

THE BROOKINGS INSTITUTION
INTERNATIONAL VOLUNTEERING AND SERVICE

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PARTICIPANTS:

Welcome Remarks and Moderator:

KEMAL DERVIŞ
Vice President and Director
Global Economy and Development
The Brookings Institution

Opening Remarks:

MARK WRIGHTON
Chancellor
Washington University in St. Louis

Keynote Speaker:

AMBASSADOR ELIZABETH FRAWLEY BAGLEY
Special Representative for Global Partnerships
U.S. Department of State

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P R O C E E D I N G S

MR. DERVIŞ: Good afternoon, everyone, we'll start. Let me welcome everyone and really it's great to see the room completely filled despite the incredibly good weather outside, but it's a little cooler inside, I guess. But it's a wonderful event and I really want to thank all of you for joining us, joining us at this forum on "International Volunteering and Service: Research Findings and Policy Recommendations for a "Service World."

I'd like to thank David Caprara, he and his team, many others helped, but I think he deserves really special thanks. His energy has driven this forward. And this is an initiative which we're doing together, the Global Economy and Development Program at Brookings, with Washington University.

And I want to maybe underline two points. One is this effort is, of course, an advocacy effort. It helps those who are out there and we want to support them, get them all the support we can, but it's also a research effort, and that's, I think, particularly valuable in this area. And we're particularly happy in that sense to be working with Washington University Center for Social Development in convening this and in working on this.

When I was heading UNDP, and I traveled all over the world, of course, visiting our offices, our projects, our activities, and I always met the volunteers, the UNVs, but also others, and I realized that at least UNDP could not have done its work worldwide without these volunteers. Their work, their energy, their interest, the ideas they brought, the team spirit, and the contacts, were absolutely invaluable.

I think to document this, to find data that show exactly how it works and why it works, why it's helpful, in what sense, if there are any problems also to analyze these problems, is a very important activity.

The second point I'd like to make this afternoon -- and I hope that doesn't betray my age -- is that, you know, communicating on Facebook and all that is great, and I'm

-- it has to be done, that's the new world, but communicating in person remains also very important. Actually being there, meeting people in person, working together in developing countries across the world, building the friendships face-to-face, is really also very important. And for all the great benefits of modern technology, I don't think we can miss that. We have to still have that personal presence, the kind of contact that cannot be replaced by other means, and I think international volunteering contributes a lot to building those bridges in person.

We're extremely fortunate this afternoon to have a great panel, but we'll start with two keynote speakers. First, Mark Wrighton, Dr. Mark Wrighton is the chancellor of Washington University in St. Louis. He has led by example in bringing together research and service, highlighting the importance of service to the academy. He started his career at the Massachusetts Institute of Technology in 1972 as assistant professor of chemistry where he held the Frederick Keyes chair in chemistry. Wrighton was also named the Humanitarian of the Year, 2000, by the Arthritis Foundation's Eastern Missouri chapter, and was selected as the 2007 St. Louis Citizen of the Year by the St. Louis Post-Dispatch.

For his outstanding contributions to both Washington University and the St. Louis region, Wrighton was selected as the 2010 winner of the Right Arm of St. Louis Award, the most prestigious honor conferred by the St. Louis Regional Chamber and Growth Association. Thank you very much for joining us, Chancellor.

And we're extremely fortunate to have our keynote speaker also Ambassador Elizabeth Bagley, this afternoon, who's leading the international volunteer service to the spotlight, I think, in American foreign policy.

Ambassador Bagley serves as the special representative for global partnerships in the Office of the Secretary of State. She also served as a senior advisor to Secretary of State, Madeleine Albright. Prior to this appointment, she served as the U.S.

Ambassador to Portugal from where she received meritorious awards from the Portuguese navy and air force as well as the Grand Cross of Prince Henry the Navigator, globalization started quite a few centuries ago, and it's the president of Portugal's highest civilian commendation.

We are honored to have her at Brookings to address the next step in policy on international volunteering as one part of an overall approach to international cooperation in finding global solutions to conflict and unmet human needs.

I must say, I very much always appreciate the way Secretary Clinton puts it, we don't want a multi-polar world, we want a multi-partner world, and I think that there is a big difference between that, it conveys a very different message and I'm really grateful for that message.

So, now I would like to invite Chancellor Wrighton to take the podium.

(Applause)

MR. WRIGHTON: Thanks very much. It's a pleasure to be here. I am not, in point of fact, giving a keynote presentation. I'm giving my usual talk, the title is "Remarks."

Actually, I'm very interested in the subject of this particular meeting and very proud of Professor Amanda Moore McBride, the leader from Washington University in this effort. And we're very grateful to have the partnership with the Brookings Institution that I think can enhance the impact of the work that we're doing and provide important opportunities to benefit others.

Some among you would know that Brookings Institution and Washington University have, in fact, a strong connection. We share the common benefactor Robert S. Brookings and, in fact, this institution in Washington, D.C., was founded, as I look at the history, to be the graduate arm for the social sciences for Washington University. That didn't turn out to be the case as may be obvious to you, but this partnership has now been

reaffirmed as of April of last year. Strobe Talbot and I engaged in conversation for a couple of years prior to signing a formal agreement to enter into a partnership, and today we have several elements of that partnership including academic programs, internships, and leadership roles in connection with the Brookings Center for Executive Education.

This is a vital activity for us and one that I think will grow with time as we have a large number of faculty and students who are very interested in issues that Brookings is going to be involved with in the next era.

This particular partnership, global economy and development, and our Center for Social Development at Washington University, precedes, in fact, this renewed formal partnership between the university and Brookings. This, in fact, began in 2006, and is intended to study the effects of international volunteer service. The Center for Social Development at Washington University is one of the leading centers of its kind. Michael Sherraden is its leader and I'm pleased to note to you that he was named one of Time's 100 Most Influential People in the World.

The Center focuses on research related to volunteer service including national service and international service, and Amanda Moore McBride leads this particular component of the Center's work.

I'd also like to note that Amanda is the director of the Richard A. Gephardt Institute for Public Service, a new entity that was formed on the occasion of the retirement of Congressman Richard Gephardt, who served us extraordinarily well from the St. Louis region and is a national leader. He's been quite an inspiration in connection with this development, and today literally hundreds of students and staff members at Washington University are involved in public service through the Gephardt Institute.

I'd also like to note that a few years back we created the Robert S. Brookings Fellowship with an endowment and that endowment has been extended to

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Professor Amanda Moore McBride to support the programs of the Gephardt Institute.

But back in 2006 there was a bit of serendipity at play. The Center for Social Development had just hosted an international conference in London to advance a research agenda on international service. The conclusion was that a research project was needed to assess the relative contribution of different types of international service to a range of outcomes for volunteers, host organizations, and the communities being served. Late that same year, the Brookings Initiative on International Volunteering and Service hosted a similar meeting right here in Washington and the conclusion was the same. So this partnership was born now about four years ago.

Through the Brookings Initiative on International Volunteering and Service and with funding from the Ford Foundation, and the Brookings-Washington University Academic Venture Capital Fund, that's a resource that we have put together to support these initiatives, the Center for Social Development has implemented quasi-experimental studies to assess perceived impacts of international service by volunteers, host organizations, and beneficiaries. The initial results are what you're going to be hearing about today.

As chancellor at Washington University, I've been very interested myself in building partnerships with leading universities around the world. Our lead initiative, in fact, in this regard, is called the McDonnell International Scholars Academy, brings us into partnership with 25 premier research institutions around the world, many of them are in Asia, but we include Latin America, the Middle East, and Europe.

These programs are very interested and in interacting with these institutions around the world, I find young people with some common attributes. Of course there's a degree of idealism, certainly a great deal of energy, but when I interact with these young people in all of our partner institutions, I find intense interest in issues related to energy and

environment, indeed we have a major initiative related to those themes, but I also find that young people everywhere are wanting to make the world a better place. They want to leave a legacy, and I believe this effort in international volunteering is going to be a very important opportunity as we extend our reach around the world.

I believe strongly that the model of partnership is the one that will prove most rewarding as we look ahead. The partnership that we have with the Brookings Institution I know will be very rewarding in many dimensions and I'm grateful to have the opportunity today to be here to learn about the research results that have been obtained and to hear from some outstanding presenters. I'm especially pleased that we have Ambassador Bagley with us this afternoon and look forward to her keynote presentation and would like to invite her forward now for that presentation.

Thank you very much. (Applause)

MS. BAGLEY: Thank you, Chancellor Wrighton. This is a keynote, actually, which was what I was told to do, so I will be speaking from notes

But first of all, I wanted to thank you, Chancellor Wrighton, for all that you are doing and continue to do at the university -- Washington University -- Wash U, I guess they call it. I was there actually for a -- I think it was a debate with John Kerry and then President Bush, a while back, but it's a fabulous, wonderful place, I know. I has a great reputation and I know your work is superb, and Amanda Moore McBride, also, who is here, and I thank you for all your great research and your ongoing work in this area.

Also, to Kemal Derviş, vice president and director for Global Economy and Development -- is this on? I hope it's on -- and to John Bridgeland, the CEO of Civic Enterprises; Stan Litow and Diane Melley of IBM, whom we met with the other day; Michelle Nunn of Points of Light Institute; Steve Rosenthal, executive director of Cross-Cultural Solutions, who's here, chair of the Building Bridges Coalition.

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I want to say a little something about Steve that's personal. My daughter has just gone to Bagamoyo, Tanzania, as part of Cross-Cultural Solutions, and she has been e-mailing me for the last three days talking about this incredible experience that to her is already just life changing. She's connected with an NGO called UKUN, and they visit HIV/AIDS patients in their homes and then they have also cultural programs in the afternoon. She's learning Swahili somehow, but really, it's an amazing -- and I'm the first one who can vouch for it already that it has changed her life. So I thank you, Steve, wherever you are, for -- there you are -- for everything you're doing and around the world, not just in Tanzania.

Of course I want to thank David Caprara, who is our true guiding light along this path that Brookings has pioneered through the Building Bridges Coalition as well as the person who is responsible for all of us here today.

And finally, it's wonderful to see my dear friend Harris Wofford, Senator Harris Wofford, who I admire so greatly and who has been such a leader on making America's spirit of service a hallmark of his own career, and the legacy that he's left us by beginning with Sergeant Shriver, starting the Peace Corps many years ago. So, you truly deserve a round of applause and I want to thank you. (Applause)

Without you and your work, America's example of service abroad would not be what it is today. If President Kennedy hadn't given that 2:00 a.m. speech at the University of Michigan, the lives of nearly 200,000 Americans who have responded to this enduring challenge would be markedly different, and so too would the lives of the millions who they've touched with their example of service.

When I think about what it means to be the best type of diplomat, the type of person who represents what America stands for, what we believe in, and what we do when we are at our best, I think of national service. I think of the AmeriCorps volunteers and

Coast Guard officers helping in the gulf at this very moment, or our incredible Peace Corps volunteers and USAID professionals working day and night in Haiti. I also think of the hundreds in our diplomatic corps who sacrifice their time, energy, and really their entire lives, to live abroad and to represent our country.

Americans all over the world are going above and beyond the call of duty in order to help the common good. Here at home the fabric of our communities is woven together, not just by governments, but by community centers, churches, and nonprofits. Even with all of the demands on our daily lives, we still give. We Americans still make time to volunteer and we always find new ways to serve others.

More than 63.4 million Americans volunteered in 2009 giving 8.1 billion hours of volunteer service worth an estimated \$169 billion demonstrating America's spirit of generosity at its best. And as we all know, this has not been an easy year. This has been a year of struggle where people have been out of work, where families have been strained, where many throughout this country have gone from interview to interview, job to job, with nothing to show for it, but they still find time to serve this nation and to help others.

The number of Americans volunteering in their communities jumped by 1.6 million last year, the largest increase in 6 years according to the 2010 Volunteering America report that's recently released by the Corporation for National and Community Service.

As leaders in foreign affairs, from both the public and private sectors, we're gathered here today to discuss new possibilities for Americans to serve all around the world, so to all of our hosts, thank you for providing me with this opportunity.

President Obama believes, as I do, that citizen service is essential to solving the big problems facing our nation, from poverty and high unemployment at home to the myriad of challenges we face abroad. But service cannot just be about counting the hours. It must be about lowering the dropout rate at home, even while we use new

technology to make our schools more global. It must be about eradicating poverty abroad while moving people from the unemployment line to the dignity of work at home. In short, service must be about making a real difference throughout our interconnected world, and will take all of us to achieve our goals on each of these fronts.

In the same way that Secretary Clinton once said that it takes a village to raise a child, we are now realizing that we must apply a similar approach worldwide. It takes a shared global response to meet the shared global challenges we face.

We are all interconnected. No one government can address our world's challenges alone. No group of world leaders could possibly come together and concoct the right solutions for any of the unprecedented challenges our world is facing, and since all of these issues are interconnected, so too must our response be integrated and coordinated.

The President likes to refer to Martin Luther King's statement that our fates are tied up in a single garment of destiny, and the best way to strengthen that fabric is to build new partnerships among government, the private sector, civil society, philanthropies, faith-based communities, Diaspora groups, and everyday citizens in order to solve our shared problems.

In this spirit, I gratefully receive your report, "Service World: Strategies for the Future of International Volunteer Service," on behalf of the Secretary of State and the President.

Over the next few minutes I'd like to provide a few reflections on the Obama Administration's work in this arena. Let me start by saying that while we we're talking about service, we also want to make sure that this is not just about serving your country out of beneficence, it should also directly involve your core competencies, otherwise it's not sustainable, as all of you know. If you're a business, do it because of your bottom line and because it is sustainable and the right thing to do. Your future markets are going to be in

India, Indonesia, China, even Malawi. You're serving our world by doing what you do best, by creating jobs, but we must make sure that those jobs are created using sustainable business practices that are smart in terms of both equity and economics.

If you're a foundation, do it because it is what drives your work and what your donors will celebrate and come back to support again for having done. It's the same for any group in this room, but regardless of why we are here, and who happens to write our check, we must find where our work overlaps and how we can achieve mutual goals together.

