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The White House
Office of National Service

Staff Biography: Eli Segal

Eli Segal, Assistant to the President and Director of the Office of National Service, was formerly the Chief of Staff of the Clinton-Gore campaign overseeing day to day operations, including all planning, personnel, accounting, and finance matters. Mr. Segal served in a similar capacity as Chief Financial Officer during the Presidential transition period.

Prior to the campaign, Mr. Segal owned and served as Chief Executive Officer of several consumer product companies. Most recently, he was President of Bits & Pieces, Incorporated, a Boston-based direct marketer of puzzles, games and gifts, which he founded in 1984. He was also publisher of GAMES Magazine, a consumer magazine covering the world of puzzles and games.

Mr. Segal served as National Finance Chair of the Hart for President campaign in 1987 and as Assistant Campaign Manager of the McGovern for President campaign in 1972, where he and Mr. Clinton worked together.

Mr. Segal was a Visiting Lecturer in American Politics at Imperial College at the University of London in England in 1988 and an Adjunct Professor of Law at the Georgetown University Law Center in Washington, DC in 1971. He has served on the boards of Lesley College, the Petra Foundation, and the International Human Rights Law Group.

A native of Brooklyn, New York, Mr. Segal received his bachelor's degree from Brandeis University in 1964 and a Juris Doctorate from the University of Michigan Law School in 1967. He is married and has two children.

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THE WHITE HOUSE

WASHINGTON

March 10, 1993

Sal First Last
Organization
Address Street
City, State
Zip

Dear Sal Last:

Thank you for sending along your suggestions for the national service initiative.

As you know, President Clinton is committed to a program that builds on the strength of America's nonprofit and community organizations. He wants national service to empower schools, religious organizations, businesses, and nonprofit groups to work together to tackle our country's problems. Organizations like (ORG) are central to the President's vision of renewed vitality in the American community. The President and the Office of National Service take your suggestions very seriously.

It is gratifying to know that (ORG ACRONYM) is committed to the success of the national service initiative. I hope you remain involved, and again, thank you for writing.

Sincerely,

Eli Segal
Assistant to the President and
→ Director, of the Office of
National Service

EJS: - -



Serve! America

The Newsletter of the
Commission on National and Community Service

Volume II, No.2

Special Edition - March 1993

Summer of Service

Application Deadline April 1

In a spirited speech on the anniversary of the founding of the Peace Corps, President Clinton unveiled his plan for national service and challenged the nation's youth to answer his call "to change America for ever and for the better." Evoking the idealism and commitment of Roosevelt's Civilian Conservation Corps, Truman's GI Bill, Johnson's VISTA program, and Kennedy's Peace Corps, President Clinton urged Americans to begin now "to change our country block by block, neighborhood by neighborhood."

The President outlined two elements of his vision of national service. The first is an immediate national service initiative to engage young people in meeting critical community needs — a Summer of Service.

The Summer of Service will involve more than 1,000 young people (ages 17 to 25) in serving the education, health, public safety and environmental needs of at-risk children in four to ten sites across the country. Summer of Service programs will be

run by partnerships between institutions of higher education and non-profit organizations. Programs will be selected in a competitive process described in the enclosed application. The summer program will be nine-and-a-half weeks long and will include national service and leadership training for staff and participants, at least eight weeks of service, and a closing summit with the President. Summer of Service participants will receive a minimum wage stipend and a \$1,000 post-service benefit to be used for education and training.

The second aspect of President Clinton's national service initiative is a reorientation of the nation's student loan program which would allow students to pay off tuition debts by performing public service jobs such as assisting in the schools, helping community police, and cleaning up the environment.

The President has asked Congress to provide \$15 million in the economic stimulus package for the Summer of Service program. Contingent upon Congressional approval, this initiative will demonstrate the potential of national service to provide tangible and measurable community benefits, to develop leaders for the national and community service



President Clinton: "Make this summer a Summer of Service when young people can not only serve their communities, but build a foundation for a new national effort."

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movement, and to unleash the talents and energies of young Americans.

The Commission on National and Community Service will select programs to receive funding for the Summer of Service. But the support for national service does not end there. For those who wish to continue serving at the end of the summer, the Commission will assist participants in finding year-round, full-time service placements. In addition, the Commission may award up to 25 Service Entrepreneurial Awards for Change to participants who want to develop innovative year-round service projects. ♦

President Clinton's Call to Service

Excerpts from President Clinton's remarks at Rutgers Univ., March 1, 1993.

I came here to ask all of you to join me in a great national adventure. For in the next few weeks I will ask the United States Congress to join me in creating a new system of voluntary national service, something I believe in the next few years will change America forever and for the better...

those of us who can help others – and that is nearly all of us – are doing something to help others live up to their potential...

The lesson of our whole history is that honoring service and rewarding responsibility is the best investment America can make. And I have seen it today across this great land. Through the Los Angeles Conserva-

hold jobs that may accomplish much but pay little.

