historic places, cleaning up a river or a park, recruiting a volunteers to help children. ?

Peroration to come ...

THE ATLANTIC PHILANTHROPIC SERVICE



COMPANY, INC.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

INITIALS: RCCR DATE: 01/22/13
2013-0124-S

January 13, 1999

Personal & Confidential

Ms. Shirley Sagawa
Deputy Chief of Staff to the First Lady
The White House
Washington, D.C. 20500

Dear Shirley:

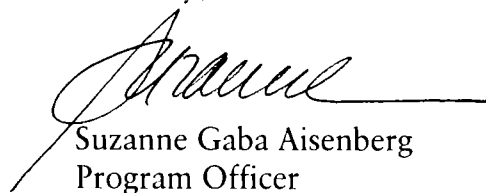
It was a great pleasure to see you again last Monday and to meet with Mrs. Clinton and the group you assembled regarding the AmeriCorps program.

The accomplishments of the AmeriCorps program and its members are remarkable given the short time frame of the program's existence. I was struck by the data that more than 100,000 young people have served as AmeriCorps members in less than five years but that the program's profile continues to be low. Mrs. Clinton's interest in an advertising campaign and other possible vehicles to raise AmeriCorps' visibility during its fifth anniversary year represents an exciting opportunity for all those groups and individuals that are dedicated to growing the national service movement.

I look forward to learning the next steps of this effort, and my colleagues and I would be glad to participate in any way that you think might be helpful.

With all good wishes,

Sincerely,



Suzanne Gaba Aisenberg
Program Officer

cc: Joel L. Fleishman

AmeriCorps Anniversary Committee**FAX COVER SHEET**

TO: Dan Dutko
Eli Segal
Shirley Sagawa
AnnMaura Connolly

PHONE:
FAX:

FROM: John Scardino
PHONE: 202-737-7733
FAX: 202-737-7799

DATE: June 2, 1999

TOTAL PAGES: 12

MESSAGE:

I've attached the top line results of the Hart poll that was completed last week. We're planning to go over the results with Peter on June 15th at 2:00pm at Dan's office. Please let me know if that time and date work for you.

I am expecting a report from GSD&M today or tomorrow on the results of their focus group sessions with an outline of their media plan and target audiences. I'll distribute that when I get it and we should plan to go over it on the 15th as well.

Please note that on the multiple choice questions in the Hart poll, the choices were read in a random order. The results, however, are reported in rank order. On question 1, for example, "being involved in the community" was not always the first option offered, but it was the one more people chose than the other options so it is at the top of the list.



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The AmeriCorps Anniversary Committee is a private, non-profit initiative that is not affiliated with the Corporation for National Service.

Highlights of Hart/Teeter Poll

- 1) It seems that America is doing a poor or inadequate job of community involvement and raising families, but it's doing a better job with communities than with families.
- 2) Respondents ranked "understanding the importance of hard work" substantially higher than goals related to volunteering or community service.
- 3) Respondents preferred an organization that focused on a variety of community needs rather than one that was more focused on a narrower set of goals, generally favoring AmeriCorps' approach.
- 4) 62% of the people didn't recognize the name "AmeriCorps" at all. (Only "America's Promise" fared worse at 82%). 5% didn't recognize "Peace Corps".
- 5) The majority of those polled felt it was more important for a program like AmeriCorps to benefit the participants than for it to benefit the communities served.
- 6) 80% prefer that the government continue funding AmeriCorps. Only 8% felt strongly it should not.

These are my interpretations of the poll and not Peter's. I've focused on issues that we were particularly interested in or topics that I think are likely to get a reporter's attention.

A handwritten signature in black ink, appearing to be 'Peter', located at the bottom right of the page.

HART/TEETER
May 1999

Study #5478b--page 1
AmeriCorps--Public

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 817 adults
Dates: May 25-26, 1999

FINAL

Study #5478b
AmeriCorps--Public
May 1999

48 Male
52 Female
[109]

Please note: all results are shown as percentages unless otherwise stated.

1. People have different ideas about what is right and wrong with America these days. I'm going to read several statements about our society, and I'd like you to rate how well America is doing in each area.

	Total Excellent/ Good	Total Not So Good/ Poor	Excellent	Good	Not So Good	Poor	Not Sure	
Being involved in the community.....	44	54	3	41	41	13	2	[145]
Having a sense of pride and national unity	43	55	3	40	40	15	2	[141]
Practicing good citizenship	41	57	2	39	40	17	2	[146]
Having strong families.....	28	70	2	26	45	25	2	[140]
Providing support and guidance for young people	27	71	1	26	47	24	2	[142]
Promoting a strong sense of personal responsibility	27	71	1	26	41	30	2	[143]
Teaching young people positive moral values	18	80	2	16	46	34	2	[144]

2. Focusing specifically on youth, when you think about the way things are going for youth and young adults in your community these days, generally speaking, would you say that these are very good times, okay times, tough times, or really bad times?

Very good times.....	7	[147]
Okay times.....	38	
Tough times	39	
Really bad times	15	
Not sure	1	

HART/TEETER
May 1999

Study #5478b--page 2
AmeriCorps--Public

- 3a. Which TWO or THREE of the following phrases come closest to your own perceptions of the young people you know?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Materialistic.....	38	[148-149]
Confused	38	>
Disrespectful.....	34	
Selfish.....	24	
Caring.....	20	
Tuned out	16	
Responsible.....	15	
Hardworking	13	
All (VOL)	3	
Other/none (VOL)	-	
Not sure	1	

- 3b. Do you feel that, as a nation, we ask too much or ask too little of our young people when it comes to being good citizens?

Ask too much.....	5	[150]
Ask too little	86	
Ask the right amount (VOL)	5	
Ask nothing (VOL)	1	
Not sure	3	

4. People have suggested different ways to help improve the situation for the nation's young people. I'm going to read a list of several goals, and for each one I read, I'd like you to tell me whether you think that it should be a very important, fairly important, only somewhat important, or not an important goal.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY IMPORTANT GOAL

	Very Important <u>Goal</u>	Fairly Important <u>Goal</u>	Only Somewhat Important <u>Goal</u>	Not An Important <u>Goal</u>	Not Sure	
Understanding the importance of hard work	91	7	2	-	-	[157]
Learning to be tolerant of people from different backgrounds	85	10	4	1	-	[158]
Developing skills for the workplace.....	85	9	4	1	1	[151]
Promoting good citizenship.....	77	15	6	1	1	[155]
Understanding the importance of volunteering and giving back	69	19	10	1	1	[153]
Getting a college education	66	19	13	1	1	[158]
Learning leadership skills	64	22	11	2	1	[152]
Developing a lifelong dedication to community service	46	33	17	4	-	[154]

HART/TEETER
May 1999

Study #5478b--page 3
AmeriCorps--Public

5. Do you favor or oppose a system of VOLUNTARY national service in which young people--both men and women--would be given opportunities to serve America for one year after high school, either in the military forces or in community service work?

(IF "FAVOR/OPPOSE," ASK:) Is that strongly (favor/oppose) or somewhat (favor/oppose)?

Strongly favor	48	[159]
Somewhat favor.....	28	
Somewhat oppose.....	10	
Strongly oppose.....	9	
Depends (VOL).....	3	
Not sure.....	2	

6. I'm going to read a description of two different types of public service organizations, and I'd like you to tell me which one is more appealing to you.

Organization A recruits young adults to serve their communities in a VARIETY of ways, such as building affordable housing, tutoring and mentoring young people, and assisting victims of disasters.

Organization B recruits young adults to focus INTENSIVELY on the needs of troubled children and youth in schools and after-school programs in their communities.

A/serves communities in variety of ways	46	[160]
B/focuses intensively on needs of troubled youth.....	39	
Both (VOL)	13	
Neither (VOL)	2	
Not sure	-	

7. I'm going to mention the names of several national organizations, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you are not familiar with a particular name, please just say so.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR SOMEWHAT POSITIVE

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The American Red Cross	71	20	5	2	2	-	[162]
The Peace Corps.....	45	32	14	3	1	5	[164]
The U.S. Army	41	33	17	5	3	1	[163]
AmeriCorps.....	12	13	10	2	1	62	[161]
America's Promise.....	5	5	6	1	1	82	[165]

HART/TEETER
May 1999

Study #5478b--page 4
AmeriCorps--Public

- 8a. For the rest of this interview, I'd like to talk about just one of the organizations I mentioned--AmeriCorps. Since many people are not very familiar with AmeriCorps and what it does, I'd like to give you some more information about the organization.

AmeriCorps is a federal program that was founded five years ago to provide young people with the opportunity to serve their country by performing community service while earning money for college. More than forty thousand young people participate in AmeriCorps each year. Most AmeriCorps members are selected by and serve with local and national organizations such as Habitat for Humanity, the American Red Cross, Big Brothers/Big Sisters, and Boys' and Girls' Clubs. Most AmeriCorps members are from eighteen to twenty-four years old, come from a wide variety of backgrounds, and commit to a one-year term of full-time service. They work in local communities to recruit and train volunteers, tutor and mentor at-risk youth, build affordable housing, clean up rivers and streams, help seniors live independently, provide emergency and long-term assistance to victims of natural disasters, and meet other community needs. AmeriCorps pays its members a small stipend to cover living expenses during their term of service, and at the end of one year, participants receive four thousand eight hundred dollars to help finance college or to pay back student loans.

Based on this description, and keeping in mind the other things that you have heard about AmeriCorps, would you describe your impression of AmeriCorps as very positive, somewhat positive, neutral, somewhat negative, or very negative?

Very positive	61	[166]
Somewhat positive	26	
Neutral	7	
Somewhat negative	3	
Very negative	2	
Not sure	1	

- 8b. Why do you feel that way about AmeriCorps?

(PROBE:) What are the main facts about AmeriCorps that are most impressive to you?

(PROBE:) Is there anything about AmeriCorps that you find unappealing or that raises questions in your mind? * [167-173]

Net Impressive Facts	82%	Net Unappealing Aspects	10%
Helps with college/allows them to get an education/ pay loans	21	Can't get enough people to participate/should get older people too	2
Gives young people the opportunity to serve community, give back	13	Should pay more, don't offer enough money	1
Like description read, sounds good	9	Dislike that it's a government program, funded by the government	1
Gives youth a sense of direction/leadership/pride/ chance for better life	8	AmeriCorps is not doing its job, not working like it should	1
Anything that helps young people is good, is needed	8	Too much government, too much interference, telling us what to do	1
		Never heard of AmeriCorps before/more publicity/would like to know more	6
		Don't know; no response	8

* Asked of one-half the respondents (FORM A).

HART/TEETER
May 1999

Study #5478b--page 5
AmeriCorps--Public

9. Supporters of AmeriCorps feel that AmeriCorps benefits our nation in a variety of ways. I'm going to read you two statements describing ways that people have said AmeriCorps helps America, and I'd like you to tell me which ONE goal you think is more important.

STATEMENT A: Some people say that the most important goal for AmeriCorps is to benefit THE YOUNG PEOPLE WHO PARTICIPATE, by teaching them important values such as good citizenship, self-worth, a spirit of giving, leadership, and self-sacrifice. OR

STATEMENT B: Other people say that the most important goal for AmeriCorps is to benefit THE LOCAL COMMUNITIES where AmeriCorps members work, tutoring and mentoring young people, providing disaster relief, and building homes.

Statement A--more important to benefit participants	50	[174]
Statement B--more important to benefit communities	30	
Both equally important (VOL)	18	
Neither are important (VOL)	1	
Not sure	1	

10. Now I'd like to read you several criticisms that some people have made about AmeriCorps. Which ONE or TWO of the following criticisms--if any--give you the biggest concerns about AmeriCorps?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

AmeriCorps is a federal bureaucracy that spends too much money on administration.....	24	[175]
AmeriCorps was started by President Clinton mainly for political purposes	23	>
It's not necessary for AmeriCorps to pay young adults to perform community service, since ninety-three million Americans already volunteer for no pay	13	
AmeriCorps works on too many different types of projects and does not have a focused mission.....	12	
There are better ways to provide college loans than through this kind of paid volunteerism	8	
None	22	
All (VOL)	3	
Not sure	13	

HART/TEETER
May 1999

Study #5478b--page 6
AmeriCorps--Public

11. Now I'm going to read several statements describing AmeriCorps' strengths. For each one, please tell me whether you feel that it is an extremely valuable, very valuable, only somewhat valuable, or not a valuable contribution by AmeriCorps.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY EXTREMELY OR VERY VALUABLE CONTRIBUTION

	<u>Total Extremely/ Very Valuable Contribution</u>	<u>Extremely Valuable Contribution</u>	<u>Very Valuable Contribution</u>	<u>Only A Somewhat Valuable Contribution</u>	<u>Not A Valuable Contribution</u>	<u>Depends (VOL)</u>	<u>Not Sure</u>	
The AmeriCorps experience helps young people grow up to become better citizens, leaders, and stronger members of the community.....	80	35	45	13	3	-	4	[180]
AmeriCorps' education award gives the opportunity to attend college to many youth and young adults who could not afford to attend otherwise.....	77	38	39	15	4	1	3	[208]
AmeriCorps helps build a sense of national community by bringing together youth and young adults from different racial, economic, and cultural backgrounds to build tolerance and work toward a common goal	74	32	42	19	3	1	3	[176]
AmeriCorps is like a Peace Corps for America, giving youth and young adults an opportunity to make a difference here at home	73	29	44	20	3	-	4	[179]
AmeriCorps gets things done. AmeriCorps members have mentored more than two-point-two million children, provided programs for more than a million at-risk youth, and recruited more than one-point-eight million additional volunteers	70	28	42	22	3	1	4	[178]
More than forty thousand young people participate in AmeriCorps each year	61	21	40	28	4	1	6	[177]

HART/TEETER
May 1999

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AmeriCorps--Public

12. There are many ways in which young people might benefit from a year of service in AmeriCorps. Based on what you know about the program, which one or two of the following qualities or values--if any--would you say AmeriCorps is best able to instill in the youth and young adults who participate in this program?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Self-discipline and hard work	33	[209-210]
Tolerance and understanding	25	>
The importance of volunteerism and giving back.....	20	
Skills that will be useful in the workplace	18	
Good citizenship.....	14	
Leadership skills.....	11	
None.....	2	
All (VOL).....	16	
Other (VOL).....	-	
Not sure.....	3	

13. Do you think the values that AmeriCorps tries to instill in its members are generally conservative values, generally liberal values, or are these values that all Americans would agree are important?

Conservative values	6	[211]
Liberal values.....	10	
Values that all would agree are important	76	
Values not important to anyone (VOL).....	1	
Not sure	7	

14. Thinking about everything we have talked about, would you prefer that the federal government continue funding AmeriCorps, or would you prefer that the federal government NOT continue funding AmeriCorps?

(IF "CONTINUE/NOT CONTINUE," ASK:) And do you feel strongly about that or not?

Prefer to continue funding--feel strongly	63	[212]
Prefer to continue funding--do not feel strongly	17	
Prefer not to continue funding--do not feel strongly	3	
Prefer not to continue funding--feel strongly	8	
Not sure	9	

These last few questions are for statistical purposes only.

- F1. What is your age, please? (IF REFUSED, ASK:) Well, would you tell me which age group you belong to?