In particular there are three areas that I would like to focus on today which are: international corporate volunteerism, interfaith volunteerism, and Diaspora volunteerism.

First on international corporate volunteerism, these are programs where an individual will be taken off their normal duties to serve abroad in a disaster situation or to help develop a new business line in an emerging market or perhaps to work with an NGO full time to enhance its work. IBM knows this very well. They have an amazing program, as well as Dow and many others.

In some cases they're doing all of these, they're developing good will by helping develop an economy which will grow one day into business opportunities. They do so for a number of reasons ranging from good PR to corporate social responsibility to building relationships that lead to new market advantage to professional development in the global economy of the future for their businesses.

According to the Committee Encouraging Corporate Philanthropy's 2008 report, over 40 percent of major corporations now currently support formal international volunteer efforts for their employees, yet these companies often develop relations with their partner organizations in an ad hoc and unplanned manner. That is why President Obama

called for the creation of a new core of business volunteers in his Cairo speech in June of 2009, to help facilitate more strategic, higher impact volunteer partnerships that better align with our foreign policy aims.

Businesses will likewise benefit from the new partnership's ability to match companies with volunteer opportunities, to lower transaction costs and ease administrative hurdles and provide the due diligence that could catalyze other partnerships and bring existing initiatives to scale.

We are continuing to build out this initiative and we continue to seek your input. But through dozens of listening sessions and consultations over the last year, we have also learned just how many businesses are working on corporate volunteerism, because it is good for the companies where they operate, it is good for their employees, and it is good for their business. There are many impressive models from Accenture Development Partners to IBM Corporate Service Corps, to the work that Dow has been pioneering with their Global Sustainability Action Network.

So, today I call on you to come together, all of the businesses represented here and all of those whom we know, to develop a statement of principles for global corporate service fellowships that everyone can unite behind, then map the activities that you are doing and we will help you. We are engaged in a whole mapping process from businesses, corporations, to foundations, to NGOs, and we will convene partners for you so we can all catalyze more of this great work in a more coordinated fashion.

This is the business volunteer corps model of the future, where the United States government does what we can to encourage these kinds of activities through the strength of our 180 embassies, and otherwise, we stay out of your way, but the embassies are really -- and I've just spoken to a group of ambassadors going out to their respective embassies and told them how -- not only how I envy them going, because as a former

ambassador, I know how exciting it can be and what a great challenge and opportunity it is for them, but also to be able to work, not just with governments. And I encourage them to go out to the private sector to work with corporations, to work with NGOs, to look at ways in which we can partner together with the private sector, from faith-based communities to Diaspora, and to come back when they are coming back to this country to go and talk to the Diasporas. And if they're in India, to go to the India Diaspora here to search and look out for those who are in this country looking to their country. So, it can be a mutually symbiotic relationship and one that I think -- I hope -- will be a legacy of this Administration. It's crucial that this effort becomes a win-win for all partners.

International corporate volunteerism is based on business imperatives, including leadership development and a more cross-cultural skill set among employees working in a globalized world, gaining first mover advantages in new markets and building relationships with future clients. This program will bolster foreign policy aims by leveraging resources for higher development impact, encourage people-to-people service for better diplomacy, and advance positive perceptions of America.

Second, I'd also like to address interfaith volunteerism. Domestically over one-third of all of our volunteers serve through religious organizations. We engage religious groups all the time. The U.S. Government often engages religious communities, their related specialized agencies, and interreligious organizations to work together to address specific, concrete challenges. In fact, one-quarter of our partners for the President's emergency plan for AIDS relief, known as PEPFAR, are faith-based groups and two-fifths of all U.S. private philanthropy directed at the developing world comes from religious organizations. There are many major advantages to partnerships that involve religious communities because they draw on the impulses for the common good anchored deeply in a variety of religious and civic philanthropic motivations. In essence, we are pursuing together

what former Secretary of State Madeleine Albright described with these words, “To lead internationally, American policymakers must learn as much as possible about religion and then incorporate that knowledge in their strategies, to take fully into account the immense power of religion to influence how people think, feel, and act.”

In this context, interfaith services means working for the common good, even while maintaining the unique religious identity of each participating partner, and as the President’s Advisory Council for Faith-Based and Neighborhood Partnerships recommended, we will be expanding our work in interfaith service over the coming years. It is especially important because of the youth bulge, which we particularly see in the Middle East, where, in places like Yemen, 75 percent of the population is under the age of 25, and where unemployment is already around 40 percent.

Our generation has many problems in terms of religion as a negative force in the world; extremists from every faith threaten peaceful coexistence and cooperation, as you all know. Muslims, yes, also radicals from Christianity and other backgrounds. And so today I would call -- to call on all of you again to consider interfaith service as a particular place to focus our efforts. I ask that you consider interfaith service, not just dialogue and tolerance, but cooperation and understanding, as a place where you will spend your time, invest your resources, and commit yourselves so that the young people who are growing up today will find themselves in a world where faith is a positive force in our world which brings us together rather than leads to misunderstanding, distrust, and destruction.

Third, and finally, I wanted to touch on Diaspora volunteerism, which I mentioned already. The State Department currently engages in a variety of activities to reach out to Diaspora communities, and this is really a new initiative of this Administration. These efforts keep communities informed about U.S. foreign policy, counselor activities, news, opportunities for the Diaspora to make meaningful contributions to the countries with

which they are connected. State Department outreach activities with Diasporas include cultural engagement, disaster and crisis assistance, faith-based engagement, and Diaspora-oriented partnerships, and that is the mandate of our new office to increase this dialogue.

We believe that the Department can improve its outreach going forward by cataloging and streamlining its efforts, educating everyone throughout our department about the value of Diaspora engagement, and bringing Diaspora groups together to showcase best practices and to build capacity.

Along with the Foreign Service Institute, FSI, we've already co-sponsored a Diaspora seminar and workshop in January of 2010 with a focus on engaging Diaspora communities from countries covered by the Western hemisphere, South Central Asia, and Africa. A similar seminar and workshop focusing on countries covered by East Asia and the Pacific, Europe, and near east affairs regional bureaus, will take place July 8th at Maine State. And it is -- it's been very successful. We've taken all the six regional bureaus and invited the desk officers from each to give them examples, of course, of their own Diaspora, to give them -- show them best practices, and to engage with them on how better they can communicate and engage with their particular Diaspora communities.

Today I'm proud to announce that led by our office, the State Department will be hosting a Diplomacy, Diaspora and Development Conference this fall where we will discuss Diaspora engagement in terms of economic investment, entrepreneurship, philanthropy, knowledge transfer, youth outreach, and peace building. And I invite all of you to participate in this breakthrough event in how we can engage Diaspora communities and activities ranging from foreign direct investment, remittances, and of course, international volunteer service.

We must work together on each of these areas: corporate volunteerism, interfaith service, and Diaspora engagement.

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When John F. Kennedy set up the Peace Corps, the official proclamation read in part, and I quote, "Our Peace Corps is not designed as an instrument of diplomacy or propaganda or ideological conflict. It is designed to permit our people to exercise more fully their responsibilities in the great common cause of world development."

May this be our calling and our cause in the years ahead as well? As we seek ways for our service to match with what we do best, our core competencies, I hope we will all be inspired by the work of the Service World Coalition by committing to a new generation of service. And as we recommit ourselves, I hope that we can continue to develop new ways for the American people to serve our nation by serving our world, whether during a six-month business volunteer experience or as a part of serving their Diaspora communities or through interactions across all boundaries, beliefs, and backgrounds.

I welcome the opportunity to work with all of you as we embark on this journey together and I thank you for your time, for your vision for tomorrow, and for your continued service to our nation and our world. Thank you. (Applause)

MR. DERVIŞ: Thank you so much for the keynote and for your introductory remarks. Chancellor Wrighton, could you perhaps share some of your experiences in terms of cooperation with universities around the world? You mentioned our very strong and good relationship between your university and Brookings, but I'm sure you've had a lot of experience working with other universities, in the U.S. and worldwide. How does that fit into today's topic?

MR. WRIGHTON: Young people in America are very interested in the communities around them and also very interested in volunteer service internationally. Sometimes I wonder, you know, what's the enthusiasm for going abroad to overcome poverty when we have that challenge right in our own region. In Missouri, for example, we

face challenges in the city of St. Louis, urban challenges, and we face the challenge of our rural community that has major health problems, unemployment. But I think we need to respond to the interests of the students where they are.

As I travel around the world and interact with young people in other cultures, I find that they too face this interest in being involved in their community. If you go to virtually any academic institution in America, you'll see bulletin boards plastered with opportunities and events and programs. And interestingly, when you go to universities in major cities with premier universities, you'll see bulletin boards plastered with information about what the students can be involved in. And what we're striving to do is to build a network of institutions with a keen interest in bringing about cooperative efforts, whether it's addressing environmental challenges or dealing with public health issues or overcoming poverty. I think it's a great opportunity because working with young people with enthusiasm, with energy, and high intellectual ability, we have a great chance to do something very special.

MR. DERVIŞ: Thank you very much. Could you maybe add a few words on just your last sentence, you know, intellectual ability and service? How does it go together? Does it sometimes -- I mean, does it create a time conflict, you know, at the end of the day -- there are only 24 hours in the day. What's your experience with kind of making it mutually supportive, so to speak?

MR. WRIGHTON: Well, that 24 hours is of course --

MR. DERVIŞ: Can be extended --

MR. WRIGHTON: -- is a limitation. Former president of MIT, Paul Gray, had a very good line about this. "There are only 24 hours in a day, but then there are nights." And I think it's amazing to me what young people are able to squeeze into their 24-hour day. And I do believe that knowledge that they're garnering through their formal

educational programs is something that they want to take and apply. The theory is good and rewarding, but I think more, people want to really do something and universities have a responsibility to prepare people for global leadership. And we know that we are in an interdependent world today and I believe that we have a responsibility domestically, and we find that at least at the institutions we're working with, which are some of the best in the world, very talented people want to spend time on these volunteer activities, also.

MR. DERVIŞ: Thank you very much. Ambassador Bagley, you mentioned how important it is that capacity and knowledge is brought to bear and I think that follows on Chancellor Wrighton's remark. Could you maybe elaborate a little bit on that? And maybe also add a few more words on how you reminded us that this is, of course, not new in American tradition. Service and volunteering is a very important part of American society, the Peace Corps and all that.

How does it interact with the more traditional conduct of diplomacy, in your experience? How do they kind of talk to each other, help each other?

MS. BAGLEY: I think Harris Wofford probably knows better than anyone in terms of the Peace Corps. I think the idea behind the Peace Corps was a group of, you know, civic volunteers who were not connected -- who were Americans, but not necessarily connected to the work of the government. And sometimes it works better because sometimes our government is not seen as benignly as we think it should be, depending on the country. Also it's why the faith-based communities are so important because when meeting with the leaders of the faith-based council that the White House put together, they really beseeched me and, you know, as a representative of the government, to use them more because they are there in places where we can't -- we, as government employees or representatives of the government, often can't go. They understand the people on the ground, they worked with them, and they are seen and trusted by the people on the ground.

So, I think it goes to the point of the Peace Corps, they're there to help, they're there not to be pushing American foreign policy or, you know, imposing their will. They're there to learn the -- just like Cross-Cultural Solutions -- to learn, to be there to work for two years, you know, to devote their lives to understanding the culture, to be embedded, if you will, into the culture, know the language, understand what they're doing, what the country needs, and be able to work with them on that.

So, I think, we certainly have a role. Our embassies, our ambassadors have a role, but I also beseech them to be, you know, more sensitive in terms of, you know, working with private industry and NGOs and even the Peace Corps in their areas because these are people that they really need to listen to. They don't -- you know, governments or ambassadors even or political officers, when they're on the ground they deal directly with the government, they don't always deal with the private sector and I think that is a huge mistake and one that we're trying to change. It's really changing the mentality of the State Department and the government itself into understanding that we can't do everything just government to government, that we have to, you know, encourage everyone, whether it's Diaspora communities or faith-based communities or corporations or NGOs or foundations -- all the myriad of organizations that are part of our world. And I think it's really important to know that it's something that volunteerism is perfectly poised to do.

MR. DERVIŞ: Yeah, I think international issues are too difficult for just governments.

MS. BAGLEY: Absolutely.

MR. DERVIŞ: Many, many actors are needed. And I think your colleague Anne-Marie Slaughter has written many books and articles on --

MS. BAGLEY: Connectedness.

MR. DERVIŞ: -- how various networks and, you know, all contribute. Of

course, government has to play a key role, has to continue to, because that's where the locus of both legitimacy, sovereign legitimacy, and power lies. But it's through all these channels that one can really help a lot.

What about the business channel? Because the business channel you emphasized was your first topic, and it is hugely important. I mean, today international business contributes, by far, more in terms of resources, technology transfer than the official sector. This wasn't the same 30, 40 years ago. And yet, there are controversies. I mean, after all, business wants to make a profit. How it makes that profit sometimes is controversial. Is there enough competition? How do you handle the tensions, you know, fully agreeing that business is the strongest force for international development, but as we've seen even in the U.S., not without its problems?

MS. BAGLEY: Well, I think, again, I think Stan could probably answer this better with IBM. I'm not a businessperson, but I have seen, and I marvel, not having been really involved with corporations too much in my life, I've mostly been in government, but seeing the corporate social responsibility, which they don't even call anymore that because what they do is they take their core competencies and they use them. And they have a business model and it works so much better because they really -- they know what they're doing, they have the people on the ground, and they work with the NGOs or with the local people as part of their business. I mean, they train them, they need them as part of their business, and they need to also develop good will on the part of the country that they're working in. So, Pepsi and Coke are great examples in terms of water. At one point they were water negative. You know, they were taking water away from the countries that they were in, and now that they are -- they're water positive, they're working to bring water back and to do -- Pepsi and Coke both -- huge projects on water, on seeding, on irrigation, on sanitation, and hygiene. It's just one example of how the paradigm has shifted. They're

looking to be more positive and they want to have -- and they know that that's good for business as well. So, I think it works both ways.