I don't want service to wait while this potential is wasted. That's why I want to make this summer a summer of service, when young people can not only serve their communities but build a foundation for a new national effort.

I've asked Congress to invest in and I'm asking young people to participate in a special effort in national service and leadership training just this summer. We are going to recruit about 1,000 young people from every background, from high school drop-outs to college graduates, to send to an intensive leadership training program for national service at the beginning of the summer. Then we'll ask them to work on one of our country's most urgent problems – helping our children who are in danger of losing their God-given potential. Some of them will tutor, some will work on programs to immunize young children from preventable childhood diseases. Some will help to develop and run recreational centers or reclaim urban parks from dealers and debris. Some will counsel people a few years younger than themselves to help keep them out of gangs and into good activities. And everyone will learn about serving our country and helping our communities.

At the end of this summer we'll bring all these people together for several days of debriefing and training and then they'll all join in a youth service summit. I will attend the meeting and I expect to listen a lot more than I talk. I'll ask leaders from Congress, from business, labor, religious and community groups to attend the youth service summit, too. We'll give those who serve the honor they deserve and we'll learn a lot more about how to build this national service program. And from

"I don't want service to wait while this potential is wasted. That's why I want to make this summer a summer of service, when young people can not only serve their communities but build a foundation for a new national effort."

National service will be America at its best, building community, offering opportunity and rewarding responsibility. National service is a challenge for Americans from every background and walk of life, and it values something far more than money. National service is nothing less than the American way to change America.

It is rooted in the concept of community, the simple idea that none of us on our own will ever have as much to cherish about our own lives if we are out here all alone as we will if we work together, that somehow a society really is an organism in which the whole can be greater than the sum of its parts. And every one of us, no matter how many privileges with which we are born, can still be enriched by the contributions of the least of us, and that we will never fulfill our individual capacities until, as Americans, we can all be what God meant for us to be.

If that is so, if that is true, my fellow Americans, and if you believe it, it must therefore follow that each of us has an obligation to serve. For it is perfectly clear that all of us cannot be what we ought to be until

tion Corps which took the children who lived in the neighborhoods where the riots occurred and gave them a chance to get out into nature and to clean up their own neighborhoods and to lift themselves and their friends in the effort; in Boston with the City Year program; with all these programs represented here in this room today – the spirit of service is sweeping this country and giving us a chance to put the quilt of America together in a way that makes strength out of diversity, that lifts us up out of our problems, and that keeps our people looking toward a better and brighter future.

National service recognizes a simple but powerful truth, that we make progress not by governmental action alone, but we do best when the people and their government work at the grassroots in genuine partnership...

And as we rekindle the spirit of national service, I know it won't disappoint many of the students here to know that we also have to reform the whole system of student loans.

We should begin by making it easier for young people to pay back their student loans, enabling them to

Continues on Page 3

Summer of Service

Application

Availability of Funds for Summer of Service

The Commission on National and Community Service announces the availability of a \$15 million program, subject to Congressional appropriation, to support summer community service initiatives. These funds will enable more than a thousand young people to serve their communities and participate in leadership development training activities, through Summer of Service programs operating in four to ten areas across the country.

In addition to supporting the Summer of Service program, some funds will go to expanding community service activities this summer through the following: 1) incentive funding to encourage summer youth corps programs with a proven track record of success to increase the number of funded summer corps participants; 2) funding for a summer training program for public and private elementary and secondary school teachers to integrate service-learning in our primary and secondary school curricula; and 3) a transfer of funds to ACTION to support VISTA summer associate positions this year.

The funds are provided under the authority of the National and Community Service Act of 1990 (Public Law 101-610), as amended. This notice will describe the process for applying for the Summer of Service program funds. A subsequent notice will cover the summer youth corps program. No awards of grants will be made until such time as funds are appropriated by Congress.

DATES: Proposals must arrive by 6:00 p.m. EST on Thursday, April 1, 1993.

ADDRESSES: Applications should be submitted to the Commission on National and Community Service, 529 14th Street, Suite 452, Washington D.C. 20045.

FOR FURTHER INFORMATION CONTACT: The Commission on National and Community Service, (202) 724-0600.

SUPPLEMENTARY INFORMATION:

Approximately ten million dollars in funding will support Summer of Service programs that will engage up to 1800 youth (ages 17 to 25) in serving the health, educational, environmental and public safety needs of at risk children in four to ten sites across the country. The Summer of Service will be nine and a half weeks long and will include national service and leadership training for staff and participants, at least eight weeks of service, and a closing summit conference with the President.

The goals of the Summer of Service are to demonstrate immediately, through a summer initiative, the potential of national service:

- to provide tangible and measurable community benefits;
- to develop leaders for national and community service; and
- to unleash the talents and energies of young Americans in tackling the nation's urgent needs.

