

PENNSYLVANIA CITIZEN SERVICE PROJECT

"Let us pledge to restore in our time the American spirit of voluntary service, of cooperation, of private and community initiative; a spirit that flows like a deep and mighty river through the history of our nation."

--Ronald Reagan, Acceptance Speech
1980 Presidential Nomination

October, 1988

PENNSYLVANIA CITIZEN SERVICE PROJECT

Overview

From Thomas Jefferson's declaration that "A tour of duty in whatever line he can be most useful to his country is due from every individual" to Justice Louis Brandeis's proposition that "the most important office of all is that of private citizen," to John Kennedy's challenge, "ask not what your country can do for you; ask what you can do for your country," the American definition of citizenship has called for service to community and country.

Our greatest resource is our citizens. In particular, the service of young people is a potential one billion-dollar natural resource. It involves young people helping with daycare, tutoring at-risk youngsters, working in drug-abuse clinics, caring for the elderly, improving urban neighborhoods, protecting the environment, and much more.

To encourage a vital expansion of citizen service throughout Pennsylvania through a public-private partnership, a statewide project has been initiated under the joint auspices of The United Way of Pennsylvania and the Washington-based Youth Service America. This project is based in the independent sector and receives no government funds; however, it is working in close cooperation with Governor Casey's initiative for a Governor's Office of Citizen Service (PennSERVE) which has recently been approved by the General Assembly with an initial \$500,000 appropriation.

With the state's participation now assured through the action of the Legislature, the leadership of the nongovernmental Pennsylvania Citizen Service Project is all the more important. As Governor Casey said to the National Governor's Association, the effort to develop a comprehensive citizen service system should be "a partnership among public and private interests to avoid creation of unnecessary federal and state bureaucracies." He called for "a network of public and private partnerships" to work together "to make citizen service a fact of life in Pennsylvania" and emphasized that "the direction of service programs come primarily from the communities which are to be served."

The Pennsylvania Citizen Service Project involves a full range of service by citizens of all ages, but special emphasis and first priority will be given to the spread of community service by students in all schools, colleges and universities. The initial focus will be on the schools and youth of Philadelphia and other major urban areas.

While much remains to be tried and tested, enough is known about what works and doesn't work in youth service programs to make possible the expansion of such service to engage more than a million young people of Pennsylvania.


The Citizen Service Project is working through a state council and local planning/action groups now being formed to make such expansion a reality. At its first meeting on June 10 the Project's council approved the following Statement of Mission:

The Pennsylvania Citizen Service Project will plan and develop ways and means of asking all Pennsylvania citizens to serve their communities. Citizen service programs will accomplish this by:

- Meeting community needs;
- Reviving the spirit of citizenship and the sense of personal satisfaction that comes from serving the community and helping others;
- Creating practical experiences for people young and old to advance their own education or other personal interests while serving the common good.

The project will organize planning/action groups in each of the Commonwealth's 67 counties and major cities. It will work in cooperation with those in state government who are now designing the Office of Citizen Service proposed by Governor Casey.

Together the aim will be to produce a quantum jump in community service opportunities, especially in the following fields of action:

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1. Elementary and secondary school student service programs
 2. College and university programs
 3. Local full-time youth service corps
 4. Workplace programs
 5. Senior citizen programs

In each of these fields, this Project will seek to discover, develop or encourage the social invention necessary to strengthen existing community service programs and create the new institutions required to expand citizen service in a changing society.

STATEWIDE PROJECT GOALS

* Increase of 50% in Student/Youth Service throughout Pennsylvania

There are more than 2 million students in Pennsylvania elementary and secondary schools and colleges and universities. It is estimated that 10% are involved in some kind of service activity. Increasing student participation by 50% will be accomplished by:

- Encouraging and assisting the initiation or expansion of school-based student service programs in as many as possible of the state's 3,400 public schools and 2,200 non-public schools; working in cooperation with the Department of Education and the Governor's Office of Citizen Service (PennSERVE).
- Seeking the appointment of a community service coordinator in as many as possible of the state's 501 school districts, with the assistance of mini-grants from the state's PennSERVE program.
- Working actively with the some twenty participating colleges and universities in the Pennsylvania Campus Compact and with the national student Campus Outreach Opportunity League (COOL) to spread programs of student service to as many as possible of the state's more than 2,000 colleges and universities.