MR. DERVIŞ: I think the interaction is so productive, when business listens to civil society, gets that feedback, but civil society also gets the dose of realism and kind of strategic thinking that business has. The two together can create some amazing results. You're right.

Well, thank you very much, Ambassador Bagley, Chancellor Wrighton.

MS. BAGLEY: My pleasure.

MR. DERVIŞ: This was a great beginning. There will be a panel now discussing the research results, but thank you so much for coming, and you see the room is absolutely filled and we're also, of course, grateful for those -- all of you who came to join us today. Thank you very much. (Applause)

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I, Carleton J. Anderson, III do hereby certify that the forgoing electronic file when originally transmitted was reduced to text at my direction; that said transcript is a true record of the proceedings therein referenced; that I am neither counsel for, related to, nor employed by any of the parties to the action in which these proceedings were taken; and, furthermore, that I am neither a relative or employee of any attorney or counsel employed by the parties hereto, nor financially or otherwise interested in the outcome of this action.

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PANEL ONE: RESEARCH FINDINGS ON THE IMPACTS OF INTERNATIONAL VOLUNTEER SERVICE:

PARTICIPANTS:

Moderator:

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President and Chief Executive Officer
World Learning

Panelists:

SUSAN JENKINS
Evaluation Program Analyst
Peace Corps

JANET KERLEY
Chief, Research, Evaluation, and Measurement
Peace Corps

AMANDA MOORE McBRIDE
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Assistant Professor, School of Social Work at
Washington University in St. Louis

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PROCEEDINGS

MR. WEINBERG: My name is -- welcome. My name is Adam Weinberg. I'm the president and CEO of World Learning. It's a real pleasure and honor to be here and I want to thank our panelists for doing this today. For those of us who've worked on this issue for a long time, I don't think I ever thought we would be sitting at Brookings talking about new research with a room that was so packed that we actually had people in the back sitting on the floor. So, I think the person that's taking the pictures needs to take pictures in that direction as well.

You know, for many years we've known about the power of international volunteering and service as critical tools for meeting global challenges. What we've too often lacked is the research that substantiates that impact, and perhaps more importantly the research that can help inform our work so that the programs we develop are the most effective.

Today we're going to hear from a research panel on new data that documents the impact of international service on volunteers, on host communities, and on host country perceptions of the United States. From my perspective, this data is really important and it challenges each of us in this room in at least three really important ways. First and foremost, it substantiates the claim that the work we do is probably one of our most effective tools for addressing the critical issues that we're going to face over the next 5, 10, 15, 20 years. And this research challenges us to do more of it. We're not doing enough.

The second is the research challenges us to rethink not only some of the assumptions that many of us use when building our programs and projects, but actually I think challenges some of the trends in the field. For example, the research seems to suggest that it isn't the frequency -- doesn't matter how many times you actually do a volunteer project -- but, more importantly, it's the quality and the depth. It's the deep cultural immersion that really makes a difference. That challenges us, and I think suggests that some of the current trends -- at least in higher education where I spend most of my time -- may not be moving in the right direction.

The third is I think the data challenges us to remember the importance of what happens when people return. People go off, they have an incredible experience, but the real impact

may actually begin when they come back home and they bring voices, views, and new perspectives back with them.

The work being done by this panel is really important, and it's my honor to be able to introduce them. Our first speaker is going to be Janet Kerley. Janet is the chief of research, evaluation, and measurement in the Office of Strategic Planning, Research, and Planning with the Peace Corps. Ms. Kerley leads the agency's efforts to measure the impacts of the work of the Peace Corps volunteers. Prior to joining the Peace Corps, she was the team leader for monitoring and evaluation in the Office of the Director of Foreign Assistance at the U.S. Department of State. She also served at USAID and the Bureau for Policy and Program Coordination.

Our second speaker will be Susan Jenkins. Dr. Jenkins currently works as an evaluation program analyst in the Peace Corps' Office of Strategic Information, Research, and Planning. She oversees several projects, including the Host Country Impact Studies and the Return Peace Corps Volunteer Survey. Prior to working with the Peace Corps she worked with the Law School Admission Council as well as on the Department of Education's What Works Clearinghouse Project.

And then our final speaker will be Amanda Moore McBride. Dr. McBride is an assistant professor in the George Warren Brown School of Social Work and the research director for the Center for Social Development at Washington University in St. Louis, and leads Washington University's Richard A. Gephardt Institute for Public Service. Dr. McBride studies volunteer civic service, including service learning, national service, and international service. Her research focuses on service programs and policy features that promote volunteer inclusion and retention as well as impacts on volunteers, host organizations, and communities. And I have to say, as somebody who grew up as a faculty brat at Wash U, it's really great to see Wash U represented up here today.

The format is going to be fairly straightforward. Each of our speakers will speak for about 8 minutes, and then that should leave us about 20 minutes for question and answers.

Please.

MS. KERLEY: Thank you. Thank you very much, Dr. Weinberg.

For me, it is a privilege to be here representing the Peace Corps. Peace Corps has

a long, long history in this field and for us -- for Susan and me to be here at this point in time is truly an honor.

And I want to say that there is a tie that binds us that is evident here. In fact, if you'd permit me, may I ask how many return Peace Corps volunteers we have here? Or staff?

SPEAKER: Let's give them a round of applause. (Applause)

MS. KERLEY: And I was reminded of the tie when I was looking at Adam's bio to learn who would be our distinguished moderator, and learned that Sargent Shriver was an experimenter. You see this tie, it's evident the networks are here. And we're privileged to be a part of that and a part of the research community.

So what we're going to talk about is a research program that Peace Corps began in 2008. Now it's not that Peace Corps hasn't done research in the past -- we in fact have a great body of research about us. We have been the subject of many research activities. Somebody quipped the other day, well, those return Peace Corps volunteers have got to do something for their dissertation topics. So, we actually pulled together all the dissertations we could find and we have that in a document to try and understand the depth of the research that's taking place.

But what was missing and what has been missing from the research that Peace Corps itself has done -- and we've done a great deal -- is that we haven't heard the voice of the people we're serving. Those individuals in the communities, our host country family members, our host country partners, our beneficiaries -- people who receive assistance and profit, if you will, from the Peace Corps teacher. We hadn't heard their voice.

And so we set out with a fairly ambitious program to try and understand this point of view. Now, there have been a few studies. There was a wonderful study in the early -- in the late '60s in Columbia that asked a number of questions of our host country partners, but very few. And as we moved along we've done approximately 15 country studies. We're going to report on 10 of those today. We have the data in from 10 countries. We have five more studies in progress actually in the field collecting the data, and then we have five more planned for the rest of this fiscal year. And we're going to do nine more next year, and nine more the following year. By then, my five years will be up so my successor will have to take it over.

Ambassador Bagley reminded us of how the Peace Corps was founded. And I wanted to just remind you that the mission of the Peace Corps has remained the same for those 50 years. And if you would indulge me, I would like to remind you what that mission is, because it comes to bear on the hypothesis that we've developed for our research.

If you would recall -- goal -- we have three main goals. Goal one, if you'll allow me to read it, is to help the people of interested countries in meeting their needs for trained men and women. And that we pursue -- our volunteers pursue through their work -- their development work, if you will, their activities -- to help the small businesses in Mali. Where they are community health educators -- and many of the countries that we're going to present data for today.

But I think what's unique about Peace Corps is that we actually articulate -- rather, our founders articulated for us in the Executive Order -- goal two, which is to help promote a better understanding of Americans on the part of the people served. And that's a very unique aspect of our mission, as I've said. And they carry -- the volunteers carry that out while they're doing their development work. Just recently we set up a series of core expectations -- it's not that we set them up, we wrote them down. And we have published those core expectations for the volunteers. And one of them is that you are on duty for 24 hours a day, 7 days a week. Your Corps expectation is, you are representative of America and you will be on the job 24 hours a day.

And then goal three, which was just referenced, is helping promote a better understanding of other peoples on the part of Americans. And that's when the volunteer brings Peace Corps back home and they share what they've learned with families and friends. Now, our research is going to -- our research, actually, focuses on goal one and two. We are looking for the impact of the development activities and also the impact of goal two. In fact, one of our oversight agencies, the Office of Management and Budget, suggested that it would be fruitful if Peace Corps did the research on goal two, which was pretty absent from the literature -- in order to, if you will, provide the evidence that you spoke about, Adam.

So, in the broadest terms, the purpose of the studies is summarized in two statements. Do host country individuals think Peace Corps volunteers and the community projects on which they meet locally defined needs? And the second aspect, does Peace Corps volunteer

work increase community members' understandings of Americans?

Now, I'd like to speak for just a minute about our development model, because that's also critical to the hypothesis that we have constructed around the research and it bears directly on the way we're going to report out the results. A major contribution of the Peace Corps stems from the unique characteristics of the Peace Corps service experience. Development for Peace Corps -- and we do have a definition that is important to us -- is any process that promotes the dignity of a people and their capacity to improve their own lives. And we're there to support it. The invitation of a host country government to help them meet their national priorities, and the local community needs.

So, the three key elements of the model are first, that the Peace Corps service is grassroots-based, and it is long term. Our volunteers serve for a total of 27 months -- now, you've heard 2 years. The three months are training. They have a pre-service training which they actually have to pass. They have a language exam -- because the second element is that we put a great deal of emphasis on language acquisition. So we have a strong language training program in every country, and Peace Corps volunteers learn all kinds of local languages. It's not just the principle French; it's the local tribal language in the community in which they're working.

And third, Peace Corps volunteers work by building local capacity. And they intertwine the project work of the development work with the second goal of understanding Americans and helping people understand our country as they learn about the country in which they're serving. And that interdependence of goal one and two is central to the Peace Corps experience. And it's central to our research.

We were asked to do research on goal two, and as we thought about it we said, no. The Peace Corps model is that of goal one and goal two. In fact, some people will argue which comes first? Do you need the cultural understanding first before you do the development work? Does the development work help you enter a community, give you a purpose together to work together and then help you understand each other better? So I want to just emphasize that the overall approach follows the definition of the Peace Corps development model for the volunteer.

Very quickly -- I'm not sure how I'm doing on time. Adam, am I all right?

MR. WEINBERG: Start to wrap it up.

MS. KERLEY: I wanted to mention very quickly some of the features of the research and then I'm going to turn the podium over to Susan to actually have her speak about the data. We are doing a multi-site research project -- as I've just explained the large number of countries -- that gives us the ability to use the standard set of questions that we can then run -- aggregate data. We also have built into the process a way to work with the host country research teams to customize those questionnaires for the country as well.

We in our office designed the research model. We're not involved with technical work. We don't implement projects, we don't design projects, we're at a level above. So, we bring a level of independence and objectivity and what we think -- it's not unique at all, but it might be a little unique for some of us. We hire local senior researchers and their teams to do the field work. So we have Armenians asking Armenians in Armenian about Americans, and we think that is key to our getting good quality, reliable data.

So, I am so excited to be here. There are days when I pinch myself and say, are we really doing this? And yes, we are. And we are so excited to be able to present the results today for the first time at a public forum.

Susan?

MS. JENKINS: Well, thank you, everyone. I'm also equally if not more excited than Janet to be here. And I will speak about the details of the data that we have collected so far.

This is an ongoing project, so in that sense these are preliminary data. But we are starting to see some trends in the data. And so, the data that I will talk about today is from 10 countries, as Janet mentioned. It involves responses -- interview responses from 974 individuals from countries in Eastern Europe, Africa, the Caribbean.

The respondents themselves are a combination of different types of people that live and work with Peace Corps volunteers. Forty-five percent of our respondents from this group are project beneficiaries, the people that the project is designed to advantage. They may be youth in a classroom where a Peace Corps volunteer is teaching, they may be members of a community where an aqueduct or cement floors were installed. It may be members of a youth group or a mother's

group where the topic is health, nutrition, life skills, things like that.

We also have 37 percent of our respondents are project counterparts. Those are the main individuals that the volunteer is working with. They're assigned to perhaps a co-teacher, a nurse at a clinic, that type of person that is their primary work contact. And some volunteers have more than one counterpart, so in some cases we have interviewed multiple counterparts at any particular site. And the remaining 18 percent of responses come from the individuals that live with the volunteers -- the host mother, host father, or other host family member.

And as Janet mentioned, the main research questions for today's talk, even though the study encompasses more, are, do volunteers interact with host country nationals in an intense and prolonged way? Is the Peace Corps model being embodied in these countries? And number two: are the people that share this intense contact with volunteers different as a result? In this particular case, do they develop a greater understanding of people from the United States? And do they develop a more positive opinion of people from the United States?

So, to set the stage I will talk for a few moments about the level of understanding and opinion before individuals interact with volunteers. What is that baseline, if you will? And prior to interacting with volunteers we found that 73 percent of our respondents reported either a limited or moderate understanding. We asked them on a 4 point scale, what was your level of understanding before interacting with a Peace Corps volunteer?

We also found that most people had a relatively positive view of people from the United States. Eighty-seven percent specifically reported either a positive or a neutral opinion of people from the United States before interacting with a Peace Corps volunteer. And when we asked people to describe these opinions, we got a more nuanced view of some positive and some negative ideas that people have -- stereotypes, perhaps -- of people from the United States. What they thought before interacting with Peace Corps volunteers. The most common that we have found so far is that people from the United States tend to be arrogant and self-centered. That we may be overly confident in our abilities, and think that the American way is the best way.

We also tend -- or it's perceived that we tend not to be well informed about people from other cultures, and we all only speak the English language. Another common comment -- and

this is a little more positive and negative together -- is that we're independent and adventurous. And this was viewed -- or it was expressed -- with some admiration in some counts, but also that we are people who have a shortcoming in that we're not satisfied with what we have. We have a lot, and we're not satisfied with that, and always seeking new adventures and new experiences. So, that was a mixed comment.

And another mixed comment was that we are hard working. When we first heard this, we said, yes. We're Americans, we're hard working. That's a very good thing. But how it was intended was that we are work-obsessed, that we are workaholics. And that this, then, is a shortcoming in that we're not family-oriented, we're not socially-oriented, and we may not be as developed culturally or spiritually as other people maybe think that we should be.