18-24	10	[213-214]
25-29	8	
30-34	10	
35-39	10	
40-44	11	
45-49	9	
50-54	9	
55-59	7	
60-64	6	
65 and over	17	
Refused.....	3	

HART/TEETER
May 1999

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AmeriCorps--Public

F2. Are you currently employed?

(IF CURRENTLY EMPLOYED, ASK:) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED, ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>		
Professional/manager	25	[215-216]
White collar worker	18	
Blue collar worker	19	
Farmer/rancher	-	
<u>Not Currently Employed</u>		
Student.....	3	
Homemaker	7	
Retiree	22	
Unemployed.....	3	
Not sure	3	
Other	-	

F3. What is the last grade that you completed in school?

Grade school	1	[223-224]
Some high school	8	
High school graduate	28	
Some college, no degree	18	
Vocational training/2-year college.....	12	
4-year college/bachelor's degree.....	20	
Some postgraduate work, no degree.....	3	
2-3 years postgraduate work/master's degree...	7	
Doctoral/law degree.....	1	
Not sure/refused	2	

F4a. Have you ever contacted an elected official about an issue that is important to you, either by calling or by sending a letter, fax, or e-mail?

(IF "YES," ASK:) Was that within the past year, or was it longer ago than that?

Yes, contacted an elected official--within past year.....	30	CONTINUE	[225]
Yes, contacted an elected official--more than a year ago.....	25		
No, have not contacted an elected official	43	Skip to Q.F5a	
Not sure	2		

(ASK ONLY OF RESPONDENTS WHO HAVE CONTACTED AN ELECTED OFFICIAL IN Q.F4a.)

F4b. Thinking about the last time that you contacted an elected official, did you contact him or her about a legislative issue or about an issue of personal importance?

Legislative issue	54	[226]
Personal issue	29	
Both (VOL).....	15	
Neither (VOL)	1	
Not sure	1	

HART/TEETER
May 1999

Study #5478b--page 9
AmeriCorps--Public

F5a. Please rate how closely you follow news and current events these days, using a scale from one to ten. On this scale, a "10" means that you follow news and current events very closely, and a "1" means that you do not follow news and current events at all. You may choose any number from one to ten.

10, follow closely.....	28	[227-228]
9.....	11	
8.....	21	
7.....	12	
6.....	7	
5.....	10	
4.....	3	
3.....	3	
2.....	1	
1, do not follow at all.....	2	
Cannot rate.....	2	

F5b. Within the past year, have you performed any volunteer or community service work?

Yes, have done volunteer/community service work.....	58	[229]
No, have not done volunteer/community service work.....	39	
Not sure.....	3	

F5c. Within the past year, have you attended a public meeting on town or school affairs?

Yes, have attended public meeting.....	49	[230]
No, have not attended public meeting.....	48	
Not sure.....	3	

F6. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

Mostly Democratic.....	26	[231]
Leaning Democratic.....	12	
Completely independent.....	21	
Leaning Republican.....	11	
Mostly Republican.....	21	
Not sure.....	9	

F7a. Do you have any children under age 18 currently living in your household?

Yes, kids under 18 in household.....	33	CONTINUE	[232]
No, no kids under 18 in household.....	65	Skip to Q.F8	
Not sure.....	2		

(ASK ONLY OF RESPONDENTS WHO HAVE KIDS UNDER 18 IN Q.F7a.)

F7b. When your child or children are old enough to participate in AmeriCorps--that is, eighteen years old--would you encourage them to strongly consider participating in a program such as AmeriCorps, or not?

Yes, would encourage.....	71	[233]
No, would not encourage.....	9	
Depends (VOL).....	15	
Child has participated in AmeriCorps (VOL).....	-	
Not sure.....	5	

HART/TEETER
May 1999

Study #5478b--page 10
AmeriCorps--Public

F8. Do you happen to know anyone who has participated in AmeriCorps?

Yes, know AmeriCorps participant.....	9	[234]
No, do not know AmeriCorps participant	88	
Not sure	3	

F9. For statistical purposes only, would you please tell me whether your total household income for last year was above \$50,000 or below \$50,000?

(IF "ABOVE \$50,000," ASK:) Would you say that your household income was above \$75,000 or below \$75,000?

(IF "BELOW \$50,000," ASK:) Would you say that your household income was above \$25,000 or below \$25,000?

Above \$75,000	16	[235]
\$50,000-\$75,000	20	
\$25,000-\$50,000	34	
Below \$25,000	18	
Not sure/refused	12	

F10. Finally, are you from a Hispanic or Spanish-speaking background? (IF "NO," ASK:) What is your race--white, black, Asian, or something else?

Hispanic	6	[236]
White	77	
Black	11	
Asian	1	
Other	2	
Not sure/refused	3	

AREA	
Northeast	23
South	33
Midwest	24
West	20



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

06/01/99 04:09:52 PM

Record Type: Record

To:

cc:

Subject: Outstanding speeches by Harris Wofford and Steve Case

Attached below are two rather exceptional speeches from City Year's event last Tuesday night. First is Harris speech, which is more substantive than the talk he gave on Monday evening before the President spoke. I think you will find that this speech pulls together many of the things that Harris has been talking about recently. Second is the speech by Steve Case, CEO of America Online. He draws powerful parallels between the growth of the internet and the growth of national service. I think you will like this speech also, and be pleased to see that one of the leaders in the technological revolution sees such importance in national service.

Please read and enjoy. Thanks. JG

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 the 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.

REMARKS BY STEVE CASE
CEO, AMERICA ONLINE
AT "CYZYG"
CITY YEAR'S 10TH ANNIVERSARY CONFERENCE
Washington, DC
May 25, 1999

Thank you for that introduction and for having me here tonight. I'm proud to be part of this week's activities. I want to applaud the corps of

volunteers and the City Year family for all that you've done these last ten years.

You know, ten years ago, some pretty amazing things started to happen. The Berlin Wall came toppling down, City Year came into existence and not too far from here, the America Online service was launched. I guess 1989 was a big year for thinking big.

City Year and AOL were born in the same year - but more than that, we were born of the same spirit. A spirit that says: With vision, anything is possible. With persistence, anything can be done.

A decade ago, there were skeptics who looked at this little online company and this tiny service corps and said, Who would want to do that? Today, we know who - countless Americans, especially young Americans, who believe that the power to change the world is in their hands.

When I asked Alan Khazei what "Cyzygy" meant, he told me it was Greek for "a rare alignment of celestial forces." It is a great word. I think it's the perfect word, actually, because today, two powerful forces are transforming our society: a boom in technology, and a boom in national service. And I believe it's time we started to bring these two forces into alignment.

How can we use the Internet to strengthen civic life? How can we meld bits and bytes with bricks and mortar? That's what I'd like to talk with you about tonight - and I'd like to focus on three core themes: the meaning of community, the power of citizenship, and the role of the city.

In your line of work and mine, we use the word "community" a lot. Building community, restoring community, improving community. When you hear it enough, sometimes it's easy to forget just what it means. These days, people sometimes talk about "community" in too narrow a way. They use it to mean retreating to your own kind, pulling out of the public square, hanging out only with those who look like us, or act like us, or talk like us.

But you know that community means something very different. Because everything City Year has done this last decade has been dedicated to the proposition that a true community is one where people cross boundaries, step out of their assumptions, break out of their mental boxes, and experience the world in its full glory and diversity. It seems to me, in fact, that this is the bottom-line mission of the national service movement: to remind Americans of our shared purpose.

Well, that mission is an inspiring one to me because I believe the Internet is all about building human connections where none existed before. It's about creating spaces where people of every possible background, every class and color, can meet and mix. Where they can work together, develop respect for each other, build trust.

Last year, AOL held a dialogue online about race relations, and thousands of people participated. People who might otherwise have never met started to talk with one another. They spoke of their pain. They spoke of their stereotypes. They spoke of their fear. And after a while, they started speaking of hope, healing, and our common humanity.

We all know it's not easy to deal with an issue as complicated as race. We also know that talk, even good and honest talk, has its limits. But I believe that this kind of effort matters - matters deeply - because it can help people understand each other a little more.

Take a look at Littleton, Colorado. In the aftermath of that awful tragedy, there has been a great deal of soul-searching about what went wrong. Well, one of the things that seemed most wrong was just the absence of communication - between different groups of kids, between kids and their parents.

I don't have to tell you that the roots of youth alienation and youth violence are tangled and buried deep. So, we've got to use every tool we can get our hands on to build that true community we dream of, to break down the walls of misunderstanding. And that is something that I believe the Internet can help us with.

Every weekday afternoon, we see a spike in AOL usage because thousands of kids are going online to chat with their friends. What the TV was to your parents' generation, the computer and the Internet are to your generation. We know that the Internet can be a very powerful tool, and we've got to use that tool for good. We need your leadership to make it happen.

Which brings me to the second thing I'd like to talk about, the obligations of citizenship. City Year was built on the belief that every citizen has the ability - and responsibility - to build a better society. That's a belief I share. It is a belief, in fact, that lies at the heart of the Internet revolution. The Internet today is remaking every facet of life: how we learn, how we speak, how we shop, how we think. It's becoming an essential part of everyday life for millions of people.

We in this industry have been working hard to make the Internet a mass medium, but we also need to be sure we're building a medium we can be proud of.

One big opportunity we have is using the Internet to revive citizen participation in democracy. The Net gives people a voice. It gives them a window to a much wider world. And, if used right, it can reconnect people to civic life.

Let me tell you about an area of America Online called "My Government." When you enter your zip code, you can find out who your elected officials are. You can send them e-mail. You can learn about the issues they're debating. In short, you can hold your government a little more accountable, so that gradually, politics doesn't feel like something done to you; it feels like something done by you.

Of course, what happens in politics and elections isn't all there is to civic life. The worlds of volunteerism and philanthropy are just as important. And here, the Internet has a role that's potentially just as big. The nonprofit sector - or, as some now call it, the "new profit" sector - is one that can truly benefit from the new tools of the Internet.

So many social entrepreneurs are out there doing their thing. So many donors and funders are doing their thing. And what's often missing is a hub that can connect all these efforts. At AOL, we're thinking about creating such a hub: an online commons where people in the service movement can share experiences, raise funds, and build a network that brings good ideas to light - and great ideas to scale. Our goal should be to make volunteerism, service and charity as central to the medium as commerce.

Innovations like this are not revolutionary. But they add up. They send a message that in the information age, the citizen has power once again - the power of information, the power of voice, and the power of participation.

But let's remember something. The quality of citizenship depends a great deal on who gets to exercise its powers, who has the chance to make their voice heard. Today, 75 percent of households with incomes over \$75,000 own computers, but only ten percent of our poorest families do. That makes our challenge pretty clear. We've got to close this gap between the information haves and have-nots. We've got to make sure that the benefits of this technology reach those who need them most.

AOL has been working with public schools and community technology centers to address this "Digital Divide," and so have many other high-technology companies. But to ensure that the disenfranchised get the access to training and technology that they need, we've got to work more closely with the City Years of the world.

Once again we need your leadership. Because you understand that one pillar of citizenship is communication, you understand how important it is for us to bridge this "Digital Divide." At the end of the day there is no substitute for what you can do, on the ground, and in your neighborhood, to connect people to the opportunity the Internet presents.

This is something I think the Internet community could really learn from the service movement: the fundamental importance of the "local." The Internet, of course, can make geography irrelevant. It enables us to chat with people around the globe and to gather knowledge from sources we'd never be able to visit. It liberates us from the local, and that's a large part of the romance and the wonder of this medium.

Which brings me to the last thing I want to talk about, the role of the Internet in cities. The truth is, if used the right way, the Internet can make the local stronger. It can create bonds between people who live in the same city, who share concerns about problems in their community, who need each other to do something about it. In fact, I think that the more the world shrinks because of technology, the more people are going to want to feel connected to the local, to a sense of place. And perhaps ironically, we can use technology to help us create new strength and a new sense of community in our cities.

You've all heard the old slogan, "Think Globally, Act Locally." I think the more that communities develop their own virtual town halls, the more they will want to share ideas with other communities. The more that people in Cleveland start talking online about a local problem, the more they will want to find out how Atlanta handled it. And pretty soon they'll realize

that maybe Shanghai has a solution, or that London does.

What we may be heading toward, then, is a new slogan: "Think Locally, Act Globally." And that is yet another reason why the leaders of cyberspace and the leaders of the service movement have got to put our heads together - and our hearts - and find creative ways to work together in the coming century.

At the turn of the last century, the historians tell us, America was going through a convulsion of social and technological change. Great waves of immigration were changing the face of the country. Jobs were moving from the farm to the factory. New inventions were making people and goods more mobile than ever. And all across the land, electric power was reaching people for the first time. Think about that - America was becoming electrified.

All that was a lot to deal with, and there were times when it felt like things might come apart at the seams. But the Progressive leaders of that age took it upon themselves to build strong new networks of institutions - like the Boy Scouts, the Red Cross, the Rotary Clubs - to help people navigate the change.

And in the early 1960's, as our country struggled to integrate itself, Harris Wofford and others stepped up and said we have to do what's right. We have to build the bridges and work toward a society that treats its members fairly and equally.

And in the late 1980's, at the end of a decade of change marked by images of wealth and greed, two young Harvard Business School graduates, Alan Khazei and Michael Brown, turned away from careers on Wall Street and built City Year. They believed, as Robert Kennedy did, that each of us can make a difference, and all of us must try.

Well, today in America we are experiencing the same kind of change again - only a lot more of it, at a much faster pace. And so the time has arrived for the Progressives of this age to form the institutions and networks our society will need for the next hundred years. So let's stand up. Let's take our place in history. Through the power of the Internet and the power of idealism, let's electrify America once again.

Thank you very much.

Project Brief

Recruitment – Diversity

Identifying and Developing an Applicant Pool

Focus of the Project

In this year's budget request to congress President Clinton is seeking funding to increase AmeriCorps' participation to 69,000 by the year 2000. In addition, he has proposed a goal of 100,000 annual participants in the Corps by 2002. Major growth in AmeriCorps will require more sophisticated recruitment tools and strategies, and program leaders must become more creative in developing diversity within the Corps.

This research project primarily focuses on the recruitment within the state of Florida assessing demographics of Corps members, current trends, strategies and reasons or motivations that may attract AmeriCorps participants. The study further sought to review recruitment efforts where they were most productive in attracting a diverse group of AmeriCorps and AmeriCorps* Vista participants. Between 1990 –1997 the Census Bureau reported significant changes in the states demographics. Florida ranked third nationally in increased white population, first in increased Black population, third in increased Hispanic population and fifth in the increase of its Asian population. This growth in ethnic diversity makes the state of Florida an ideal site to focus on increased diversity within the family of AmeriCorps programs. This study recognizes that diversity is incomplete without the inclusiveness of people with disabilities and others with ideas and beliefs different from our own. Promoting diversity is essential if we hope to serve the needs of our democratic society.

Project Background

Review of Related Research

A variety of data is readily available on recruitment in general. However, data is limited on the specifics of recruiting for AmeriCorps. Two recent studies by the Corporation for National Service, Practical Application: Strategies for Supporting a Diverse Corps and a Study of Race, Class, and Ethnicity, are two excellent reports supporting the development of a diverse corps. Rick Berry a 1997-1998 National Service Fellow studied Improving Diversity and Representation within AmeriCorps Programs. The study sought to identify issues as to why some segments of our society are less involved in service than others.