* Mobilize a million volunteers throughout Pennsylvania

Gallup surveys indicate nearly half of all those 14 years and older volunteer for some service activities. That would amount to more than 4 million Pennsylvanians. It is reasonable to expect a million new Pennsylvanians to volunteer -- if they are effectively asked and if the opportunities are persuasively presented to them. This can be accomplished by:

- Organizing local Citizen Service Planning/Action groups for each of the Commonwealth's 67 counties and major cities. These groups will consist of a cross-section of local leadership from education, government, business, labor, and the voluntary agency sector.
- Developing a monitoring system to evaluate and improve the effectiveness of both the individual volunteers' work and the entire statewide program.
- Designing and carrying out a statewide communication campaign to increase public understanding and support of citizen service.

PROGRESS TO DATE

- ★ An initial planning session for the Philadelphia area was held at the headquarters of SmithKline, Beckman on June 13, convened and chaired by Dr. Bernard Anderson, Managing Partner of the Urban Affairs Partnership. The thirty participants gave priority to expansion of student community service programs based in high schools, colleges and universities and to the connection of such student service with the work of older volunteers and voluntary agencies.
- ★ As a result of the Philadelphia meeting, the Executive Committee of Delaware Valley Together (a consortium of donor and voluntary agencies working with the national Independent Sector organization) met with organizers of the Pennsylvania Citizen Service Project to explore ways of cooperation. It was agreed that the Project shares the Together consortium's aims of increasing the giving of time and money to meet the needs of the greater Philadelphia area and that to prevent duplication and maximize effectiveness our forces will be combined. A special Delaware Valley Together working group on youth and school-based service is being formed, to be staffed by the Citizen Service Project. That working group and staff will work directly with Dr. Jan Summerville's Philadelphia School District task force on citizenship and service (chaired by the head of Delaware Valley Together, Dr. Ernest Jones).
- ★ In Pittsburgh, preliminary discussions have been held with leaders of the school system, higher education, local government, business, labor, community organizations, and foundations, including the Allegheny Conference. The Citizen Service Project will likewise work in cooperation with Pittsburgh's Independent Sector organizing group, Greater Pittsburgh Produces, and with other key Pittsburgh programs.
- ★ Similar discussions have taken place in other cities. In the Scranton/Wilkes-Barre area Howard Grossman, Executive Director of the Northeast Economic Development Corporation, will be the convener of the planning-action group. A nucleus of the Erie planning-action group has been formed. The Project was also presented to the summer session of the Pennsylvania State Association of County Commissioners whose leaders agreed to promote the program in the state's 67 counties.

- ★ The Schools Cooperation Committee, co-chaired by Secretaries Gilhool and Wofford and including the top officers of the state associations of school boards, superintendents, principals and teachers, has agreed to work with the Project and to co-sponsor a state conference on student service. Leaders of these state educational organizations serve on the Project's State Council, and will be among the members of the Project's statewide task force on school-based service.
- ★ The Hillman Foundation in Pittsburgh has made a major investment in developing teaching materials for the inclusion of volunteer service as a field of study in the curriculum, starting even before high school, in order to prepare students for service projects and for subsequent volunteer service as adult citizens. The Citizen Service Project will be a vehicle for dissemination of these materials to schools throughout Pennsylvania from the Volunteer Action Center in Pittsburgh.
- ★ Another resource the Project looks to in the Commonwealth is the experience and research of the Philadelphia-based Public/Private Ventures (P/PV). With major Ford Foundation, government and other grants, P/PV has studied and appraised many of the nation's job training and service programs for youth, and is providing its expertise to the several new urban youth service corps underway in Pennsylvania. Among P/PV's valuable publications is A Practitioner's Guide: Strategies, Programs and Resources for Youth Employability Development.
- ★ The Pennsylvania Campus Compact, a consortium of some 20 colleges and universities committed to promoting service to the community, is moving forward with the backing of the Pennsylvania Association of Colleges and Universities (PACU). The President of PACU, Gary Young, is chairing the Citizen Service Project's task force on higher education. The members of the Pennsylvania Campus Compact have assessed themselves in order to employ a full-time director, Amy Hart, who began work in October and will be a key collaborator of the Citizen Service Project.
- ★ The organizers of the West Philadelphia Improvement Corps are ready to work with the Citizen Service Project in encouraging similar joint ventures between public schools, colleges and universities, and neighborhood organizations in other communities. The West Philadelphia program focuses on housing rehabilitation by teams of students under the supervision of master craftsmen provided by the building trade unions. This model of university/public school cooperation can be adapted for other forms of community service.