And so in general, the comments that we have are that people from the United States are not family-oriented but rather, work-oriented, adventure-seekers, and self-oriented.

The next part of our analysis was to answer the research question of whether the Peace Corps is, in fact, having long-term intense contact. If it does promote this contact between volunteers and host country nationals. And we found that the answer is yes, that 85 percent of respondents for this part of the study reported at least weekly work-related contact. And the work-related contact varied, but mostly it varied based on the type of work, where education projects where you typically have a volunteer co-teaching or singularly teaching in a class had daily contact with their students and counterparts, and health and small business volunteers tended to have weekly or multi-weekly contact. So that was really based on the type of work interaction that it was.

And with regard to social contact, we split these two things up, and that we defined as any contact basically outside of work that was not focused on the purpose of the work. So it could be running errands together, playing soccer together, eating together, catching the bus together, and having conversations, anything that was not focused on the work. Sixty-eight percent of our respondents reported having at least weekly social contact with Peace Corps volunteers. And that follows from the Peace Corps model of living in communities, speaking the local language or languages, using the same transportation -- as many people said, eating from the same plate.

We wanted to know if -- so that's the frequency. Is the experience prolonged? And

for most of our respondents, 78 percent, they said they had contact with Peace Corps volunteers for at least 12 months. With about half of the respondents reporting they had contact for at least 24 months. And as individuals may have contact with more than one volunteer, that's how you can get over the 24-month period.

And 70 percent of the respondents had experience with more than 1 Peace Corps volunteer. So as they talk about their understanding and opinion after the interaction, they're talking about a deep interaction that lasted over an extended period of time and may have encompassed multiple Peace Corps volunteers.

So, that takes us to the second question. Are people after this interaction different than they were before in terms of their understanding, and their opinions of people from the United States? And we found that the answer is yes, that for understanding, people did report a greater understanding of people from the United States after the interaction. Whereas 44 percent of respondents reported at least a moderate understanding before the interaction, 90 percent reported at least a moderate understanding after the interaction.

And similarly with opinions. We asked people after this interaction, was your opinion more positive, the same, or more negative? And 73 percent reported a more positive opinion. We found that 18 percent of people reported an unchanged opinion. So we looked into that a little more to see what that might mean, and we found that those individuals tended to have more positive prior understanding or more deep prior understanding and more positive prior opinions than did other individuals. So it appears that this 18 percent were retaining their positive opinions.

And the contact with volunteers -- does it cause a change in opinions and understanding? And what we found is that contact -- level of contact is significantly correlated with a more thorough understanding. In other words, people with more contact report a greater understanding after the interaction with Peace Corps volunteers. And we found that there is a stronger relationship between social contact than work contact, although both were significant.

And we also found that a greater understanding of people from the United States is correlated with improved opinions. Greater contact, greater understanding, greater -- more positive opinions. And when we looked at the comments that we got from people -- because these were

intense interviews with individuals. We found that people were changing their opinions and gaining more nuanced understandings of people from the United States -- more deep understanding, which is part of our goal.

Specifically, the comments reflected better understanding of our habits, our customs, our lifestyles -- why we do things the way that we do them. Seeing them from a new set of eyes, not from the Malian or Armenian or Tanzanian perspective, if I did this thing, it would mean this. But seeing it from an American perspective -- when the volunteer did these things, this is what the volunteer intended.

So, for example, going back to the hard work example. Volunteers are still seen as being hard working, but the positive attributes of being dependable, being someone you can count on, rely on are in there and with volunteers in particular, really having a desire to help other people -- a strong desire to help other people was tied into, then, the hard work. And after the experience -- the social experiences in particular -- talking about family and other experiences, individuals realized that we may express it differently, but we do have strong interpersonal ties, we value our families, we do know how to have fun.

Another example that we have that comes up very frequently is, Peace Corps volunteers present themselves in their dress and in their manner sometimes more casually than the host country nationals may be used to or may expect. And initially, that is seen as very disrespectful, that you should speak to people a certain way, you should present yourself in a more formal way, perhaps. After the interaction, we get comments that people see the Peace Corps volunteers' presentation of themselves in the manner that the Peace Corps volunteer intends it. It's seen as practical, from the Peace Corps volunteer's perspective, in that talking to people on an equal level -- talking to youth or teachers or people that may be stigmatized in a community as equals -- is seen as a sign of respect for all people rather than a sign of disrespect and not following some of the hierarchy in that particular country.

So, the views are deeper, more nuanced, more understanding. And then that leads to greater opinions, a softening of some of the negative stereotypes and ideas by making them more well-rounded and broadening people's understandings of people from the United States.

When we asked people about what their most common memories were, they tended to focus on things like the time spent together. The day-to-day types of interactions, the demeanor of the volunteer, the types of things that you learn from intense, prolonged interaction and that you learn in part by at least having some social interaction. Seeing how people respond day-to-day in a variety of situations, you get to know them; you get to see their character. And that's what people respond to when we asked them what was most memorable about your interaction with the Peace Corps volunteers.

So, in summary, our conclusion based on both the correlation data and the comments that we have from respondents is that volunteers do have prolonged interaction with host country nationals. And that that contact leads to a greater understanding of people from the United States. The greater understanding then, in turn, leads to improved opinions of people from the United States.

Our next steps are to look more closely at the sustainable development outcomes from this research, and then also to intertwine the data as the Peace Corps model is intertwined. Is it an effect of how the project is working that then also has more effect on opinions of people from the United States? Or the other way around? Does the opinion of the volunteer and people from the United States, if it's positive, lead to perhaps a more positive view of the work that was accomplished? And so we don't know at this time -- we do plan to look more closely into all of those relationships.

We're very excited about this, and I thank you for your time. And I turn it over to Amanda.

MS. McBRIDE: Let's applaud them. (Applause)

Good afternoon. Thank you, Dr. Weinberg, for moderating the panel and for your sector leadership.

I'm delighted to share the dais today with my colleagues from the Peace Corps. We've been comparing notes and methods and instruments for the last two years, and I think we thought we were alone in the universe in caring about the impacts of international service. And I join you in saying, you know, to look at the room; we know we're no longer alone. So, it's wonderful to be

here.

I'd like to set a little bit of context by crediting the Ford Foundation. The Ford Foundation approached the Center for Social Development 10 years ago and said national service, international service, these are global phenomenon. They are not unique to the United States. We want to understand what they look like in the far reaches of Africa, what they look like in Asia, what they look like in Europe. And also, stack that up against what we know about these forms of national and international service in the United States.

And so, with them asking us to help chart this field I have to really give them credit for shedding light on this. And one of the things that they did is, they funded this meeting that Chancellor Wrighton mentioned that we hosted in 2005. We had almost 50 practitioners and policymakers from around the world -- Korea, Japan, South Africa. And they said -- the field is so diverse. Stack the models up against one another and ask the question, what impact do these models have on the volunteers, the host organizations, the host communities?

And this was -- I think it's a really important thing that we acknowledge as a field. So if we go back over the last 200 years we can identify roots of international service and missionary work in the 1800s. But in the 1900s, really in post-war reconstruction and being driven by the faith community, then governments, and in the 2000s it's very different. It's very much led by NGOs. And so if you stack up the full range of programs that exist out there, the non-profit sector, the civil society sector really leading the charge. And then as we've heard today, the corporate sector has also joined us in this effort. And so we have this incredibly diverse field.

And so one of the things that we've tried to do is look across these -- all of these different organizational sponsors, all of these different programmatic models and to really distill down what are the key features of these programs? And then how do they differ across these features? So for any given model, where do they stand in terms of duration? Where do they stand in terms of volunteer training, volunteer immersion in the community? Host country involvement in setting out the project and implementing the project?

And so in looking in that, you know, in academic terms, that's our independent variable. So looking at all these different independent variables, then what outcomes might we

expect. And so again, looking across all of these different forms you can say that some of them -- there's some very specific outcomes for host communities. You want to see social, economic, political conditions change, or sending communities -- you want them to come back to their -- volunteers to come back to their home communities and change their family and friends' perceptions of the world.

But there's a core set of outcomes that we have thought of as internationally-oriented outcomes. Or this idea of raising global horizons. And we've identified four dependent variables, then -- four outcomes. And I'd like to just briefly define them to set the context for what I'm going to discuss.

And the first one is international awareness. And so it's this idea of how -- if and how people think about issues in other nations as well as their own, but how they think about these issues in a global context and how they might be addressed. The second is intercultural relations, and that's the idea of people's interest in people from other cultures as well as other races and ethnicities. Then, international social capital. And that we mean the connections that people may have outside of their home countries, and then what they do with those connections? So our resources leveraged, what happens between those relationships. And then the fourth being international career intentions. So you may volunteer in a civic capacity, but how do you want to turn that into your career?

So if you look across host communities, host organizations, we could see where do they stand on these different dimensions. And we have done that in our research. We have set up a design that allows us to look across those groups. Today, however, I'm serving as a complement to my colleagues to the Peace Corps and focusing just on our volunteer data from this overall study.

I have to tell you, as an academic I almost hyperventilated when I realized there would be no Power Point behind me to reference as I began talking about my data. So, I -- there are handouts that many of you can reference as I'm talking, if that would help. And one of the things is I want to say that about the design that we used to look at the impact on volunteers. It's a quasi-experimental design. We have a treatment group of international volunteers, and then we have a matched comparison group of individuals who applied to international volunteer programs but did not

go on to participate.

Now, the purists out there would say, well why aren't you looking at two very different groups where you randomize individuals into a treatment or control condition? If you can figure out how to do that, I would love to see that. But I don't know that people would agree to do that. So, we did quite frankly what's the best design possible, and we modeled it exactly after the AmeriCorps national longitudinal study in how we set up these two groups.

We interviewed them at baseline, then one to two months after they served, and then we will interview them again later this year. So -- later this year and the first of next year. And I have to say that we have two different program models that are in our study. They can be stacked up across a range of variables, in terms of short-term, long-term immersion, different immersion characteristics. And what we ask, then, between time one and time two is a very simple kind of categorical question. So we have these two different programs and we ask not what are the differences between them, but as they represent international service -- what impact does international service then have on these internationally-oriented outcomes? How do the volunteers look -- how do they look compared to that comparison group after they serve?

We used generalized linear mixed modeling to answer the question and it allowed us to control for other variables which we know are associated with the outcomes. In short, the answer is, yes. International service does influence these internationally-oriented outcomes, three of the four. It's associated with increases in international awareness, international social capital, and international career intentions. We did not find a statistically significant relationship with intercultural relations, and it is likely because as -- even though the treatment group -- even though the international volunteers increased in that measure between time one and time two, so did the comparison group. And so there's likely something else going on in our lives that's influencing how we interact with those from different cultures or different races and ethnicities.

So, we are able to look at these different models -- these regression models that we did for each one of the four outcomes in some more depth, and I want to highlight two individual -- independent variables or predictors that are significant and I think relevant for programming.

One is previous international experience. We measured this as any time spent

abroad in one's lifetime. So this could be living, working, volunteering, studying and could include traveling. So in any capacity. And what we found is that out of the four outcome variables, this was positively associated with three of them. So what does that mean? That means that the greater amount of time people spent abroad, any time in their lifetime, the more likely they are, then, to develop these international perspectives. And that includes the international volunteers. So they had already spent time abroad, they go through the international experience, and you still see an uptick in these outcomes. So they're still transformed as a result of their international service experience.

We actually think that future research needs to embrace this and to recognize that our intercultural learning is a transformational process. And so in that way we view these results as just interim, and to think about it as cumulative. They had already had international experience; they've had more as a result of the service experience. And so how do they continue to change over time?

A second is age. It is significant in several of the models, but it is negative. So that doesn't mean that it's a negative finding, it just means that the older the volunteers are the less likely they are to report increased interest in intercultural relations, or interest in international careers. And we can speculate a bit about this finding, looking at our research on national service. We've studied the impact of experience Corps on older adults, and what we have found is that the older adults in these programs, they want to apply their skills and experiences. They're not going to develop themselves; it's really about that generative aspect that Erik Erikson talked about.

So, we think this has implications for the volunteer roles that we develop for older adults as a sector. But it also has implications for recruitment and how we actually advertise these roles and what they're looking to get out of it.

So, in conclusion I just want to say, what does all this mean? Well, it means that we can say that international service is attributed with impacts on volunteers' international awareness, international social capital, and international career intentions. And that's even in the short term. So you could say that our research was actually conservative, by interviewing these individuals a month -- you know, at the high in a month, some even a week, they had already seen these changes in

their lives after the experience.

We do intend to follow up to see if these interests become behaviors, so at our next survey wave we'll see how they're operationalized. And we'll also be able to dissect and look at particular programmatic features and the impact that they have on those outcomes.

I would like to highlight this international social capital finding. I think this is really significant. So again, one week to one month after their international service experience, they are already leveraging resources. They're connecting their host country partners with people back in the states. They are sending money over, they are advocating for policy. So they're already turning it into action. And this, to me, undergirds the work that our Brookings colleagues have done around the smart power approach to diplomacy and capacity building.

You know, as a good academic I have to say there's limitations to everything. And this was definitely a self-report study. It's the volunteers perceptions of their outcomes and so we look forward to looking at the next wave of the survey. But also, triangulating these results with the interviews that we have done with the host country organization staff as well as the beneficiaries of the programs.

And I want to conclude by saying this is just the tip of the iceberg. I do feel like we're coming of age, if you will. Amate Etsione was at Washington University several years ago, and he said as a result of the national service research, it's come of age. We have arrived. And I feel that we're at that point with the international service.

And in that way I'm' pleased to announce formally today that the Brookings Institution and Washington University are formally partnering with OmniMed in an experimental design led by Dr. Ed O'Neill to look at the impact of community health in Uganda. And Dr. O'Neill is here today to address any comments you may have. And we have a description of the study outside.

So, on behalf of my colleagues at the Center for Social development, which includes Professor Margaret Sherraden as well as Dr. Ben Lowe, who's here, we hope we're contributing to the efficient and effective advance of the field. And we look forward to your comments and questions.

