Service Year Alliance

Background information
December 2017
Service Year Alliance

A new organization relentlessly pursuing a bold vision — making a year of service a common expectation and opportunity for all young Americans.

VISION
Every year, one million young Americans engage in a service year, solving important problems while transforming their own lives.

SHORT-TERM GOAL
Grow full-time service year opportunities from 65,000 positions each year to 100,000 and create the conditions for large-scale, long-term growth.
“Over the next generation, we will need to come together to solve some big problems. We’ll only do that if we have citizens who are well-versed in working together across all the lines that divide us.

A system of voluntary universal national service is an opportunity to shape Americans today so we can come together to solve big problems tomorrow. I believe that the next step in the American experiment is the expectation of a year or more of service.”

General Stanley McChrystal (ret.)
Service Year Board Chair
Service Year Alliance
Leadership Committees

Leadership Council
- Madeleine Albright
- Kristen Soltis Anderson
- Donald A. Baer
- Melody Barnes
- Michael Brown
- Anna Burger
- Barbara Bush
- Jean Case
- Raymond G. Chambers
- Emily Cherniak
- AnnMaura Connolly
- Adam Coretz
- Richard Danzig
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- Ann E. Dunwoody
- Michèle Flournoy
- John D. Gardner
- Robert Gates
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- Dan Glickman
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- Jennifer Granholm
- Stephen J. Hadley
- Andrew Hauptman
- Arianna Huffington
- Walter Isaacson
- Sebastian Junger
- Dirk Kempthorne
- Vanessa Kerry
- Wendy Kopp
- Laura Lauder
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- Jason Mangone
- Mel Martinez
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- Brad Meltzer
- Jamie Merisotis
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- Wes Moore
- Rosabeth Moss Kanter
- Steven Olikara
- W. Taylor Reveley, III
- Condoleezza Rice
- Matt Ronen
- Donna Shalala
- David Shaw
- Bill Shore
- Timothy Shriver
- Olympia Snowe
- Laurie M. Tisch
- Harris Wofford

National Security Leadership Circle
- Gen. John Abizaid (ret.)
- Gen. George W. Casey, Jr. (ret.)
- Gen. John F. Campbell (ret.)
- Gen. David M. Rodriguez (ret.)
What is a service year?

A service year is a paid opportunity to develop real-world skills through hands-on service.

Today, 65,000 young people do a service year every year.
Service Years
Triple Bottom Line

Changing Lives
Young people have double the general unemployment rate. Service builds workforce skills and connections, as well as a sense of efficacy and purpose.

Solving Problems
Service years provide cost-effective human capital that can be directed at society’s biggest challenges like educational equity, disaster response, conservation, and community development.

Developing Leaders
Service years develop diverse, public spirited leaders and engage citizens with the skills and commitment to work across divides and do what’s right.
How to Create a Service Year

- Young Person
- Program (Host Organization)
- Funding
Federal Government Support for Service Years

**Funding:** AmeriCorps and YouthBuild grants, fee for service contracting, State Commission funding

**Organizations:** Most are non-federal; however the Peace Corps, VISTA, NCCC, FEMA Corps are all federally run service year programs

**Young People:** Federal programs increase the value proposition service by providing benefits through the AmeriCorps Trust Fund, Public Service Loan Forgiveness, and non-competitive eligibility for federal jobs
Examples of Organizations with Service Year Programs

conservation corps MINNESOTA & IOWA
Habitat for Humanity
THE MISSION CONTINUES Reporting for Duty in Your Community
BOYS & GIRLS CLUBS OF AMERICA

Catholic Charities
JESUIT VOLUNTEER CORPS
reading corps
math corps
United Way

CITY YEAR Tufts UNIVERSITY
PUBLIC ALLIES Everyone Leads
Miami Dade College
FOODCORPS

EmpLOYErs of National Service

- Creates a talent pipeline between service year alumni and employers
- Educates employers on the skills service year corps members gain
- Employers commit to value service year experience in the hiring process
Polling Results

Support from Millennials

In a survey focused on Millennials, findings show support for their willingness to participate in a service year.

80% of Millennials are somewhat or very interested in a service year.

