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YOUTH
SERVICE
AMERICA

1101 15th Street, NW
Suite 200
Washington, D.C. 20005



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(4pp.)

Working Group on Youth Service
Policy - Statement of Principles -
Youth Service America

*Working Group on
Youth Service Policy*

STATEMENT OF PRINCIPLES

YOUTH
SERVICE
AMERICA



YES! I want to register my group to participate in:

National Youth Service Day 1993!

Name _____

Title _____

Program / Organization _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Fax () _____

Please briefly describe your organization.
What kind of service activities does your group perform?

Did you participate in NYSD before?

Yes

No

If not, how did you hear about NYSD?

Mail to:

Youth Service America
1101 15th Street, N.W. Suite 200
Washington D.C. 20005

Youth Service America: Our Mission:

Youth Service America is an independent, not-for-profit organization that promotes and supports youth service programs throughout the United States. YSA's mission is to strengthen the ethic of service in America by helping to develop and sustain a national network of quality service programs that provide young people of all ages and backgrounds with opportunities to begin a lifelong commitment to community improvement and civic participation.

1993 National Organizing Committee

American Youth Policy Forum • Boys and Girls Club of America • Child Welfare League of America • Constitutional Rights Foundation • National Association of Sec. School Principals • National Crime Prevention Council • National Institute for Citizen Education in the Law • U.S. Dept. of Agriculture, Extension 4-H • Youth Volunteer Corps of America • B'nai B'rith Youth Organization • Campus Compact: The Project for Public & Community Serv. • Christian Children's Fund • Girl Scouts of the USA • National Association of Service and Conservation Corps • National Education Association • Presidential Classroom • United National Indian Tribal Youth, Inc. • Big Brothers/Big Sisters of America • Campus Outreach Opportunity League • Close Up Foundation • International City County Management Association • National Community Education Association • National Governors' Association • Quest International • United Way of America • City Volunteer Corps • Youth Volunteer Corps of Metropolitan Detroit • National Council of Returned Peace Corps Volunteers • PennServe • Public/Private Ventures • Youth Engaged in Service (YES!) • Young People for National Service

Former Honorary Co-Chairs

Paul Wylie
Olympic silver medalist

Rita DiMartino
AT&T

The Honorable Harris Wofford
(D-PA)
United States Senate

Richard Dreyfuss
Actor

Marian Wright Edelman
President, Children's Defense Fund

The Honorable Orrin Hatch
(R-UT)
United States Senate

Paul McCloskey
Former Chair, Commission on National and Community Service

The Honorable Edward M. Kennedy (D-MA)
United States Senate

National Youth Service Day 1993 is made possible thanks to the generous support of Lutheran Brotherhood, the AT&T Foundation and the Commission on National and Community Service.

National Youth

Service Day '93



April 20, 1993

A project of

**YOUTH
SERVICE
AMERICA**

with

**Commission on National and
Community Service**

Jefferson Awards

Lutheran Brotherhood

**Points of Light Foundation
and**

U.S. Conference of Mayors

and through the support of

AT&T Foundation

Why Celebrate? The History:

Every day young people work to solve problems facing their communities. They tutor children who are less advantaged, feed the hungry and homeless, clean up parks and city streets, and counsel their peers who are facing difficult situations. Unfortunately, these stories are rarely told.

In 1988, Youth Service America and Campus Outreach Opportunity League (COOL) wanted to change that. So together they decided to create a vehicle for youth to tell their story and celebrate the positive contributions young people make to their communities everyday. In collaboration with COOL, YSA developed the first National Youth Service Day, then called "A Day in the Life of Youth Service". Since then, National Youth Service Day has expanded and an increasing number of national organizations have joined with YSA in sponsoring and organizing the Day.

The Day continues to bring communities together to work on city-wide conferences; inspire students of all ages to tackle many difficult social issues; cultivate intergenerational service projects; and encourage young people to continue the work they do year-round by offering them recognition from local and national leaders.

Goals for National Youth Service Day

- Continue to raise public awareness about youth service.
- Teach communities to view young people as resources rather than problems.
- Recognize the service efforts of a half million young people nationwide.
- Create collaborations between local programs, schools, community agencies and local governments in communities from coast to coast.
- Involve 800 mayors and 50 governors in big cities and small towns around the country in National Youth Service Day activities.

Join with hundreds of communities and organizations nationwide in celebrating National Youth Service Day 1993!

What is National Youth Service Day? The Vision:

National Youth Service Day is an annual public awareness and education campaign designed to broaden national, regional and local recognition of the power of organized youth service.

The day seeks to communicate to policy makers, business and community leaders, educators, parents and young people the underestimated strength and potential of organized youth service. It's a celebration of one day's worth of the hundreds of thousands of hours young people give each year to address some of our most pressing social problems. The day strengthens the commitment and inspires the involvement of more and more young people from all racial and socioeconomic backgrounds. It also illustrates to communities that young people can be productive resources, and builds cross-stream coalitions and city-wide efforts to create a public mandate for service. Most importantly, it gives young people a vision of how they can contribute to their community and their world.

National Youth Service Day 1993

On April 20, 1993, communities from coast to coast will join once again to celebrate and applaud the valuable ways in which young people contribute to their communities through voluntary service. Thousands of school and community groups across the fifty states will participate in the celebration, with a diverse array of projects and events.

Last year, an estimated 250,000 young people representing over 2,500 youth service programs in all fifty states and Washington D.C. participated in National Youth Service Day activities. Almost four hundred mayors around the country participated, many by working directly with programs, others by

issuing proclamations recognizing the efforts of young people in their towns. National leaders and celebrities including President Bush, Senator Harris Wofford, Kadeem Hardison and Gerardo participated by appearing at events, recording radio spots and participating in service projects. Governors from every region issued proclamations announcing National Youth Service Day in their states, and many of them participated in events.

National Youth Service Day 1993 will coordinate, for one day, the efforts of many national, state and local organizations to bring youth service to the forefront of public attention.

Ways to Celebrate!

Participation is simple — Just do what you and your organization does normally to serve your community — and do it on April 20th along with the rest of the nation! Its your day to show the power youth have to address community needs.

You can organize a cross-stream service event where your organization can join with state officials, entertainers, media personalities, educators, parents and peers to honor the dedicated youth of your community. You can also convene a city-wide youth forum, or submit a mayoral proclamation and hold a recognition and recruitment ceremony. *The possibilities are endless!*

Some ideas...

- **Plan** a special service project and invite local officials and the media.
- **Kick off** a recruitment drive.
- **Plan** a "Community Service Fair" and invite community agencies to talk about what they do.
- **Organize** a collaborative event with other programs on college campuses, in high schools, community agencies and corps.
- **Organize** a rally with local celebrities in conjunction with a clean up project.
- **Repaint** an elementary school black top and teach the students about service.
- **Hold** a recognition ceremony for young people who have been committed to service throughout the year.
- **Plan** a city-wide youth forum or conference.
- **Paint** a mural over a graffitied wall.
- **Clean up** a local park, river, or bay.
- **Hold** a banquet for homeless people.
- **Organize** a candlelight march surrounding a pressing problem.

Start planning now !

We've assembled these ideas to help you get started, but we encourage you to be creative. Use your imagination and let us know how we can help! Be sure to complete and return the attached form to officially register your program for National Youth Service Day 1993.

[illegible]

**YES! I WANT TO BECOME A
YOUTH SERVICE AMERICA
AFFILIATE. (CHECK ONE)**

- ☐ National Organization
\$400 per year
- ☐ State/Regional Organization
\$300 per year
- ☐ Local Program
\$200 per year
- ☐ Youth Service Professional
\$25 per year
- ☐ Individual Youth/Student
\$5 per year

How can Youth Service America assist you?

Return to:
Youth Service America
1319 F. St., NW
Suite 900
Washington, DC 20004

How did you hear about YSA's Affiliates Program?

BECOME A YOUTH
SERVICE AMERICA
AFFILIATE! JOIN
EXPANDING CIRCLE
NATIONAL, STATE
COMMUNITY-BASED
ORGANIZATIONS,
SCHOOLS, COLLEGES AND
UNIVERSITIES, YOUTH
CORPS, STATE AND
LOCAL AGENCIES THAT
ARE ACTIVELY
PROMOTING YOUTH
SERVICE IN AMERICA.