Reviewing studies on motivational factors as to why people volunteer to serve Hamilton and Fenzel (1987) studied the "Effects of Volunteer Experience in Adolescent's Social

Development.” Results showed that girls in community service projects gained a more positive attitude than boys did. Ninety (90) percent of the participants indicated the likelihood of continued volunteer work. Nearly all volunteers reported gains in skills and knowledge.

Bender (1986) conducted two studies on the motivation of young volunteers. The first study explored the motivation of three hundred students at a large mid-western university. Students involved in community services, more than other students valued meeting societal obligations in the form of service to others, lessening their own independence.

Thompson’s (1979) study showed that attitudes regarding the Peace Corps among Black seniors and graduate students at Harvard University have become more positive. Former Black volunteers reported that benefits in the form of personal and professional development outweighed the cost of Peace Corps volunteer services.

Thippayanurksakul’s (1989) study showed that the primary motivation for volunteering was to help other people. The leading motivator for student volunteering was achievement. In terms of benefits of volunteering, the respondents “strongly agreed” that their volunteering experiences enable them to work well with others, and helped them to become more self-motivated to learn, participate, and achieve.

Methodology

The design employed for the purpose of gathering data for this study was a descriptive research design. The method used in the collection of data for this study was the distribution and collection of questionnaires completed by current AmeriCorps, AmeriCorps* Vista participants, AmeriCorps and AmeriCorps* Vista project coordinators, and high school students. The questionnaires were designed to assess reason and motivation that compel an individual to participate in AmeriCorps; to identify strategies for recruiting a diverse Corps and to ascertain the knowledge level of high school students about AmeriCorps. Demographic data was collected on Corps participants and high school students. (Demographic data was also reviewed on the 1996 and 1997 AmeriCorps participants). The Corps member’s survey was piloted on seventy-eight AmeriCorps participants from the Athletes in Service Program in November 1998. The administrative survey was designed in collaboration with eight (8) project coordinators, which included focus group discussion to the topics. Four hundred thirty (430) Corps members participated in the study, one hundred eighty-two (182) high school students and thirty four (34) AmeriCorps, and AmeriCorps* Vista coordination.

Results

Findings: (Corps members N=430)

Demographics of AmeriCorps and AmeriCorps* Vista participants in this study mirrors the national data with the following exceptions:

- Female participation is approximately 10% higher than the national
- Hispanic participation is approximately 6% less than national
- The age groups are more equitably distributed in Florida than national

Educational attainment and other demographic variables vary between two and five percentage points.

When participants were asked where did they learn of the AmeriCorps program 0.9 % indicated high school counselors, 15.3 % from the media, 8 % from a recruiter, 38.9% from a friend, and 36% indicated other i.e. internet, etc.

In expressing reasons or motivations for participating in AmeriCorps, belief, social responsibility and career exploration are the top reasons or motivation for participating. Responding to the categories very important, somewhat important, or not at all important, 77% of the respondents indicated their personal belief, convictions, or principles were very important. Approximately 71% indicated career exploration, preparation and advancement were very important. Approximately 74 % indicated their sense of social responsibility was very important in their choice to participate.

Corps members suggested several recruitment strategies that would make participation in AmeriCorps more attractive. The suggestions are classified into three categories:

Perks/Incentives

Develop various benefits packages to tailor “rewards” towards individual members

- Larger stipend
- Free/reduced-cost transportation
- Free/reduced-cost housing
- Larger educational awards

Public Relations/Advertising

Increase public awareness of AmeriCorps programs for recruitment and community/national awareness.

- Charismatic spokesperson (that AmeriCorps members are more likely to identify with)
- Increases advertising on television
- Increased advertising on radio
- Increased advertising on billboards
- Better website with more detailed information
- More print media (i.e. posters, brochures, etc.) with more accurate description of AmeriCorps member responsibilities

- Provide more information to high school guidance counselors so they may effectively promote AmeriCorps to high school students
- Provide more information to post-secondary educational institution student advisors and career placement centers so they may effectively promote AmeriCorps to post-secondary students
- Provide more information to civic groups in order to increase awareness of local area AmeriCorps programs.

AmeriCorps Transitional Services

Members are looking for a smoother transition into and out of the AmeriCorps program. This ultimately serves to provide an incentive to join AmeriCorps.

- Provide better training as an introduction to AmeriCorps programs. Training should provide a basic overview of AmeriCorps programs on a nation wide basis. Training should also be comprehensive and representative of the types of situations the local area AmeriCorps members are going to encounter with their program.
- Provide job placement and training as a transition from the AmeriCorps program. Job placement should not be limited to the local area. Assistance should be provided on a nation wide scope.

Project Coordinators N=34

Project coordinators indicated recruitment should be a major goal requiring an action plan as part of the proposal. They also indicated that recruitment was discussed in their orientation/training sessions, however, there was a lack of consistency varying from very little to extensive recruitment discussions.

Project coordinators identified several challenges they have encountered in the recruitment of AmeriCorps participants.

- Attracting minorities to AmeriCorps, specifically Blacks
- The economy is so good that young people are attracted to full time employment where they can make more money.
- Potential volunteers felt living stipend was too low
- Potential volunteers failed to return all of the required information necessary to process applications
- Many applicants wanted to serve part time at a reduced number of hours
- Ability to recruit a diverse corps.
- Living allowance too low
- Start dates do not always coincide with people's need for jobs
- Finding qualified, quality individuals willing to accept the small stipend
- The 1700 hours is a big commitment
- Finding part time people that are students and can juggle a hectic schedule

Strategies recommended by coordinators in response to challenges

- Started looking at high school seniors
- Take a look at the hour requirement
- Increase living allowance
- Recruit at local community colleges and high schools
- Start the recruitment process at an earlier date
- All programs working with schools should have September start dates
- Better publicity nationally about the requirements and reward of service with AmeriCorps
- Raise living allowances
- Develop and maintain a deeper and more active alternate file so that early dropouts can be replaced more easily
- Work with other volunteer organizations for suggestions and/or ideas
- Attend workshops on how to select the quality “candidate”
- More media publicity

Strategies recommended by coordinators to attract a more diverse Corps:

- Recruit from area (target neighborhoods) of cities
- Public service announcements in different languages
- Have more cultural brochures and posters
- Develop a speaker bureau with current members to give potential volunteers a personal viewpoint from a member
- Better inform the community, especially the churches and senior service organizations
- Concentrate on communities that have diversity

Strategies recommended by coordinators to recruit persons with disabilities:

- Contact local social service agencies who serve disabled populations
- Assistance from the state and national levels to promote AmeriCorps within the disability community
- Make contact with job services and vocational rehabilitation organizations
- Clearly defined member service descriptions. These should list the options and avenues available to prospects with disabilities

A number of factors were suggested that might negatively impact recruitment efforts such as a booming economy and low unemployment rate. Marketing was identified as one of the most effective ways to enhance both recruitment and diversity. Other suggestions were working with traditional community based organizations, such as fraternities, sororities, churches, and other non-profit organizations

High School Students N=182

- 91% of students surveyed report plans to continue their education at a 2-year, 4-year, or vocational/technical college
- 79% of students surveyed indicate they will require some type of financial assistance to attend a post-secondary school
- 37% of students surveyed reported that they had heard of AmeriCorps.
- 35% of students indicating they had heard of AmeriCorps were also aware of the educational award and stipend.
- 66% of students surveyed responded that they would consider participation in an AmeriCorps program prior to enrolling in a post-secondary educational institution

Recommendations

The data indicates a need to increase male participation in AmeriCorps for all ethnic groups, Blacks, Hispanics and Asians specifically. Additionally there is a need to get high school counselors educated about AmeriCorps. This may be accomplished through several methods, for example direct mail, having project coordinators meet with counselors, or have state commissions provide regional training workshops for counselors.

A transitional training program should be developed so that project coordinators can better assist former corps members as they leave AmeriCorps and AmeriCorps* Vista. States should also develop a strategic plan focusing on both recruitment and retention of Corps members. There is a great need to address items that referred to as "logistical issues" i.e. housing problems identified by AmeriCorps* Vista participants. Sixty-six percent (66%) of the high school respondents indicated they would consider participating in an AmeriCorps program prior to enrolling in a post-secondary institution. This data couples with a UCLA study that found 70,000 of the 1998 college freshmen took a year off before entering college. This information clearly identifies the 17, 18, and 19-year old age group as an attractive recruitment market.

In order to attract this market, there is a need to change the culture on how this group perceives community service. One way to achieve this is to create AmeriCorps programs in high schools similar to the Junior ROTC. These programs may be educational awards only and limited to those seventeen-year-olds or older. A project of this nature would assist in the creation of an ongoing applicant pool and could be duplicated nationally.

Finally, this study clearly indicates that there is a need to enhance both recruitment and diversity of the Corps within the state of Florida. Brochures, posters, advertisement and other means of publicity play a crucial role in generating interest, however, creative and diversified strategies must be employed if we are to meet the goals proposed in project applications, and those outlined by President Clinton.

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 817 adults; including:
153 involved citizens
Dates: May 25-26, 1999

[109]	All Adults	Involved Citizens
Male	48	57
Female	52	43

FINAL

Study #5478b
AmeriCorps--Public
May 1999

Please note: all results are shown as percentages unless otherwise stated.

1. People have different ideas about what is right and wrong with America these days. I'm going to read several statements about our society, and I'd like you to rate how well America is doing in each area.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY EXCELLENT OR GOOD

	Total Excellent/ Good	Total Not So Good/ Poor	Excellent	Good	Not So Good	Poor	Not Sure	
Being Involved In the community								[145]
All adults	44	54	3	41	41	13	2	
Involved citizens.....	44	55	5	39	39	16	1	
Having a sense of pride and national unity								[141]
All adults	43	55	3	40	40	15	2	
Involved citizens.....	37	62	3	34	38	24	1	
Practicing good citizenship								[146]
All adults	41	57	2	39	40	17	2	
Involved citizens.....	31	68	1	30	45	23	1	
Having strong families								[140]
All adults	28	70	2	26	45	25	2	
Involved citizens.....	25	74	2	23	40	34	1	
Providing support and guidance for young people								[142]
All adults	27	71	1	26	47	24	2	
Involved citizens.....	22	77	1	21	50	27	1	
Promoting a strong sense of personal responsibility								[143]
All adults	27	71	1	26	41	30	2	
Involved citizens.....	22	76	-	22	37	39	2	
Teaching young people positive moral values								[144]
All adults	18	80	2	16	46	34	2	
Involved citizens.....	15	84	1	14	45	39	1	

2. Focusing specifically on youth, when you think about the way things are going for youth and young adults in your community these days, generally speaking, would you say that these are very good times, okay times, tough times, or really bad times?

	All Adults	Involved Citizens	
Very good times.....	7	7	[147]
Okay times.....	38	42	
Tough times.....	39	39	
Really bad times.....	15	12	
Not sure	1	-	

- 3a. Which TWO or THREE of the following phrases come closest to your own perceptions of the young people you know?

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST
PERCENTAGE OF ALL ADULTS*

	All Adults	Involved Citizens	
Materialistic.....	38	38	[148-149]
Confused	38	43	>
Disrespectful.....	34	29	
Selfish.....	24	26	
Caring.....	20	22	
Tuned out	16	16	
Responsible.....	15	22	
Hardworking	13	17	
All (VOL)	3	1	
Other/none (VOL)	-	-	
Not sure	1	-	

- 3b. Do you feel that, as a nation, we ask too much or ask too little of our young people when it comes to being good citizens?

	All Adults	Involved Citizens	
Ask too much.....	5	4	[150]
Ask too little	86	88	
Ask the right amount (VOL)	5	4	
Ask nothing (VOL)	1	2	
Not sure	3	2	

4. People have suggested different ways to help improve the situation for the nation's young people. I'm going to read a list of several goals, and for each one I read, I'd like you to tell me whether you think that it should be a very important, fairly important, only somewhat important, or not an important goal.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY IMPORTANT GOAL

	Very Important <u>Goal</u>	Fairly Important <u>Goal</u>	Only Somewhat <u>Important Goal</u>	Not An Important <u>Goal</u>	Not Sure	
Understanding the Importance of hard work						[157]
All adults	91	7	2	-	-	
Involved citizens	89	8	2	-	1	
Learning to be tolerant of people from different backgrounds						[156]
All adults	85	10	4	1	-	
Involved citizens	85	9	4	1	1	
Developing skills for the workplace						[151]
All adults	85	9	4	1	1	
Involved citizens	87	9	2	1	1	
Promoting good citizenship						[155]
All adults	77	15	6	1	1	
Involved citizens	79	13	6	1	1	
Understanding the Importance of volunteering and giving back						[153]
All adults	69	19	10	1	1	
Involved citizens	72	15	12	-	1	
Getting a college education						[158]
All adults	66	19	13	1	1	
Involved citizens	61	19	16	3	1	
Learning leadership skills						[152]
All adults	64	22	11	2	1	
Involved citizens	59	26	10	3	2	
Developing a lifelong dedication to community service						[154]
All adults	46	33	17	4	-	
Involved citizens	55	24	17	4	-	

5. Do you favor or oppose a system of VOLUNTARY national service in which young people--both men and women--would be given opportunities to serve America for one year after high school, either in the military forces or in community service work?

(IF "FAVOR/OPPOSE," ASK:) Is that strongly (favor/oppose) or somewhat (favor/oppose)?

	All Adults	Involved Citizens	
Strongly favor	48	55	[159]
Somewhat favor.....	28	23	
Somewhat oppose.....	10	7	
Strongly oppose.....	9	9	
Depends (VOL).....	3	3	
Not sure	2	3	

6. I'm going to read a description of two different types of public service organizations, and I'd like you to tell me which one is more appealing to you.

Organization A recruits young adults to serve their communities in a VARIETY of ways, such as building affordable housing, tutoring and mentoring young people, and assisting victims of disasters.

Organization B recruits young adults to focus INTENSIVELY on the needs of troubled children and youth in schools and after-school programs in their communities.

	All Adults	Involved Citizens	
A/serves communities in variety of ways	46	53	[160]
B/focuses intensively on needs of troubled youth.....	39	30	
Both (VOL)	13	16	
Neither (VOL)	2	1	
Not sure	-	-	

7. I'm going to mention the names of several national organizations, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you are not familiar with a particular name, please just say so.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY OR SOMEWHAT POSITIVE

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The American Red Cross							[162]
All adults	71	20	5	2	2	-	
Involved citizens	74	16	5	1	3	1	
The Peace Corps							[164]
All adults	45	32	14	3	1	5	
Involved citizens	47	29	13	4	1	6	
The U.S. Army							[163]
All adults	41	33	17	5	3	1	
Involved citizens	37	34	20	5	3	1	
AmeriCorps							[161]
All adults	12	13	10	2	1	62	
Involved citizens	19	19	14	3	2	43	
America's Promise							[165]
All adults	5	5	6	1	1	82	
Involved citizens	7	5	5	1	1	81	

- 8a. For the rest of this interview, I'd like to talk about just one of the organizations I mentioned--AmeriCorps. Since many people are not very familiar with AmeriCorps and what it does, I'd like to give you some more information about the organization.