93% of Millennials are likely to recommend a service year to a friend.

1 in 5 millennials would "definitely participate" in national service.

Source: Roll Global
Service Year Alliance Capabilities
National Recruitment, Awareness, and Corps Member Support
Inspire a generation and reward their service

ServiceYear.org
Build a state-of-the-art online marketplace and resource hub

Policy and Advocacy
Support a Washington, DC operation, grassroots movement. and alliance of influential Americans

Issue and Place Growth
Expand service years in targeted ways
How it Works

A service year is a paid opportunity to develop real-world skills through hands-on service. Discover more about how a service year can work for you, whether you’ve just finished high school or college or you’re looking to find your path.

TELL US
Tell us a little bit about your interests.

MATCH
We match you with paid service year opportunities.

CONNECT
Tell organizations you are interested and connect with them to apply.
How do we get there?

**Awareness**
Marketing and communications to build awareness

**Value Proposition**
Partnerships and policy/advocacy work to increase the reasons to serve

**Recruitment Campaign**
Drives young people to ServiceYear.org

**Young people and organizations can make connections on ServiceYear.org**

**Orchestration**
Outreach to organizations to build awareness

**Awareness**
Provide resources to help organizations expand and create programs

**Program Knowledge**
Policy/advocacy push for more resources

**Funding**
Become certified as a host organization on ServiceYear.org

**Certified**

**A Better You. A Greater Us.**
Certification Criteria

• Addresses unmet community needs and specify intended outcomes.
• Engages corps members in direct service or indirect “capacity building” for direct service programs at least 32 hours per week over 9-24 months. Exceptions for programs for veterans, students, opportunity youth.
• Provides a monthly living allowance of $1,050 to $2,100. (Exceptions apply.)
• Has an orientation.
• Provides ongoing training, supervision, and mentoring to corps members to build their skills and opportunities, increase their ability to provide quality service, and ensure they benefit from their service experience.
• Identifies specific skills, certifications, and other learning outcomes that corps members will attain through the program.
• Provides support to corps members as they transition out of the program into higher education, work, or further service.
• Maximizing, to the extent practicable, diversity across geography, race, ethnicity and income or building leadership from within communities.
• Strengthen civic ties by connecting members to other service year corps members.
• Take measures to ensure the safety and security of corps members and those they serve.
Prohibited Activities

• Corps members cannot be used to displace existing workers. While on service hours, corps members cannot:
  —Assist, promote, or deter union organizing, or impair existing contracts for service or collective bargaining agreements
  —Engage in any form of religious proselytization
  —Participate in, or endorse, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, or elected officials
  —Organize or engage in protests, petitions, boycotts, or strikes

• The focus of a corps member’s service should not be:
  —Administrative in nature
  —Influencing legislation
  —Intended to provide a direct benefit to a business organized for profit
  —Intended to benefit a labor union, a partisan political organization, or certain other organizations
  —Engaging in religious instruction or conducting worship services
Additional Background
What would it mean for young people?

- K - 8 — create the expectation
- High school — explore and plan
- Age 18 — register and indicate intention to serve after high school graduation or defer until after college
- Between ages 18 - 24 — complete a term of military, public, or national service
- After service — receive money for college or to pay back students loans, a pathway to college or career, and other public and private benefits
How much would it cost?

Minimum cost of a service year position: $25,000/year excluding education awards or other post-service benefits. As an example, this amount could break down as follows:

- $12,500 living allowance
- $1,000 payroll taxes
- $3,500 health insurance
- $50 background check
- $50 uniform
- $5,000 direct supervision
- $2,000 overhead
Examples of program revenue sources

**National School-based Program**
- $129 M Revenue Sources
  - School Districts/Local Government
  - Foundations
  - Corporations
  - In Kind
  - Individuals
  - AmeriCorps

**Local Environmental & Workforce Program**
- 2.86 M Revenue Sources
  - City Public Safety
  - Philadelphia Water Department
  - Philadelphia Parks and Rec
  - AmeriCorps
  - Philadelphia DHS

**National Nonprofit Placement Program**
- 11 M Revenue Sources
  - AmeriCorps
  - Philanthropy
  - Host site contributions
  - In kind
Reduce costs by:

- Public-private partnership
- Making living allowances and education benefits tax free
- Looking for new strategy on background checks and health insurance
- Providing a flat amount per position, with regional cost-of-living variation
- Including professional corps
- Building on existing programs and infrastructure
- Looking for ways that service years can save public dollars
  - FEMA Corps saves $60 million/year
  - Youth corps cost 80% less than contractors on public lands
- Amending higher education law to reward service through existing programs
How do we get there?