AFFILIATES PROGRAM

Everyday, thousands of young dedicated Americans share their energy and idealism with their fellow citizens through service. In projects that give shelter to the homeless, dignity to the elderly, and hope to young children, young volunteers provide an important and needed service. Youth service is a multi-billion dollar resource which translates into nearly two billion hours of public and

community service each year. Youth service answers two of society's critical needs:

- The need that all young people, rich and poor and of every color, have for practical experience, responsibility, self esteem, discipline, a sense of belonging and an understanding of democratic values in action; and
- The need communities have for a range of public and human services.

Tapping into this groundswell of voluntary spirit, Youth Service America provides leadership for a national movement made up of organizations and schools dedicated to expanding active roles for young people to address our country's most significant challenges of social justice and citizenship education.

Youth Service America: Our Mission

Youth Service America is an independent, not-for-profit organization that promotes and supports youth service programs throughout the United States. YSA's mission is to build an ethic of service in America by helping to develop and sustain a national network of quality service programs that provide young people of all ages and backgrounds with opportunities to begin a lifelong commitment to community improvement and civic participation. YSA works with an ever expanding field of state and local programs, regional groups and national organizations, professionals and young people to bring youth service to the forefront of the national agenda.

YSA WORKS...

- To provide coherence to the national youth service movement;
- To promote an ethic of service among America's young people;
- To advance the progress of youth service policy with legislators at every level of government and throughout the public sector;
- To promote collaborative service efforts that cross both streams of service and generations;
- To be an aggressive advocate for the thousands of youth service programs in place nationwide and assist in further development of such programs;
- To develop innovative and diverse quality youth service programs in a variety of institutional settings;
- To promote the dissemination of exemplary models of youth service programs; and
- To develop training and leadership development programs for young people.

OTHER YOUTH SERVICE AMERICA PROJECTS

- National Youth Service Day
- Working Group on Youth Service Policy
- National and Regional Conferences and Workshops
- New Generation Training Program
- Youth Action Council
- Technical Assistance
- Internship and Fellows Program

Youth Service America's Board of Directors

Benes Aldana
Student
The University of Washington

Dr. Bernard Anderson
President
The Anderson Group

Gorden Berlin, *President*
Senior Vice-President
Manpower Demonstration Research Corporation

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Executive Director
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Coolidge Investment Corporation

Rita DiMartino
Director, Federal Government Affairs
AT&T

Cathleen Palm
Campaign Coordinator
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Counselor
Personal Counselors

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Vice President, CFO
ENDISPUTES Inc.

Peter Szanton
President
Szanton Associates

Deborah Szekely
President
The Eureka Foundation

Roger Landrum
Executive Director

YOUTH
SERVICE
AMERICA

YSA'S AFFILIATES PROGRAM

ORGANIZATIONAL AFFILIATES:

NATIONAL, STATE, LOCAL

To fulfill our mission and objectives, YSA seeks to strengthen and support an ongoing network of key programs, organizations, cities, states and individuals active in the growing youth service field. Through the *Affiliates Program*, YSA offers a number of services to national and state organizations, local programs, youth service professionals and individual youth interested in being directly linked to an expanding circle of field leaders.

There are two categories of affiliation with YSA -- organizational affiliation and individual affiliation -- each designed to meet the varying needs of our constituents and colleagues.

To all organizational affiliates, YSA offers:

- Up to the minute news about legislative developments, new and innovative programs, leadership opportunities and activities happening nationwide in the youth service field through our publications:
 - Our bi-monthly *Affiliate Bulletin*, YSA's direct line of communication to those in the network's inner circle specifically designed to address the direct needs of our organizational affiliates.
 - Subscription to **STREAMS**, Youth Service America's bi-monthly newsletter highlighting the latest happenings in the youth service field. In each issue of **STREAMS**, a section is dedicated to profiling a different affiliate organization.
- Complimentary copy of "Everybody Can Be Great Because Everybody Can Serve", Youth Service America's video featuring Senators Bill Bradley and Nancy Kassebaum.
- Complimentary copy of YSA's newest publications including *The Adventure of Adolescence: Middle School Students and Community Service*.
- Recognition in brochures and other promotional materials produced by YSA.
- Referrals to media seeking to cover the youth service field.
- Opportunities to nominate young people to serve on YSA's Youth Action Council and as YSA interns.
- Opportunities to nominate young professionals to participate in the New Generation Training Program.
- Opportunities to nominate staff to serve on YSA's national advisory councils.
- Certificates of affiliation.

Along with the benefits and services described above, each organizational level receives:

NATIONAL ORGANIZATIONS

Fee: \$400 per year

- Opportunities to play key roles on national organizing committees for National Youth Service Day and national conferences.
- 10% discount on all YSA conferences (for up to three staff members) and a 20% discount on all publications and merchandise.

STATE / REGIONAL ORGANIZATIONS

Fee: \$300 per year

- Subscription to *States Alert!* YSA's late-breaking legislative news on the national and community service front.
- Opportunities to represent YSA at the state level by hosting state/regional affiliates' meetings, speaking/presenting at state/regional conferences on behalf of YSA and spearheading National Youth Service Day efforts.
- Opportunities for national visibility through key roles in national and regional conferences sponsored by YSA.
- 10% discount on all YSA conferences (for up to three staff members) and a 20% discount on all publications and merchandise.

LOCAL PROGRAMS

Fee: \$200 per year

- Recognition through National Youth Service Day and referrals to media seeking to cover youth service programs.
- Opportunities to organize and participate in state/regional affiliates' meetings and conferences, to recruit new affiliates at the local level, and to play key roles in YSA's national conferences.
- 20% discount on all YSA conferences (for up to three staff members) and all publications.

INDIVIDUAL AFFILIATES:

YOUTH SERVICE PROFESSIONALS

Fee: \$25 per year

For program professionals, teachers, policy makers and others interested in youth service.

- Up to the minute news about legislative developments, new and innovative programs, leadership opportunities and activities happening nationwide in the youth service field through a subscription to **STREAMS**, Youth Service America's bi-monthly newsletter highlighting the latest happenings in the youth service field.
- 20% discount on all YSA conferences and publications.
- Opportunities to participate in the New Generation Training Program and other training events around the country.

YOUTH/STUDENT MEMBERS

Fee: \$5 per year

For young leaders and program participants interested in becoming more involved in the youth service field at a national level.

- Up to the minute news about legislative developments, new and innovative programs, leadership opportunities and activities happening nationwide in the youth service field through a subscription to **STREAMS**, Youth Service America's bi-monthly newsletter highlighting the latest happenings in the youth service field.
- 20% discount on all YSA conferences and publications.
- *Youth Network* membership card and annual membership list.
- Opportunity to serve on YSA's Youth Action Council.

THE WHITE HOUSE
WASHINGTON

4 STREAMS

H.E. HIGHLIGHT 25 MODEL PROG.

COMM
CB/1500

K-12

COMPS

THEN NATIONAL PROGRAMS

• EXTRA PERSON

WHAT IS NATIONAL YOUTH SERVICE DAY?

Every day in America, young people from coast to coast are utilizing their energy and resources to affect change. They clean up parks, city streets and streams, start environmental projects at school or in the community, tutor disadvantaged children, feed the hungry and homeless, visit with the elderly and sick, and tutor and counsel their peers. They work with their teachers, religious leaders or local businesses or community agencies. No matter who is helping them, the results are clear -- together they are helping solve the problems facing their communities.

Youth Service America has recognized the value of youth service since its founding in 1986, and has worked to create a public mandate for it. As part of that ongoing effort, YSA developed **National Youth Service Day** in 1988. Since its inception, the project has provided much needed recognition and visibility to the efforts of young people who serve throughout the year.

National Youth Service Day has also created avenues for collaboration among youth service programs, community agencies, schools, universities and local, state and regional government.

National Youth Service Day is a day set aside to recognize the positive ways in which young people contribute to their communities, and to encourage other young people to become involved in service. The day offers local communities the opportunity to recognize the contributions that are made each day by young people from all racial and socioeconomic backgrounds. Most importantly, it sends a message to young people that they have something to contribute to their community and our world.

On April 20, 1993, over 400,000 young people from more than 500 communities across America will come together with their teachers, parents, peers and community leaders to celebrate **National Youth Service Day 1993**. Past participation has included support from President Bush, over 350 Mayors, Governors, Members of Congress, sports stars and celebrities! Initial response indicates that this year's celebration will be the biggest ever!