Thank you. (Applause)

MR. WEINBERG: Thank you, that was really wonderful.

The only thing I would question is, since your research substantiates all the work that the people in this room do, I would suggest there is no limitations to this research. It was perfect (inaudible). (Laughter)

I think we have a few minutes for questions and answer. If people would just raise their hand and please identify yourself?

MS. HIGH: Kathy High, USAID. (inaudible) --

MR. WEINBERG: I think there's a mic right behind you.

MS. HIGH: Kathy High, USAID. For Amanda, you noted that volunteering did not significantly impact intercultural relationships. And I was wondering if you could elaborate on that just a little bit more.

MS. McBRIDE: So, and also to clarify. So that's as compared to the comparison group, there was not a significant difference because they both increased over the study time period. And we actually think -- Ben's done some great thinking about this and this is actually one of his areas of expertise. And he suggested that we live in a very diverse society and we just have more opportunities to interact of different races and ethnicities. And so as a result, international service in and of itself did not give the volunteers a jump over the comparison group.

Also, we found that there were several individual predictors that carried a lot of weight. And so relative to the international experience those predictors likely kind of carried the day.

MR. QUIGLEY: Thank you very much. I'm Kevin Quigley for the National Peace Corps Association, and I wanted to applaud our host and our panelists for the tip of the iceberg. We want to see the rest of the iceberg. We know there's a lot more under the ice. But this is a really huge step forward for the community.

Both of your studies really talk about attitudes and perceptions, host country and the participants. The big enchilada is the developmental impact, and I'm kind of curious how you get at that. But really, my major question is the feedback loop. Today, Peace Corps has just released its strategic plan based on a self-assessment. So how are you feeding the results of your survey to the

Peace Corps leadership to shape strategy and programming?

And then more generally, Amanda, what would you recommend based on what your research is finding for the field itself of how we can enhance -- learn from your studies to enhance the impact for this community?

Thank you.

MS. KERLEY: Kevin, thank you so much. Before I start, I wanted to point out that NPCA did a study itself that fed right into what one of your conclusions was.

In terms of trying to understand the resource development, I guess I'm not sure that I've got the proper term. But the study actually looked at all the friends of groups -- and just from secondary data sources they were able to pull together the immense amount of return development that goes on with our return Peace Corps volunteers. The money that goes back, the contacts that are maintained -- it was actually -- it has not received it should. It was very significant.

The office that I work in is the Office of Strategic Planning. Two years ago we wrote the agency strategic plan. It was the appropriate time in the federal budget cycle for the agency to do that. And in that strategic plan, as you well can imagine, there are strategic indicators. We have 38 strategic indicators -- how boring. Except that one of them is so exciting because we are actually measuring a great deal of work that's taking place in the field at the country level.

And one of the indicators that we report on annually is how -- what is the perception of our partners -- of the work that's being done? And our research began -- it actually began in 2007 just as we were finalizing the strategic plan and those indicators. One of the main sources for that indicator are the impact studies. So, they've been fed back since 2008 -- again, I'm so sorry about the federal government budget cycle. But it is important because there is an annual performance report that every agency must produce. And in 2008, we were actually able to put -- our pilot study results fed right into our accountability report, and for the last two years the findings of these impact studies have been published. Of course, each year we increase the number of studies we've completed and the validity of the results is increasing, because the number of beneficiaries of partners and host families is increasing. So, that's one very significant area for the agency.

We also have a whole other side of these impact studies. We are evaluating

programs in country. The country director -- part of this series -- the country director actually is the person who contracts with our researcher. So that the host country researcher has to report back to that director in the form of an oral brief and a report. And in the case of Romania, if I might mention - - Romania found some very important conclusions both about the attitudes -- and that's where we were learning about how people interpret hardworking. The Romanian researcher said you guys have got it all wrong. We are not complimenting you. This is not a compliment. Hardworking to Romanians has an edge to it; you need to be a little more social and outgoing. And so he reported back to the host country staff -- to the director -- and, in fact, the director said, you must go and talk to the ambassador who was curious about the impact of Peace Corps. And he sent the researcher to have a conversation with the ambassador by himself. He did not accompany him, that's how confident he was that these findings -- both positive and negative of our impact -- were very important and were significant.

So, the findings, yes, we're rolling them up because we have the data. But they're also being used at the country level to influence program design for the staff to consider. Are there areas that we're finding that need to be strengthened?

In Armenia, we learned that host families were not always exactly thrilled with our Peace Corps volunteers. Now remember, the host family is that first gateway into a culture. And they have the hardest job of finding a -- of taking a volunteer who doesn't speak the language well yet and is learning the customs and that's their job is to teach them. But they sometimes found some traits that weren't as positive as we would have hoped. And the country director immediately took those findings and turned them right back into the pre-service training so that those trainees coming in to serve in Armenia would hear directly from their host families what was going well. And then they also took those findings and turned them into the training for the host families. So, there are many different facets of the research and the way that we're feeding the data back. And of course, management, we're using it all the time with our managers.

So, I don't know -- that's a little long winded. Except that we are very proud that it's not just gathering information but it's actually feeding it right back into program and design.

MR. WEINBERG: Let me get Dr. McBride, though. Final words?

MS. McBRIDE: So, Kevin. I would address your comments by saying we should embrace our sameness and our differences in the field. And so, in our sameness as we look at similar outcomes.

And so I'd like to highlight some research that Finn's done. So looking at intercultural competence, in particular, as a dependent variable, he found that two significant programmatic features bore on this. And that was, mutuality of goals -- so when volunteers perceived that the host organizations and the host communities were right in there and they were getting what they needed, they were more likely to increase their cultural competence. They also -- those volunteers were also more likely to increase their intercultural competence when they had substantial reflection.

And so that's an example of -- those are two programmatic features that transcend the field. Regardless of your program model, those are two things that you need to think about. What's their role, then, in your program.

Now, on the other side I think we should also recognize our differences. International service is not the proverbial hammer. It doesn't apply in all circumstances. And so being driven by host organizations and host communities and what their needs are we need to think, what's the best model for that? Is it a student-driven international service learning program? Is it a short-term NGO-based program? Is it a corporate professional skills-based program? What is needed? And as we have built our toolbox, if you will, across the field, we're at a point where we can do that.

And so, I would say where are we similar and how can we make our programming more effective? And then, where do we need to really be demand-driven and match our models to host communities and host organizations.

Thank you.

MR. WEINBERG: So please join me in thanking our panelists. And thank you.

THE BROOKINGS INSTITUTION

INTERNATIONAL VOLUNTEERING AND SERVICE

Washington, D.C.
Wednesday, June 23, 2010

PANEL TWO: POLICY PLENARY ON "SERVICE WORLD":

PARTICIPANTS:

Moderator:

JOHN BRIDGELAND
Chief Executive Officer
Civic Enterprises

Panelists:

MICHELLE NUNN
Chief Executive Officer
Points of Light Institute

DIANE MELLEY
Director, Corporate Citizenship & Corporate
Affairs
IBM International

STEVE ROSENTHAL
Executive Director, Cross-Cultural Solutions
Chair, Building Bridges Coalition

* * * * *

PROCEEDINGS

MR. BRIDGELAND: I'm John Bridgeland of Civic Enterprises and co-chair with Harris Wofford of an inspirational new effort called Service World. And when I told Harris that he's going to close us out, that he had 4 to 5 minutes, he said only 45 minutes? (Laughter) So Harris has 40 years in this space and could literally give us wisdom over those 4 decades.

It's really, this is more like a family reunion as I look out at the people in the audience. It's been such a privilege to work for the last 18 months on this effort called Service World. And today it's being formally launched here at the Brookings Institution, which I think is so appropriate because it was Lex Rife -- Lex, are you here? And if he's not physically here, he's here in spirit -- launched an effort to look at the role of international volunteer service in strengthening our world and to analyze various existing programs like the Peace Corps. But also the role of institutions, as Amanda said so eloquently, that preceded the development of the Peace Corps. And then carried on by David Caprara here at Brookings and others really led to this effort over the last 18 months to develop, bring together, a lot of the minds and hearts in this audience. To bring together some of the compelling ideas for how, as Harris has said, we could take a quantum leap in international volunteer service.

Some might think in this environment that's difficult to do. Two and a half years ago, armed with good data -- and I don't know about you, but when a panel stands up here and someone like Amanda and the others say we've got 38 indicators, we've got generalized linear mixed modeling that gives me a lot of comfort that we have a more sophisticated effort than we've ever had. And to show the impact, not only on -- eventually on the underlying problems we're trying to address, but on host countries and then in turn on the volunteers themselves which can lead to, which John Kennedy talked about, a more informed foreign policy.

But armed with new data generated domestically, we took that into Ted Kennedy and Orin Hatch and brought together this wonderful consortium called Service Nation, which led to the development and passage of the Edward M. Kennedy Serve America Act, which really is the quantum leap in national and community service across so many programs and so many efforts. So based on that model we brought together great minds in the international space to convene this

group that's now become Service World and launching it here today at Brookings.

It's a unique moment in history. It's, as you all know, the 50th anniversary of the announcement of the Peace Corps, many of us will be with our candles, 2 a.m., October 14th, on the steps of the University of Michigan. We didn't get to participate the first time around. Anybody there, by the way? 2 a.m., October 14, 1960? (Laughter)

No. Well, you're all invited. We'll be there standing on the steps to mark this wonderful occasion. And then the 50th anniversary of the implementation of the Peace Corps. So appropriately this coalition has come together around what we hope will be called the Sargent Shriver International Service Act created and enacted in his name to honor such a wonderful legacy that Harris experienced firsthand when he helped Serge build and co-found the Peace Corps.

The plan is also we have a president who has talked so compellingly in Cairo and elsewhere about the power of interfaith service, bringing Muslims and Christians together to combat and tackle common challenges like malaria. We have a secretary of state whose major speech on global development ended with this beautifully articulated ringing call to action of how we need to mobilize nurses and doctors and engineers and agronomists and our talent to tackle great global challenges and to develop emerging leaders in this next generation.

Members of Congress on both sides of the aisle right after 9-11, one of the first people to come see me was Senator Lamar Alexander, who talked compellingly about an AIDS Corps. He'd just been in Africa and saw the power of expert professional volunteers working side-by-side in countries around the globe. And out of it came an initiative called Volunteers for Prosperity. And then thousands of Americans, the most active generation called the millennials that really are outpacing the greatest generation or at least keeping pace with the greatest generation in terms of their civic habits and 78 million baby boomers who are anxious to also serve abroad.

Harris will talk later about our goal, which is to formally engage with some support from government of 100,000 Americans serving abroad which was John Kennedy's dream. That would be a million over a decade. And then the numbers of additional volunteers they leverage with real impact and global health and education, conservation of resources, and many other issues, showing the power of service not only to transform lives, but to have an impact directly on problem

solving.

Our plan is guided by some principles. First, partnership, not paternalism. Barbara Bush has just started this Global Health Corps. She talked about it on a FOX Sunday show the other week. Americans not just serving in Rwanda, but Rwandans and Americans serving side-by-side in Boston. When I spent a number of weeks in Rwanda I learned so much about accountability in terms of how their systems works that I'm bringing back to the United States and educating mayors about. So powerful lessons from abroad that need to be brought to the United States.

Second, enabling more millennials and boomers to serve, encouraging interface service like we're seeing in Nigeria today. The Sultan of Sokoto, representing 70 million Muslims working side-by-side with the archbishop of Abuja, 70 million Christians to combat malaria and foster peace and understanding. Stretch existing government dollars further with the talents of our people. Nothing could be more important in this environment. I noted 84 percent positive rating of Americans, although it sounds like we need to take more vacations, we're too hardworking. But when you think about the impact of people, if you were to take a survey or a sampling of how people view American foreign policy or our policies and compare that to how they view Americans and how the impact that American volunteers can have in terms of favorability, it can have a significant impact.

Our Service World plan, just very quickly, proposes to expand, strengthen, make more efficient and cost-efficient the Peace Corps to get it back up to Sargent Shriver's levels in 1966 of about 15,000 Americans serving abroad and to solicit more ideas from people like Kevin Quigley and the National Peace Corps Association and others about how we can strengthen and reform and improve the Peace Corps.

Expanding after 9-11, working with Colin Powell, we created something called Volunteers for Prosperity. We'll expand this model to about 75,000 volunteers. These are skilled Americans who go over and serve for flexible term assignments, working on issues that Congress is already funding and the billions of dollars, like HIV/AIDS, malaria, water for the poor. And seeing Congress -- hopefully having Congress view as a central strategy human capital that will be deployed side-by-side with these efforts. Creating global service fellowships that will take the model of members of Congress who are now nominating from the military academy -- people who will go on to

the military academies, giving members of Congress a stake in appointing people from their districts and states to serve for a year abroad as global service fellows. And then hearing directly back to policymakers the impact both in terms of what our foreign policy should be to what the impact a volunteer could have on problem solving. To ignite more innovative solutions through an international social innovation fund, building on the domestic social innovation fund President Obama has trumpeted and gotten \$50 million for to spark innovations like SMS text technology to save lives from malaria.

I want to offer a special thanks to our presenters who have done so much to help us develop these ideas and support our work. Henry Lozano and the Chin-Yuan Foundation that has such reach throughout the world, Barb Quaintance and Tom Nelson of the AARP, Steve Rosenthal of Cross Cultural Solutions, and our conveners, the Building Bridges Coalition, Civic Enterprises, Global Peace Service Alliance, International Volunteering Project at Brookings, National Peace Corps Association, Points of Light Institute and Service Nation.

We have an extraordinary panel with us today. And the first, I call him the Michael Jordan of corporate civic engagement, Stanley Litow. He's really an extraordinary individual with -- wait till you hear about his reach. He's IBM's vice president of corporate citizenship and corporate affairs and president of IBM's Foundation. Understand IBM's on-demand community provides more than 130,000 -- 130,000 IBM employees and retirees in more than 68 countries, the tools and technologies to help nonprofits and schools meet pressing needs. IBM has developed innovative voice recognition technology to help non-literate children and adults learn to read, automatic language translation and bilingual e-mail, a humanitarian grid to power research on cancer and AIDS, and new digital imaging technology to improve water quality. He helped devise IBM's Global Citizens Portfolio consisting of matching accounts for learning and the Corporate Service Corps, a corporate version of the Peace Corps that trains thousands of IBM's future leaders. IBM has also been a leader in Service World.