AmeriCorps is a federal program that was founded five years ago to provide young people with the opportunity to serve their country by performing community service while earning money for college. More than forty thousand young people participate in AmeriCorps each year. Most AmeriCorps members are selected by and serve with local and national organizations such as Habitat for Humanity, the American Red Cross, Big Brothers/Big Sisters, and Boys' and Girls' Clubs. Most AmeriCorps members are from eighteen to twenty-four years old, come from a wide variety of backgrounds, and commit to a one-year term of full-time service. They work in local communities to recruit and train volunteers, tutor and mentor at-risk youth, build affordable housing, clean up rivers and streams, help seniors live independently, provide emergency and long-term assistance to victims of natural disasters, and meet other community needs. AmeriCorps pays its members a small stipend to cover living expenses during their term of service, and at the end of one year, participants receive four thousand eight hundred dollars to help finance college or to pay back student loans.

Based on this description, and keeping in mind the other things that you have heard about AmeriCorps, would you describe your impression of AmeriCorps as very positive, somewhat positive, neutral, somewhat negative, or very negative?

	<u>All Adults</u>	<u>Involved Citizens</u>	
Very positive	61	60	[166]
Somewhat positive	26	26	
Neutral	7	5	
Somewhat negative	3	6	
Very negative	2	2	
Not sure	1	1	

8b. Why do you feel that way about AmeriCorps?

(PROBE:) What are the main facts about AmeriCorps that are most impressive to you?

(PROBE:) Is there anything about AmeriCorps that you find unappealing or that raises questions in your mind? * [167-173]

	All Adults	Involved Citizens
Net Impressive Facts	82	84
Helps with college/allows them to get an education/ pay loans	21	23
Gives young people the opportunity to serve community, give back	13	18
Like description read, sounds good	9	4
Gives youth a sense of direction/leadership/pride/ chance for better life	8	8
Anything that helps young people is good, is needed	8	6
Net Unappealing Aspects	10	17
Can't get enough people to participate/should get older people too	2	3
Should pay more, don't offer enough money	1	3
Dislike that it's a government program, funded by the government	1	2
AmeriCorps is not doing its job, not working like it should	1	2
Too much government, too much interference, telling us what to do	1	1
Never heard of AmeriCorps before/more publicity/would like to know more	6	5
Don't know; no response	8	2

* Asked of one-half the respondents (FORM A).

9. Supporters of AmeriCorps feel that AmeriCorps benefits our nation in a variety of ways. I'm going to read you two statements describing ways that people have said AmeriCorps helps America, and I'd like you to tell me which ONE goal you think is more important.

STATEMENT A: Some people say that the most important goal for AmeriCorps is to benefit THE YOUNG PEOPLE WHO PARTICIPATE, by teaching them important values such as good citizenship, self-worth, a spirit of giving, leadership, and self-sacrifice. OR

STATEMENT B: Other people say that the most important goal for AmeriCorps is to benefit THE LOCAL COMMUNITIES where AmeriCorps members work, tutoring and mentoring young people, providing disaster relief, and building homes.

	All Adults	Involved Citizens	
Statement A--more important to benefit participants	50	52	[174]
Statement B--more important to benefit communities	30	28	
Both equally important (VOL)	18	18	
Neither are important (VOL)	1	2	
Not sure	1	-	

10. Now I'd like to read you several criticisms that some people have made about AmeriCorps. Which ONE or TWO of the following criticisms--if any--give you the biggest concerns about AmeriCorps?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Involved Citizens	
AmeriCorps is a federal bureaucracy that spends too much money on administration.....	24	25	[175]
AmeriCorps was started by President Clinton mainly for political purposes	23	24	>
It's not necessary for AmeriCorps to pay young adults to perform community service, since ninety-three million Americans already volunteer for no pay.....	13	13	
AmeriCorps works on too many different types of projects and does not have a focused mission	12	9	
There are better ways to provide college loans than through this kind of paid volunteerism.....	8	8	
None.....	22	26	
All (VOL).....	3	3	
Not sure.....	13	11	

11. Now I'm going to read several statements describing AmeriCorps' strengths. For each one, please tell me whether you feel that it is an extremely valuable, very valuable, only somewhat valuable, or not a valuable contribution by AmeriCorps.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY EXTREMELY OR VERY VALUABLE CONTRIBUTION

	Total Extremely/ Very Valuable Contribution	Extremely Valuable Contribution	Very Valuable Contribution	Only A Somewhat Valuable Contribution	Not A Valuable Contribution	Depends (VOL)	Not Sure	
The AmeriCorps experience helps young people grow up to become better citizens, leaders, and stronger members of the community								[180]
All adults	80	35	45	13	3	-	4	
Involved citizens	75	38	37	18	4	1	2	
AmeriCorps' education award gives the opportunity to attend college to many youth and young adults who could not afford to attend otherwise								[208]
All adults	77	38	39	15	4	1	3	
Involved citizens	71	38	33	19	8	-	2	

Q.11 (cont'd)

	<u>Total Extremely/ Very Valuable Contribution</u>	<u>Extremely Valuable Contribution</u>	<u>Very Valuable Contribution</u>	<u>Only A Somewhat Valuable Contribution</u>	<u>Not A Valuable Contribution</u>	<u>Depends (VOL)</u>	<u>Not Sure</u>	
AmeriCorps helps build a sense of national community by bringing together youth and young adults from different racial, economic, and cultural backgrounds to build tolerance and work toward a common goal								[176]
All adults	74	32	42	19	3	1	3	
Involved citizens	66	29	37	27	4	1	2	
AmeriCorps is like a Peace Corps for America, giving youth and young adults an opportunity to make a difference here at home								[179]
All adults	73	29	44	20	3	-	4	
Involved citizens	73	28	45	19	6	-	2	
AmeriCorps gets things done. AmeriCorps members have mentored more than two-point-two million children, provided programs for more than a million at-risk youth, and recruited more than one-point-eight million additional volunteers								[178]
All adults	70	28	42	22	3	1	4	
Involved citizens	68	28	40	23	4	-	5	
More than forty thousand young people participate in AmeriCorps each year								[177]
All adults	61	21	40	28	4	1	6	
Involved citizens	62	24	38	28	4	-	6	

12. There are many ways in which young people might benefit from a year of service in AmeriCorps. Based on what you know about the program, which one or two of the following qualities or values--if any--would you say AmeriCorps is best able to instill in the youth and young adults who participate in this program?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Involved Citizens	
Self-discipline and hard work	33	32	[209-210]
Tolerance and understanding	25	27	>
The importance of volunteerism and giving back.....	20	27	
Skills that will be useful in the workplace	18	18	
Good citizenship.....	14	15	
Leadership skills.....	11	9	
None.....	2	3	
All (VOL).....	16	13	
Other (VOL).....	-	-	
Not sure.....	3	3	

13. Do you think the values that AmeriCorps tries to instill in its members are generally conservative values, generally liberal values, or are these values that all Americans would agree are important?

	All Adults	Involved Citizens	
Conservative values	6	5	[211]
Liberal values.....	10	11	
Values that all would agree are important	76	76	
Values not important to anyone (VOL).....	1	-	
Not sure	7	8	

14. Thinking about everything we have talked about, would you prefer that the federal government continue funding AmeriCorps, or would you prefer that the federal government NOT continue funding AmeriCorps?

(IF "CONTINUE/NOT CONTINUE," ASK:) And do you feel strongly about that or not?

	All Adults	Involved Citizens	
Prefer to continue funding--feel strongly	63	59	[212]
Prefer to continue funding--do not feel strongly	17	13	
Prefer not to continue funding--do not feel strongly	3	4	
Prefer not to continue funding--feel strongly	8	14	
Not sure	9	10	

These last few questions are for statistical purposes only.

F1. What is your age, please? (IF REFUSED, ASK:) Well, would you tell me which age group you belong to?

	All Adults	Involved Citizens	
18-24	10	7	[213-214]
25-29	8	4	
30-34	10	10	
35-39	10	13	
40-44	11	11	
45-49	9	14	
50-54	9	13	
55-59	7	8	
60-64	6	4	
65 and over	17	14	
Refused	3	2	

F2. Are you currently employed?

(IF CURRENTLY EMPLOYED, ASK:) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED, ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

	<u>All Adults</u>	<u>Involved Citizens</u>	
<u>Currently Employed</u>			
Professional/manager	25	35	[215-216]
White collar worker.....	18	23	
Blue collar worker.....	19	12	
Farmer/rancher	-	-	
<u>Not Currently Employed</u>			
Student.....	3	2	
Homemaker.....	7	3	
Retiree.....	22	18	
Unemployed	3	5	
Other	-	-	
Not sure.....	3	2	

F3. What is the last grade that you completed in school?

	All Adults	Involved Citizens	
Grade school	1	-	[223-224]
Some high school	8	1	
High school graduate	28	19	
Some college, no degree	18	19	
Vocational training/2-year college	12	11	
4-year college/bachelor's degree	20	25	
Some postgraduate work, no degree	3	7	
2-3 years postgraduate work/master's degree ...	7	16	
Doctoral/law degree	1	2	
Not sure/refused	2	-	

F4a. Have you ever contacted an elected official about an issue that is important to you, either by calling or by sending a letter, fax, or e-mail?

(IF "YES," ASK:) Was that within the past year, or was it longer ago than that?

	All Adults	Involved Citizens		
Yes, contacted an elected official--within past year	30	67	CONTINUE	[225]
Yes, contacted an elected official--more than a year ago	25	33		
No, have not contacted an elected official	43	-	Skip to Q.F5a	
Not sure	2	-		

(ASK ONLY OF RESPONDENTS WHO HAVE CONTACTED AN ELECTED OFFICIAL IN Q.F4a.)

F4b. Thinking about the last time that you contacted an elected official, did you contact him or her about a legislative issue or about an issue of personal importance?

	All Adults	Involved Citizens	
Legislative issue	54	55	[226]
Personal issue	29	27	
Both (VOL)	15	14	
Neither (VOL)	1	2	
Not sure	1	2	

F5a. Please rate how closely you follow news and current events these days, using a scale from one to ten. On this scale, a "10" means that you follow news and current events very closely, and a "1" means that you do not follow news and current events at all. You may choose any number from one to ten.

	All Adults	Involved Citizens	
10, follow closely	28	50	[227-228]
9	11	20	
8	21	30	
7	12	-	
6	7	-	
5	10	-	
4	3	-	
3	3	-	
2	1	-	
1, do not follow at all	2	-	
Cannot rate	2	-	

F5b. Within the past year, have you performed any volunteer or community service work?

	All Adults	Involved Citizens	
Yes, have done volunteer/community service work	58	100	[229]
No, have not done volunteer/community service work	39	-	
Not sure	3	-	

F5c. Within the past year, have you attended a public meeting on town or school affairs?

	All Adults	Involved Citizens	
Yes, have attended public meeting	49	100	[230]
No, have not attended public meeting.....	48	-	
Not sure	3	-	

F6. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	All Adults	Involved Citizens	
Mostly Democratic	26	27	[231]
Leaning Democratic.....	12	12	
Completely independent.....	21	19	
Leaning Republican.....	11	8	
Mostly Republican	21	29	
Not sure	9	5	

F7a. Do you have any children under age 18 currently living in your household?

	All Adults	Involved Citizens	
Yes, kids under 18 in household	33	43	CONTINUE [232]
No, no kids under 18 in household.....	65	57	Skip to Q.F8
Not sure	2	-	

(ASK ONLY OF RESPONDENTS WHO HAVE KIDS UNDER 18 IN Q.F7a.)

F7b. When your child or children are old enough to participate in AmeriCorps--that is, eighteen years old--would you encourage them to strongly consider participating in a program such as AmeriCorps, or not?

	All Adults	Involved Citizens	
Yes, would encourage	71	61	[233]
No, would not encourage	9	11	
Depends (VOL)	15	16	
Child has participated in AmeriCorps (VOL)	-	-	
Not sure	5	12	

F8. Do you happen to know anyone who has participated in AmeriCorps?

	All Adults	Involved Citizens	
Yes, know AmeriCorps participant.....	9	21	[234]
No, do not know AmeriCorps participant	88	79	
Not sure	3	-	

- F9. For statistical purposes only, would you please tell me whether your total household income for last year was above \$50,000 or below \$50,000?

(IF "ABOVE \$50,000," ASK:) Would you say that your household income was above \$75,000 or below \$75,000?

(IF "BELOW \$50,000," ASK:) Would you say that your household income was above \$25,000 or below \$25,000?

	All Adults	Involved Citizens	
Above \$75,000	16	31	[235]
\$50,000-\$75,000	20	27	
\$25,000-\$50,000	34	24	
Below \$25,000	18	10	
Not sure/refused	12	8	

- F10. Finally, are you from a Hispanic or Spanish-speaking background? (IF "NO," ASK:) What is your race--white, black, Asian, or something else?

	All Adults	Involved Citizens	
Hispanic	6	7	[236]
White	77	81	
Black	11	9	
Asian	1	1	
Other	2	1	
Not sure/refused	3	1	

AREA		
	All Adults	Involved Citizens
Northeast	23	28
South	33	29
Midwest	24	23
West	20	20

