

# ACTION

September 19, 1980

# update...



*Foster Grandparents from Denver, Colo. present First Lady Rosalynn Carter a hand-made quilt showing the state flower—the columbine—during their visit to the White House. From left to right: Ruth Kirk; Mrs. Carter; Melba Turner; FGP Project Director Susan Sherer and Vera McDonald.*

## The Foster Grandparent Program— A 15-Year Success Story

# Recruitment Strategies Reviewed, Developed at ORC Conference

A major goal of the recent ORC (Office of Recruitment and Communications) training conferences was to give staff a better understanding of VISTA and Peace Corps recruitment strategies, with an emphasis on the recently modified PC system for recruiting volunteers, according to Bruce Cohen, Chicago Service Center director and conference coordinator.

This PC delivery system is based on a preliminary matching of applicants into broad assignment areas in an effort to recruit more volunteers earlier into the program. It also involves building a network of people -- including returned volunteers and leaders of professional and community-based organizations -- to find, encourage and steer toward the Peace Corps, potential applicants who meet PC needs overseas.

ORC staff, including recruiters, evaluation and placement specialists, placement managers, volunteer recruitment specialists, service center directors, public information specialists and other headquarters staff attended one of two week-long, back-to-back conferences held in late August in Rosslyn, Va.

"A lot of good information-sharing took place," said ORC Director Jim Duke, "as well as open and honest discussions with our people in the field. This gave us a chance to respond to their concerns--something we will continue to do." Additionally, Mike Berning, recruitment manager for the San Francisco area felt it was "an excellent opportunity to meet and exchange recruitment techniques with people in other area recruitment offices."

## CONFERENCE GOALS:

- To orient new recruiters to PC/V goals, programming systems, organizational structure, and to provide "hands-on" training in the recruitment, selection and placement of volunteers.

- To train recruiters, desk officers and PC placement and staging officers in the articulation of volunteer roles and of the opportunities and challenges of VISTA and PC service.

- To examine the PC and VISTA news and media messages which will be used for public awareness and recruitment support in FY 81, including a synopsis of VISTA's 15th anniversary activities and a review of plans for the upcoming PC 20th anniversary.

- To develop recruitment strategies geared to particular groups, such as minorities and older Americans.

Participants worked toward these goals through a series of lectures, workshops and panels and small group discussions. In addition, recruiters received training in a number of recruitment techniques, including college classrooms, large group and radio/TV presentations, and phone and in-person interviews.

## DISCUSSIONS AND PRESENTATIONS

A high point was a presentation by VISTA on community organizing and the VISTA philosophy. Speakers from community-based organizations which employ VISTA volunteers, including Massachusetts Fair Share, the Brown Lung Association and the Federation of Southern Cooperatives, spoke about the role that mobilizing people has played in their organizations. Afterward, participants developed a list of what they felt were successful elements of community organization.

"I felt good about that presentation," said Jim Rayburn, area recruitment manager in Philadelphia. "It raised everyone's consciousness of what community organizing is all about and it renewed my own commitment to organizing and empowering poor people. I felt it was especially important for the new recruiters."

A discussion on recruitment strategy focused on agency commitment, both philosophically and economically, to minorities. "The consensus was that this strategy, particularly, will require much long-term planning in view of smaller economic resources," Cohen said. "This agency has a commitment to minorities which is in no way lessened by a shortage of monies."

## ORC's JOB

Peace Corps Director Richard Celeste said that diminishing funds would make the job of ORC more difficult. "But I am confident that we can meet the challenges that lie ahead," he said, "and I appreciate the hard work and dedication which you have displayed in the past year." Celeste said he looked forward to working with ORC on PC 20th anniversary activities and encouraged staff to be innovative and resourceful in stemming the declining number of PC trainees.

# Minority Intern Program Mutually Beneficial to Students and Peace Corps

"After this, we'll have to think twice before we say, 'We can't motivate minorities to join the Peace Corps,'" says Dennis Derryck, former director of the Office of Policy and Planning.

Derryck is referring to the first Peace Corps Minority Intern Program, of which he was program coordinator. Designed for students who attend historically black, Hispanic or Native American colleges and universities, the recently-completed eight-week course was aimed at broadening the perspectives of minority undergraduates about the Peace Corps and the international scene. (see ACTION Update, May 21 and July 29, 1980 issues).

Ivy A. Lewis, an intern from Delaware State College in Dover, says, "This experience has provided a gentle introduction to the Peace Corps as well as a stimulating introduction to the activities of the 'real world.' My scope and interest in world affairs has broadened tremendously."

According to Derryck, the learning experience went both ways. "In addition to all that the interns learned, the Peace Corps was introduced to 15 bright, committed, energetic, young people. And what is most important," he says, "is that PC saw the real potential that is out there among the young minorities."

"The problem has long been one of awareness among minorities—when the interns were selected from among 50 nominees, only two of them knew much about the Peace Corps, now nine of them have expressed a desire to sign-up," he explains.

"However," continues Derryck, "this program alone won't change the imbalance of minority volunteers in PC (approximately five

percent of the 5,500 now serving)—it's just a drop in the bucket—but it is a beginning towards increasing minority awareness."