Summer of Service programs will be run by partnerships between higher education institutions and public organizations including youth corps, health and social service providers, local nonprofits and community-based organizations, public and private schools, and governmental agencies. Each Summer of Service program will recruit and select 50 or more young people preferably from diverse racial, economic and educational backgrounds to participate in service activities for the summer. Summer of Service programs will be funded by the Commission and will provide participants with federal minimum wage stipends and a \$1,000 post-service benefit.

The Summer of Service initiative will fund programs in no less than 4 and no more than 10 areas. An area is defined as a metropolitan statistical area (MSA), a city, or a rural area which may include up to three counties. It is anticipated that approximately 200-500 young people will serve in each larger Summer of Service area which may include several Summer of Service programs. Rural and small urban areas may not have as many participants. Any given area may have one or more operating programs. For example, six programs of 50 participants each could be funded in an area for a total of 300 participants serving. Likewise, one program of 300 could be funded in an area.

The Commission will provide placement assistance to help participants who wish to continue serving after the summer find year-round full-time service placements. In addition, the Commission may award up to 25 Service Entrepreneurial Awards for Change to participants who wish to develop innovative year-round service projects during the summer. Additional information on both of these aspects of the program will be provided to those programs that are selected.

I. Eligibility to Apply:

Only partnerships between higher education institution(s) and one or more public or private nonprofit organizations are eligible to apply for funds. Examples of organizations that can be partners with higher education institutions include community-based nonprofits, schools, governmental entities, health and social service providers, and youth corps. Although an eligible partnership must include at least one institution of higher education, one of the other organizations in the partnership can serve as the fiduciary agent and be responsible for program management.

II. Program Description and Proposal Guidelines

Summer of Service applicants will be expected to submit program proposals that meet the criteria listed below under Program Narrative and that contain the following sections. There is no other proposal form.

A. Title Page

(1) Name, address and type of organization of applicant with management and fiduciary responsibility. (2) Names and types of organizations in partnership. (3) Signatures of legal applicant and principal partners. (4) Total amount requested, number of stipended participants, and number of other non-stipended volunteers. (5) Brief (not more than one paragraph) description of project service activities and community to be served.

B. Program Narrative (see description below)

C. Institutional and Personnel Information

The quality of project leadership and management is of critical importance in the selection process. Attach descriptions of the experience and major accomplishments of the project director and other key personnel. Also indicate whether these personnel are already committed to the project or are to be recruited. This section should describe the applicant's institutional capacity to administer the program and the organization's experience in running community service programs. Each individual resume or curriculum vitae may not be more than two pages in length. If available, applicants should attach annual reports describing their organization's activities.

D. Budget (complete the attached Budget Form)

Program Narrative Description:

The program narrative should cover the following program criteria in no more than 10 single-spaced pages. The primary focus of the narrative should be on Sections 1, 2, and 3.

1. Demonstrated Need and Impacts:

Most important, programs must define community needs and demonstrate **tangible and measurable community benefits** for children at risk. Examples of measurable outcomes could include the number of children tutored or immunized, or the number of playgrounds refurbished.

2. Program Participants:

a) Programs must provide meaningful service opportunities, stipends and post-service benefits for **at least 50 participants**. Depending upon the number of areas selected and the number of programs at any given area, programs could enroll up to 500 participants.

b) Stipended participants in the program must be **17 to 25 years old** and preferably be from diverse racial, economic, and educational backgrounds. All applicants must describe the recruitment and selection process they will use to attract a qualified and preferably diverse pool of participants in whom they see leadership potential. Any given program should seek to enroll current college students, recent graduates, entering college students, and non-college bound youth.

c) In addition, programs will also be judged on their plans to involve other volunteers, particularly middle school children, in service activities. These volunteers may participate in all or part of the service activities, but unlike program participants, they will not receive stipends and post-service benefits.

3. Service Activities:

a) Programs must include a minimum of **8 weeks of service** which will include necessary on-site training and leadership development activities. Participant activities must focus on delivering services that directly improve the lives of children at risk. Program design must include proper orientation, supervision and service-learning opportunities for participants. Programs should also describe any leadership development activities.

b) Applicants must **specify the service projects** to be undertaken, including specific information on which community agencies will be assisting. Service must be targeted on the needs of at risk children. Service projects must specifically focus on one or more of the following tasks:

- meeting the **health** care needs of at risk children (e.g., immunizations, eye examinations, health education outreach);
- bettering the **environment** of children at risk (e.g., identifying toxins that threaten the children's environment, building playgrounds);
- providing **educational** enrichment activities for at risk children (e.g., tutoring, literacy activities, summer classes); and
- improving their **public safety** (e.g., crime prevention activities).

Applicants must demonstrate an ability to implement their proposed projects expeditiously.

4. Service Entrepreneurial Awards for Change (SEA Change Awards):

The Commission may grant up to 25 SEA Change Awards to encourage participants in the Summer of Service programs to **develop year-round innovative national and community service projects** to involve the nation's youth in addressing urgent national needs. Interested participants may submit a plan during the summer detailing their intention to create a service project that they would implement during the nine months following the Summer of Service.