HART/TEETER



AmeriCorps Anniversary Celebration

Survey among 817 adults nationwide,
May 25-26, 1999

What's Wrong With America

■ America is doing a poor job in this area ■ America is doing a not so good job

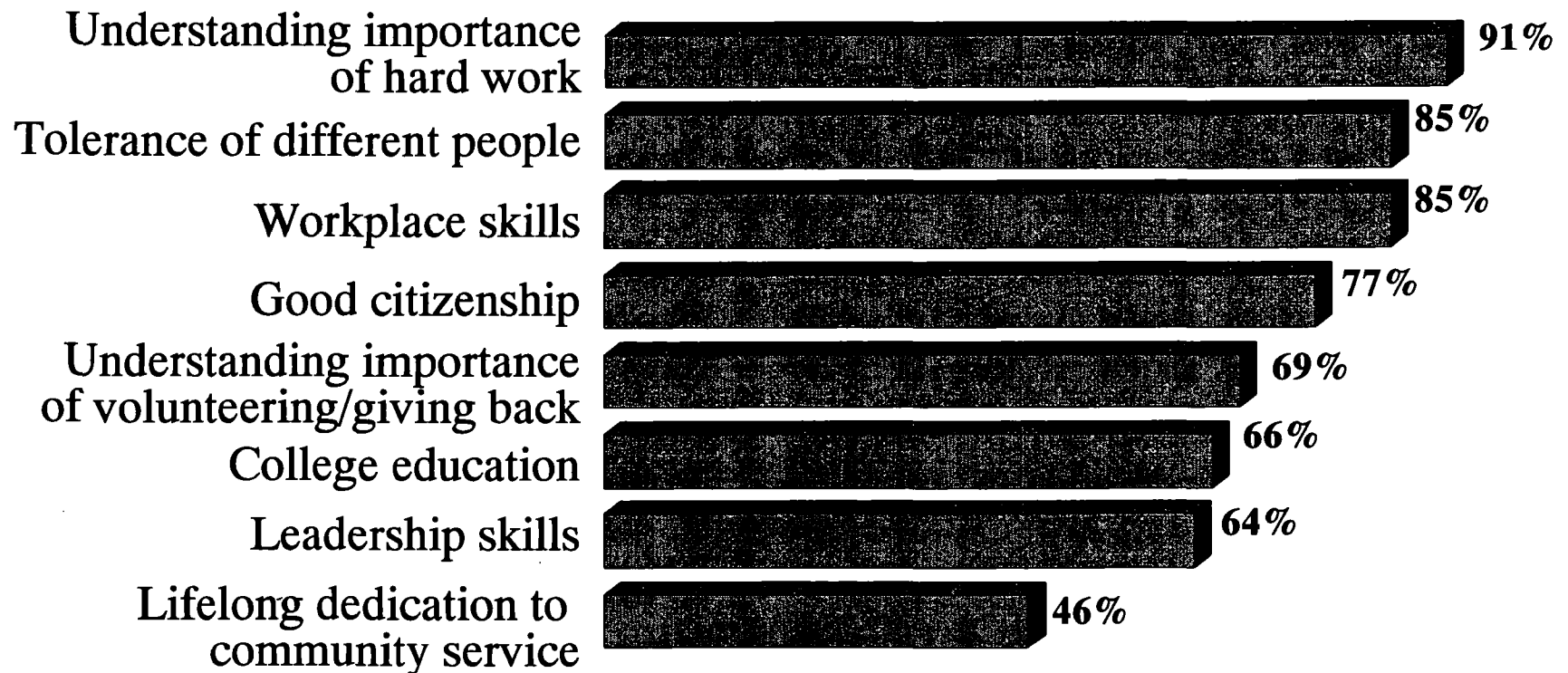


How Adults View Young Americans

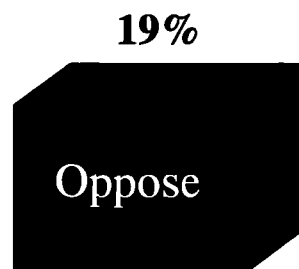
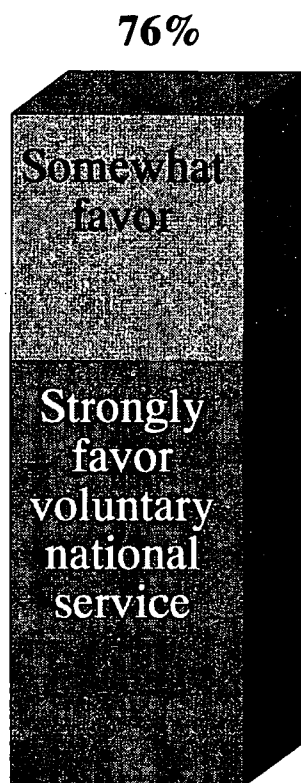
- ▶ A 54% majority say these are tough or really bad times for youth in their community.
- ▶ More adults see youth as “confused,” “materialistic,” “disrespectful,” or “selfish.”
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- ▶ Adults are virtually unanimous in saying we ask too little (86%) of young people.

Goals For Improving The Situation For Young People

■ Very important goal



Voluntary National Service: An Idea Whose Time Has Come

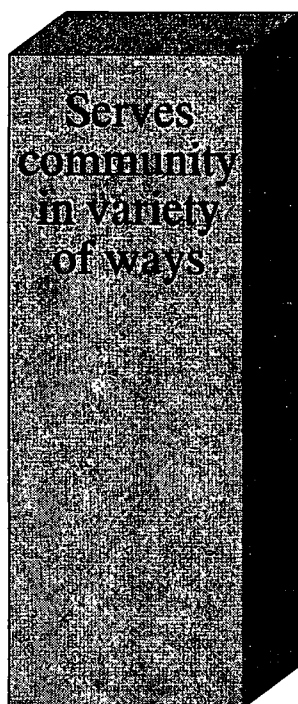


	<u>Total favor</u>	<u>Strongly favor</u>	<u>Oppose</u>
Age 50/over	81%	62%	13%
Age 18 to 34	73%	37%	24%
Democrats	79%	48%	17%
Independents	73%	47%	20%
Republicans	77%	50%	19%

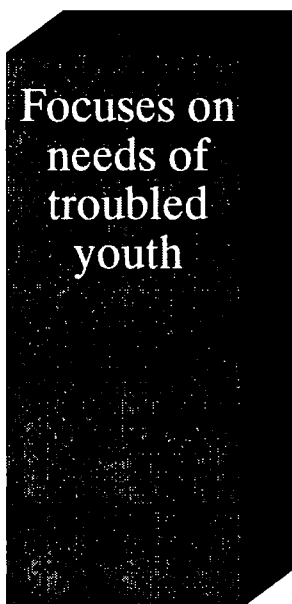
Who Should Be Served?

Preferred Type Of Organization

46%



39%



Two Camps

Broader services

Age 65/over

College-educated

Over \$75K

GOPs

Youth services

Age 18 to 34

Women under 50

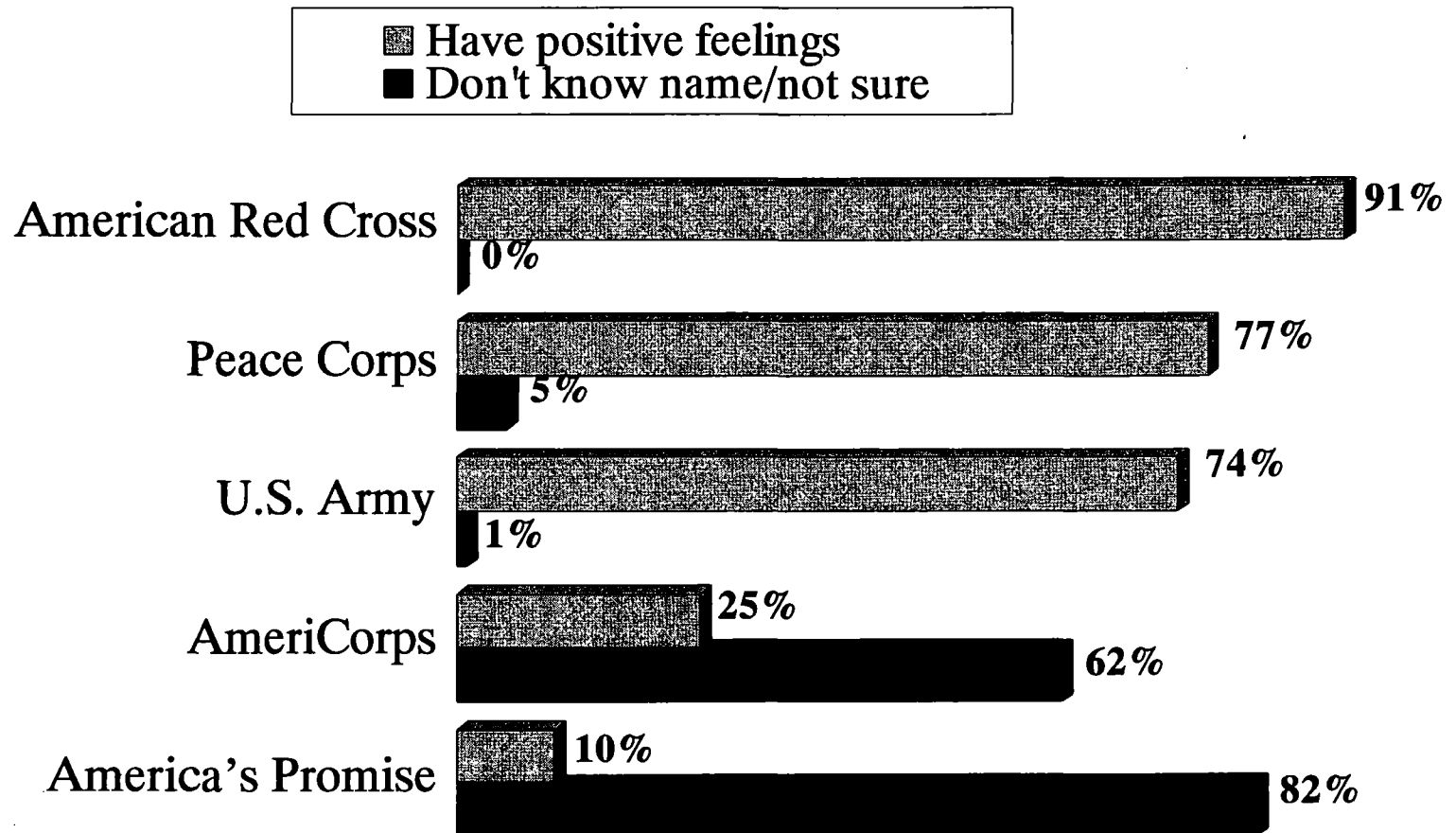
High school/less

Blue collar

Minorities

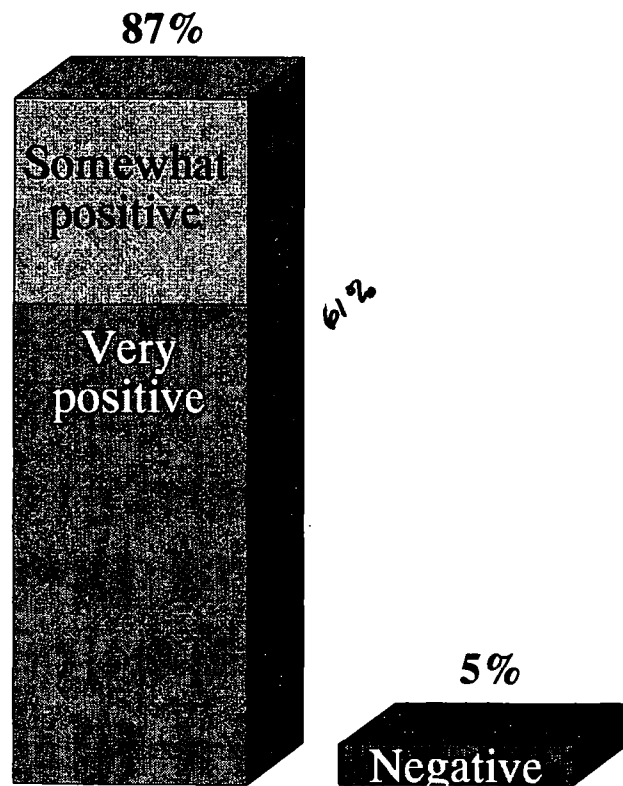
Under \$25K

AmeriCorps Not Yet Household Name



AmeriCorps Anniversary/HART-TEETER

Reactions To AmeriCorps Description



What Stands Out?

Comments cluster in four themes:

- ▶ Intangible benefits for participants 36%
- ▶ Good program 30%
- ▶ Financial benefits for participants 22%
- ▶ Benefits to community 10%

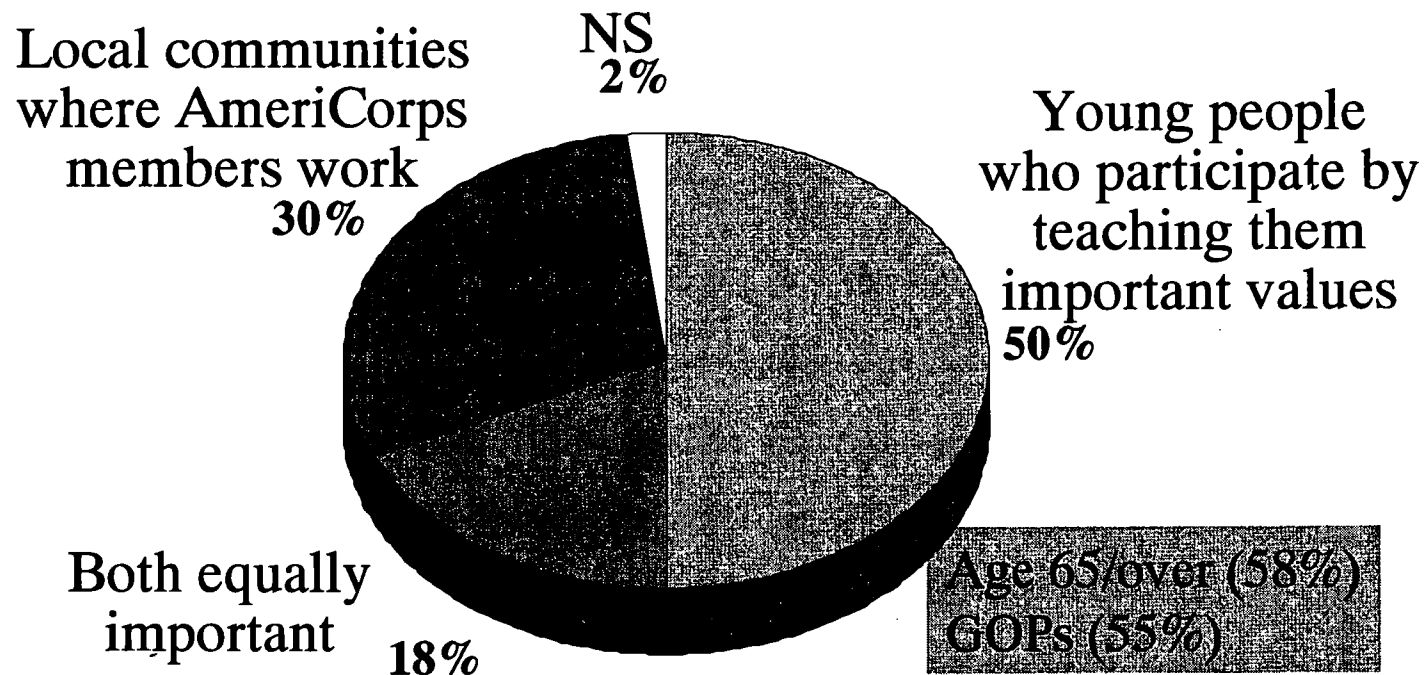
But first & foremost is help with college 21%