TESTIMONIALS ON NYSD

"Your gathering is testimony that the spirit of neighbor helping neighbor is alive and well in our land. As we celebrate National Youth Service Day...I commend all of you for your dedication to building a better America."

-Message from President George Bush to
NYSD participants in Washington, DC.

"Serve the country and you will know the country. Serve it with your imagination and talent and most of all with the one commodity you alone possess, your youth...your passionate, unrealistic belief in dragging the impossible down to the possible. You will serve the nation that your children will be left with, with honor."

- Excerpt from NYSD 1992 message from
actor, Richard Dreyfuss.

"It is this attitude of hope and idealism, the belief that working together we can make a difference in our community and our nation, which you embody. Let it be said of your generation that justice grew stronger because you worked for justice, that peace was closer because you worked for peace, and that people's lives were better because you worked for progress in your community."

- Excerpt from message from Senator Edward
Kennedy to Youth Service America on
National Youth Service Day.

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*Working Group on
Youth Service Policy*

STATEMENT OF PRINCIPLES

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YOUTH
SERVICE
AMERICA

STREAMS

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YOUTH
SERVICE
AMERICA

**EVERYBODY
CAN BE
GREAT
BECAUSE
EVERYBODY
CAN
SERVE**

MARTIN LUTHER KING, JR

SuperConference '92-See page 9 for details

offer to help

**YOUTH
SERVICE
AMERICA**

January 21, 1993

Mr. Eli Segal
Deputy to the President
Director
Office of National Service
The White House

Dear Mr. Segal,

It was a pleasure to meet you at the National Service Project "urban barnraising" at the Atlas Theatre on Monday, January 18th. I was so thrilled to see your participation and your excitement around the issue of youth and national service.

As promised, I am following up with information about Youth Service America and its programs, particularly National Youth Service Day. I am inviting President and Mrs. Clinton to be honorary co-chairs of this 6th annual event which involves over 500,000 young people in every state across the country. Response to this national day of celebration and recognition is growing tremendously, and we are confident that this April 20th will be the largest showing to date.

I am hopeful that we can meet at your earliest convenience to discuss the Office of National Service and President and Mrs. Clinton's involvement.

Sincerely,


Jacqueline Lundquist
Director of Communications

YOUTH SERVICE AMERICA

1992 AGENDA

- **NATIONAL YOUTH SERVICE DAY—APRIL 28, 1992**

NYSD is a public education campaign designed to broaden and enhance national, regional and local recognition of the power and potential of organized youth service. On April 28, youth service programs in schools, colleges, corps, community agencies and churches around the country will plan special service projects, recognition ceremonies and citywide or statewide events with their Mayors and Governors. National Youth Service Day was founded by Youth Service America and Campus Outreach Opportunity League in 1988. The 1992 project is co-sponsored by YSA with the U.S. Conference of Mayors, the Points of Light Foundation and the Jefferson Awards.

- **YOUTH SERVICE LEADERSHIP INSTITUTE**

YSA recently received a major grant from the W.K. Kellogg Foundation to support two components of a new Youth Service Leadership Institute (YSLI). YSLI is a four component program designed to foster leadership by young people at all levels in the youth service field. YSA's Youth Action Council, founded in 1989 has become a part of YSLI. The Council will continue to work towards building a network of young leaders in service across the country. The New Generation Training Program offers seminars and workshops on management and program development for young professionals in the youth service field. Other components include the Internship Program, which provides young people with a semester or summer internship working closely with staff on YSA priority projects, and the Fellowship Program, which is designed to foster the development of new innovative projects created by young entrepreneurs and further academic research in the youth service field. YSA is seeking funding to endow Intern and Fellowship positions

- **YOUTH SERVICE AMERICA'S EXPANDED MEMBERSHIP PROGRAM**

For the past two years, YSA has brought together more than 125 local, regional and national organizations in the youth service field through the Professional Affiliates Program. In 1992, YSA will develop plans with affiliated organizations as well as affiliated professionals and young people in the field for a major new outreach effort. YSA members receive a range of services and the opportunity to lend their voice to the national youth service movement., and represent YSA at state and local levels across the country.

- **1992 SUPER CONFERENCE**

In the fall of 1992, YSA and several other national organizations in the youth service field will convene a major conference in Washington D.C. that will bring together all of the major forces in the field. Plans for the conference include a major youth presence, both in the planning and conduct of the conference, as well as strategic planning sessions for the field, presentations on state-of-the-art programming practices and a review of the implementation of the National and Community Service Act of 1990 and legislative reauthorization plans.

- ***WORKING GROUP ON YOUTH SERVICE POLICY***

Since 1988, Youth Service America has convened a policy and planning group comprised of leading organizations in the youth service field. The Working Group assists with the development of federal, state and local policy, and designs program expansion strategies for the youth service field. In 1992, the Working Group will continue to monitor the progress of the Commission on National and Community Service and the implementation of the National and Community Service Act of 1990, and will create a comprehensive long range plan for the field. Working Group members also author issue papers focusing on topics that are timely for the field. Topics for new issue papers include diversity in youth service programs, stipends and youth leadership. The group will also continue to work extensively with states and professional associations to advance youth service at all levels by holding monthly meetings and annual planning retreats.

- ***INITIATIVE FOR STATE YOUTH SERVICE***

The regulations for the National and Community Service Act of 1990 require that states interested in receiving funding must develop a comprehensive statewide plan for youth service. YSA has been working with a number of states to organize statewide planning conferences and build coalitions around youth service to facilitate the development of state comprehensive plans. Youth Service America is currently seeking funding sources to provide additional states with technical assistance in the planning process.

- ***YOUTH VOLUNTEER CORPS OF AMERICA***

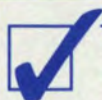
YVCA is a major replication project which helps fill a gap in the youth service field by creating new, low-cost youth corps involving full-time summer service projects for junior and senior high school students in communities across the country. Local YVCs bring together teams of young people of diverse backgrounds to work in projects throughout their community. A goal of the project this year is the creation of a new independent non-profit in May that will continue the replication effort in thirty additional communities over the next two years.

- ***BUILDING A PUBLIC MANDATE***

In 1992, YSA will continue efforts to build a public mandate for youth service in the United States. YSA will continue to offer publications, videos, newsletters and promotional materials for local practitioners and national organizations in the field, and will continue to serve as an information source and link for media interested in covering the youth service field. YSA will continue to sponsor projects such as National Youth Service Day and Into the Streets, and will continue planning for new initiatives such as "Give a Year," a national campaign that will be designed to encourage young people to spend a year doing community service.

- ***YOUTH SERVICE AMERICA'S 1992 CORPORATE AND FOUNDATION PARTNERS***

- | | |
|--------------------------------------|-----------------------------------|
| ▪ AT & T Foundation | ▪ The Ford Foundation |
| ▪ Amelior Foundation | ▪ W.K. Kellogg Foundation |
| ▪ DeWitt Wallace Readers Digest Fund | ▪ Charles Stewart Mott Foundation |



YES! I want to register my group to participate in:

National Youth Service Day 1993!

Name _____

Title _____

Program / Organization _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Fax () _____

Please briefly describe your organization.
What kind of service activities does your group perform?

Did you participate in NYSD before?

Yes

No

If not, how did you hear about NYSD?

Mail to:

Youth Service America
1101 15th Street, N.W. Suite 200
Washington D.C. 20005

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Former Honorary Co-Chairs

Paul Wylie
Olympic silver medalist

Rita DiMartino
AT&T

The Honorable Harris
Wofford (D-PA)
United States Senate

Richard Dreyfuss
Actor

Marian Wright Edelman
President, Children's
Defense Fund

The Honorable Orrin Hatch
(R-UT)
United States Senate

Paul McCloskey
Chair, Commission on
National and Community
Service

The Honorable
Edward M. Kennedy (D-MA)
United States Senate

National Youth Service Day 1993 is made possible thanks to the generous support of Lutheran Brotherhood, the AT&T Foundation and the Commission on National and Community Service.

National Youth Service Day '93



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Jefferson Awards

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**Points of Light Foundation
and**

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and through the support of

AT&T Foundation

Why Celebrate? The History:

Every day young people work to solve problems facing their communities. They tutor children who are less advantaged, feed the hungry and homeless, clean up parks and city streets, and counsel their peers who are facing difficult situations. Unfortunately, these stories are rarely told.

