

Lighting Millions of Candles

**How civic service and
the Peace Corps
are transforming
lives worldwide**

Bob and Judith Terry

July 11, 2017



- Welcome! Thanks for joining us.
- The symbol of our story today is candles, because candle flames beam light, knowledge, and hope
 - Many cultures and religions use candles as symbols . . .
 - and also encourage civic service
- Our story's theme is how candle beams sparked bold experiments to spread the idea of full-time, long-term civic service
 - Our own **small** stories focus mainly here in the USA
 - But the **larger** story includes other cultures worldwide, as this image symbolizes

Lighting Millions of Candles



The story in three parts

I. A few early candles, 1860-1960

II. Some Peace Corps candles, 1961 & 1987

III. Many more candles, 1963-today

- I. Brief look at origins: full-time, long-term civic service
- II. Glimpse our **small** experiences: Bob, 1961-63 & Judith, 1987-88
- III. Traces **larger** story: how Peace Corps **legacy** has grown

Timing appropriate: This is Peace Corps week. President JFK created Peace Corps on March 1, 1961. So Peace Corps community celebrates its birthday every year.

To get acquainted, how many of you have backgrounds in:

- Helping professions — teaching, medicine, social work?
- Military service?
- You, family, or friends served in the Peace Corps, AmeriCorps, Teach for America, or similar programs?

Other speakers discuss books already published. Instead, this describes my book-in-progress —> your comments will help

Part-time community volunteering

- 1760s, Benjamin Franklin
- 1830s, Alexis de Tocqueville
- Today, 62 million each year!
- Seedbed for full-time, long-term civic service



- Start by recognizing & honoring America's service tradition
- In 1760s, Benjamin Franklin founded Philadelphia's library, university, fire department, ++ → today volunteer fire depts. still essential in small communities (poster)
- In 1830s, de Tocqueville visited from France, wrote *Democracy in America*, today still a classic → identified voluntary associations as defining feature of American culture
- Today, U.S. Census tallies volunteer numbers = **62 M/year !!**
 - Essential for libraries, Scouts, United Way, & churches
 - Other countries value too, but exceptionally strong in USA
 - Important characteristic of Sea Oaks! We all benefit !!
 - Event organizers like Grant Bush and Marla Wormser
- **Part-time community** volunteering is **seedbed**. Our story shows how it helped produce a more intensive form of **full-time, long-term** civic service

Jane Addams

(1860-1935)

- Hull House, Chicago, 1889-1912
- 500 settlement houses in U.S.
- Full-time social work profession
- Anti-Imperialist League, 1898-
- “Moral substitute for war,” 1903
- Nobel Peace Prize, 1931



- By the 1880s, America was industrializing rampantly
- Addams & Ellen Starr, after visiting Toynbee Hall in East London, founded Hull House
- Became the model for many more: e.g. Henry St. Settlement, NYC; Civic Service House, Boston; House of Seven Gables Settlement, Salem MA.
- Hull House’s many alumni included Frances Perkins, social work pioneer
 - FDR’s Sec’y of Labor for 12 years, 1933-45; 1st woman cabinet member
 - Helped design & manage Civilian Conservation Corps (CCC), 1933-42
 - Helped design & launch Social Security Act
- Anti-Imperialist League, 1898-1920: 1st American peace movement
 - response to excesses of war annexing The Philippines
 - among leaders: Mark Twain, Andrew Carnegie, William James
- Addams’ practical experience led her to propose **full-time** social work as “moral substitutes for war” in her book *Newer Ideals of Peace*, 1907
 - Theodore Roosevelt described as “foolish”
 - But philosopher William James praised her “new perspectives of hope!”
- Elected President, Women's Int’l League for Peace and Freedom, 1915

Early experiments worldwide

- American “Thomasite” teachers in The Philippines, 1901-35
- Pierre Ceresole, *Service Civil Internationale*, 1920-on
- Dan West, Heifer Project & Brethren Service Comm., 1946-on
- UNRRA - Brethren tractor teachers in China, 1946-48
- Rev. James Robinson, Operation Crossroads Africa, 1958-on
- Alec Dickson, Voluntary Service Overseas (UK), 1958-on
- International Voluntary Service - 12 churches, 1953-2003
- Donald Watt, The Experiment in International Living, 1932-on