Although increased awareness is the first step, and some of this has been accomplished through traditional means—advertising, strategy contracts, recruitment campaigns—the Peace Corps continues to explore ways of making volunteer service more attractive to minorities. One answer may lie in the recommendation contained in the final, joint paper prepared by the interns.

What they have proposed, basically, is that PC service, along with the usual pre-and in-service training, plus specific additional studies count towards a master's degree.

There are two phases to the interns' proposal. First, research to identify scarce skill areas that will be marketable in the U.S. economy once Peace Corps service is completed. These are to be compared to scarce skills needed by the Peace Corps.

Derryck explains... "In order to tap into this large pool of potential volunteers—minority students—we need to develop a system that matches the skills Peace Corps needs with skills the economy needs and still meets Third World needs."

In phase two, the interns recommend an early outreach design whereby PC identifies and recruits prospective scarce skill participants during their sophomore year of college.

As juniors and seniors they will study a foreign language and take one PC-suggested course each year. At the end of their junior year they are to participate in an accredited intern program patterned after the 1980 one. Upon graduation, interns must complete nine to 12 weeks of accredited grad-



*Interns leave a White House meeting.*

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# Grandparents Honored for Dedicated Service

Fifteen years ago when she was recently widowed, Cornelia Ford joined the newly created Foster Grandparent Program. Unsure and apprehensive about being able to "love the unlovely—the retarded child—the one who is the most needful in the world," Mrs. Ford discovered her fears were unfounded. She now says, "My work means a lot to me. It means I'm standing here today."

Cornelia Ford, one of the 72 original Grandparents who traveled to Washington, D.C. for a two-day celebration of the program's 15th anniversary, made her remarks at a Capitol Hill luncheon for 200 people. The luncheon, attended by representatives and senators from the volunteers' respective states, was only one of several events held to honor the Foster Grandparents during their Washington visit on September 4 and 5. (See ACTION Update, August 13, 1980 issue).

During the luncheon, Congressman Claude Pepper (D-Fla), chairman of the House Select Commit-

tee on Aging, voiced sentiments similar to Mrs. Ford's "The program opens doors. It's an invitation for the elderly to keep functioning. The Grandparents forget thinking about themselves so they can love their children better."

The Capitol Hill affair followed a tour and breakfast at the White House, where the Grandparents met with First Lady Rosalynn Carter. At this informal reception, Grandparents from Hawaii placed a lei around Mrs. Carter's shoulders, and the volunteers from Colorado presented her with a hand-made quilt.

A reception at the John F. Kennedy Center for the Performing Arts capped-off the celebrations. After viewing the premier showing of a new FGP film entitled "A Touch of Love," all the original Foster Grandparents received 15-year service plaques from ACTION Deputy Director Mary King.



*ACTION Director Sam Brown talks with the Foster Grandparents from Denver, Colo. (R. to L.) Vera McDonald, Melba Turner, Ruth Kirk.*

*ACTION Deputy Director Mary King presents a fifteen year plaque to Foster Grandparent Lowell Jones of Denton, Texas.*



*Grandparents tour the Capitol.*





*Congressman Claude Pepper (D-Fla) addresses the Grandparents during a luncheon on Capitol Hill.*



*Congressman Mario Biaggi (D-N.Y.) greets Grandparent Mathilde Adrian, St. Cloud, Minn. OAVP Director Helen Kelley looks on.*



*Project Director Jean Parrott, San Francisco, Cal., Sen Alan Cranston (D-Cal), Grandparent Mary Bryant.*



*Senator Donald Riegle, Jr. (D-Mich.) and Foster Grandparent Edna Crenshaw from Detroit.*

## Peace Corps Kicks-off 20th Anniversary Celebration



*President John F. Kennedy signs Executive Order creating the Peace Corps.*

**I**t was 2 o'clock in the morning on October 14, 1960. Presidential candidate John F. Kennedy stood on the steps of the Student Union at the University of Michigan and told a throng of students of his plan for an "international youth service program." And the Peace Corps began to take root.

Twenty years later, the University of Michigan will once again be the scene of a Peace Corps milestone as the agency begins its 20th anniversary celebration with a "rededication" ceremony on the Ann Arbor campus. President Carter or a member of his family is expected to make a formal presentation; also expected to take part are representatives of the Kennedy family, leaders of the Third World, Peace Corps Director Dick Celeste, former volunteers and staff, and others. Seminars on development issues and a look ahead at the "second generation" of the Peace Corps also will be featured.

The University of Michigan event will kick-off a year of national and community-level anniversary events. Donovan McClure, who was Peace Corps' Director of Public Affairs in 1961 (and who later served as country director in Sierra Leone and in Turkey), has been named to coordinate the anniversary activities. McClure is on a leave of absence

from his present job as associate director of the Coalition of American Public Employees.

McClure sees three objectives for the 20th rededication. "We'll be trying to substantially increase the public's awareness of the agency, stimulate the growth of an 'alumni association' of the 80,000-plus former volunteers, and spark a debate and discussion about Peace Corps' future."

In a September 11 letter to former PCVs, Celeste urged their participation in community events to support the anniversary, and solicited their ideas and comments.