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Goals for National Youth Service Day

- Continue to raise public awareness about youth service.
- Teach communities to view young people as resources rather than problems.
- Recognize the service efforts of a half million young people nationwide.
- Create collaborations between local programs, schools, community agencies and local governments in communities from coast to coast.
- Involve 800 mayors and 50 governors in big cities and small towns around the country in National Youth Service Day activities.

Join with hundreds of communities and organizations nationwide in celebrating National Youth Service Day 1993!

What is National Youth Service Day? The Vision:

National Youth Service Day is an annual public awareness and education campaign designed to broaden national, regional and local recognition of the power of organized youth service.

The day seeks to communicate to policy makers, business and community leaders, educators, parents and young people the underestimated strength and potential of organized youth service. It's a celebration of one day's worth of the hundreds of thousands of hours young people give each year to address some of our most pressing social problems. The day strengthens the commitment and inspires the involvement of more and more young people from all racial and socioeconomic backgrounds. It also illustrates to communities that young people can be productive resources, and builds cross-stream coalitions and city-wide efforts to create a public mandate for service. Most importantly, it gives young people a vision of how they can contribute to their community and their world.

National Youth Service Day 1993

On April 20, 1993, communities from coast to coast will join once again to celebrate and applaud the valuable ways in which young people contribute to their communities through voluntary service. Thousands of school and community groups across the fifty states will participate in the celebration, with a diverse array of projects and events.

Last year, an estimated 250,000 young people representing over 2,500 youth service programs in all fifty states and Washington D.C. participated in National Youth Service Day activities. Almost four hundred mayors around the country participated, many by working directly with programs, others by

issuing proclamations recognizing the efforts of young people in their towns. National leaders and celebrities including President Bush, Senator Harris Wofford, Kadeem Hardison and Gerardo participated by appearing at events, recording radio spots and participating in service projects. Governors from every region issued proclamations announcing National Youth Service Day in their states, and many of them participated in events.

National Youth Service Day 1993 will coordinate, for one day, the efforts of many national, state and local organizations to bring youth service to the forefront of public attention.

Ways to Celebrate!

Participation is simple — Just do what you and your organization does normally to serve your community — and do it on April 20th along with the rest of the nation! Its **your** day to show the power youth have to address community needs.

You can organize a cross-stream service event where your organization can join with state officials, entertainers, media personalities, educators, parents and peers to honor the dedicated youth of your community. You can also convene a city-wide youth forum, or submit a mayoral proclamation and hold a recognition and recruitment ceremony. *The possibilities are endless!*

Some ideas...

- **Plan** a special service project and invite local officials and the media.
- **Kick off** a recruitment drive.
- **Plan** a "Community Service Fair" and invite community agencies to talk about what they do.
- **Organize** a collaborative event with other programs on college campuses, in high schools, community agencies and corps.
- **Organize** a rally with local celebrities in conjunction with a clean up project.
- **Repaint** an elementary school black top and teach the students about service.
- **Hold** a recognition ceremony for young people who have been committed to service throughout the year.
- **Plan** a city-wide youth forum or conference.
- **Paint** a mural over a graffitied wall.
- **Clean up** a local park, river, or bay.
- **Hold** a banquet for homeless people.
- **Organize** a candlelight march surrounding a pressing problem.

Start planning now !

We've assembled these ideas to help you get started, but we encourage you to be creative. Use your imagination and let us know how we can help! Be sure to complete and return the attached form to officially register your program for National Youth Service Day 1993.

YOUTH SERVICE AMERICA

The Power of Youth Service

Submitted by Youth Service America's
Working Group on Youth Service Policy
to 1992 Candidates for Office

With the steadily increasing momentum of the youth service movement coupled with an increased number of federal initiatives promoting youth service, Youth Service America's Working Group on Youth Service Policy developed a set of guiding principles for America's national leaders. The Working Group considers these essential to preserving the vitality and integrity of the youth service movement. We, forty organizations with a deep interest in youth service, are unanimous in supporting these views. We urge your endorsement.

ENDORISING ORGANIZATIONS

• American Jewish Committee • B'nai B'rith Youth Organization • Campus Compact • Campus Outreach Opportunity League • Children's Defense Fund • City Volunteer Corps • City Year • Close Up Foundation • Community Service Network of New Hampshire • Constitutional Rights Foundation • Council of Chief State School Officers • Council of Great City Schools • DC Service Corps • Generations United • Georgetown University Center for Voluntary and Public Service • Girl Scouts of the USA • Magic Me • Maryland Student Service Alliance • Massachusetts Youth Service Alliance • National Association for Public Interest Law • National Association of Secondary School Principals • National Association of Service and Conservation Corps • National Center for Service Learning in Early Adolescence • National Collaboration for Youth • National Crime Prevention Council • National Service Secretariat • National Society for Experiential Education • National Women's Law Center • National Youth Leadership Council • PennServe • People For the American Way • Thomas Jefferson Forum • United States Student Association • United Way of America • U.S. Department of Agriculture Extension 4-H • William T. Grant Foundation Commission on Youth and America's Future • YMCA of the USA • Youth Volunteer Corps of America • Youth Service America • YouthBuild U.S.A •

• 1101 15th Street N.W., Suite 200, Washington D.C. 20005 • 202/296-2992 • 202/296-4030-Fax •

The Power of Youth Service

Community service is a vital American tradition. Youth service is an ideal embodying the best of American values. These include a concern for others, active contributions by the individual to the life of the community, and working together as partners to meet major social challenges in American society.

Youth service seeks to provide service opportunities for young people from different backgrounds for common purposes. It changes the way society views young people and how young people view their responsibilities to society.

Youth service offers a powerful and alternative way to teach the experience of civic involvement and civic responsibility. It is integral to education in a democracy and to realizing the full potential of human development. The ethic of service nurtures a sense of social responsibility and a belief that an individual can make a difference.

Youth service is a highly effective way to strengthen education with structured, real-life experience that in turn enhances life skills, employability, self-esteem, and leadership. Service represents an opportunity to elevate the potential of America's upcoming workforce, preparing youth for a shifting economy that is becoming more service, information and technologically-oriented. Service provides labor market skills while channeling youthful energy towards improving the shortcomings of today's neighborhoods and communities.

Our collective goal is to ensure that we involve every young American from kindergarten to adulthood in service. From an early age through school and the transition to work, we should ask and enable young people to serve in increasingly more challenging settings. Service to others and to the broader community should become the common expectation and experience of all young Americans. Young people are our greatest national resource.

Bringing this vision to reality demands strong program models, active institutional involvement and supportive public policy and public opinion. Therefore, we encourage generous investment of funds from public and private and local, state, and national sources in support of youth service programs.

We view the National and Community Service Act as a national priority initiative warranting funding that, at a minimum, fully allows for the realization of the objectives outlined in the Act. We support the creative use of other federal sources to mobilize youth service as a crucial means of meeting legislative goals in programs such as the Elementary and Secondary Education Act, the Higher Education Act, the Job Training Partnership Act, the Affordable Housing Act, the Community Development Block Grant, the Community Service Block Grant and other state and local sources. We urge business, corporate and philanthropic investments in youth service programs nationwide and in support of the field's growing national and regional leadership organizations in the independent sector.

To that end:

- The National and Community Service Act should be recognized as an opportune, appropriate vehicle to proliferate service opportunities across the country while fostering the intersection and collaboration of diverse streams of service.
- Elementary and secondary schools, both public and private, should provide structured experiences for students to engage in community service as an integral part of their educational mission.
- Schools should provide adequate resources to assure that service programs are of the highest quality and contribute to the development of informed and committed citizens and the mobilization of youth to solve crucial community problems.
- Service should be integrated into the students' academic life with time for reflection on the significance and implications of the service experience.
- Community based agencies, both public and non-profit, should partner with schools to enable more young people to be involved in service.
- Traditional youth serving organizations should be encouraged to develop or to strengthen program components that enable participants to be resources for change in the community.
- Colleges and universities should promote the well-rounded development of students and contribute to community betterment by having stable, strong campus-based service programs.

- Communities, large and small, urban, rural and suburban, should provide opportunities for full-time year-round or summer youth service corps in which young people of diverse backgrounds contribute to others through intensive service experiences.
- Appropriate incentives and rewards, such as public recognition, school and college credits, scholarships or stipends should be given to encourage the participation of young people and to emphasize the value our society places upon the ethic of service.