Programs may nominate up to 5 participants to submit to the Commission for the national selection process. Programs should briefly **describe the process and criteria that they would like to use in selecting their nominees**. Further information and guidelines will be provided by the Commission once programs are selected.

5. Organizational Capacity, Leadership and Experience:

a) Applicants must demonstrate that they have in place the infrastructure, including the **leadership and organizational capacity**, to manage the proposed summer program. In addition, programs should show a measure of broad-based community support for the summer program. Those programs that are able to raise private funds and in-kind matches to support Summer of Service activities will be looked favorably upon in the selection process. Programs will also be judged in part on their success in connecting their activities to other federally funded programs, including summer jobs and summer Chapter 1 school programs, in their communities.

b) Applicants must have **demonstrable experience** in operating community service programs and involving youth in leadership roles. All programs must have appropriate liability arrangements for participants. Programs should indicate what these arrangements are.

6. Stipends and Post-Service Benefits:

Applicants must include in their budget request to the Commission federal **minimum wage stipends** for all participants and a **\$1,000 post-service benefit** to be used for education and training for all participants who successfully complete the Summer of Service. Programs must have the capacity to assure appropriate payment of post-service benefits and to ensure that they are used only for education and training purposes.

7. National Leadership Training:

Applicants must make a **commitment to attend national training activities** and present a **budget for traveling** to them. Current plans for national training activities include:

- 4-day training for the project directors and mid-level supervisors of the summer programs, tentatively scheduled for May 21-24, on the west coast.
- 5-day training for participants. Program leaders and mid-level supervisors will also be expected to participate. The 5-day training will tentatively take place from June 21-25 on the west coast.
- Closing weekend summit at or near the end of the summer of service programs. The closing summit will most likely take place during the second or third weekend in August in the Washington, D.C. area.

8. Evaluation Plan

The Commission will hire a national evaluator to assess the impact of the Summer of Service programs on a) the communities being served and b) the participants. Local programs will be required to cooperate with this national evaluation effort.

In the proposal, programs should list the criteria by which they believe their program should be evaluated. Programs should include the quantifiable benefits that they hope to achieve for the community and participants through the Summer of Service.

III. Proposal Selection Criteria:

The following criteria will be used to judge and select applicants for award.

IMPORTANT CONSIDERATION: In addition to selecting programs for funding based on the evaluation criteria described below, the Commission will have to weigh area considerations in the program selection process.

The Summer of Service initiative will fund programs at 4 to 10 areas across the country. Areas are defined as metropolitan statistical areas (MSA), cities, or rural areas which may include up to three counties. The participant target for each Summer of Service area will be approximately 200 to 500 participants, except in rural and smaller urban areas

where there may be fewer and smaller programs. Any given area may have one or more operating programs. For example, six programs of 50 participants each could be funded in an area for a total of 300 participants serving. Likewise, one program of 300 could be funded in an area. For this reason, programs may receive preference in the selection process if they are located in an urban or rural area where a number of programs are clustered. The "clustering" of programs in an area is intended to demonstrate the impact of a significant number of participants serving in a reasonably concentrated area. Geographic distribution will also influence program and area selection.

1. QUALITY OF THE PROGRAM (40%):

- A. The proposed program addresses important needs of the community focusing on children-at-risk.
- B. There are clearly defined, measurable outcomes.
- C. The program is well-designed and effective with feasible plans for implementation. The program design includes service-learning and leadership development components.
- D. The program has a recruitment and selection process that will attract a qualified and diverse pool of potential community service leaders.
- E. The operating programs have a proven track record running, monitoring and evaluating community service programs.
- F. The program presents a sound evaluation plan.
- G. The program has the ability to pay and monitor the use of post-service benefits for educational and training purposes.
- H. Those programs that demonstrate a "multiplier effect" by engaging additional non-stipended participants, especially middle school children, in service activities may receive a preference in the selection process.

2. QUALITY OF THE LEADERSHIP & MANAGEMENT (30%):

The program director(s) and supervisors are well-qualified for their responsibilities. They have previous experience recruiting, selecting and supervising youth participants in community service programs. Experience in managing or cooperating in a partnership will also be important.

3. INNOVATION (10%):

The project demonstrates innovation in its partnerships, service delivery and community involvement. Those programs that develop innovative partnerships with other federally funded programs may be favorably judged.

4. REPLICABILITY (5%):

The program is a good model adaptable in other locations and circumstances.

5. SUSTAINABILITY (5%):

The degree to which an applicant can continue the best aspects of the program next summer without Commission funding.

6. COST EFFECTIVENESS (10%):

The budget is reasonable and the program is cost-effective in addressing community needs.

Matching funds from nonfederal sources will also be a consideration evidencing local community support with financial or in-kind participation from the private sector, nonprofits, public agencies or participating partnerships in the application. Other Federal funds that may be used to support this activity would also be considered.