- * The Department of Labor and Industry has commissioned a working group of state and local officials to develop a service component as a key activity in the federally-funded, locally-run summer jobs program for disadvantaged youth. Plans are now being developed to test short-term "mini-service corps" as a means to revitalize the summer program, one of the largest and longest established of all federal job training efforts.
- * An opportunity to raise public interest occurred on October 13, planned nationally as A Day In The Life of Youth Service. The Pennsylvania Citizen Service Project and Governor Casey's PennSERVE initiative cooperated with Youth Service America and the national Campus Outreach Opportunity League (COOL) in organizing this day in which service projects demonstrated to the public and the media what they are doing. Governor Casey joined President Reagan in declaring October 13 "Youth Service Day" and calling for participation. More than three hundred Pennsylvania educational institutions and volunteer organizations participated--the most recorded in any state.

STATE COUNCIL STRUCTURE

The Project's state council works through the following nine task forces (described in the appendix):

- (1) Local Planning/Action Groups
- (2) Secondary and Elementary Student Service
- (3) Higher Education (Campus Compact)
- (4) Co-generational/Senior Citizen-Youth Service
- (5) Communications and Marketing
- (6) Research and Evaluation
- (7) Program Development
- (8) State Project's Organization and Structure
- (9) Resource Development - Fund Raising

The immediate impetus to start this statewide independent-sector project came from a February 25-26, 1988 conference at Brown University organized by Youth Service America. Participants from Pennsylvania agreed to work together to make Citizen Service -- both part-time and full-time, in youth and in later life -- a common expectation and experience of all Pennsylvanians.

In addition to the presidents of United Way of Pennsylvania, Susquehanna University, and the Pennsylvania Association of Colleges and Universities, and other Pennsylvanians who attended the Brown conference, the Pennsylvania Project's council includes the presidents of the State Chamber of Business and Industry and the AFL-CIO, the heads of major statewide educational and religious organizations, the chairmen of both the Republican and Democratic state parties, and leaders from other voluntary agencies and nongovernmental organizations. It also includes the Secretaries of Education and of Labor and Industry, who together coordinate Governor Casey's efforts to encourage citizen service.

The president of the United Way of Pennsylvania, Juliet Rowland, convened the initial meeting of the state council on June 10 and has agreed to chair the project while the council is working out a more formal structure. The United Way of Pennsylvania is providing office space and fiscal administration until the project has secure funding.

The co-sponsor of the project, Youth Service America, is the main national organization acting as a source of information and technical assistance for state and local groups developing programs of youth service. Senators Bill Bradley and Nancy Kassebaum co-chair the national board of Youth Service America. The organization's co-directors, Roger Landrum and Frank Slobig, have come to Pennsylvania on a number of occasions to assist in the launching of this program. They and their staff (and the flow of resource materials from their office) will be of continuing assistance to both the state and local groups.

To coordinate the work of the state council and organize the proposed county-by-county, city-by-city planning/action groups, the project has engaged the full-time services of Lawrence J. Hochendoner. Before taking this post Larry Hochendoner was Deputy Secretary of Labor and Industry in charge of over one hundred field offices of that department's Job Service and Unemployment Insurance program. With Secretary Wofford, he was one of the key planners of the new "one-stop service" Job Centers now being organized throughout the state. Previously, Mr. Hochendoner was an elected Commissioner of Dauphin County.

THE PROJECT'S RELATIONSHIP WITH GOVERNMENT EFFORTS

1. The Governor's Initiative: PennSERVE.

"We governors have an obligation to provide the moral leadership for a new age of community service," Governor Casey said to the National Governors' Association in Cincinnati on August 7. He urged the Governors Association to establish a special task force on citizen service. In his prepared remarks (see Tab 1), Governor Casey emphasized that the effort to expand citizen service must be a public-private partnership, with the main leadership coming from local communities.