- Yes, JFK created Peace Corps legally. But idea did **not** spring from his mind only. Many social thinkers and practitioners helped define it over decades.
- After the Spanish-American War, young teachers (many ex-soldiers) returned to The Philippines aboard the “Thomas” (hence nicknamed “Thomasites”); some stayed for careers & est’d educational system.
- Ceresole, son of a Swiss President, attracted int’l network who volunteered for work camps for post-WWI rebuilding & natural disasters. Led team to help Gandhians rebuild after Bihar earthquake, small but symbolic.
- Brethren Church sent Dan West to Spain to aid refugees; distributing costly powdered milk, realized better to give cows —> Heifer Project Int’l., which in 1961-63 managed 1st Peace Corps team in Caribbean.
- UNRRA veteran Frank Wallick in 1958 helped Rep. Henry S. Reuss propose “Point IV Youth Corps”.
- Presbyterian minister Robinson est’d summer work camps for cross-cultural exchange. Protege William Delano became PC’s 1st General Counsel, then led Int’l Secretariat for Voluntary Service to promote programs abroad.
- English teachers in Africa, Alec & Mora Dickson, recruited British vols for teaching & community development jobs abroad. Dickson later est’d Community Service Volunteers for domestic service.
- IVS - started by 3 “peace churches” (Brethren, Quakers, Mennonites), designed & led by “Thomasite” returnee John Noffsinger, later a senior advisor to Shriver. Young

Sargent Shriver's three experiments in international living, 1932-39

- “Experimenter”, Germany, 1932
- Assist. Leader, Austria, 1934—>
- Group Leader, France, 1939
- President Kennedy appointed Shriver to lead Peace Corps



- Hooked numerous high school students, including Sargent Shriver
 - “Experimenter” to Germany
 - Watt later named him to lead groups to Austria (photo) & France
- Shriver later married Eunice Kennedy; talked so much about his 3 Experiments that President JFK insisted in 1961 that Shriver design & lead the new Peace Corps

Gandhian Peace Army

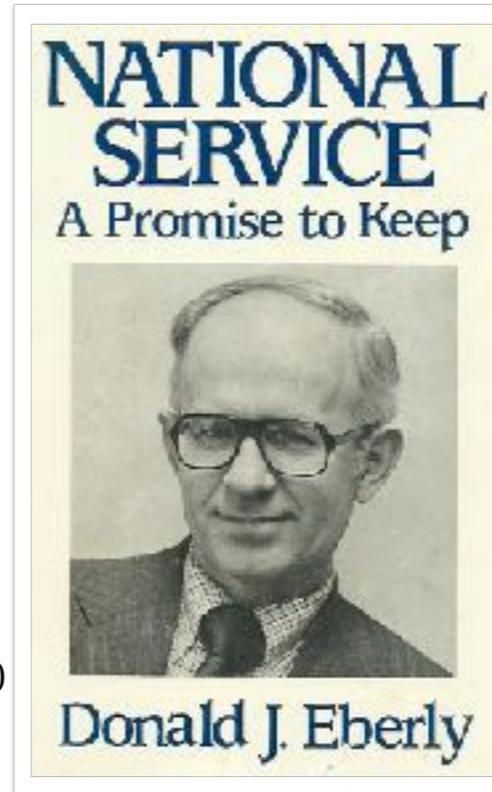
- In India, violent communist expropriations, 1946-51
- Peace Army - volunteers to resolve conflicts non-violently
- Peace Corps Director Sargent Shriver visited, 1961



- I, too, became an enthusiastic “Experimenter” in the early 1950s. In 1957-59, my Experiment network helped introduce me to South Asia, where as a student & journalist I studied rural development in India & Pakistan by governments, missionaries, & private agencies such as Quakers
- Indian Communists had fomented murders & expropriations, inspired by Mao’s success in China,
 - One American reporting on this was Harris Wofford → later a Peace Corps founder & US Senator
- Mahatma Gandhi & his followers had formed a “**Peace Army**”. Gandhians walked into the worst district, visiting villages to seek non-violent solutions: some wealthier villagers offered to give land to land-less neighbors → inspired the land-gift movement, spread India-wide
- In 1958-59, I marched with & wrote about these Gandhians — my photos
 - Left: After walked 12 miles, we arrived in a village at dawn
 - Right: Our leader, Vinoba, addressed villagers; all wear Gandhian “uniform” of hand-spun cotton !
- Another visitor, just after my last interview with Vinoba, was Rev. Martin Luther King, Jr. King’s India visits were planned by Wofford & escorted by Quakers.
- In 1961, Kennedy advised Shriver to visit key countries to explain the Peace Corps idea. Wofford, by then an Assistant to JFK, escorted Shriver.
 - A Gandhi associate told Shriver: “Gandhi was the first Peace Corps Volunteer”
 - Shriver then quoted this to Congress as he lobbied for Peace Corps Act