The amount of Administration Costs (including any indirect costs) will also be a consideration in judging cost effectiveness.

IV. Summer of Service Program Examples

The following are illustrative of the types of programs envisioned for the Summer of Service initiative. Applicants should note that they only are examples and do not represent the totality of organizations that should or could be involved nor the only types of services that could be delivered.

Example A

A local nonprofit youth corps forms a partnership with an inner city community college to provide tutoring, mentoring and child care/summer camp services for 200 6 to 12 year old children in a summer lunch program. The program involves 160 young service providers who during the week operate a structured program of math and English lessons using service-learning techniques as well as arts, crafts and recreational activities for the children. The youth corps manages the program.

Example B

A group of community health centers collaborate with an urban university, a youth service corps and a middle school. The program places teams of young people composed of middle school students, summer youth corps members, and college students in the community to work on meeting the health needs of children at risk. Teams work with community health centers to assist in the immunization of preschool children by providing support services, contacting parents, following up to make sure children are immunized, and organizing educational presentations at the local community centers on the need to immunize children.

One hundred youth corps members and college student participants are involved in the program and receive stipends. In addition, the partnership is able to attract another 75 volunteers, including the middle school children (who are especially effective in organizing presentations for their parents and neighbors on the importance of early childhood immunization). The program is managed by the consortium of community health centers and the university's urban extension office.

Example C

A consortium of colleges and universities form a partnership with city homeless shelters in a large urban area. A team of participants is placed in each shelter to organize a school readiness program which includes tutoring, vision checks, immunizations, and visits to the doctor and dentist for the children in that shelter. The consortium manages the program. Two hundred young people provide service in this summer program.

Example D

A state government in cooperation with its cooperative extension service, local 4-H Clubs, and the state land-grant university organizes an environmental assessment and improvement project. Service teams consist of university students, 4-H Club members, recent high school and college graduates, out of school youth, and senior volunteers. These teams conduct environmental audits and pollution prevention programs to identify and reduce health risks for young children throughout a tri-county region in the state. One hundred stipended young people along with 30 senior volunteers serve in this program. The state coordinates the program activities.

Example E

The mayor's office coordinates this city-wide project aimed at crime prevention. The partners in this program include two institutions of higher education, the mayor's office, and a nonprofit organization. College students, and former offenders implement projects that range from providing mentoring and peer support to juvenile offenders, to working with the Police Department to organize crime prevention presentations at youth centers in the city, to setting up summer activities for youth in city housing developments to keep them "off the streets." The mayor's office manages this Summer of Service program involving over 300 participants.

V. Definitions

"Metropolitan Statistical Area:"

- A. A city of 50,000 or more population; or
- B. A Census Bureau defined urbanized area of at least 50,000 population, provided that the component county/counties of the metropolitan statistical area have a total population of at least 100,000 (55 CFR 12154, March 30, 1990).

"Rural area:"

- A. Open country which is not part of or associated with an urban area;
- B. Any town, village, city or place, including the immediately adjacent densely settled area, which is not part of or associated with an urban area and which:
 - a. Has a population not in excess of 10,000 if it is rural in character; or
 - b. Has a population in excess of 10,000 but not in excess of 20,000 and is not contained within a Metropolitan Statistical Area.

"Service-Learning:"

A method by which participants learn and develop through active participation in thoughtfully organized service experiences that meet actual community needs and that are coordinated in collaboration with the community. Service-learning can occur through structured time for a participant to reflect or write about what he or she did and saw during the actual service activity. Service-learning programs provide participants with opportunities to use newly acquired skills and knowledge in real-life situations in their own communities, enhance what is taught in schools by extending learning beyond the classroom and into the community, and help to foster the development of a sense of caring for others.

For further assistance please contact the Commission at (202) 724-0600.

Budget

For *each* program (minimum of 50 participants) in the application, provide the following cost information and supporting explanations:

1.	Participant Costs					
	<u> </u>	x	<u> </u>	x	<u> </u>	=
	# of participants		Federal min. wage		# of weeks (minimum 9.5) ¹	\$ <u> </u>
2.	Project Leaders' Salaries					\$ <u> </u>
3.	Other Supervisors'/Leaders' Salaries					\$ <u> </u>
						\$ <u> </u>
4.	Other Expenses²					\$ <u> </u>
						\$ <u> </u>
5.	National Training & Travel³					\$ <u> </u>
			Participants			
			Leaders/Supervisors	<u> </u>	(#)	\$ <u> </u>
	TOTAL FUNDS REQUESTED FROM THE COMMISSION					\$ <u> </u>
6.	Matching Funds					\$ <u> </u>
7.	In-Kind Contributions					\$ <u> </u>
8.	Other Federal Funds					\$ <u> </u>
	Total Project Costs					\$ <u> </u>

1 There must be a minimum of 8 weeks of service plus one week of national training and 2-1/2 days for conclusion summit.

2 Any other expenses should be included and briefly explained.

3 The travel for participants and project leaders/supervisors. Should be based on one trip to the West Coast and one summit trip to the East Coast (Washington, DC., area). Cost of travel should include airline or other transportation and per diem, calculated at \$75 per day per participants or leader, the number of leaders/supervisors should be cited.