Engaging in active, positive service connects youth to their communities. Creating opportunities for young people to serve sends a message to them that they are needed. Allowing young people to use their idealism, skills and energy to meet community needs and be responsible, active participants in society, challenges them to discover the untapped resources within themselves. When young people are not educated about their civic role in our society, we encourage their dependence and undermine their ability to find self-empowerment.

Leadership from the public and private sectors of America has a profound effect on the ability of youth service organizations to carry out their mission. With sustained national leadership and support, existing programs will be expanded, new programs will be initiated, and more youth will be enabled to serve. We therefore urge national leaders to utilize their leadership roles to:

- **Advocate**, promote and honor youth service.
- **Enlist** the strengths and capabilities of existing youth service organizations to build upon current national, state and local efforts to expand the number of opportunities for young people to serve.
- **Promote** a wide diversity of youth service, including school based programs, community/city based programs, campus-based programs, corps programs, and statewide and federal programs.
- **Ensure** that youth from all segments of society have access to part-time and full-time youth service programs.
- **Encourage** a variety of vehicles for service, including schools, non-profit organizations, city and county governments, states, public/private partnerships, and national and federal programs.

Young people can make substantial contributions to America's civic life. They need and deserve a significant role in our society. National youth service can give them this role.

SPECIAL EVENTS IN NATIONAL SERVICE, 1993

Prepared by Youth Service America

for the Office of National Service.

Please call (202) 296-2992 for updates and questions.

(Note: this list is not all-inclusive!)

**YOUTH
SERVICE
AMERICA**

1. PUBLIC AWARENESS/EDUCATION CAMPAIGNS

- ✓ April 20, 1993 National Youth Service Day
Special events, ceremonies and service projects will be held in cities and towns across the country. Estimated total participants: over 350,000.
- April 19-26, 1993 National Volunteers Week
- ✓ Nov. 1-7, 1993 Into The Streets. Awareness and active service campaign targeted at college students on over 200 campuses nationwide.

2. LOCAL/REGIONAL/NATIONAL CONFERENCES

- Feb. 16-18, 1993 Council of Chief State School Officers: Service Learning Workshops, Indianapolis, IN
- Feb. 18-20, 1993 UNITY Rendezvous for Youth, Phoenix, AZ
- February 18, 1993 Kids' Week Conference, New York, NY. 250 young participants will discuss National Service.
- February 21, 1993 Pennsylvania Campus Compact Student Advisory Council Meeting, Grantham PA.
- March 8, 1993 National Crime Prevention Council's Youth As Resources/Youth Service Conference, Washington D.C.
- March 17-19, 1993 Child Welfare League of America Conference: "Children '93: Charting the New Course", Washington D.C.
- March 19, 1993 Scranton Area Youth Summit: From Distressed City to Youth Service City - Youth Can Make the Difference, sponsored by the Youth Initiative Committee, Scranton, PA
- * March 19-22, 1993 United States Student Association Annual Legislative Conference, Washington D.C.

May 15th - June 1st => Student Leadership Conference => ^{contact:} Ritchie Harrel

1101 15th Street, NW, Suite 200, Washington, DC 20005

202/296-2992 • FAX 202/296-4030

- March 19-20, 1993 Generations United 4th National Conference on Intergenerational Issues and Programs, Washington, D.C.
- March 19-20, 1993 Virginia COOL Conference: Taking Responsibility for Community and Country - Service Learning on Campus, Shenandoah University, Winchester, VA
- * March 23, 1993 Youth Volunteer Corps of America Conference on Discrimination, Pittsburgh, PA
- ✓ March 25-28, 1993 Campus Outreach Opportunity League (COOL) National Conference, Champaign, IL. 1000 participants expected.
- April 2, 1993 3rd Annual Michigan Campus Compact Conference, East Lansing, MI
- * April 14-16, 1993 National Service Learning Conference, "Facing the Challenge: Revitalizing Education, Renewing Community," Minneapolis, MN.
- April 19-22, 1993 Pennsylvania Statewide Youth Service Conference, Harrisburgh, PA
- April 20, 1993 Metropolitan Detroit Youth Summit, Detroit, MI
- April 24, 1993 You Can Make a Difference Conference, Stanford University. 1000 college students, college presidents, faculty and members of the community will attend.
- April 30, 1993 3rd Annual National YouthBuild Youth Leaders Conference, National 4-H Center, Washington, DC
- May 1, 1993 Massachusetts Youth Service Alliance/City Year one day youth-focused, youth-run conference, Boston, MA
- May 4, 1993 City Year Heroes Conference, Boston, MA
- May 20, 1993 PA Campus Compact Statewide Faculty Seminar, Harrisburgh, PA
- June 2, 1993 City of Boston, Exposition of Service, Boston, MA
- * ✓ June 2-5, 1993 Campus Compact National Conference in Scottsville, AZ

- ✱ June 12-15, 1993 National Community Service Conference: A Chance to Change Tomorrow, Orlando, Fl. Over 1,200 volunteer center administrators, program managers and youth attended last year.

- June 12-17, 1993 YMCA National Youth Governor's Conference, Washington, D.C.

- ✱ June 25-29, 1993 18th Annual National UNITY (United National Indian Tribal Youth) Youth Leadership Conference, Albuquerque, NM. 1,000 youth participants expected.

- June 27-29, 1993 PA Association for Volunteers Annual Conference: Emerging Trends in Service, Harrisburgh, PA

- July 8-11, 1993 National Campus Compact Meeting of State Executive Directors, Providence, RI.

- July 12-16, 1993 Delta Service Corps Conference, Jackson, MS

- August 2-13, 1993 TJ Forum/Tufts University Summer Institute for Service Learning for Educators, Boston, MA

- August 12-15, 1993 Michigan Campus Compact Service Leadership Conference, Shelby, MI.

- ✓ September 1993 4th Annual Youth Volunteer Corps National Conference, full day service project and youth conference, Kansas City, MO

- Sept. 3-5, 1993 Youth Service California Annual Conference, Sacramento, CA. 500 leaders and participants from statewide network of local youth service organizations.

- Sept. 24-26, 1993 Pennsylvania Campus Compact Annual Conference, Harrisburg, PA.

- September 27-October 1, 1993 TJ Forum collaborative: "Kick-offs to Service, Boston, MA

- Sept. 24-26, 1993 PA Campus Compact Annual Conference, Harrisburgh, PA

- October 2, 1993 Community Action by Students Together Conference, New Haven, CT. Students and faculty from area colleges discuss service.

October 6-9, 1993 1993 International Conference on Volunteer Administrators, Little Rock, AR

October 22-25, 1993 Girl Scouts of America National Convention, Minneapolis, MN

✱ October 27-30, 1993 NSEE Annual Conference: Increasing Effectiveness in Teaching and Learning through Experiential Education, San Francisco, CA

✓ November, 1993 Second Annual National Youth Service SuperConference, Washington, DC. SuperConference 1993 was organized by Youth Service America with other national organizations. 1000 participants from all streams of service participated.

Nov. 18, 1993 New England Conference on Community Service Learning, Community Service Learning Center, MA

3. HANDS-ON SERVICE EVENTS

Feb. 15-19, 1993 Kids Week, New York, NY. 500 community-based organizations sponsoring free programming for kids.

✓ Feb. 15-25, 1993 Greater Miami Service Corps Disaster Relief Project. More than 10 service and conservation corps from around the country will send teams to perform relief work in areas still damaged by Hurricane Andrew. Over 140 volunteers will participate in this week-long project.

✓ April 12-22, 1993 Greater Miami Service Corps Disaster Relief Project. 10 more corps participate in a second relief project.

April 15, 1993 Florida Conservation Corps and St. Johns River Water Management District kick-off project restoring wetlands destroyed by Central Florida Beltway. Ceremonial first day of planting for this five year project.

April 17, 1993 9th Annual National Hunger Cleanup. Over 180 college campuses and 12,000 volunteers will participate this year.

April 21, 1993 Celebrate Community Service Day, Topeka, KS. A day of ceremonies and service, led by KS Governor Joan Finney.

April 23-24 1993 Washington State Campus Compact Conference Service Activity. Takoma, Washington.