By 1960, “an idea in the air”

- Donald J. Eberly - U.S. Army service
 - Science teacher, Nigeria, 1956-58
 - proposed “National Service” —>
- General James M. Gavin
 - vol. alternative to military service
- Rep. Henry S. Reuss (D-Wisc)
 - Int’l Vol. Service in Cambodia, 1957
 - proposed “Point IV Youth Corps”
- Senator Hubert H. Humphrey (D-Minn)
 - proposed “Peace Corps”



- Harris Wofford & others est'd “Int’l Development Placement Association”, sent MIT-grad Eberly to teach science at a college in Nigeria
- Eberly conceived “National Service” & sent proposal to all U.S. Senators. Only HHH responded positively. Staffer Peter Grothe drafted bill using term “Peace Corps”.
- WWII 82nd Airborne hero “Jumping Jim” Gavin, later Chairman of Arthur D. Little, Inc., found students welcoming his suggestions of equating civilian with military service.
- Reuss, touring US aid projects in SE Asia with congressional colleagues, turned off by empty highways to nowhere, but impressed by IVS volunteer teachers. Reuss had earlier served in Europe with Point IV Marshall Plan. Helped by IVS returnee Frank Wallick, Quakers, & others, filed bill proposing “Point IV Youth Corps”.
- I worked for years with Don Eberly, & at various times for Gavin, Reuss, and Humphrey.

JFK challenges Michigan students

Oct. 20, 1960, 2 AM

- “How many of you willing . . . ?”
- Big story: student response
- Vice Pres. Nixon ignored
- JFK’s inaugural: “Ask what you can do for your country”



- Late in 1960 presidential campaign, JFK arrived Ann Arbor late; tired, but huge crowd awaited; spoke briefly:
 - “JFK threw out an idea in the air” — Harris Wofford
 - JFK asked: “How many of you are willing to work in the Foreign Service . . . traveling around the world? On your willingness . . . to contribute part of your life to this country . . . will answer whether a free society can compete.”
 - No text! No press! JFK’s questions could easily have faded into night air **then !!**
- **Big story:** student-faculty crash effort; outlined program which showed enthusiastic market demand, petitioned **both** candidates. Nixon ignored; but JFK accepted!
- Kennedy inaugural’s famous questions, “Ask **not** what your country can do for you. Ask what **you** can do for your country. . . . ask what **together** we can do for the freedom of man.” JFK then immediately started Peace Corps

Three Peace Corps goals

1. **SERVE** - “help people of interested countries needing trained men and women, particularly in meeting the basic needs of those living in the poorest areas”
2. **SHOW** - “promote a better understanding of Americans by the peoples served”
3. **SHARE** - “promote a better understanding of other peoples by Americans”



- Goals stated by Congress in PC Act, Sept. 22, 1961;
- Peace Corps Volunteers (PCVs) must be American citizens
- No upper age limit; my team’s oldest = 62; e.g. Lillian Carter
- **Serve** only where needed and requested
- Send Volunteers with middle-level skills (not senior top-level experts such as Marshall Plan supplied to advanced European economies after WWII)
- While working abroad, **show** American values & character
- Return home to **share** experiences and educate Americans
- Still law today. My one-word summaries.

Lighting Millions of Candles



II. Some Peace Corps candles

Bob - East Bengal, 1961-63

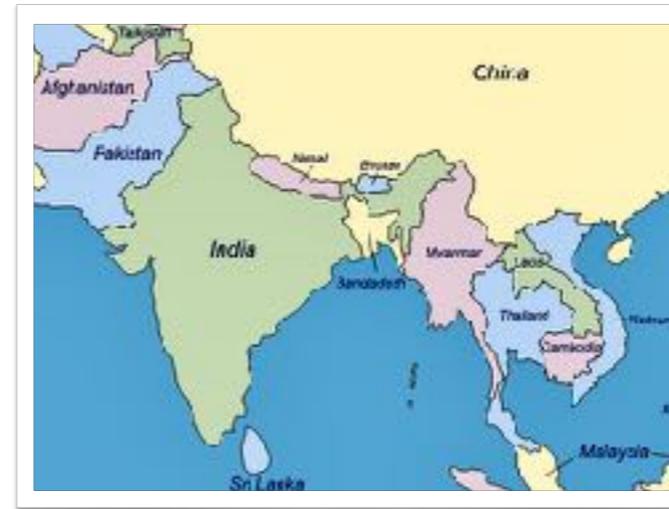
Judith - Honduras, 1987-88

Glimpses of our small experiences — two different countries, cultures, & time periods

East Bengal in South Asia

East Pakistan, 1947-71

Bangladesh, 1971-



- What & where is East Bengal? — When invited to Peace Corps training, many aspirants rush to library to discover what & where is their host country
- Pakistan carved out of British India in 1947; left map shows, in green, original Pakistan — West & East
- East Pakistan richer & more populous, thus more votes in elections —> led in 1971 to Liberation War. Renamed Bangladesh; right map shows in yellow.