Call to Service
Continued from Page 2

the thousand pioneers of this summer, I want the national service to grow 100-fold in the next four years.

But even when hundreds of thousands are serving, I want to maintain the pioneer spirit of this first few months because national service can make America new again. It can help solve our problems, educate our people and build our communities back together. So if anybody here would like to be one of those

"They believe this call to service will go unanswered. But I believe they are dead wrong."

1,000, or if anybody who is listening to this speech by radio or television or reads about it would like to be one of those 1,000, drop me a card at the White House and just mark it "national service." We're going to pick them, and I can't promise you'll be selected, but I promise you'll be considered. I want to engage the energies of America in this effort.

I also want to say that you shouldn't wait for the summer or for a new program. We need to begin now. We are going to be looking for the kinds of ideas that we ought to be funding.

This is Monday. I ask you by Friday, every one of you, to think about what you think you can do and what we should do to be agents of renewal, to talk with your parents, your clergy, your friends, your teachers, to join the effort to renew our community and to rebuild our country, and to write to me about what you are doing.

It's time for millions of us to change our country block by block, neighborhood by neighborhood, time to return

to our roots, and excitement, and idealism, and an energy.

I have to tell you that there are some among us who do not believe that young Americans will answer a call to action, who believe that our people now measure their success merely in

"You will know the satisfaction of being valued, not for what you won, or what you earn, or what position you hold, but just because of what you have given to someone else."

the accumulation of material things.

They believe this call to service will go unanswered. But I believe they are dead wrong.

And so, especially to the young Americans here, I ask you to prove that those who doubt you are wrong about your generation, and today I ask all of you who are young in spirit, whether you are a 10-year-old in a service program in our schools, who reads to still younger children, or a 72-year-old who's become a foster grandparent. I ask you all to believe that you can contribute to your community and your country. And in so doing you will find the best in yourself. You will learn the lessons about your life that you might not ever learn any other way.

You will learn again that each of us has the spark of potential to accomplish something truly and enduringly unique.

You will experience the satisfaction of making a connection in a way with another person that you can do, and no other way.

You will learn that the joy of mastering a new skill or discovering a new insight is exceeded only by the joy of helping someone else do the same thing.

You will know the satisfaction of being valued, not for what you won, or what you earn, or what position you hold, but just because of what you have given to someone else.

You will understand in personal

ways the wisdom of the words spoken years ago by Martin Luther King who said everybody can be great, because everybody can serve.

I ask you all, my fellow Americans, to support our proposal for national service, and to live a proposal

for national service, to learn the meaning of America at its best and to recreate for others America at its best. We are not just another country. We have always been a special kind of community, linked by a web of rights and responsibilities, and bound together not by bloodlines but by beliefs.

At an age and time when people all across the world are being literally torn apart by racial hatreds, by ethnic hatreds, by religious divisions, we are a nation with all of our problems, where people can come together across racial and religious lines, and hold hands and work together, not just to endure our differences, but to celebrate them.

I ask you to make America celebrate that again.

I ask you, in closing, to commit yourselves to this season of service because America needs it. We need every one of you to live up to the fullest of your potential and we need you to reach those who are not here, and who will never hear this talk, and who will never have the future they could otherwise have, if not for something that you could do. The great challenge of your generation is to prove that every person here in this great land can live up to the fullest of their God-given capacity. If we do it, the 21st century will be the American century. The American dream will be kept alive, if you will today answer the call to service. ♦

Summer of Service

How to apply:**For programs, organizations and institutions:**

See the enclosed Notice of Fund Availability or the Federal Register of March 8, 1993.

For individuals interested in serving this summer: answer the President's call by writing to him at:

The White House – National Service, Washington, DC 20500

Where to apply:

Commission on National and Community Service

529 14th Street, NW, Suite 452

Washington, D.C. 20045

Questions?

Call the Commission at (202) 724-0600

Key Dates:

March 8	Announcement of program in Federal Register
April 1	Deadline for proposals
April 14	Announcement of awards
May 21- 24	Training for program directors/supervisors
June 21 - 25	Training for participants and supervisors
June 26 - August 21	Summer of Service
Mid to late August	Service Summit

Related Summer of Service Projects:

Corps: CNCS is planning a \$1 million Summer of Service Youth Corps program to encourage youth corps to expand Summer of Service opportunities for 2,000 youth. The Commission will make grants on a competitive basis to existing public or private nonprofit youth corps programs. The Commission will provide funding of \$500 per participant to be used only for participant stipends. These funds may be used to leverage additional funds from Federal, State, local and private sources. A notice announcing the availability of funds under the Summer of Service Youth Corps program will be published in the Federal Register on March 8, 1993. For further information call the Commission at (202) 724-0600.