The Citizen Service Project, guided by a council comprised mainly of representatives of non-government organizations, is working in collaboration with Governor Casey's new office of Citizen Service (PennSERVE) to develop such a partnership. With its \$500,000 appropriation, PennSERVE in 1988-89 will assist in the launching of two or three additional urban youth service corps; will pay for the administrative costs of the Governor's Office of Citizen Service; and will provide mini-grants to help support student service coordinators in schools with service programs.

Even without the new appropriation, the Department of Labor and Industry's federally-funded Job Training Partnership program has made major contributions to the new Philadelphia Youth Service Corps. Planning grants of \$25,000 each for additional urban service corps have been given by the Department of Labor and Industry, through inter-city competition, to McKeesport, Pittsburgh, and Hazleton/Wilkes-Barre. However, with approximately \$150,000 in federal job training and/or the special PennSERVE funds available for each corps per year, local funds will need to make up the major part of the total estimated \$600,000 one-year cost of each corps. The state government's resources thus will need to be more than matched by local funds--as they were in launching the Philadelphia Youth Service Corps.

The Governor's Citizen Service initiative, based in the Department of Labor and Industry, will build on the work undertaken in the past year in the Department of Education by John Briscoe, who will continue as its coordinator. Secretary of Education Gilhool and Secretary of Labor and Industry Wofford will co-chair an interdepartmental team directing the program. All three of them serve on the Pennsylvania Citizen Service Project's state council and have demonstrated their full support of the Project.

2. National Congressional Proposals

Leaders of both parties are now, more than at any time in the past, proposing specific federal action to promote citizen service on a much larger scale. In his Presidential campaign, Vice President Bush has made a major proposal for national youth service, with \$100 million of federal funds to match \$100 million in state or local funds. The Democratic platform called for an expansion of volunteer service opportunities. Senator Sam Nunn and former Governor Charles Robb, as current and former chairmen of the Democratic Leadership Council, have presented a plan for a G.I. Bill of Rights for Citizen Service. Under the Leadership Council's proposal, \$10,000 in an educational voucher or downpayment on a first house would be awarded in return for a year's full-time civilian service. Such federal funding would greatly increase the number of full-time volunteers available for community service programs.

Senator Bob Dole has proposed another approach to federal encouragement of volunteer service. Senators Nancy Kassebaum and Bill Bradley are active champions of expanding the opportunities for youth service and appear in a Youth Service America videotape available for Project meetings and public presentations.

There is strong bi-partisan Congressional support for a Youth Service Corps Act that would establish two programs: the American Conservation Service, a youth conservation work program, and the National Youth Service, a program to provide support for local community service programs. The bill would also establish a commission to study youth service opportunities and make recommendations to the President and Congress regarding the best method to improve and expand such opportunities.

The new Trade Act, signed last month by President Reagan, authorizes the establishment of a nationwide Literacy Corps, proposed by Senator Edward Kennedy and bi-partisan sponsors.

These are signs that the next Administration and Congress may take important steps toward the development and funding of a comprehensive but decentralized system for voluntary national or community service.

The Pennsylvania Citizen Service Project and the local planning/action groups it is organizing will put this Commonwealth in a position to make full use of any increased federal support. But there is no reason Pennsylvania should wait for federal action.

This Commonwealth can point the way. Whether or not new Congressional legislation is forthcoming, the Project and the state and local, public and private partnership it is promoting should proceed to enable and encourage Pennsylvania to move ahead, into the "new age of community service"--to bring the several streams of service into the envisioned "mighty river."

STATE COUNCIL TASK FORCES

(1) Local Planning/Action Groups

To organize planning/action groups in all 67 counties and major cities, with representatives from appropriate educational, business, labor, religious, civic, and volunteer organizations and from local government. These groups will identify local needs and act to develop and strengthen citizen service to meet those needs, drawing especially on the existing models of student and youth service.

(2) Secondary and Elementary Student Service

To encourage and persuade all 501 school districts and all parochial and independent schools to start or expand school-based student service programs. The task force will assist schools in developing successful service programs. It will promote widespread consideration of community service as a requirement for high school graduation.