- April 24, 1993 Youth Volunteer Corps of America Servathon, Pittsburgh, PA
- April 24, 1993 Bay Area Youth Service Day. High School and Middle School students, along with local service corps members, will participate in a day of service.
- ✓ May 1, 1993 Second Annual D.C. Cares Servathon, Washington D.C. An estimated 3,000 volunteers will fan out across the District to perform a day of community service.
- May 23-25, 1993 "Community Service-Service-learning : Recapturing the Mountaineer Spirit" Service activities at city, county, and state levels. Morgantown, WV.
- July 2, 1993 "Volunteer Day" at the annual conference for Returned Peace Corps Volunteers. An all day service event in Berkley, CA.
- October 23, 1993 East Bay Community Servathon, San Francisco, CA Organizers expect 1,500 participants this year for a day of service, coordinated by the East Bay Conservation Corps.
- ✓ October 23, 1993 City Year Servathon, Boston, MA. Last year's event brought 7,000 volunteers into the streets of Boston.

4. SPECIAL EVENTS/CEREMONIES

- Feb. 19-26, 1993 Delta Service Corps Basic Training Graduation, Little Rock, AR
- February 22, 1993 Kick-off of Civic Works, Baltimore's new urban service corps, Sen Sarbanes, Mayor Schmoke and Congressman Cardin confirmed, Baltimore, MD.
- April 17, 1993 7th Anniversary Event of Los Angeles Conservation Corps
- April/May, 1993 Tour of Delta Service Corps sites for Governors of Arkansas, Louisiana, and Mississippi (tentative dates)
- May 1, 1993 Memorial Tree Planting by the LA Conservation Corps for people killed in LA riots.

May 28, 1993	Graduation of D.C. Service Corps Members, Washington, D.C.
June 14, 1993	City Year Graduation, Boston, MA
June 15, 1993	Arkansas Community Service Awards Telecast, Little Rock, AR
Nov. 5, 1993	LA Conservation Corps Open House and Awarding of Russell Kantor Scholarships, Los Angeles, CA

5. OTHER PROGRAM EVENTS

February 20, 1993	Pennsylvania Statewide Student Advisory Council Meeting, Harrisburgh, PA
February 22, 1993	Civic Works, Baltimore, MD. Kick-off ceremony for new Baltimore urban service corps. Sen. Sarbanes, Mayor Schmoke, Congressman Cardin confirmed.
Feb.-April, 1993	Break Away Alternative Spring Break programs. 5,000 students participate in service projects each year
March 22, 1993	United States Student Association Collaborative Town Meeting on the National Service Trust Fund plan, Washington D.C.
April 17, 1993	7th Anniversary Celebration of Los Angeles Conservation Corps and kick-off of L.A. YouthBuild, Los Angeles, CA.
April 20, 1993	Public Allies, Tomorrow's Leaders Today, Washington, D.C.
April 24-29, 1993	Lutheran Brotherhood's Respecteen National Youth Forum, Washington, DC.
June 14-17, 1993	Council of Michigan Foundations Youth Leadership Camp, Midland MI.

YOUTH SERVICE AMERICA

Youth Service America's Mission

YSA's mission is to build an ethic of service in America by helping to develop and sustain a national network of quality service programs that provide young people of all ages and backgrounds with opportunities to begin a lifelong commitment to community improvement and civic participation.

Major Areas of Emphasis

•Youth Development and Leadership

YSLI is an innovative new training institute designed to foster leadership by young people at all levels in the youth service field. Through the Institute, YSA's Youth Action Council offers a select group of young leaders from around the country opportunities to represent their peers at the national level and to work towards building a network of young leaders in service. The New Generation Training Program is an intensive management and leadership training institute for young professionals and entrepreneurs in the youth service field. YSA also offers a series of internships and fellowships to young people from across the United States as part of YSLI.

•Planning and Policy Development

Since 1988, YSA has convened a policy and planning group comprised of leading organizations in the youth service field. The Working Group assists with the development of federal, state and local policy and designs program expansion strategies for the youth service field. Through the Initiative for State Youth Service, YSA offers training and technical assistance to states developing comprehensive statewide plans for youth service.

•Building an Ethic of Service

Since 1986, YSA has been working to build an ethic of service in the United States through public education projects, conferences, newsletters and other publications, videos and promotional materials designed to broaden awareness of the power and potential of youth service. National Youth Service Day and the 1992 Youth Service Superconference are the centerpieces of that effort.

•Building a Movement from the Bottom Up and the Top Down

Youth Service America brings together local, regional and national organizations through the Professional Affiliate Program, which offers technical assistance, national visibility and resource sharing. YSA's major replication effort, the Youth Volunteer Corps of America is an innovative program model that creates low-cost youth corps that offers full-time summer and part-time school year service opportunities for junior and senior high school students from diverse backgrounds.

Major Funders:

- | | |
|-------------------------------------|----------------------------------|
| •AT & T Foundation | •The Ford Foundation |
| •Amelior Foundation | •W.K. Kellogg Foundation |
| •DeWitt Wallace Readers Digest Fund | •Charles Stewart Mott Foundation |

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1993 AGENDA

Youth Service America's Mission Statement: *"Our mission is to strengthen an ethic of service in America by helping to develop and sustain a national network of quality service programs that provide young people of all ages and backgrounds with opportunities to begin a lifelong commitment to community improvement and civic participation."*

- ⊗ **WORKING GROUP ON YOUTH SERVICE POLICY** — Since 1988, Youth Service America has convened a policy and planning group comprised of leading organizations in the youth service field. The Working Group assists with the development of federal, state and local policy, and designs program expansion strategies for the youth service field. In 1993, the Working Group will continue to monitor the progress of the Commission on National and Community Service, work for the reauthorization of the National and Community Service Act of 1990, and work closely with the White House Office of National Service in advancing President Clinton's National Service initiatives. Working Group members will also author issue papers focusing on topics that are timely for the field. Topics for new issue papers include mandatory service, creative use of college work study funds and service learning in education reform. The group will also continue to work extensively with states and professional associations to advance youth service at all levels by holding monthly meetings and periodic special forums.
- ⊗ **YOUTH SERVICE LEADERSHIP INSTITUTE** — In 1991, YSA launched the Youth Leadership Institute with a generous grant from the W.K. Kellogg Foundation. The Institute's four primary projects – the Youth Action Council, the New Generation Training Program, the Internship Program and the Entrepreneurs Program – offer young people, at varying stages of their schooling, programs and careers, opportunities to impact the field both locally and nationally.
 - THE YOUTH ACTION COUNCIL** offers young leaders, ages 14-24, national roles in shaping the direction of the youth service movement. These high school, youth corps and college leaders build local, regional and national networks, advocate for service and represent a voice for young people.
 - THE NEW GENERATION TRAINING PROGRAM** is a national leadership development program which brings together promising young professionals in the youth service and policy arena with experienced leaders from all sectors of society to create a networks of young visionaries who combine passion with business savvy.
 - THE SOCIAL ENTREPRENEUR PROGRAM** is designed to incubate and train young social entrepreneurs in the development of innovative projects.
 - THE INTERNSHIP PROGRAM** introduces young people to the national service movement by providing substantive semester or summer apprenticeships to YSA staff and is based on a curriculum which includes lectures, debates, and site visits. YSA is seeking funding to endow Intern and Entrepreneur positions.
- ⊗ **NATIONAL YOUTH SERVICE DAY – APRIL 20, 1993** — NYSD is a public education campaign designed to broaden and enhance national, regional and local recognition of the power and potential of organized youth service. On April 20, youth service programs in schools, colleges, corps, community agencies and churches around the country will plan special service projects, recognition ceremonies and citywide or statewide events. National Youth Service Day was founded by Youth Service America and Campus Outreach Opportunity League (COOL) in 1988. The 1993 campaign is a project of Youth Service America with the Commission on National and Community Service, Jefferson Awards, Lutheran Brotherhood, Points of Light Foundation and US Conference of Mayors.