K-12: As another part of the Summer of Service initiative, the Commission's Serve-America (K-12) Clearinghouse will receive an additional \$250,000 for teacher training. These funds are to be used to provide service-learning training for K-12 teachers within the time frame of May through September 1993. The \$250,000 covers all costs including any travel, stipends or other expenses of the teachers and trainers that may be necessary. These funds will be distributed through the Clearinghouse and will not entail a separate competition.



**The Commission on
National and Community Service**

529 14th Street, NW
The National Press Building, Suite 452
Washington, D.C. 20045

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THE WHITE HOUSE

WASHINGTON

MEMORANDUM

TO: Distribution
FROM: Eli Segal
RE: National Service Events for Monday, March 1
DATE: February 26, 1993

On Monday, March 1, the President travels to New Brunswick, New Jersey for a major address on National Service at Rutgers University.

As part of the events, the President will:

- visit a service project that exemplifies his service message -- probably the New Brunswick Adult Learning Center, which involves college students and Youth Corps from the area;
- give a speech before Rutgers students, discussing the ethic of service and announcing his specific plans for a summer project;
- appear on MTV in a taped interview, challenging young Americans to get involved. The interview will become part of an MTV special broadcast that evening and throughout the week.

There also is a strong possibility the Vice President, First Lady, and Mrs. Gore will be involved in individual service hits on Monday to coincide with the President's Rutgers event.

We anticipate a number of Cabinet officials on Monday will support the President's call to national service -- either as primary surrogates, or in the course of their already scheduled activities.

The attached includes general talking points providing the key messages for the day. Also attached are one-page backgrounders on the status of the President's National Service initiative and the "Summer of Service" project.

NATIONAL SERVICE GENERAL TALKING POINTS

National Service as an American Ethic:

- * Americans have a new sense of determination. They're saying: We want our country back. And they're ready to do something about it. That's why they're supporting the President's economic plan. And that's why they believe in national service.
- * The President deeply believes in service, and he's going to use the tremendous resources at his disposal to support it. But those resources are worth nothing compared to the resourcefulness of the American people.
- * We have a responsibility to fight our country's problems -- "we" the government, but more importantly, we the people.
- * So today, we are challenging you, as the President has challenged his administration, to lift up your selves and lift up your country through service. I challenge you to [specific examples] ... I challenge you to ... As Martin Luther King said: "Everyone can be great because everyone can serve."

The President's National Service Initiative:

- * The President's initiative will encourage our people to serve. It's an investment in our future -- and here's the return:
 - We'll rebuild our communities
 - We'll send thousands of Americans to college
 - We'll lift our country up and bring our people together.
- * The President's program consists of two main components:
 - The first part will help young people take low-paying public service jobs. Graduates will be able to pay off their loans as a small percentage of their income over time; we call it "pay as you grow."
 - The second part will create thousands of opportunities for young people to pay for college by serving our country -- fighting crime, teaching young people, giving immunizations, or cleaning up pollution and waste.

The President's Summer of Service

- * Because the President doesn't want service to wait, he's going to make this summer a Summer of Service -- eight intense weeks for at least 1,000 young leaders from all backgrounds. They'll serve by getting children at risk ready for school -- with tutoring, so they've got better skills; with mentoring, so they want to stay out of gangs and in class; and with immunizations and lead poisoning detection, so kids aren't sick.

BACKGROUNDER ON PRESIDENT'S NATIONAL SERVICE INITIATIVE

Timing. The President will submit his legislation to Congress soon.

Two parts. The legislation has two parts. One part will enable young people to pay back their student loans as a small percentage of their income over time, helping them take essential but low-paying public service jobs. The other part will create opportunities for young people to serve our country and help pay for college in return.

Funding. The President has requested \$7.4 billion over the next four years for the second part of the national service initiative. The funding level rises each year, to \$3.4 billion in 1997, because this initiative aims to support the growing work of America's communities -- not overwhelm it. Funding starts at \$400 million next year.

Number of Participants. The numbers will reflect the enthusiasm of the American people and the ingenuity of our communities in developing solid ways to put our people's energy to work. By 1997, we believe there could be more than 100,000 young people paying for post-secondary education by serving their country, and hundreds of thousands more doing low-paying public service work because loans no longer block the way.

Eligibility and benefits. Students before, during and after college will be eligible to serve for a year or two, and in return get a small stipend, health and child care benefits where necessary, and an educational benefit to pay for college or job training. [Note: This is the service-for-benefits option; anyone who needs an income-contingent loan will be eligible to get it.]

Activities. The program aims to meet unmet needs in critical areas. It is not job training. Young people will be able to serve as teachers in schools where kids need extra help; in clinics in areas where people need medical care; in the police force, keeping criminals off the streets and kids out of gangs; and in an environmental corps, recycling waste and stopping pollution.