• Public/Private partnership — recognize privately-funded programs, make use of ServiceYear.org, and challenge employers and higher education institutions to value civilian service years the way military service is valued
• Link military and civilian national service
• Expand federal funding for service year programs, adding sufficient funding to increase by 25,000/year
• Ask federal agencies to create service year positions and identify jobs that would count as qualifying public service
• Have state and local boards designate government and nonprofit jobs that would count and qualifying public service (such as law enforcement, firefighting, teaching) and plan for growth in service year positions to solve local problems
• National campaign to engage American people and policymakers
• Start with state and local plans and pilots
This is the Moment

WE NEED IT MORE THAN EVER

• American society is racially, economically, politically divided & trust at historic lows

• 5 million young adults are not in school or working, costing taxpayers more than $75 billion every year in social services and lost revenue

• Young adults are 40% less empathetic than two decades ago

• Only 1% of Americans serve in the military; 70% are ineligible

• We have significant public needs that require human capital but public budgets are tight

• Workforce shortages in fields like teaching, nonprofit leadership, and healthcare threaten future prosperity

STRONG BROAD-BASED SUPPORT

• Young adults want to serve (80% somewhat or very interested; one in five “would definitely serve”)

• 4 out of 5 voters support universal national service, including 88% of Democrats, 76% of independents, and 74% of Republicans

• Support is even stronger when service is focused on low-performing schools, veterans, or disaster response

• 8 out of 10 voters believe national service helps prepare young people for the workforce, build stronger neighborhoods and communities, and restore values of patriotism and civic duty
What if more than a million young Americans did a service year each year?

WE COULD HELP:

- 2.5 million low-income preschoolers develop pre-literacy skills
- 2.5 million struggling elementary students learn to read on grade level
- 1.5 million at-risk students stay on track to high school graduation
- 3 million low-income students apply to, succeed in, and graduate from college
- 2 million veterans succeed in college
- 500,000 veterans access the services they need
- 1 million youth to code
- 1,000 government agencies and nonprofits to use technology effectively
- 250,000 immigrants and refugees to learn English and transition to life in America
- 1 million older adults and people with disabilities live independently
- 100,000 youth with minor offenses expunge their criminal records

WE COULD ALSO:

- Deploy 200 teams to rebuild hurricane-affected communities and place a team in every county to support emergency response departments
- Protect 50,000 acres of public land at risk of wildfires
- Cut the backlog of public lands maintenance projects in half
- Place 20,000 veterans in service with community organizations
- Provide vision and health screenings to 3 million children
- Place teams in every local organization that serves older adults
- Support human and environmental needs in 2,000 rural counties
- Build a culture of health in 10,000 communities and 25,000 schools
- Help 1,000 hospitals and community centers follow up with patients
We could also . . .

- Provide every young adult a meaningful first work opportunity
- Channel young people to fill shortages in specific fields of work and places experiencing brain drain

- Unite the nation in common purpose
- Develop diverse leaders at scale
- Rediscover the power of active citizenship as an American ideal
Whether in high school or college, or looking to find a path — a service year gives young people the chance to develop leadership and professional skills, make an impact on the lives of others, and become active citizens.

Service years have the power to revitalize cities, uplift and educate children at risk, and empower communities struggling with poverty. They can unite the most diverse nation in history, binding people of different backgrounds through common cause and inspire the next generation to become the leaders our country needs.

Service years are not the typical path; it’s an experience for

Please consider Service Year Alliance a resource for the Commission.

Contact Shirley Sagawa, ssagawa@serviceyear.org or Taimarie Adams, tadams@serviceyear.org.

Thank you.