Second, we have Steve Rosenthal, who is chairman of the Building Bridges Coalition and founder and executive director of Cross Cultural Solutions which places 4,000 volunteers, about half the Peace Corps number abroad every year. He is development chief for the

traditional area of Ziavi, Ghana, the only non-African ever to have been given this honor. He is a co-convenor of Service World and has mobilized hundreds of organizations to support it. He is also the grassroots movement builder behind the Service World effort.

And finally, the transformational leader, Michelle Nunn, who is CEO of the Points of Light Institute, although a lot of us are a little nervous that she's here given that she's running this 6,000-person conference next Monday through Wednesday in New York, but I guess that means she has it in hand. She's the CEO of the Points of Light Institute and the founder of the Hands On Network, a co-convenor of Service Nation which led to the passage of the Kennedy Serve America Act. Studied at Oxford in India and Harvard's Kennedy School of Government and is perennially ranked in the top 50 most powerful non-profit executives in the United States and is a co-convenor of Service World.

So please just welcome them warmly. (Applause)

MR. BRIDGELAND: So Stan, tell us about IBM's Corporate Service Corps, how it's integral to your business strategy, what public-private partnerships you have underway that advance it more broadly beyond IBM, and highlight any innovative practices that are transforming how we think about the relationship between the private sector and international volunteer service.

MR. LITOW: Okay, Bridge. Thank you very much. The Michael Jordan, huh?

MR. BRIDGELAND: You better live up to it.

MR. LITOW: I left my hook shot at home.

The Corporate Service Corps, while we describe it sometimes as a corporate version of the Peace Corps, it has many components to it that are really about business strategy and scalable strategy for a company like IBM. We're a big company. We have 420,000 employees. It's a \$100 billion company. We do business in 170 different countries. And what is strategically vital for a big company is to have high quality leadership development. And while we as a company spend \$600 million a year on education and training for our employees and spend a lot of money on international assignments, those programs, while they cost a lot of money, weren't about the high quality leadership development that's going to take a company like ours into the 21st century. So we, working with a lot of collaborators, many NGOs like CDS which is in the room, Digital

Opportunities Trust and others, we developed a program that would offer our employees, the top, high achieving employees in the company, emerging leaders who are likely going to lead a company like IBM into the 21st century, to give them an opportunity to participate in global team assignments to make a difference in the developing world.

So for about 500 people who get selected a year, we have about 8,000 applications. It's a highly selective program. People have to be really high performers. It's not about just sending people from the U.S. Only about 25 percent of the participants in the program come from the U.S. These are global teams. Ten people going to Nigeria and the project was to begin the process of setting up a social safety net program in Cross River province. They delivered high quality business consulting service. If it were billable it would be about a \$250,000 piece of work. So in a year the value of the work is about \$14 million.

Now, we have our own research on the program as well we can share with the researchers. What we've been able to demonstrate is that people gain significant amount of skills -- teaming skills, cultural adaptability skills -- that are vital to be a leader in a company like IBM. So, what we got out of it was highly trained global leaders. We also did some research on what they were able to develop for their partners in the field. For example, in Ho Chi Minh City they delivered a roadmap to make the city smarter, including a program around food and supply chain issues, transportation issues, energy and health care. So what gets delivered is high quality work because the teams consist of the absolute best of the best that we have.

So, for example, that team in Ho Chi Minh City had the director of IBM's research laboratory in India on the team. So they're the best finance people, the best legal people, the best software developers, high technology people, marketing people, communications people. Their assignment is one month living together basically 24/7 on the ground, but they spend two and a half months before they go setting their project up, and then they spend two and a half months after they come back essentially mentoring the next team that goes in. I was interested in the research on the degree to which people have sustainable relationships because we now have in this two and a half year period about 1,000 people who have been through this program and they never leave it because they work on it all the time, collaborating online. They have the best strategies, they've

developed the training programs, and they've built a network of people that are vitally important to the company.

We describe it often as a triple benefit program. The benefit to the individual is it's how they become leaders in a global company. The benefit on the ground to people is they get the benefit of the absolute best business consulting services and they don't pay anything for it. The benefit for IBM is it opens up global markets. It's sustainable. It is not something in the air. In the first year we identified this as a program that would be 200 people a year and we've now scaled it up to 500 a year and my guess is it's going to go larger than that.

You know, business has a lot of self-interest in developing global leaders. If you look at IBM as one of the Fortune 500 companies, making a commitment to do about 1,500 people over a 3-year period through a program like this, we're doing it because it's good for IBM's business to do it. People do deliver the kind of real services on the ground, but it's sustainable because it's not the spare change approach; it's the real change approach. Now, imagine if 100 companies did a half of what we did, you'd have 75,000 people involved over a 3-year period. What if Fortune 500 companies, all of them did half of what we did, you would in spades make the goal that you have for your Service Nation and you wouldn't be tapping into government dollars to do it. You could save the government dollars to support the NGOs, the people on the ground, the second stage development, local government activities, because you'd be tapping into what is a strategic imperative for global companies as they operate in the 21st century.

So I started my career in government. I worked in the Mayor's office. I was deputy chancellor of schools. Actually, my first job in government for the mayor was setting up an urban corps modeled after the Peace Corps, which had 10,000 students working in New York City government and there were programs like it all around the United States and they accessed college work-study money. That's what government can do. They can model the Peace Corps in cities and states around the U.S.

And then I had a career in the not-for-profit world, and many of my colleagues in NGOs know that there's a lot of opportunity and a lot of creativity because the United States has a huge reservoir of not-for-profit organizations. There are in the human services area alone 900,000 of

them just in the U.S. with combined budgets of \$1.4 trillion. So they have a great contribution, the CDSs and others, to make a difference in international volunteerism. But corporations have a huge, huge stake in this game.

And don't forget it because we're not forgetting it. And if we're going to build the kind of sustainable solutions, Bridge, that you talked about and that are so, so important, we can't talk about this one sector alone. You know, government has a role, non-governmental organizations have a role, and corporations have a role. Everybody's got a little bit of self-interest, absolutely, but when you understand that and can walk in people's shoes, you can build the sustainable partnerships that really make sense and don't leave all that resource, all that skill, and all that talent on the table and think about this as something where we've got to raise a huge amount of money and we can't sustain this without the resource. If it is connected to business strategy, if it's a sustainable and scalable activity in the private sector, you're going to be able to access an enormous amount of skill and ability that the private sector brings to the table.

Now, in terms of research and benefit from our standpoint now, it's critical to our recruitment efforts. It's how we obtain the best talent. And it's critical in our retention efforts in the research that another higher education institution did on the Corporate Service Corps, Harvard. They interviewed our participants in the program, the best of the best, the people we don't want to lose, and they asked them to what extent does this increase your likelihood of completing your career at IBM? And 100 percent said yes. So from an economic standpoint that's so critically important to us.

So I hope I answered all the questions that you asked. And I'm delighted to answer questions from people in the audience.

MR. BRIDGELAND: It's wonderful. Let me just press you on one point, which is we're here at Brookings, a lot of interest in the relationship between business and government in terms of policy or the platform that government has. And you've articulated so beautifully the enlightened self-interest of IBM in prosecuting this fantastic agenda which I think is so smart because it's integral to your business strategy. You'll do it. You'll sustain it. You'll invest in it. But what is the relationship -- what would you want to say to USAID or the State Department or the White House in

terms of getting the other Fortune 500 companies to do the same? And tell us a little bit about these international volunteering hugs that are emerging.

MR. LITOW: Well, we have been working very, very closely with the USAID. You mentioned -- several people have mentioned the president's Cairo speech. We work with USAID in initiating an electronic town hall meeting -- we call it a jam -- cooperatively with USAID so that 10,000 people could help set the agenda for the Entrepreneurship Summit. We want to do a similar kind of thing involving service, and we'd like all of you to help participate in that effort.

But we've worked very, very closely with USAID and I think that the goal of a government agency like USAID is to look at this model. And we're not the only one. There are other companies that are leading in this area as well to create the infrastructure perhaps through partnership and funding of non-governmental organizations to provide for all companies the kinds of things that we're funding on our own. So a company wouldn't have to provide 500 people a year. They could provide 5 or 6 or 10. And an NGO could link them together. We will give them the training materials, the computer platform, all the stuff that we've developed for our program. It's not proprietary.

And you could extend this with the cooperation of NGOs and the cooperation of government agencies like USAID, and government agencies outside the U.S. Because this isn't only about what the United States can do. People are interested in this on a worldwide basis and I think it is absolutely achievable to meet the goals that you and Harris and the leaders of this movement have laid out by accessing all the resources that are available. I think the collaboration and partnership is key. And learning from one another to be able to take it to the next level.

MR. BRIDGELAND: I want to thank Dan and Diane Melley for their work on Service World. This is just sort of the launch of the initial plan. We want to be continually informed and we're hoping that the corporate sector will come forward even more significantly with ideas to inform the plan.

Now, Steve Rosenthal. A lot has changed since the emergence of the Peace Corps in the 1960s in terms of how the international volunteer service field functions and what it looks like. Could you tell us a little bit about how that? How the service movement has changed and evolved

and then how Service World and your efforts through Building Bridges and Cross Cultural Solutions has taken advantage of those new trends and opportunities.

MR. ROSENTHAL: With great pleasure, Bridge. Thank you very much. And it's just thrilling to be here as well. And I want to start off by just applauding IBM. The program that you just heard about is truly a visionary program. When we first heard of the creation of it, just the idea, we were all so invested in seeing it become successful, and it's been more successful than we ever could have hoped. As Stan mentioned, the original hope was 200 a year and now in the first two years they've sent over 1,000. I mean, it's incredible. And they really are in a league by themselves. And that's not to say, you know, as I'm sure Stan would echo that it's a competitive spirit. No, it's quite the opposite. It's a demonstration of what can be done in this open source fashion that Stan has so generously embodied and communicated that we seek for this program to be a beacon for other corporations.

And there is tremendous, tremendous opportunity for change. We heard about it in the earlier panel about how the economy is the huge mover of change. And if we can tap into the larger forces, that there's tremendous potential. So I want to reiterate Bridge's question of how do we take this and move it to broader corporate engagement. I hope that the two of you in conjunction with all of us can make that happen.

Bridge had asked the question about what does the last 50 years look like for our field. And although I haven't been around for all of it -- (Laughter) -- I can say that since the creation of the Peace Corps, a whole new explosion of alternatives to the Peace Corps have developed. We're calling it -- or it's widely known I think at this point as Global Service 2.0, whereas in the early days Peace Corps was the primary opportunity. There were certainly others that the Peace Corps were even based on, but since then there's become hundreds of alternatives to serving in the Peace Corps.

There are opportunities for people that have skilled backgrounds to volunteer and unskilled backgrounds. There's opportunities for young people. The baby boomers are a huge demographic that is not only volunteering, but is promising to be one of the big movers of the needle of international volunteering. So it's all ages. It's all backgrounds. It's all durations. We're seeing

that not only is the 27-month Peace Corps model very effective, but there is one month programs. There's one week programs. Stan's program is a month. Is that right? A month. And look what's able to be accomplished.

So there a myriad of ways for people to serve, but there's a problem, and that is as Senator Wofford has communicated to us so well, President Kennedy's initial vision was for the Peace Corps to grow to be 100,000 strong. And you'll hear later from Senator Wofford more about this, but right now the field as a whole, we know the Peace Corps is at a certain level. As a whole the field is at about 60,000. So the question is what can we do to get to that 100,000 number? And the answer is quite simple. Bridge is holding it in his lap and it's literally the Service World policy platform. It really is that simple.

There are so many opportunities for people to serve and the problem is literally money. Right now the government is able to pay for the Peace Corps volunteers who number 8,000 now, perhaps in that area. And for the other 50,000 plus they are basically paying their own way. And the fees that they pay support the organizations that send them. And the barrier is funding. And we're not talking about a lot of money. We're talking about in relative terms to the numbers we've heard today in the billions. We're talking about a tiny fraction of percents here to take us from the 60,000 to the 100,000. And these are proven programs by the generalized linear mixed modeling -- (Laughter) -- which I also noted, Bridge, in regression models as well, which is very reassuring. But, you know, things that we all know to be truths as those that are, you know, I'm very confident that most, if not all people here are former international volunteers. We know these things to be true, but we need this important research.

And so the Service World platform is just a rifle shot, extremely effective and low cost model for ramping up what might be one of the most important things that this country can do today to address the challenges that we have. WE heard that the Obama Administration's number one challenge that they -- sorry, I think it was one of the top three -- challenge was the image of America overseas. International volunteering addresses that directly. We look at other challenges like building bridges of understanding across cultures. What's more important in today's world, especially after 9/11? Think about what might have been if we had millions serving building these

bridges before that. International volunteering builds those bridges and we've heard so many examples today addressing critical global issues, like poverty, education, health and community development. None of us are asserting that international volunteering is the development mechanism, far from it, but it's a very important component of it, irreplaceable as a matter of fact. And international volunteering is pivotal in addressing our nation's and our world's challenges.

It builds this next generation of leaders. We've got wonderful programs that are building leaders that return from these programs not only young people, but also corporate citizens that have increased cultural competency. I know I'm delving into the preaching to the choir part that we all know, but it's just so clear that there are such tremendous things that this legislation can address quite easily. It's such a powerful platform and we're going to hear more about it. Other important areas are building an activated constituency to build a sophisticated foreign policy. Think about how much more informed people are and the research has illustrated when volunteers return from their service and their personal transformation and their career changes.