**Not liberal, not conservative, but values that all support. 3 out of 4*

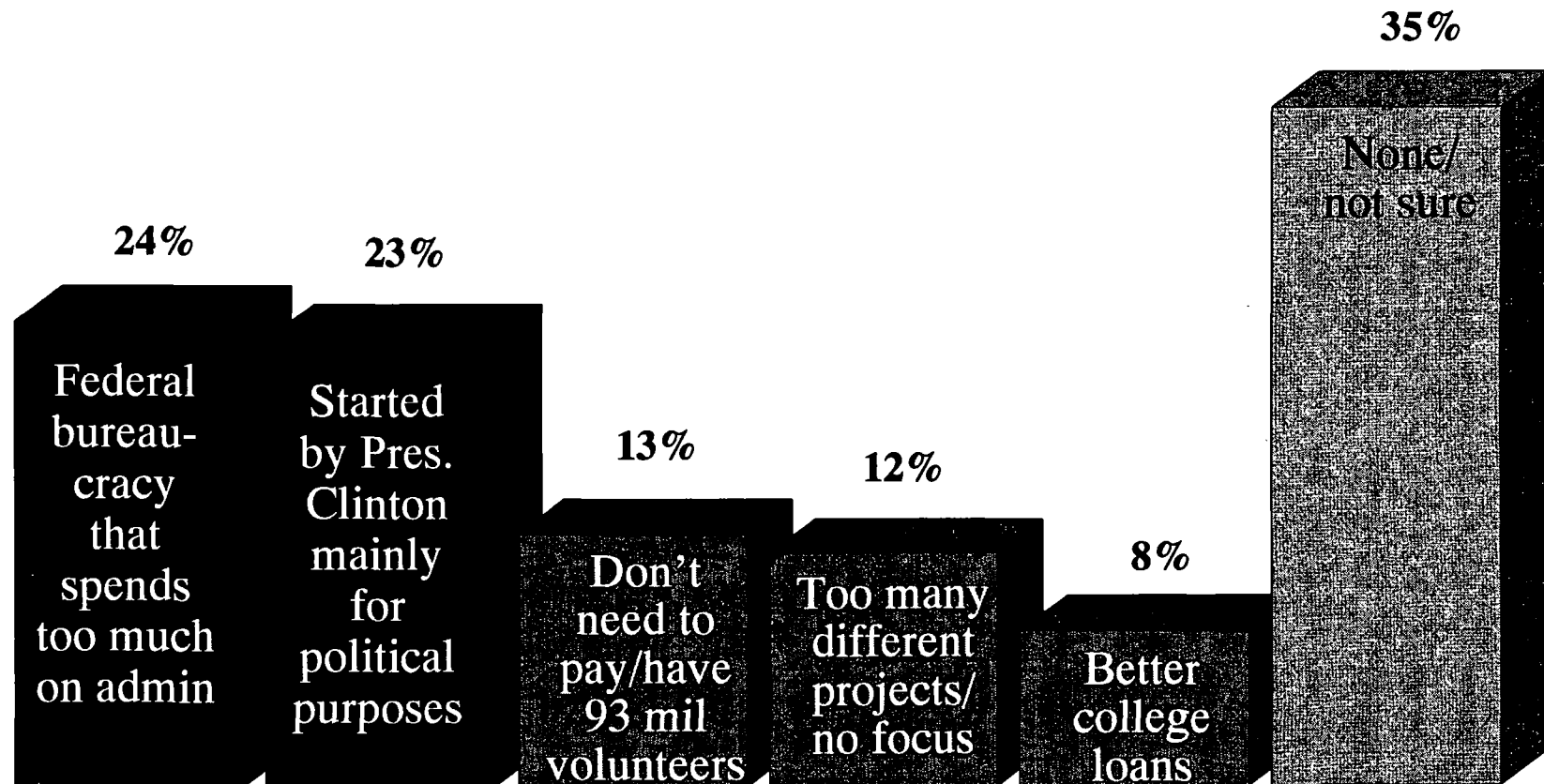
AmeriCorps Anniversary/HART-TEETER

AmeriCorps Is About Helping Young People

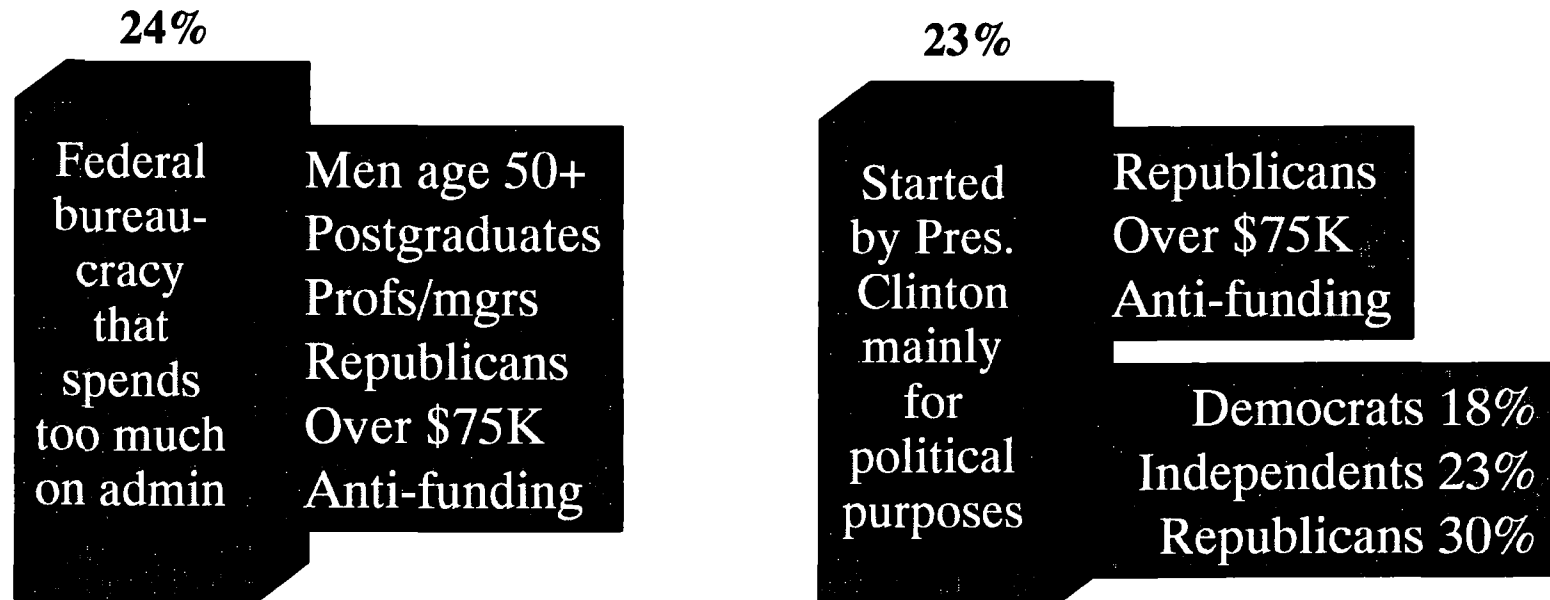
AmeriCorps' more important goal is to benefit:



Which Criticisms Hit Home

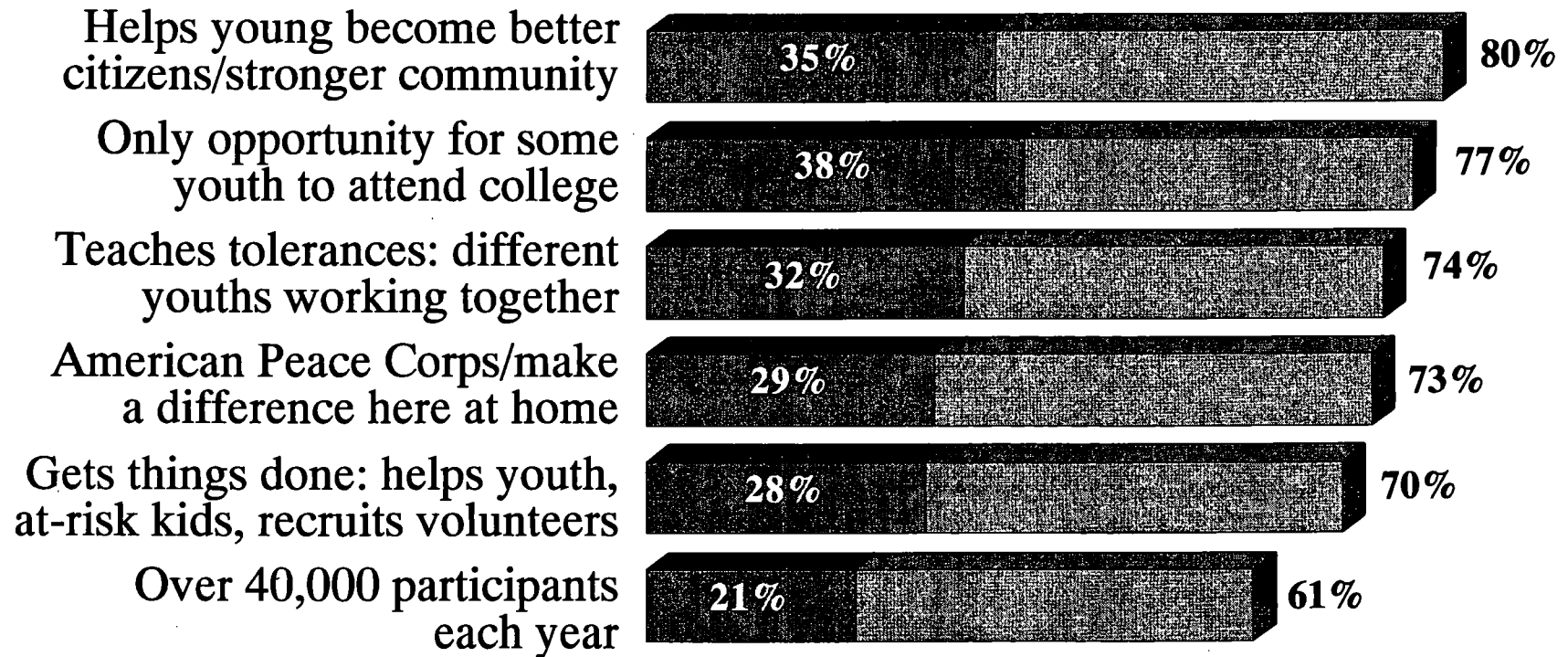


Which Criticisms Hit Home



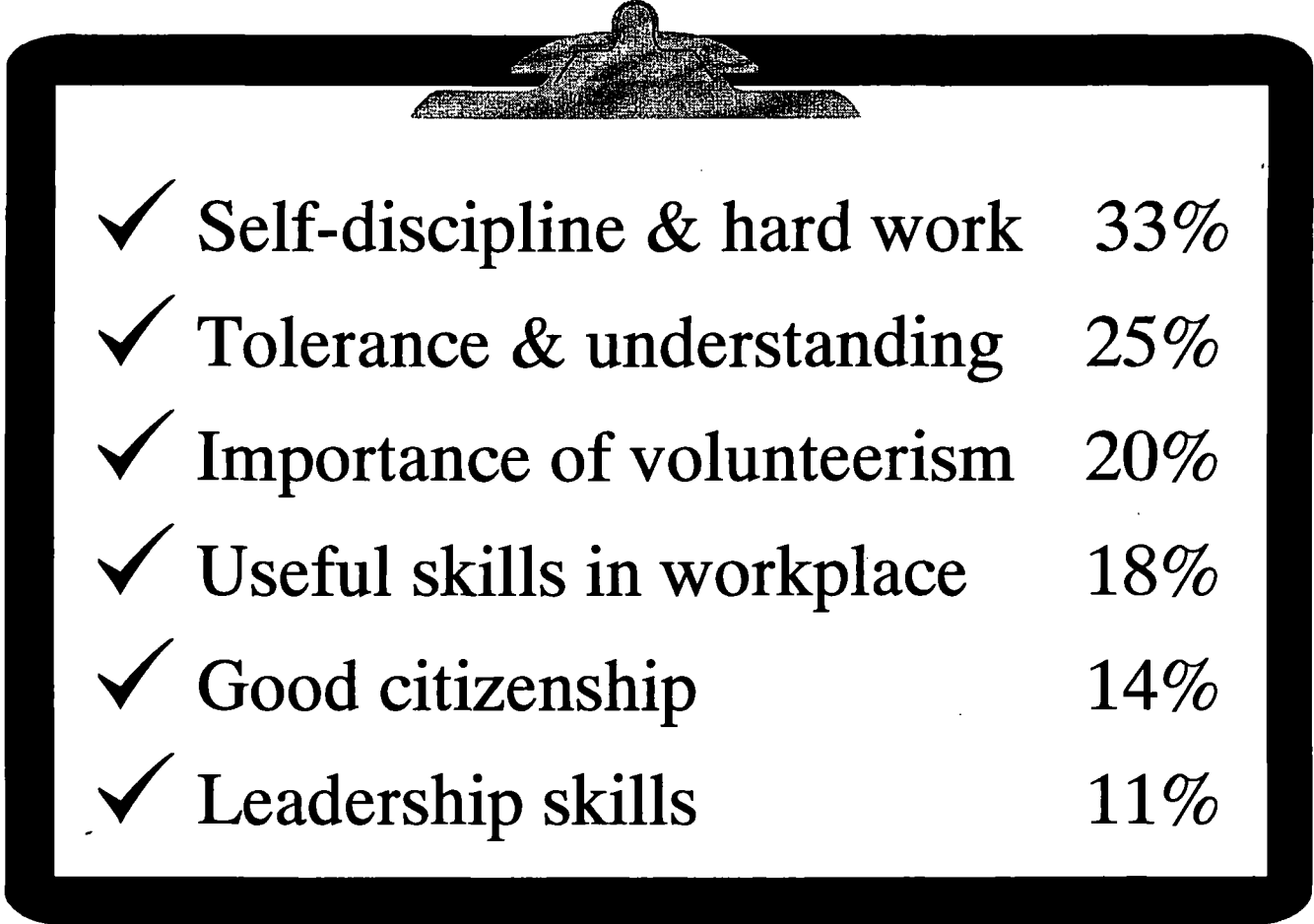
AmeriCorps' Most Valuable Contributions

■ Extremely valuable contribution ■ Very valuable contribution

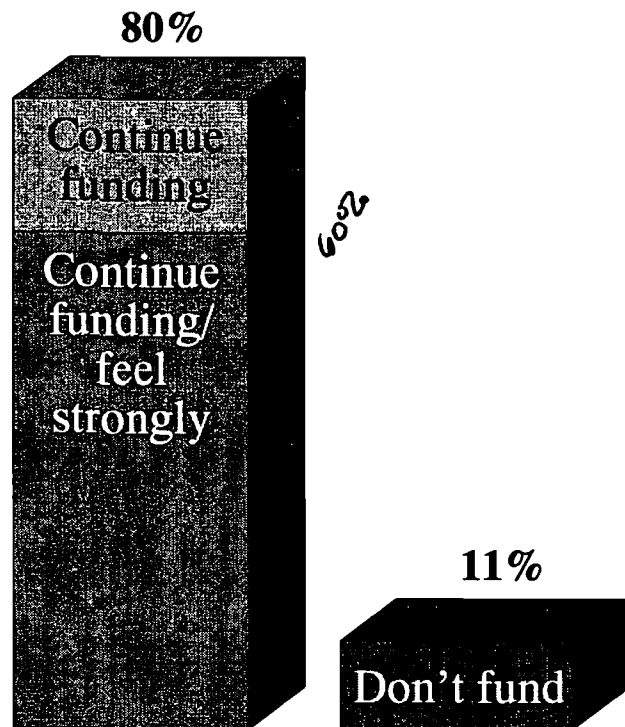


AmeriCorps Anniversary/HART-TEETER

Which Values Does AmeriCorps Instill?