Administration. The program will be non-bureaucratic, using venture capital to support entrepreneurs and public-private partnerships to support growing programs. States and local organizations will be given the opportunity to design innovative ways to meet identified national priorities.

Nondisplacement. The legislation will include strict nondisplacement and nonduplication provisions. National service will only meet needs that are not otherwise being met.

BACKGROUNDER ON PRESIDENT'S SUMMER OF SERVICE PROGRAM

Overview. In 4 to 10 communities around the country, the Summer of Service will involve a diverse group of more than 1,000 young people in special efforts to help children at risk.

Funding. The program will be funded with a portion of a \$15 million appropriation in the FY 93 stimulus package. (Additional challenge-grant funding for service corps; for expanding teacher training in service learning; and for re-establishing VISTA's Summer Associates program are also included in the package.)

Goals. The program has two major goals: To show what national service can accomplish, meeting critical needs and bringing people together; and to develop a leadership corps for future years of national service. National service is such a priority of the President, he wouldn't let it wait for the full program to pass Congress.

Targeted needs. The programs in the Summer of Service aim to help children-at-risk in the areas of education, health, crime prevention, and environmental protection. Some participants will tutor; some will help bring families into medical clinics; some will develop recreational centers; some will counsel youths to keep them out of gangs. The possibilities are as diverse as our problems, but the goal is always the same: tangible, meaningful change to help children-at-risk.

Leadership training. The entire summer will be designed to develop the leadership skills of participants. For several days at the beginning and end of the summer, the young people will gather to share their experiences and complete intensive leadership training.

Post-program. All participants who are interested in continuing to serve through the next year will receive placement assistance. Participants with ideas to design their own programs to fight community problems will be able to receive modest Service Entrepreneurial Awards for Change (SEA Change) to make their dreams a reality.

Administration. The Commission on National and Community Service will administer a competitive process to determine what programs participate. The Commission is working quickly to ensure that programs are developed rapidly and effectively to succeed for this summer.

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Serve America!

The Newsletter of the Commission on National and Community Service

Summer of Service

Application Deadline April 1

In a spirited speech on the anniversary of the founding of the Peace Corps, President Clinton unveiled his plan for national service and challenged the nation's youth to answer his call "to change America for ever and for the better." Evoking the idealism and commitment of Roosevelt's Civilian Conservation Corps, Truman's GI Bill, Johnson's VISTA program, and Kennedy's Peace Corps, President Clinton urged Americans to begin now "to change our country block by block, neighborhood by neighborhood."

The President outlined two elements of his vision of national service. The first is an immediate national service initiative to engage young people in meeting critical community needs - a Summer of Service.

The Summer of Service will involve more than 1,000 young people (ages 17 to 25) in serving the education, health, public safety and environmental needs of at-risk children in four to ten sites across the country. Summer of Service programs will be run by partnerships between institutions of higher education and non-profit organizations. Programs will be selected in a competitive process described in the enclosed application. The summer program will be nine-and-a-half weeks long and will include national service and leadership training for staff and participants, at least eight weeks of service, and a closing summit with the President. Summer of Service participants will receive a minimum wage stipend and a \$1,000 post-service benefit to be used for education and training.

The second aspect of President Clinton's national service initiative is a reorientation of the nation's student loan program which would allow students to pay off tuition debts by performing public service jobs such as assisting in the schools, helping community police, and cleaning up the environment.

The President has asked Congress to provide \$15 million in the economic stimulus package for the Summer of Service program. Contingent upon Congressional approval, this initiative will demonstrate the potential of national service to provide tangible and measurable community benefits, to develop leaders for the national and community service movement, and to unleash the talents and energies of young Americans.

The Commission on National and Community Service will select programs to receive funding for the Summer of Service. But the support for national service does not end there. For those who wish to continue serving at the end of the summer, the Commission will assist participants in finding year-round, full time service placements. In addition, the Commission may award up to 25 Service Entrepreneurial Awards for Change to participants who want to develop innovative year-round service projects.

Summer of Service

The Commission on National and Community Service announces the availability of a \$15 million program, subject to congressional appropriation, to support summer community service programs. These funds will enable more than a thousand young people to serve their communities and participate in leadership development training activities, through Summer of Service programs operating in four to ten areas throughout the country.

How to apply:

Call or write the Commission on National and Community Service to obtain an application

Commission on National and Community Service

529 14th Street, NW, Suite 452

Washington, D.C. 20045

(202) 724-0600

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National Service,
The White House
OEOB Room 145
Washington, D.C.
20500-0145

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Serve! America

The Newsletter of the
Commission on National and Community Service

Volume II, No.2

Special Edition - March 1993

Summer of Service

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President Clinton: "Make this summer a Summer of Service when young people can not only serve their communities, but build a foundation for a new national effort."

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