Continued on back

- ✿ **YOUTH SERVICE AMERICA'S EXPANDED MEMBER PROGRAM** — For the past three years, YSA has brought together more than 200 local, regional and national organizations in the youth service field through the Professional Affiliates Program. In 1993, YSA will continue its outreach efforts to affiliate organizations as well as professionals and young people in the field. YSA members receive a range of services and the opportunity to lend their voice to the national youth service movement and represent YSA at state and local levels across the country.
- ✿ **THE NATIONAL SERVICE SEMINAR** — Through the support of the MacArthur Foundation, YSA has convened the National Service Seminar, a planning and strategy group comprised of the principals of national organizations in the field and other invited leaders. The National Service Seminar meets three times a year, and its goals are: to promote collaboration and understanding among the field's major organizations by providing a forum for sharing goals, agendas and concerns; to meet training needs shared by the participants; to convene the field's visionary thinkers for strategy planning; and to discuss opportunities for specific collaborative projects that will advance the field.
- ✿ **RESOURCE GUIDE TO THE YOUTH SERVICE FIELD** — With support from the Commission on National and Community Service, YSA will develop a Resource Guide to the youth service field. The Resource Guide will be an in-depth look at the youth service field from many different perspectives including information on model programs, national organizations working in the field, and more! To be completed by the close of 1993, the guide will be an invaluable resource to those involved or wishing to become involved in the youth service field.
- ✿ **SUPERCONFERENCE '94** — In the fall of 1992, YSA with the Points of Light Foundation, United Way of America, StarServe, the Commission on National and Community Service, and the National Assembly hosted a conference in Washington, D.C. that brought together more than 1,000 people in the youth service field. Plans are underway for another major conference in January of 1994 that will once again unite young people and professionals in the field to conduct workshops, presentations, strategic planning and state-of-the-art programming practices.
- ✿ **INITIATIVE FOR STATE YOUTH SERVICE** — The regulations for the National and Community Service Act of 1990 require that states interested in receiving funding must develop a comprehensive statewide service plan. The Commission on National and Community Service and foundations have funded YSA as a technical assistance agent to states for their planning and implementation processes. YSA will be working with selected host states to organize a series of regional planning and technical assistance conferences. The conferences will help build youth service coalitions and facilitate the development of more effective state comprehensive plans. Youth Service America is available to provide states with technical assistance in the planning process and to enable interested individuals and organizations to become involved in their states.
- ✿ **BUILDING A PUBLIC MANDATE** — In 1993, YSA will continue efforts to build a public mandate for youth service in the United States. YSA will continue to offer publications, position papers, videos, newsletters and promotional materials for local practitioners and national organizations in the field, and will continue to serve as an information source and link for media interested in covering the youth service field.

✿ **YOUTH SERVICE AMERICA'S 1993 CORPORATE, FOUNDATION AND PUBLIC PARTNERS**

- | | |
|--|------------------------|
| ✿ AT&T Foundation | ✿ The Ford Foundation |
| ✿ Amelior Foundation | ✿ Kellogg Foundation |
| ✿ Commission on National and Community Service | ✿ Lutheran Brotherhood |
| ✿ DeWitt Wallace Reader's Digest | ✿ MacArthur Foundation |
| | ✿ The Founders Club |

RESOURCE GUIDE PROJECT PLAN

The resource guide to the youth service field will allow individuals inside and outside the field to obtain easy access to youth service program and policy organizations and effective program models. Easy access to vital information, research and statistics should stimulate increased collaborative efforts at all levels. In addition, the information should be "user-friendly," accessible to pre-teens who want to become involved as well as "old hats" in the field who may need quick access to information on funding, legislation, etc.

A. Staffing of the Resource Guide Project

Overall supervision of the project will be handled by YSA's Director of Policy and Programs, Frank Slobig. Cinnamon Bradley will be the staffer whose chief responsibility will be the development and production of the resource guide. An intern will be hired in the early stages of the project (March) for 7-9 months. In addition, the resource guide project will involve extensive interdivisional collaboration at Youth Service America, to be coordinated by AnnMaura Connolly.

B. Advisory Committee

YSA proposes an external advisory committee to help guide the development of the resource guide. The advisory committee will consist of individuals in the field, each representing a different area of service, a Commission representative, the resource guide project coordinator and the project supervisor.

Present Advisory Committee:

Cynthia Scherer	Points of Light Foundation
Leslie Wilkoff	NASCC
Andy Fischer	Dewitt-Wallace Reader's Digest Fund
Roger Nozaki	Campus Compact
Bobby Hackett	Bonner Foundation
Carmen Delgado-Votaw	Girl Scouts of the USA
Marty Friedman	New Jersey Dept. of Higher Ed.

The advisory committee will convene at least once in Washington, D.C., otherwise the committee will conduct business via phone, fax and mail.

C. Subcommittee Structure

In addition to the planning committee, YSA suggests the implementation of subcommittees to provide advice on the development of particular chapters (See E. Format). The subcommittees will suggest and review program models to feature for their particular area of expertise. The subcommittees will be made up of individuals involved in various programs/organizations, a Commission staff person who works mainly with a specific program area (e.g., corps), the project coordinator and the project supervisor. This proposed sub-committee structure should provide for a wide range of perspectives and help to preserve the objectivity of the resource guide. Their review would be done primarily by phone, fax and mail.

D. Outreach (Phase 1)

We will begin the outreach process by issuing an announcement/press release about the resource guide project to the organizations in the field (or a related field, e.g., secondary schools), so that they may include the announcement in their newsletters. In addition, we recommend placing announcements in publications such as *The Chronicle of Philanthropy*, *The Chronicle of Higher Education*, the *Non-profit Times* and *Community Jobs* to solicit information on programs. The release will be widely distributed throughout the field through mailings to state lead agencies, sub-grantees, YSA affiliates, NYSD participants, COOL campuses, youth religious organizations, and national organizations with multi-state youth service initiatives. Initial outreach and subsequent follow-up will be organized by YSA's Communications and Constituent Relations (C/CR) Division with the project coordinator.

E. Resource Guide Format

We propose that the Resource Guide be done in a chapter by chapter format, as indicated in our original proposal. We feel the state-by-state paradigm for the entire guide would be confining and limit the effectiveness of the guide. The chapter model will allow for a broader view of the youth service field

and reflect a more accurate "big picture" of how the field has evolved to its present stage. The chapters would include, but are not limited to:

- History/ Youth Service in America Today
- K-12
- Community-based programs
- Collegiate programs
- Corps
- National/International organizations in the field
- Federal Programs/Agencies/Policy
- Funders in the field
- Technical Assistance/Trainers/Subject Matter Experts
- Publications/Videos (Comprehensive Listing)
- The Future of Youth Service

(see appendix 1 for annotated table of contents)

In addition to these chapters there will be appendices including: a state-by-state compendium which would list lead agencies, other important state and local agencies, sub-grantees, state Serve-America allotment, planning grant recipients, new youth service initiatives in the state. etc. It has also been suggested that corps information be listed as a separate appendix.

The format of the chapters would differ due to subject matter, but a basic chapter model would be as follows:

Chapter _ Corps

A brief overview of corps (Essay form/ question/answer form)-- what they are/what their purpose/philosophy is; who is generally involved, conservation corps vs. service corps etc. There would follow a complete listing of corps by state. These listings would include information such as number of participants, founding date, contact person(s), basic program info.) Chapter would also highlight model corps programs (chosen by subcommittee) and model/leader corps (if chosen by Commission prior to publication.). Profiles of stand-out corpsmembers, directors, crew leaders, etc., award programs would also be included. Topical issues should also be addressed such as stipended vs. unstipended (possibly reprint working grp. piece), the question of diversity, national trends, etc. The layout of the chapter would be aesthetically pleasing, incorporating pictures, illustrations, shade stat/info boxes, etc.

General Work Plan

PHASE 1 January-Early Feb.

Organize and convene planning committee (Feb. 5th). Outreach(Phase 1)- advertising and getting the word out. A more in-depth needs assessment for field. Locate other major sources of info. in the field.

PHASE 2 February-Early March

Begin to collect data, develop database, hire intern to help conduct research. Develop Questionnaire/ mass mailing of questionnaire to solicit program information. Investigate and begin copyright procedures.

PHASE 3 March -Mid-May

Loading up database with information. Quarterly Assessment of how the project is shaping up./Follow-up on questionnaires/Begin search for articles and papers to be included in guide (Outreach-Phase 2).

PHASE 4 Late May-Early July

Outlining of chapters; subcommittee meetings to approve outlines and decide on program models to be highlighted. Regional T.A. conferences/review of state compendiums. Production of Draft #1

PHASE 5 July-Early August

Reconvening of planning/advisory committee--review of Draft. Recommendations of how to proceed/additional research. Begin to develop a marketing/ distribution strategy (planning committee and YSA's CCR division).