- 
- ✓ Self-discipline & hard work 33%
 - ✓ Tolerance & understanding 25%
 - ✓ Importance of volunteerism 20%
 - ✓ Useful skills in workplace 18%
 - ✓ Good citizenship 14%
 - ✓ Leadership skills 11%

Support For AmeriCorps Funding



	<u>Fund</u>	<u>Don't Fund</u>
Democrats	92%	3%
Independents	76%	10%
Republicans	69%	21%
Professionals/mgrs	76%	15%
White collars	82%	9%
Blue collars	82%	11%
Involved citizens	72%	18%

Who To Target

Primary Targets (19%)

Involved citizens: follow news closely, volunteer, attend community meeting, contact elected official

- Men
- Age 35 to 64
- Well-educated
- Professionals/managers
- Over \$50K income
- Parents
- Northeast residents

Dems (39%), Inds (25%), GOPs (36%)

Secondary Targets (31%)

Movable to AmeriCorps: neutral/DK initially, very positive & strongly support funding later

- Women
- Age 18 to 34
- Under \$25K income
- Parents
- South residents

Dems (44%), Inds (30%), GOPs (26%)

Conclusion

- ▶ The nation is troubled about its young people.
- ▶ Americans want to help and guide youth.
- ▶ Three-front attack:
 - Community
 - Opportunity
 - Responsibility

ONE CORE VALUE: INVESTMENT

**Fax
Transmittal**

**CORPORATION
FOR NATIONAL
★ SERVICE**

**Please deliver
immediately!**

TO: Shirley Sagawa

ORGANIZATION: _____

FAX NUMBER: (202) 456-6244

FROM: Tara Murphy

DEPARTMENT: Public Affairs

PHONE NUMBER: (202) 606-5000 x158

FAX NUMBER: _____

DATE/TIME: July 9, 1999

TOTAL PAGES (INCLUDING COVER): 17

MESSAGE: _____



HART/TEETER



AmeriCorps Anniversary Celebration

Survey among 817 adults nationwide,
May 25-26, 1999

What's Wrong With America

■ America is doing a poor job in this area ■ America is doing a not so good job



AmeriCorps Anniversary/HART-TEETER

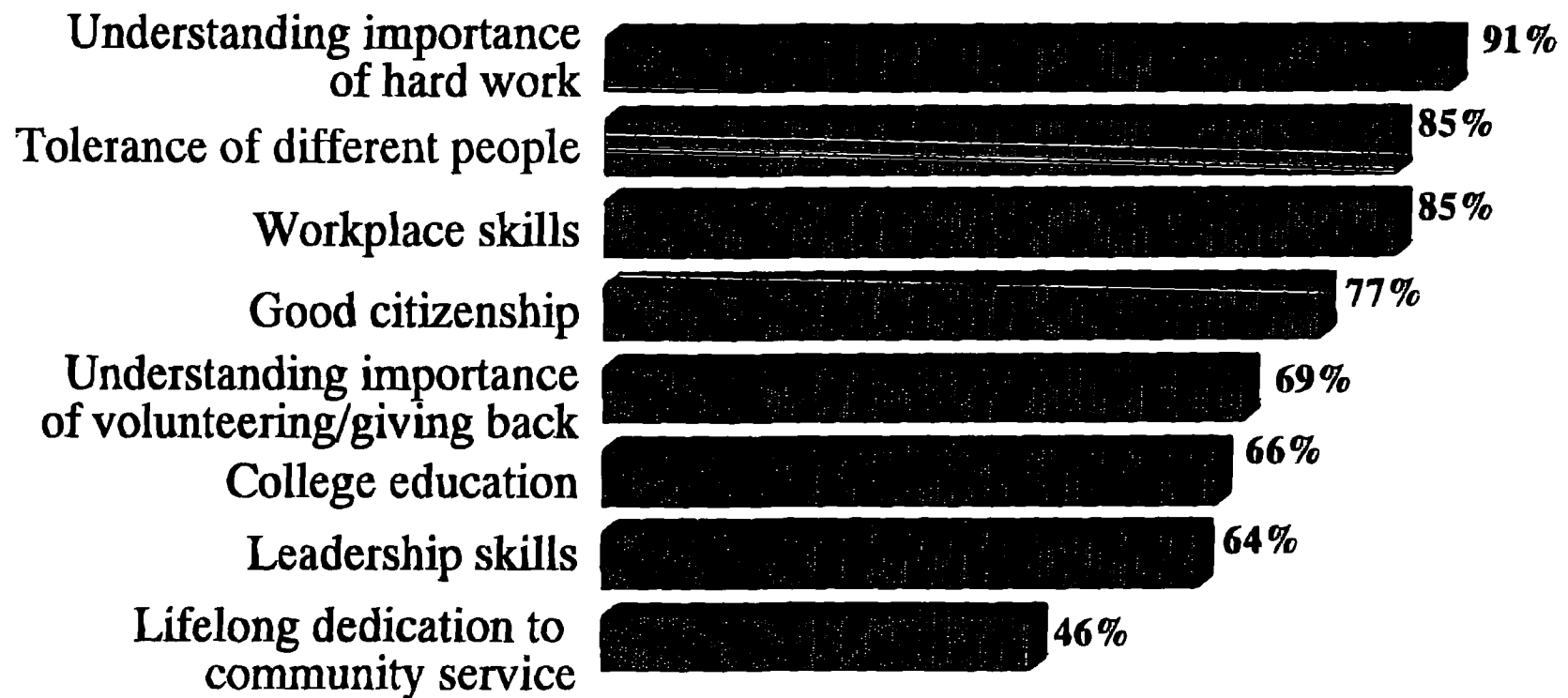
How Adults View Young Americans

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- ▶ Fewer adults see youth as “caring,” “tuned out,” “responsible,” or “hardworking.”
- ▶ Adults are virtually unanimous in saying we ~~ask~~ ask too little (86%) of young people.

We're asking

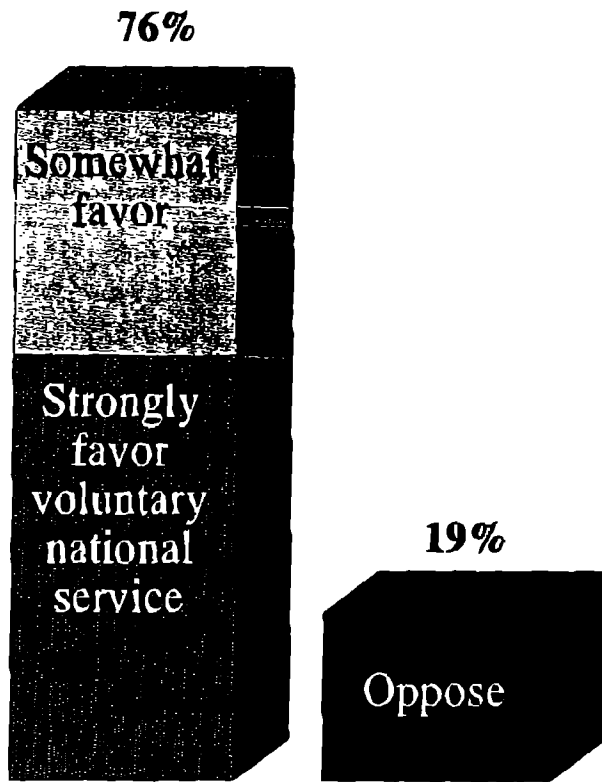
Goals For Improving The Situation For Young People

■ Very important goal



AmeriCorps Anniversary/HART-TEETER

Voluntary National Service: An Idea Whose Time Has Come



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Democrats	79%	48%	17%
Independents	73%	47%	20%
Republicans	77%	50%	19%

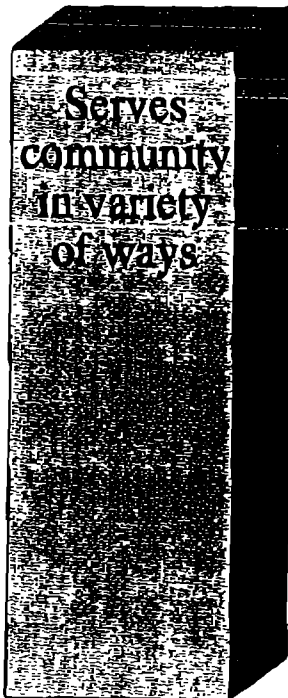
AmeriCorps Anniversary/HART-TEETER

71% Gallup
support

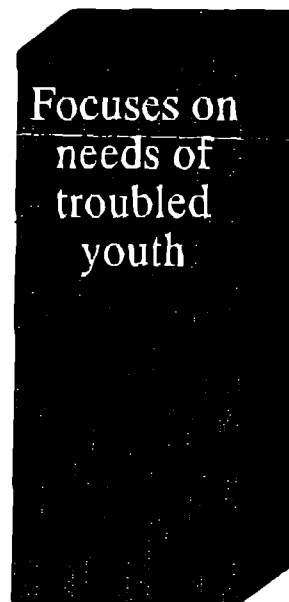
Who Should Be Served?

Preferred Type Of Organization

46%



39%



Two Camps

Broader services

Age 65/over

College-educated

Over \$75K

GOPs

Youth services

Age 18 to 34

Women under 50

High school/less

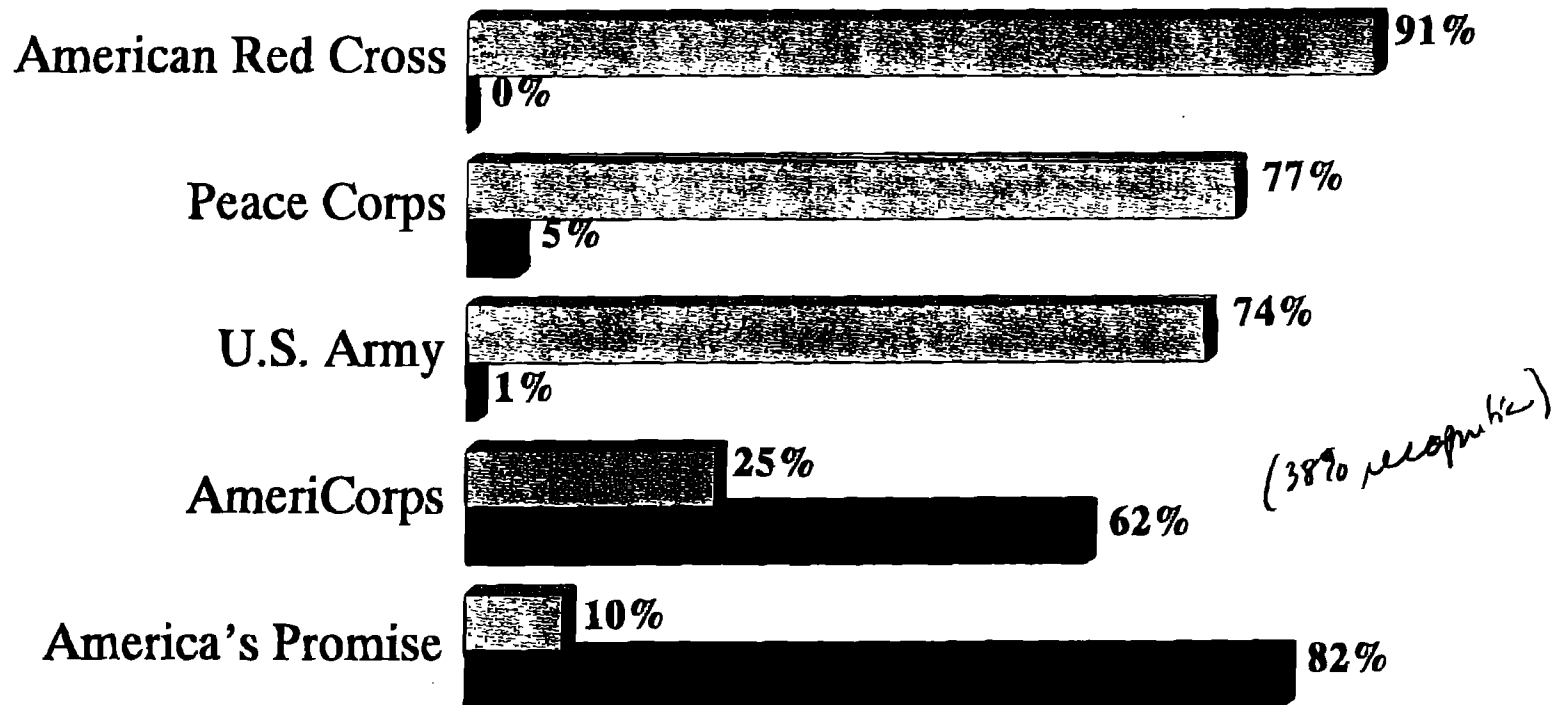
Blue collar

Minorities

Under \$25K

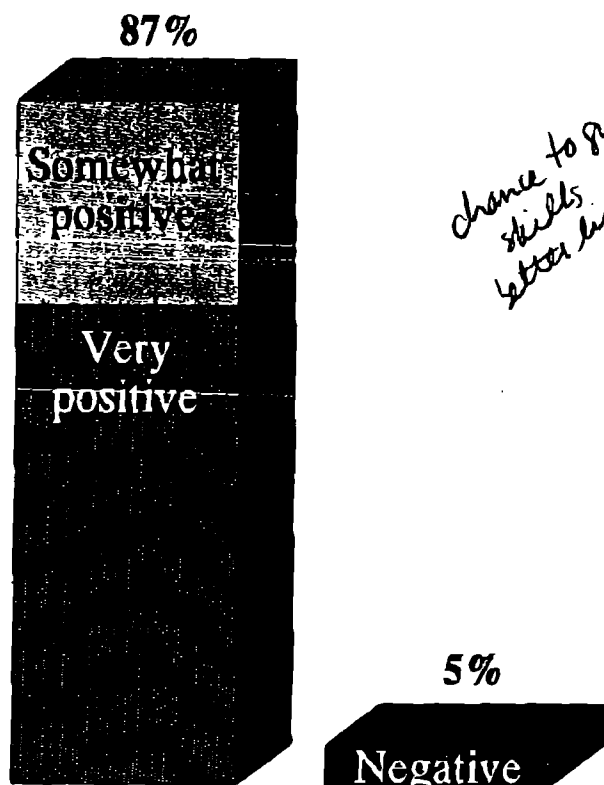
AmeriCorps Not Yet Household Name

■ Have positive feelings
■ Don't know name/not sure



AmeriCorps Anniversary/HART-TEETER

Reactions To AmeriCorps Description



*chance to give back
skills
better life*

What Stands Out?