It even ties so beautifully. You know, one of the things that we heard today is our time is now. We really are at a historic moment in terms of our field and how relevant it is to today's challenges. And our time is now. And one of the things that really rings true about where we are today as a field and where our nation's priority is and where the world is heading as a whole is there is a philosophy of engaging with each other as peers. International engagement with the spirit of respect. And that is what the best international volunteers embody as well. Service World platform calls it partnership, not paternalism. How many times did we hear partnership today? So that spirit of respect that we've heard so often in terms of our new foreign policy is again embodied in international volunteering.

We heard Ambassador Bagley so eloquently speak today about how government-to-government activity is very important in charting our world's positive future, but it's the citizen diplomacy, it's the people-to-people grassroots interaction that's critical to complement this. And that again is international volunteering at its finest when you look at citizen diplomacy.

You look at volunteers also; they build a better world by helping focus on what brings us all together, all different people in terms of focusing on our similarities and not our

differences. I think that what volunteers and people in host countries around the world come away learning is that we're all the same. There might be different languages or cultures, but we all care about our kids and our safety and our access to health care. And it's one of the great lessons that people take back from this that what binds us together is what we share in common and not what our differences are. Let's define our policies and our solutions to our problems by working together around our similarities, again, exactly what international volunteers do day in and day out.

And so I really feel that this is an unprecedented opportunity that we have now. The Service World legislation promises to be -- when it becomes a reality, promises to be one of the greatest single advances in our field since the creation of the Peace Corps. We will see the funding of tens of thousands of people who cannot currently afford to volunteer. That we will see a much increased number of volunteers volunteering overseas. And not only that, but through the Social Innovation Fund, which is a component of this, we're going to see a focus on improving quality and improving impacts in country. This is very well thought out legislation that has been developed -- proposed legislation that's been developed from the input of the field, from the practitioners, from the volunteers. It's been many years in the making and I am just so confident in this.

I also feel like in comparison to the other problems that our nation is facing and taking on with billions of dollars and debating about the potential good and level of impact, this should be one of our first moves. This should be easy talking about the amount of money and the amount of positive impact that we have, we can do this. And I know that everyone in this room as I look around, if the people in this room can't move the needle on international service, I don't know who can. I mean, I am so pleased that we have such a strong coalition and such a strong team. I am so confident that if we all be very active over the course of these coming months and probably years, that we will support Service World proposed legislation and watch it become a reality and watch really wonderful, tremendous things happen. And I think we'll look back very proud.

So I urge everyone to -- I don't want to say join us because we've all been working together for so long, but, you know, let's really keep the pressure on. And welcome to some of the new and very powerful partners who have joined us and tremendous appreciation to John Bridgeland, who has helped shape this legislation.

John, have I addressed your questions?

MR. BRIDGELAND: That's perfect. Thank you, Steve.

Kevin acknowledged all the former Peace Corps volunteers. Could you just raise your hand if you started, founded, or volunteered through one of these NGOs or other organizations that have flourished since the creation of the Peace Corps? How many in the room?

Yeah. Wonderful.

SPEAKER: Let's give them a big hand.

MR. BRIDGELAND: Big hand. Well done. (Applause)

Michelle Nunn, you have ignited Hands On Networks in communities across the United States and areas like in the aftermath of Katrina and New Orleans and other places and have had a profound effect on meeting challenges domestically. You've also spearheaded the development of the Volunteer Generation Fund and the Kennedy Serve America Act that will unleash again thousands -- tens of thousands of volunteers across our country to join these networks.

What does Hands On Network Points of Light vision look like in communities around the world in terms of furthering this international volunteer service movement?

MS. NUNN: Thanks, Bridge. And thanks for your terrific leadership. It's wonderful to be with this -- actually, this whole room of real, innovative entrepreneurs who are changing the face of international service.

Just a couple of reflections. I actually think that -- as we talk about all of this I'm struck by the fact that this really is, you know, a pivotal movement and that in fact in some ways what we're trying to do is catch up with the energy that's already out there. I was at an award ceremony for the All-American High School Service Awards this morning that Parade Magazine featured, and there were 16 amazing high school students. And probably half of them were doing international work. So these were like 14-year-olds who were starting programs in Rwanda. And so, you know, I think that we have a new generation that really is conceptualizing their role as global citizens and that -- and that part of what we're doing is just basically giving an undergirding to the infrastructure through business, through government, through NGOs.

I have a couple of people that inspire me around this. One is a friend of mine from

Augusta, Georgia. His name is Duncan Moore and he saw a segment on *60 Minutes* actually a couple of years ago. And it was about malnutrition in the developing world and especially around infants. And it talked about a new remedy that was a peanut-based product that was having a miraculous effect. And for those of you who don't know, Georgia is a peanut state. And so Duncan said peanuts are something I know about. And so I don't know that much about what's happening in Niger in malnutrition, but he actually started moonlighting. He's a businessman, collected a group of people from around Augusta, Georgia who had expertise in peanut production, and a couple of months ago they shipped and delivered their first shipment of a new patented peanut-based product that they're now producing in Augusta to Niger and to other countries in Africa. So I think it just showed you like the nature of how we are conceptualizing service and international engagement continues to evolve and to really change.

There was a platform developed in Kenya a couple of years ago that probably many of you already know about, but I just recently heard about and I can't pronounce it, but it's something like *ushahidi* and it means "testimony" in Swahili. And in 2007, it became a way through mobile phones for people to basically map violence that was happening in Kenya. So a group of international volunteers, multinational volunteers, took that technology, continued to extend it, and it was used in Haiti. And literally, people in the Coast Guard were using it to track and figure out where people needed help and where help was available.

So we are actually seeing how the energy of citizens can solve important international problems and we're seeing also how global it all is. You know, it starts in Kenya, spreads across, and then comes back to Haiti and around and around and around again. And we are seeing that through Hands On Network. We have -- primarily had our work domestically. We have about 250 Hands On action centers across the country. But we're increasingly seeing our innovation and growth coming internationally. And we are now in 16 -- in 16 different countries internationally.

Again, just to show you how some of these things are manifesting themselves, we have an expat volunteer who moved to China about six years ago, started Hands On Shanghai. In the last 6 years they've grown from his one individual effort to over 10,000 volunteers, and they have

90 percent of their volunteers are local volunteers. And they are, you know, doing extraordinary things. Partnering with corporations. And really actually becoming leaders for our larger networks, sending back their ideas for innovation and projects that are happening.

And we are seeing this sort of, you know, leadership from corporations who are no longer conceptualizing their philanthropy domestically, but truly internationally. And I think, you know, they're looking for these local NGOs, and they are also looking and creating, forcing mechanisms of all of us to reconceptualize how we think about service and civic engagement.

And so the last thing I want to just hit upon is this International Social Innovation Fund, which is kind of a hybrid of the Social Innovation Fund and the Volunteer Generation Fund, both of which were conceptualized in part of the Serve America Act. And really it's in some ways an invitation to this group to think about what could that look like? What are the possibilities for an innovation fund that would see the next generation, the 2.0 or perhaps 3.0 of international service through technology by building the local capacity, also recognizing that as we are building local capacity for local NGOs that might be engaging international volunteers, we're also building civil society in these countries because increasingly volunteers are working together.

And so I think there is -- there's really exciting possibilities again with the entire bill, with the social innovation set of possibilities. The bill I'm projecting.

MR. BRIDGELAND: Good.

MS. NUNN: And imagining. But the platform I think that's here is a rich one that I think in partnership we can really develop into something that is giving us the exponential shift and change that we want to create.

And then finally I'll just give an example of one of our points of inspiration which is where our first international affiliate was Hands On Manila. And I think it's the kind of example of the support that a catalytic kind of investment could make. But Hands On Manila as living in Phoenix, who participated through Hands On Phoenix, who decided when she went back to Manila that this was exactly the kind of organization that she wanted to be a part of. But they built it upon the Filipino principles and values of team and community that adopted certain principles, like the volunteer leader and turned them into what they use Sherpas in Manila, who are their service leaders, who

they rely upon to lead others in service. They now are coming back to our conference next week in New York and reporting upon the book that they've published with volunteer stories from the Philippines, the CD that they've created, all of which are now being replicated by our domestic affiliates, and they are now engaging international volunteers in the wake of disaster and also for environmental and cultural heritage. And so have just started a Hands On vacation program. And so again, I think the hybrid, the nexus, the confluence of these international local engagement strategies and how they really can be transformational and spread ripples across the globe that it change our world that certainly can change the understanding and build more just societies, communities, and vibrant democracies.

So we're thrilled to be a part of this and look forward to engaging with all of you all to bring it to fruition.

MR. BRIDGELAND: Beautifully said. Let's open it up for questions. And if you keep your questions short and your answers relatively short we'll have more time.

SPEAKER: Thank you very much to everyone for your comments. I actually have a question for Steve. I wanted to just kind of -- oh, okay. I just had a question for Steve. What are kind of the next steps in terms of this proposed legislation? What's happening next and what should we all be on the lookout for and what can we be helping with? I think a lot of people in this room are probably representatives of different service providers or service facilitators. And what really should we be on the lookout for?

MR. ROSENTHAL: Thank you. That's an excellent question and I think I'm going to say a couple of words and then ask Bridge to give us a few more words as well.

First of all, I applaud your question about action because that's what we need. And you know, I mentioned before how we have such a terrific team. The Building Bridges Coalition now has over 300,000 members, and we have new partners that are, you know, and the Building Bridges Coalition is just one of the conveners of the Service World legislation, like Hands On Network and Points of Light Foundation and others that are so important in this partnership.

So, you know, number one is to make a commitment to be engaged. It's so easy to get that e-mail that says please forward this to your 10,000 constituents. We need to act on every

single opportunity. And there's -- I know we're in Brookings and I don't want to speak too much about advocacy, that's a joke. I can speak freely. (Laughter)

But, you know, there's a tremendous amount of work going on in an organization. Jim Swiderski is leading the Advocacy Working Group at the Building Bridges Coalition, so I remain - - the point is to get on the e-mail list, stay engaged, because there are going to be very concrete steps that are coming up very soon.

MR. BRIDGELAND: Just very quickly, Strobe Talbott convened a fantastic forum that Harris and others participated in here at Brookings that brought together the administration and other leaders to talk about policy. We briefed -- the White House actually has been sending representatives to our meetings, just to listen and at our invitation. They couldn't, of course, participate in policy development with outside groups, but we briefed the White House last week and they want to convene the Domestic Policy Council and the National Security Council around a discussion of this plan. Also, thanks to Jim and Ann Moore Connolly, I'm going to be meeting with the State Department. Secretary Clinton and Jack Lu and others have tremendous interest in this particular issue.

And this is just the beginning of a plan. And we actually are -- really would like any of you in this room, and we'll be encouraging the 6,000 at Michelle's conference next week, to send any further ideas, edits, comments, other ideas that we haven't thought about because this is just the beginning. And David will talk on the end about next steps in terms of how we're going to use these various action forcing events to try to force action, just as we did with the Service Nation effort.

MR. MAGUIRE: Can I go ahead?

MR. ROSENTHAL: Yes, please.

MR. MAGUIRE: Hi, Bridge. My name is Doug Maguire. I work at Meridian International Center and we were able to host 100 global leaders from around the world through a State Department program and they participated and met with Hands On Network people and they were just unbelievably inspired by America.

My question is that I know from previous work at the world bank that IBM created a tool kit for entrepreneurship. And looking at the Hands On Network and the power of that in terms of

a toolkit, I'm sure you have some of the basics of what they do, but, A, does such a formal toolkit kind of exist for some of the people who came on our program? And then secondly, in terms of engaging companies in those countries to give the same type of commitment, can companies like IBM play a role. Are you finding that that's easy, Michelle, in terms of engaging those companies?

MR. BRIDGELAND: Wonderful question. Stan and then Michelle.

MR. LITOW: Well, I'll start off with the toolkit idea. IBM partnered with the World Bank to create a toolkit for small businesses on a worldwide business. It's in 30 countries; it's in 17 different languages. If you're starting a business or working on your business it's smetoolkit.org and it's got how to do a business plan, how to do a marketing strategy, collaboration tools, and the like. We have a similar tool at IBM that my colleague, Diane Melley built for IBM employees. The 100, now 50,000 employees who are regularly doing community service and volunteer work, and stay tuned because our plan for IBM's centennial is to make a version of that toolkit available free of charge for anyone. So we're on it and I think we can solve that part of the problem.

The second part is a little tougher. How do you scale up from one, two, or three, or five companies to get larger numbers of companies to the table? And I think it is possible through the same kind of an advocacy effort that Bridge and so many of you are talking about from the standpoint of the United States Congress and the President and legislation. To some extent if you've got the same kind of a grassroots movement that would affect companies' decision-making, we've seen about half a dozen companies picking up now on the IBM corporate service corps model, but that's too damn slow.

So if there were a lot of advocacy directed at companies, individual geographies, I think you would see it. Because the one thing in my experience that's a little different from the corporate sector is people are benchmark crazy. And if somebody else has done something that they're making money out of and it's successful, they want to steal it or the version of that. So I think we're going to see more of it, but we could prime the pump a little bit more.

MR. BRIDGELAND: Two more quick questions, two more quick answers, and then we're going to close. Yes. Stand up. Please.

MS. YUN: Yungo Yun, Polynesians for Empowerment, formerly at the World Bank.

I have, first of all, as a recipient of the Peace Corps service in Korea; certainly I applaud the impact of all this Peace Corps and others. My question is why you concentrate -- why you try to focus on the outcome? And certainly the receivership is very important, I guess, so the thing is how? You usually try to define the role of the receivers who are beneficiaries in this international service, for example, and particularly in terms of the (inaudible) the demands and -- demands of service they need and what kind of role they can really play from the identification to the completion.

My second question, very quick question is I was in the enormous demand or commitment from the young people to be in community service or international service, maybe particularly due to Obama's inspiration. But I'm wondering what kind of impact of this typical economic situation makes on their commitment at the same in terms of funding?

MR. BRIDGELAND: Good. Wonderful question. Panelists? Steve?

MR. ROSENTHAL: Sure. First of all, thank you for the question. And I'll start with the latter.

MR. BRIDGELAND: And briefly.

MR. ROSENTHAL: Yeah. Thanks, Bridge.