PHASE 6 Mid-August-October

Begin pre-marketing marketing strategy. Produce End Draft--Second review. Work on layout and design with YSA divisions and printer/designer. Edit. Last shot research and fact checks.

PHASE 7 Late October-November

Off to publisher/Copy returned. Edit copy. Printing. Intensive pre-publication marketing (Outreach Phase 3). Revisit dissemination strategy. Develop questionnaire for evaluation of guide.

PHASE 8 Late November-Early December

Publication ready for distribution/Evaluation, recommendations and final report by project coordinator.

Resource Guide to the Youth Service Field

Annotated Table of Contents

I. Preface (1-3 pages)

Chapter 1 History of the Youth Service Field/Youth Service in America Today (an overview)

- Historical Context (Creation of a Democracy/Service Ethic)
- Developments in the 20th Century
 - excerpt Landrum's "...Roots and Flowers"
- Youth Service in America Today
 - overview of what research turned-up
 - how young people are redefining "service"
 - newest developments/issues (at printing time)

6-12 pages

Chapter 2 K-12 School-based programs

- Service-learning/What, why?
- intra/extracurricular programs
 - service clubs/ programs integrated into the curriculum
- The national orgs. (StarServe, NSEE, ASLER, NYLC, CSLEAD, Council of Chief State..., Nat'l honor societies, etc.)
 - Who they are, where they are, missions, contacts, i.e., basic info.
- Programs- a good section of many different programs (selected by the (K-12)committee.
 - 2 issue pieces/2 individual profiles/awards

25-35 pages

Chapter 3 K-12 Community-based programs

- What's out there?
 - national youth serving organizations, Girl Scouts, 4-H, National Urban League-youth arm, Camp Fire, YMCA etc.
 - Who, What, # of participants, chapters, etc.
 - religious organizations
- Programs- a good cross-section of many different programs
 - 2 issue pieces/2-4 individual profiles/awards

25-35 pages

Chapter 4 Higher Education

- Youth Service and the new student Activism(an intro)
- On the national scene(COOL, Campus Compact, SCALE Break AWAY, SEAC, National Student Coalition for H+H
 - organization descriptions, mission, constituency, etc.

- Fraternities and Sororities dedicated to public service (some overlap into nat'l organizations)
 - Community Service curriculums (highlight some institution)
 - Model Programs
- 2 issues/2-4 individual profiles/2 institutional profiles

25-40 pages

Chapter 5 Corps

- What?Why?Who? (service vs. conservation, stipended vs. unstipended)
- Focus on 8 leader corps (1-2 pages)
- Awards
- 2 issues/2-4 individual profiles (complete listing of corps would be in appendix)

15-25 pages

Chapter 6 National Organizations

- The national picture
 - CNCS, YSA, YVCA, YouthBuild, Points of Light, NASCC, NAPIL,etc
 - The young social entrepreneur grps-Public Allies, Lead or Leave Rock the Vote, Southern Community Partners, Bonner Scholars, etc.
- 2 issues in national arena/2-4 individual profiles

20-30 pages

Chapter 7 Federal programs/agencies/policy/Government

- Government aim and interest in youth service arena
 - Legislation/policies
 - CNCS
 - VISTA, ACTION, ONS, etc.
- National Service Trust
- President's award/awardees for youth service
- Other

12-20 pages

Chapter 8 Where the money is... Funders/Foundations*

- Role in the field
 - Who they are; What they fund; Where they fund; what they would like to fund,
 - Corporate funders
- *format-- semi-foundation directory style
- 1-2 issues, 2-3 profiles

12-20 pages

Chapter 9 Technical Assistance and training

- Training programs (NGTP, Train the Trainers, American Red Cross etc....)
- Technical assistance

12-20

Appendices:

Appendix 1--State-by-State Compendium

-lead agencies, sub-grantees, other important players, etc. , *state ACTION agencies*

75-125 pages

Appendix 2--Complete listing of Corps (10 pages)

Appendix 3--Publications and Videos (10 pages)

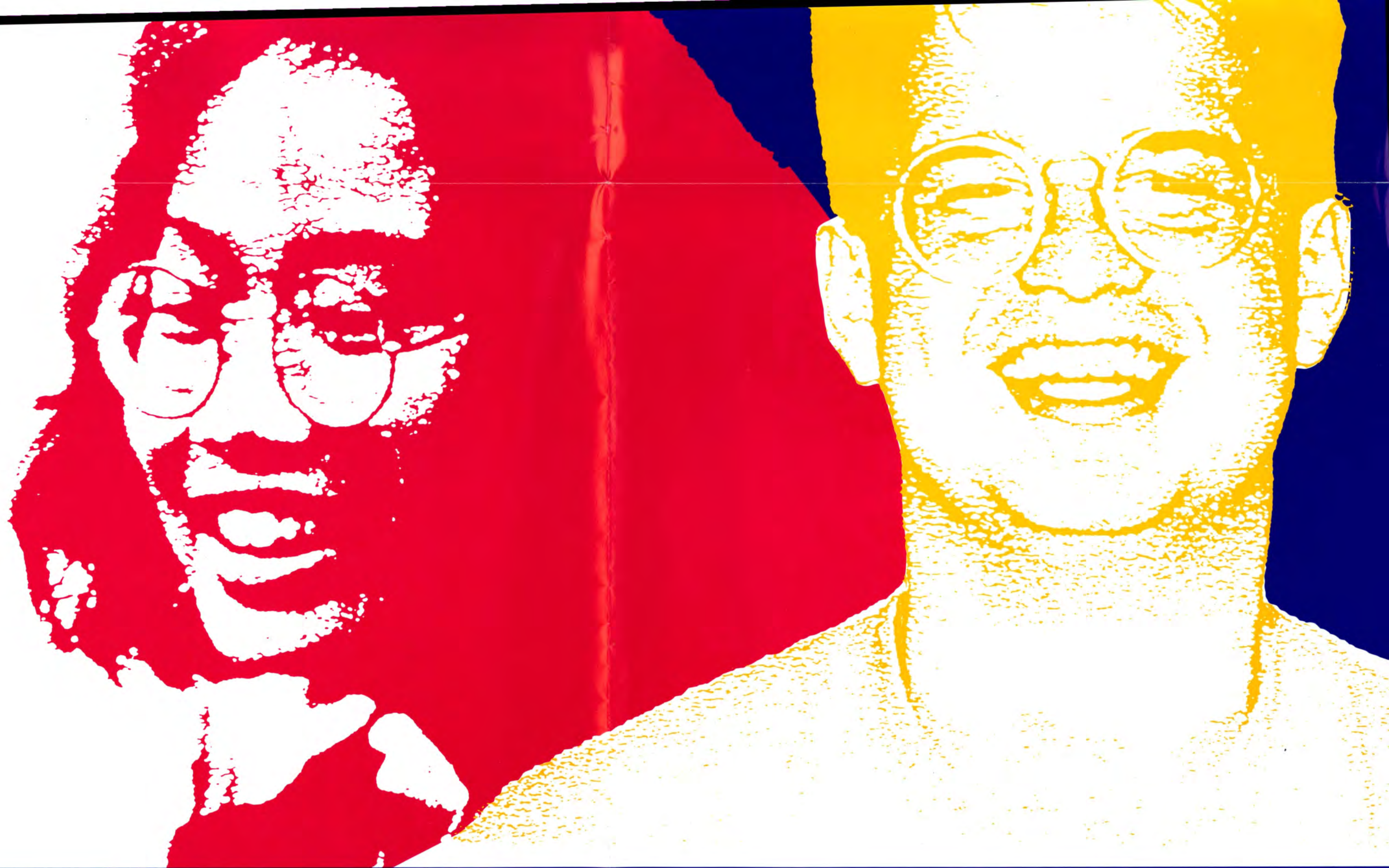
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WITH THE:

- ❖ COMMISSION ON NATIONAL & COMMUNITY SERVICE
- ❖ JEFFERSON AWARDS
- ❖ LUTHERAN BROTHERHOOD
- ❖ POINTS OF LIGHT FOUNDATION
- ❖ U.S. CONFERENCE OF MAYORS
*and through the generous support
of the AT&T FOUNDATION*

For more information about how you or your organization can get involved with National Youth Service Day, call or write Youth Service America: 1101 15th St., NW, Suite 200, Washington, DC, 20005 (202) 296-2992; FAX (202) 296-4030.