"It is you, the returned volunteer, who can speak most eloquently and meaningfully for the Peace Corps—particularly in the vital area of our 'Third Goal': To bring to the people of the United States a better understanding and appreciation of the peoples of the Third World," Celeste wrote.

Among the anticipated events for the coming year are a 12-city awareness tour beginning in Washington around March 1 (the anniversary of the date President Kennedy signed the Executive Order creating the Peace Corps); a photo contest open to present and former volunteers and staff; a national conference for all former PCVs; and a series of recruitment-related events.

# Agency Endorses Strong Position Against Sexual Harassment

**S**exual harassment in the workforce can affect anybody. It may take the form of coercive behavior, either implicit or explicit, to affect an employee's career, salary or job – or it may be an unwelcome gesture, comment or touch. In any case, it hurts morale, and can seriously hinder productivity.

Such situations went largely unreported for a long time – people were ashamed or afraid to “make trouble.” Earnest attempts to correct a bad situation were met with inaction, or even ridicule. Employees felt frustrated – helpless to “do anything.”



Over the past several years, however, the problem has been viewed more seriously, and in the federal government, the number of employee-complaints on sexual harassment has been steadily increasing, according to the Office of Personnel Management (OPM).

ACTION, along with other federal agencies, is taking a firm position on this issue. In a memo to all staff, Sam Brown referred to an OPM policy statement which makes it clear that sexual harassment is intolerable in the federal workforce, and states that under Merit System principles, all employees are ensured the “right to work in an environment free from sexual harassment.”

“We fully intend to see that the policy is adhered to within ACTION/Peace Corps,” Brown said in the memo. He also urged employees to read the OPM statement which defines activities that constitute harassment, and which recommends specific agency leadership actions against it.

ACTION is establishing a procedure to be coordinated by the Office Compliance (O/C) and Labor-Employee Relations, for seeking redress and specifying action to take against employees who violate

the policy, says Bart Crivella, head of O/C's Equal Employment Opportunity Division (C/EO).

Crivella says the agency is also planning an awareness discussion session on the problem of sexual harassment to be included in a three-day training course for managers and supervisors during the first half of FY 81.

Sexual harassment was part of the EEO counselor training in May of this year; and ACTION's sexual harassment policy is part of the agency's FY 80 affirmative action plan.

Equal Employment Opportunity counselors are available to handle employee questions or complaints on sexual harassment. Copies of the OPM directive may be obtained from the Office of Compliance, call Marcella Haynes - FTS 254-5940.

## Minority Intern Program

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uate course work prior to entering pre-service training.

While serving overseas, these volunteers will spend four weeks after their first year and six after their second at an in-country university for further training in their fields. The end of the second training will mark completion of their volunteer service and their master's program.

“This is an ambitious recommendation,” says Derryck. “But it does fit in with the ongoing emphasis on service-learning in all ACTION/PC programs. Also, the practical aspect is that the cost of a college education is rising so rapidly that alternative ways of getting one will have to be developed—this could be a viable option,” he adds.

The unqualified success of the program has resulted in Peace Corps' commitment to carry out the intern program next summer. “The multiplier effects of this program make it even more worthwhile,” explains Peace Corps Director Richard Celeste. “We've not only ‘turned on’ 15 vital people to what Peace Corps is doing, but when they return to their campuses and communities they will continue to spread the word... We don't want to lose this momentum.”

Intern Kevin McKinnon, a student at Elizabeth City State University in Elizabeth City, N.C. sums up the internship and its long-range potential, “The program is definitely an asset in terms of minority awareness of Peace Corps and in the making of future leaders in the U.S. and, in fact, the world.”

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## FGP PROGRAM SPECIALIST

Sandra Nathan has been appointed program specialist for the Foster Grandparent Program, and is responsible for project evaluation, model program development, technical assistance and program monitoring. Before coming to ACTION, Nathan was a policy and program analyst with the White House Conference on Aging. Her previous positions include project director for training and technical assistance with the National Center on the Black Aged, trainer with the Community Nutrition Institute in Washington, D.C. and community organizer, planner and project administrator with the San Diego Area Agency on Aging. In 1970 Nathan earned a BA in sociology at the University of San Diego College for Women and in 1976, an MA in public administration at the National University, San Diego, Cal. She also studied at the University of Southern California, Institute on Gerontology.

Nathan who once worked with the National Urban Coalition, is active in the National Caucus

on the Black Aged, the Gerontological Society, the National Organization for Women, the National Association of Black Social Workers and the Interfaith Coalition on Aging.

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## MICHIGAN STATE PROGRAM OFFICER

Nathan Strickland was recently named a state program officer in the Michigan State Office, Region V. He works with VISTA and Older American volunteers and monitors domestic programs in that state.

A former PCV in Brazil from 1977-79, Strickland worked in the ACTION area recruitment office in Detroit from December, 1979 to May, 1980. Prior to assuming his current position, he taught marketing management at the secondary level at the Chrysler Learning Center in Detroit.

Strickland earned a BS in distributive management in 1976 from Delaware State College in Dover.

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## ACTION UPDATE

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