Comments cluster in four themes:

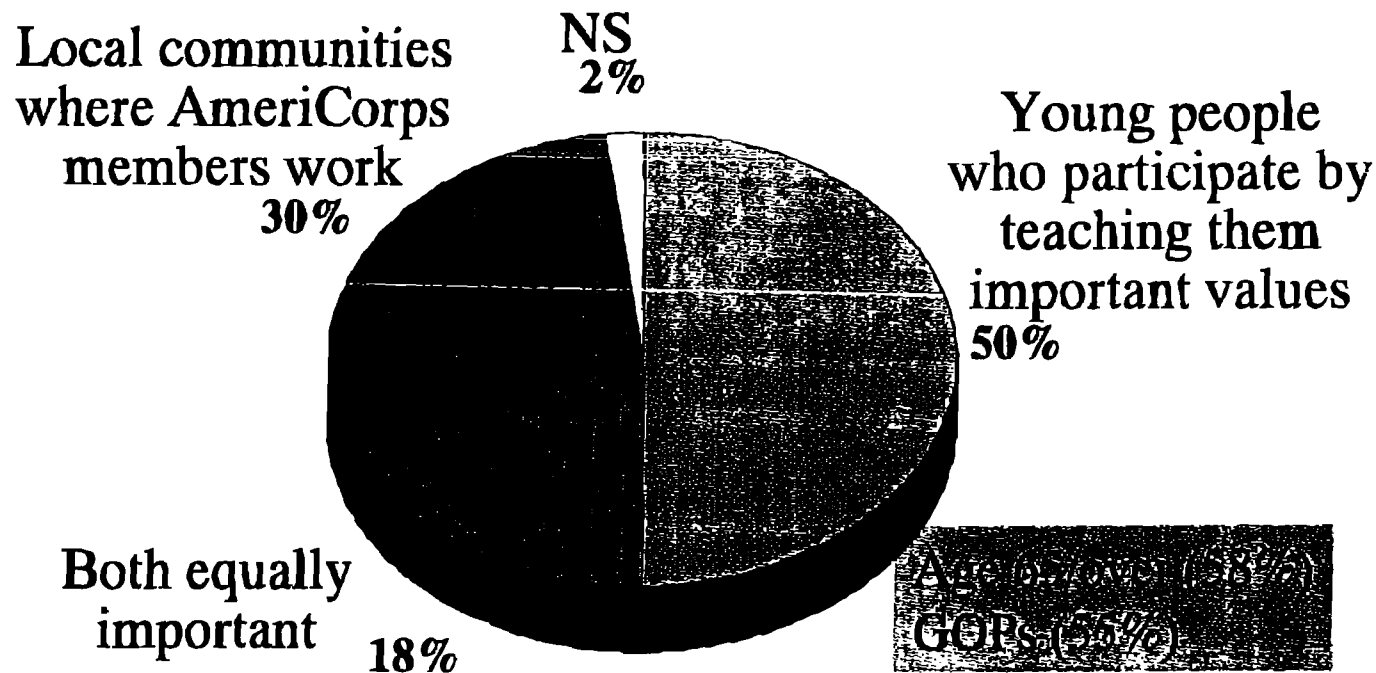
- ▶ Intangible benefits for participants 36%
- ▶ Good program 30%
- ▶ Financial benefits for participants 22%
- ▶ Benefits to community 10%
- But first & foremost is help with college 21%

**Not liberal, not conservative, but values that all support.*

AmeriCorps Anniversary/HART-TEETER

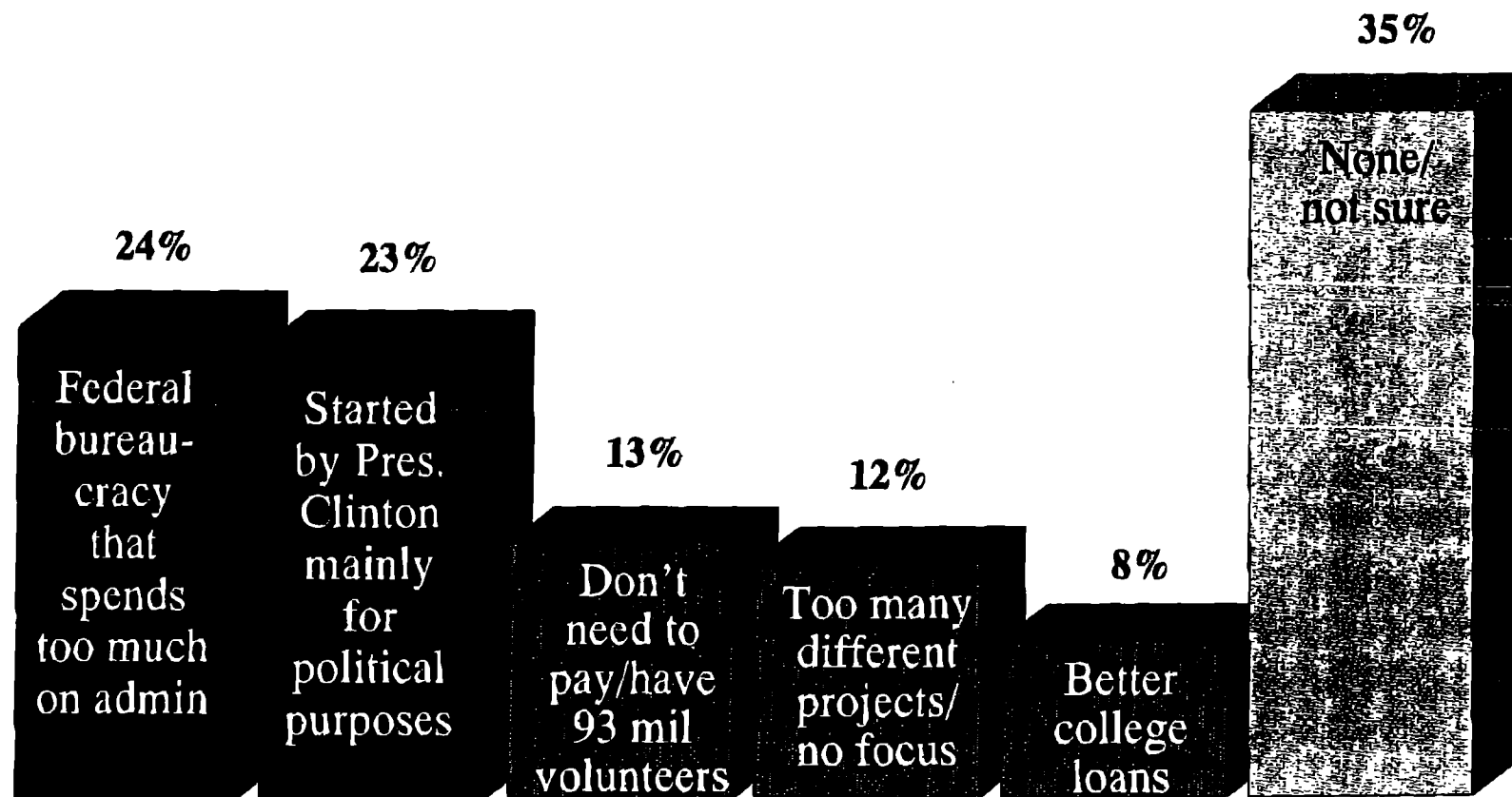
AmeriCorps Is About Helping Young People

AmeriCorps' more important goal is to benefit:



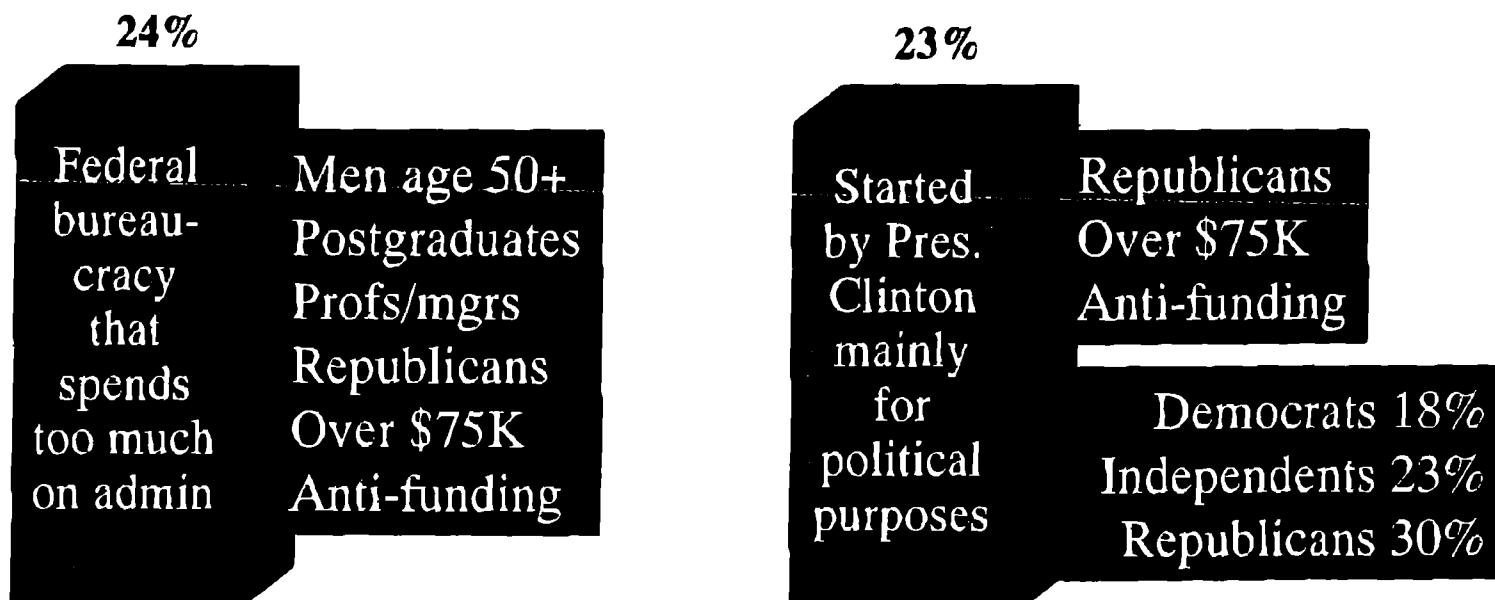
AmeriCorps Anniversary/HART-TEETER

Which Criticisms Hit Home



AmeriCorps Anniversary/HART-TEETER

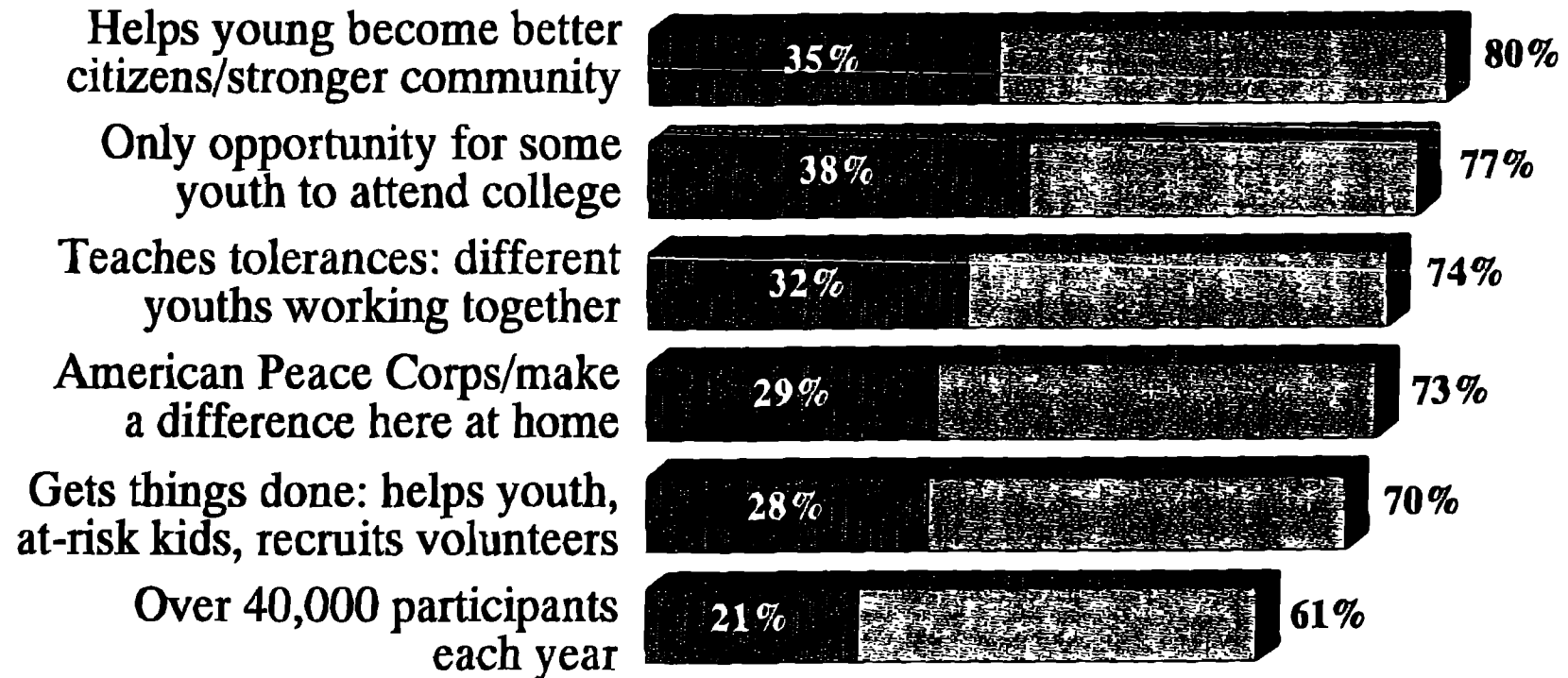
Which Criticisms Hit Home



AmeriCorps Anniversary/HART-TEETER

AmeriCorps' Most Valuable Contributions

■ Extremely valuable contribution ■ Very valuable contribution



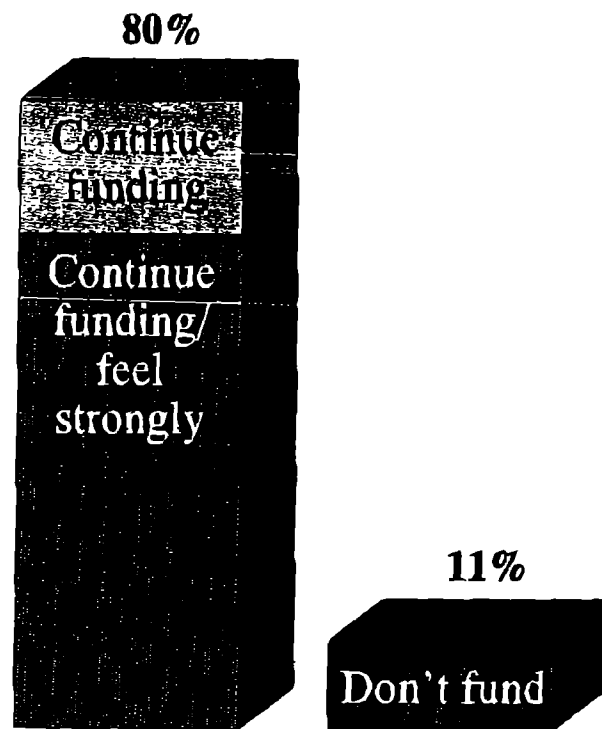
AmeriCorps Anniversary/HART-TEETER

Which Values Does AmeriCorps Instill?



- | | |
|-------------------------------|-----|
| ✓ Self-discipline & hard work | 33% |
| ✓ Tolerance & understanding | 25% |
| ✓ Importance of volunteerism | 20% |
| ✓ Useful skills in workplace | 18% |
| ✓ Good citizenship | 14% |
| ✓ Leadership skills | 11% |

Support For AmeriCorps Funding



	<u>Fund</u>	<u>Don't Fund</u>
Democrats	92%	3%
Independents	76%	10%
Republicans	69%	21%
Professionals/mgrs	76%	15%
White collars	82%	9%
Blue collars	82%	11%
Involved citizens	72%	18%

AmeriCorps Anniversary/HART-TEETER

Who To Target

Primary Targets (19%)

Involved citizens: follow news closely, volunteer, attend community meeting, contact elected official

- Men
- Age 35 to 64
- Well-educated
- Professionals/managers
- Over \$50K income
- Parents
- Northeast residents

Dems (39%), Inds (25%), GOPs (36%)

Secondary Targets (31%)

Movable to AmeriCorps: neutral/DK initially, very positive & strongly support funding later

- Women
- Age 18 to 34
- Under \$25K income
- Parents
- South residents

Dems (44%), Inds (30%), GOPs (26%)

Conclusion

- ▶ The nation is troubled about its young people.
- ▶ Americans want to help and guide youth.
- ▶ Three-front attack:
 - Community
 - Opportunity
 - Responsibility

ONE CORE VALUE: INVESTMENT