First of all, the economic impact has been substantial. People -- since people are largely left to fund their own international volunteer service outside of the Peace Corps, it has had a very negative impact. So, you know, I think more than ever this legislation is important. And in terms of how programs are designed, you know, I could generalize and just say that in general an international volunteer might travel overseas to do service, but the project that they're working in is generally working with a local grassroots organization. So they're working in a local community-based NGO, let's say. And the staff that are receiving them are typically local host country volunteer staff. So generally it's a partnership where the project is designed with more local expertise than external expertise and the volunteers are there to carry out the tasks set out by the -- by those that develop (inaudible).

MR. BRIDGELAND: Let me just add quickly, we have to make the economic case for international volunteer service. When we were moving to pass the Kennedy Serve America Act

we almost didn't get it done because the economy went south and there weren't going to be resources. So we wrote a report called "The Quiet Crisis," one that we have Great Depression levels of unemployment. So putting people, young people into productive work and then getting skills that then when the economy improves they can -- those skills will be relevant to getting jobs. Second, at low cost to the taxpayer. And third, through -- with no new government bureaucracies since we'll be deploying people through existing nonprofits.

One other quick question and then we're going to move to Harrison David.

SPEAKER: Real quick. Thank you honestly and challenge as well. I want to thank you for the focus on partnerships because it's key. The phrase partnerships, not paternalism is huge. But also challenge you and really all of us to continue to focus on the multilateral aspect of it. And I think when we we're talking about this in New York, when we're talking about this on Capitol Hill, it's not just return Peace Corps volunteers to the room; it's also nonprofit leaders from overseas volunteering here. And continue to give that those stories as Michelle did and all of you did I think really sells it in a more compelling way. Maybe not for every legislator, but in a fundamental sense that this really is about international service together from all countries working side by side across borders. So I just wanted to kind of give it a shout out for those volunteers here and for how it's written into the Service World policy proposal and make sure that we're -- it's not just on paper, but it's also in our words when we're talking about it on stage, so.

MR. BRIDGELAND: Wonderful way to end. Can we have a round of applause for the panelists? (Applause)

THE BROOKINGS INSTITUTION

INTERNATIONAL VOLUNTEERING AND SERVICE

Washington, D.C.
Wednesday, June 23, 2010

PARTICIPANTS:

Closing Remarks:

DAVID CAPRARA
Nonresident Fellow and Director
Initiative on International Volunteering and
Service
The Brookings Institution

THE HONORABLE HARRIS WOFFORD
Former United States Senator (D-PA)

* * * * *

PROCEEDINGS

MR. BRIDGELAND: Now my great pleasure to welcome to the stage, first, a person who saw in Gandhi's independence movement in India, helped inform a movement in the United States, marched with Martin Luther King, helped Sargent Shriver co-found the Peace Corps, special assistant to President Kennedy for civil rights, the president of two colleges, U.S. senator from Pennsylvania, CEO of the Corporation for National Community Service, co-chair of Service World. He comes to my home for dinner and my three little children literally stay up till 1 o'clock in the morning listening to his stories and learning about the great books. Please welcome Harris Wofford. (Applause)

MR. WOFFORD: Well, when you have fourscore and four years ears, you miss some of the remarks that are not loud enough. And it reminds me of an awful story of the couple that had been together for 50 years sitting on the porch, looking at the hills. One says to the other, "Henry, I'm proud of you." And the other says, "What did you say?" "I'm proud of you." He thinks for a minute and says, "I'm tired of you, too." (Laughter)

Now, I want to say quickly I'm not tired of you, but you may be tired of me when I talk till 1 o'clock in the morning here. I'm not tired of the score or two score or more colleagues here that have been for a year or years. I'm looking at David and Henry Lozano. I second heartily Scott Beale's multinational, multilateral issues. Dwight Wilson is working on the same and I think maybe a dozen people here are working on models of new forms of multi-national exchange. It's been a great day.

Now, John Ridgeland said I was going to tell you about Kennedy's goal of 100,000 a year. I think that you've heard it said that it is this goal. I do want to put it and a little repeat to some of you the context about that dramatic announcement of the Peace Corps at 2 a.m. in a little different context. Before I went off to Africa in the fall of 1962 to Ethiopia, I would walk out and it was the only time you get when you're an assistant to the President, see the President when he's doing something connected with you and then you have a chance to brief him and you walk out. In this case, though, I think there were 600 volunteers to go from the White House lawn, 300 to Ethiopia and several -- and another couple of hundred to Africa. I believe it was those two continents. And

he said his remarks and walking back in he who had gotten a little cold feet, a little worried about whether it was a wise idea or not, had begun to believe it really is a good idea. And he said, "You know, this will be really serious when it's 100,000 a year."

Now, that's the goal we say. But I think you should think of it in terms of celebrating the 200,000 volunteers in 50 years. It's a tremendous achievement. And those of you who are in it are proud of it. But it's also, if Kennedy or Sargent Shriver even more, heard us celebrating 200,000 in 50 years when they were imagining it would be two or three million Peace Corps volunteers by now, the tension of those two things needs to be part of the commemoration of the Peace Corps. Just think what our foreign policy, how it might be different. What wars we might or might not have been in. How the country would have been different if there were two or three million former Peace Corps volunteers.

Now, the reason I want to put in context the 2 a.m. is that there's a sense that John Kennedy, with this great idea, launched the Peace Corps at 2 a.m. on the steps of the student union. I like to say really the students at Michigan launched the Peace Corps because if you listen to the questions he asked, his staff had gone to bed. He had had a debate with Nixon. He was tired. Press went away. And they said you don't have to talk tonight. He said, "They've been waiting here till 2:00. I'll wing it." And they went to bed and he asked these, in passing and several other things, he said, "And will you serve overseas? Will you spend 5, 10, 15 years of your lives if you're a doctor?" I think he said serving in Ghana. About four rhetorical questions. Nothing about a corps, nothing about starting a program, just are you going to be ready to serve? And on that the future of this country may depend.

The Michigan students the next morning, a group took around a scroll, a little committee that said Michigan Students for World Responsibility that said if you form a program for volunteers to go overseas we want to go. Go do it. We're trying to get the words of that scroll, but it was Kennedy heard that they wanted to give the petition to him someplace, one of our civil rights section people called me to say how do we arrange to give him this scroll? We didn't know. Nobody knew they had done this. And when they told Kennedy in the car campaigning in the Middle West that that had happened after his questions that night, Kennedy said, "Let's make a major proposal on

that before the campaign is over." At the Cow Palace in San Francisco he did within the next 10 days.

So, you in this room, I hope, are going to in your own way carry the torch, light the fire that those Michigan students did. And Shriver says if they hadn't done it -- and then if young people in huge numbers hadn't written in saying I want to go, where do I apply, after he did propose it and he got elected, and somebody figured out that more letters had come in asking to go into the Peace Corps than all the other applications to the new frontier for jobs put together. And Shriver says if that hadn't happened, there's no reason to think it would have come as a high priority after he was elected.

So now I have to remind you that the Peace Corps has the same model today, a very strong one, a very successful one, that it had 50 years ago. And we've just heard from Steve Rosenthal and Stan Litow, in a sense the peanut model from Michelle, the Hands On model of Michelle, there's another model. Interestingly enough it was a model that was in the original plan sent to the president and to Congress by Sargent Shriver, the task force that put together the plan in about less than four weeks. It said the Peace Corps will be administered, first of all, by its most appropriate carriers, our colleges and universities overseas, Chancellor Riden. And second, it would be administered by non-government organizations that have a track record of working overseas. And then third, if the United Nations wants it, their agencies wanted it, it would be through the United Nations. And then there's some projects of such urgency and complexity that it will have to be administered directly by the Peace Corps itself.

Now, only Notre Dame was given Chile to run and to administer thanks to Father Hesburgh's persistence. And he was -- Shriver never gave another country away to anybody. (Laughter) But all right. We went another model because he said there's only one parachute jump here and I'm responsible. And I don't think we can spread the responsibility out to a lot of colleges, universities, and private organizations. If it works, we can go in that direction.

All right. This is 50 years later. I think the new model of the Peace Corps or a new dimension could be well moving on the direction of non-government organizations, including colleges and universities, directly running it. Not a government to government relation. And that's the Global

Service fellowships. It's a good part of Volunteers for Prosperity now. And others of you may have other models.

So I will close by one other memory from the past for me, meeting the great philosopher, Martin Buber. My wife and I, right after Kennedy's death, it happened we were there, I quoted from a book, *Paths in Utopia*, where he said, "The dream I've had of Arab-Jewish brotherhood and a commonwealth of cooperatives has been plowed under by the Palestine-Israel vicious circle, but good ideas rise again and come back when idea and fate once more meet in a creative hour."

And my wish for you, for us, and for this cause is that we'll have a creative hour. Now, when I asked Buber do you see it coming he didn't get the chance to answer. My wife, the healthy skeptic -- not a cynic, but a skeptic -- guffawed and said, "From what I've seen here on this trip it'll be a long time coming." And as we parted he said to me, "I can see that you're a romantic and I hope you realize how important it is, good for you, that you're married to a realist." And he turned to Claire, who hates this story. (Laughter) She did when she was alive and would be here disliking me saying this now. She thinks I come out better in the story. (Laughter) He said -- he says to her, "Dear friend, you're right. There are long time waiting for a creative hour to come, but they do come. And my hope for you is that your realism will not make you miss it."

And so that's my hope for you, too. Thank you. (Applause)

MR. BRIDGELAND: Thanks to Harris. We have our creative hour. And to answer your question more concretely, imagine millions of college students around the United States sending in scrolls of support for the Sargent Shriver International Service Act to help advance that creative hour. So perhaps you can organize that. (Laughter)

Now my pleasure to introduce someone who served in two administrations, in the last administration led the faith-based efforts in the Corporation for National Community Service. We're skeptical. We think he lives in Kenya. He's been working in this wonderful alliance to clean up the Nairobi River and mobilize people of many faiths, races, ethnicities, and ages to take on these challenges. Please warmly welcome a co-convenor of Service World, David Caprara. (Applause)

MR. CAPRARA: And four years ago Colin Powell, in June, stood at this platform

and inaugurated this project at Brookings. And also, Steven Rosenthal and colleagues -- how many of you are on the board of the Building Bridges Coalition by the way? Raise your hands.

This morning they met and they formally institutionalized this sector on the global level as a force in its own right. I'd like to give VBC a hand, Steve, and your colleagues for that accomplishment. Two years ago we had Global Service Fellowship legislation that swept through the Senate Foreign Relations Committee, followed by Service Nation becoming Service World today. And this platform has so many possibilities. I know Kathy, we discussed AID already is brimming with ideas. On the executive level, the Obama Administration can take action before a bill is formed. Stan Litow gave us the charge today and corporations can take action now.

Michelle talked about social media. I know Charles Phillips, you're launching a social medial coalition also in November and we're taking action on each of these levels. So let's make this a very dynamic document and movement. I think it's scoring in many ways a global tipping point and we see -- you mentioned Kenya. I'll go back home tomorrow and where the violence you mentioned, I see Irene came. You can raise your hand. Her husband is a senior scholar with Africa Growth Initiative here at Brookings, but they're measuring identity-based conflict and we're now seeing the launch of youth service with Kikuyu and Kalenjin tribes, and even the governor of Kenya inviting a regional Africa convening on a multilateral basis. And so you can go to globalpeaceconvention.org. We'll have a big convening there in November.

I met on the airplane -- is Kathy Dennis still here? Kathy, on the way to Costa Rica, you were heading to Colombia where Steve Vetter and Matt Clausen and colleagues are convening the Avé. Is it October? The Global Youth convening there also on a multilateral basis. So in many ways we're talking this back home around the world in different laboratories, in different centers of innovation, whether they're corporate, NGO, faith-based, or government working together where they're our anchor partner or the Peace Corps. Thank you, Harris, for being the man. You've got not only the attendance record, but I know when I was head of Vista also you'd always give the speech that you gave in studying Gandhi that fired a movement and fired our imaginations for many, many years. So again, thank you for being our steam mentor.

From here we go next week to the Points of Light Convention. By the way, Georgia,

beyond the peanut, we have Martin Luther King came out of Georgia. Many great movements of reform. And we have Michelle Nunn. And the Nunn brand, both her father with the Nuclear Threat Initiative and Michelle herself. I remember talking to you two-plus years ago, right before you came in to Points of Light. You were thinking about how to connect the domestic and international civic space. And next week the Points of Life, CNCS. Actually when I worked for David Eisner it was the Corporation Convention and you could say the Points of Light, but the Joint Points of Light Institute Obama Administration Convention of 5,000 people in New York next week, if you're not there in person, please tune in. I think you can go to pointsoflight.org and find some ways to network with that. But this platform and Global Service will also take center stage with Harris and others. The Peace Corps. John will be bringing from this Brookings forum to a really national audience next week in New York. So I'd like to give Michelle a round of applause for putting that together.

(Applause)

MR. CAPRARA: Also announce that on October 14th we'll have the 2 a.m. service on the Ann Arbor steps at the University of Michigan. Is Dean Susan Collins still here? If you could raise your hand. And John Greisberger. We'll invite them to give -- we would like to invite you all to a reception next door just for a few minutes to enjoy each other's company. I wanted her just to say a word, but they will host a bookend symposium this year on the national and international policy dimensions of this movement and of Service World at the University of Michigan on that 50th anniversary that Kevin Quigley is helping to put together with them along with Brookings. So we view that as maybe the kickoff officially of the 50th anniversary.

So thank you all again for coming today. I want to thank Deanna Parrish and Eileen Gallagher, Mao Lin, anybody I missed. Of course, Jack Sibley and Molly, who worked so hard on this platform document. Let's give -- all of you all are really owners. Everyone in this room I think has a piece on the Service World platform. (Applause)

Ladies and gentlemen, I cannot follow Harris' words. So on the note that he left us on, let us conclude and thank each of you for owning and being part of moving Service World forward. Please join us for a reception and we might have a couple of other (inaudible) announcements there. Thank you.

SPEAKER: Thank you, David. (Applause)

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