(3) Higher Education

To work with the newly formed Pennsylvania Campus Compact and the national student organization COOL to spread student and faculty community service in all Pennsylvania colleges and universities. The task force will promote widespread consideration of community service as a graduation requirement -- and recognition of a period of service before college as a favorable factor in college admissions.

(4) Co-generational/Senior Citizen-Youth Service

To encourage senior citizens to join as partners with young people in a wide range of citizen service programs. This task force will urge senior citizens to serve the young as tutors or mentors, to work in other community programs, and to help their peers -- in partnership with young people.

(5) Communications and Marketing

To design and implement a statewide media and communications campaign and provide ideas and materials to local groups in order to win the support of young people, parents, employers, educators, older citizens and civic leaders. The task force will produce radio and TV spots, press releases, advertising copy, and a logo; it will arrange free public service time and media coverage.

(6) Research and Evaluation

To collect data on current service programs in Pennsylvania and on other states' programs, to share this information with local groups and to design a system for the evaluation of Pennsylvania service programs. In developing a statewide data network, this task force will create a statewide computerized Registry of Citizen Service, divided by localities, including data both on service programs that need volunteers and on the individuals who volunteer or are interested in volunteering.

(7) Program Development

To prepare a detailed action plan for the state project and a timetable for action. As a continuing process, this task force will integrate the proposals of the other task forces, review available resources, and propose a budget.

(8) State Project's Organization and Structure

To recommend the appropriate formal organization, staffing and legal status of the statewide project, including the relationship of the state council with local planning/action groups. It will also review and propose the name, size, and procedures for the state council.

(9) Resource Development - Fund Raising

To secure the funds and resources necessary to carry through this program, beginning with the money and in-kind contributions required for the initial organizing period. This task force is urgently seeking to raise the minimal six-month \$75,000 budget approved at the first meeting of the state council; it is also developing longer-term proposals for foundations and corporations.

WHEREAS , this Administration believes that it is important to ask our fellow citizens to serve their communities, their commonwealth, and their country.

WHEREAS , this Administration has established a new Office of Citizen Service called PennSERVE whose mission is to ask --and to enable every Pennsylvania citizen at some point in his or her life to take an active part in community service.

WHEREAS , this Administration has committed itself to creating new opportunities for full-time service, making every effort to increase citizen service in the Commonwealth and to challenge our young people to serve their community.

NOW , THEREFORE , I , Robert P. Casey, Governor of the Commonwealth of Pennsylvania, by virtue of the authority vested in me by the Constitution of the Commonwealth of Pennsylvania and other laws, do hereby order and direct as follows:

1. Encouragement of citizen service by providing opportunities within the agencies under the jurisdiction of the Governor and providing information to Commonwealth employees for opportunities in the community.

- a. Each agency under the jurisdiction of the Governor shall appoint a person who has as part of his or her duties to act as the agency's Volunteer Coordinator to oversee the recruitment and organization of volunteers and to provide suitable opportunities for these volunteers.
- b. Each agency shall encourage its employees to become active in community service by providing bulletins and updates as to opportunities for service.

2. Responsibility for implementing this program.

- a. The Secretary of Labor and Industry shall supervise the development, implementation, and adherence to the agencies' commitment to advancing citizen service through PennSERVE which shall:

- (1) develop and promote citizen service programs in the Agencies and information and support to Commonwealth employees who wish to volunteer in the community.
- (2) develop Commonwealth-wide operational policies and procedures and provide assistance in adapting these guidelines to each agency.
- (3) provide guidance to the agencies as to the appropriate use of volunteers.
- (4) provide direction and information in regard to union relations with respect to volunteers active in the Commonwealth.
- (5) support legislative efforts which encourage and make easier, national, state, and local citizen service.
- (6) initiate and implement pilot programs and grant making in the Commonwealth for citizen service.

b. **Heads of departments and agencies under the jurisdiction of the Governor shall:**

- (1) designate a staff member to assume responsibility for the day-to-day operation and implementation of citizen service programs.
- (2) do an annual assessment of Department and Agency needs.
- (3) recruit, interview, select, place, orient, train, supervise and evaluate agency volunteers.
- (4) provide an annual recognition program and ceremony for volunteers.
- (5) maintain records.
- (6) evaluate program effectiveness.
- (7) evaluate staff, client, and volunteer satisfaction.