“Pakistan 1” team leader

- India & Pakistan - 4 years
- U.S. Navy - 3 years sea duty, my “residency” in management —>
- Experiment team leader



- To start fast, Peace Corps tapped hired universities & non-profit agencies to train & manage first nine teams, e.g. Harvard - “Nigeria 1”, teachers; CARE - “Colombia 1”, community development
- Chose The Experiment in International Living for “Pakistan 1”: first, training for two months in US; then, managing Volunteers for 22 months in East Pakistan. As Team Leader, I was nominated by The Experiment, appointed by Shriver
- I was fresh from four years of studying India & Pakistan: two years reporting for US & Indian newspapers, & two years of graduate studies; so I knew where Bengal was!
- Earlier, sea duty as a destroyer Operations Officer taught me skills in planning, communications, & leadership in a large government organization — my “residency” in management
- I had led various Experiment projects and teams

1st Volunteers fly to mainland Asia

October 26, 1961



- After our training together in Vermont, I flew ahead to Dacca; Volunteers flew from New York via PanAm # 1.
- Most aged 20s & 30s; I was 29
- Included a 62-year-old teacher (smiling lady behind final "N" in Pan American sign)! Pres. Jimmy Carter's mother, Lillian, RN, served India leper colony, 1967. Peace Corps has no upper age limit! Today, 7% of Volunteers over 50. **YOU** could apply! (Grey hair a plus, because respected in most cultures.)

Academy for Rural Development

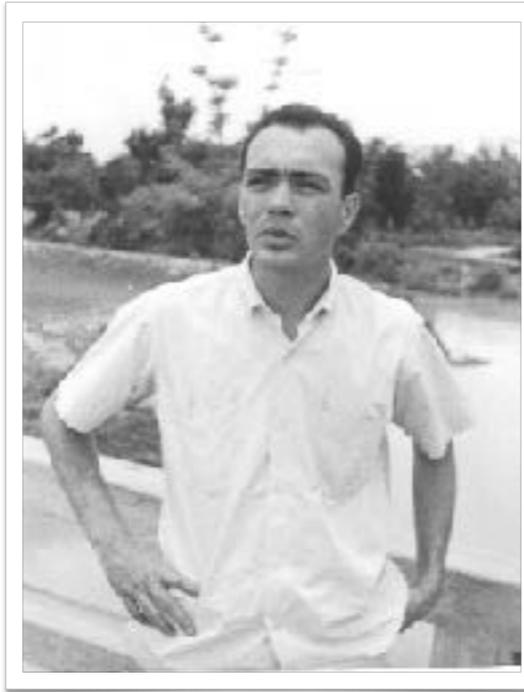
Director Khan explains needs to Shriver, 1961



- Shriver (seated right in photo) in 1961 visited Academy for Rural Development; became our strongest host job institution
- Director Khan experienced, brilliant, inspiring !! (Note maps showing research area of nearby villages.) Shriver instantly recognized Academy's competence.
- E. Pakistan's Governor requested 200 Volunteers !
 - But Peace Corps & Gov't unsure which skills would fit
 - Agreed on first team of 30 Volunteers with various skills to "test Peace Corps in various fields"
- Timing ideal: mid-level skills of Volunteers would complement academic knowledge of Bengali faculty
- **Key point: Competent institution & supervisor most significant factors in Volunteer success or failure.**

Small-scale rural public works

tube wells, market roads, bridges, sluice gates



- A few glimpses of teammates at work
- Around Academy, floods common: in India's hills nearby, slash-and-burn agriculture destroying forests; monsoon rains carried down topsoil, clogging river beds —> 1961 floods devastated fields.
- Village leaders identified needs; Academy organized skills
- L - Engineer Bob Burns, St. Louis MO, at a bridge site
- R - Burns directs villagers laying iron bars to reinforce concrete
- 1962 results: floods controlled —> “saved our crop”
- 1963: expanded program province-wide — big story!

Burns & Hord as poster boys



- L - Brickmason Roger Hord instructing village workmen
- Bob Burns & 1962 public works program featured in Peace Corps annual report to Congress
- R - Hord & rural public works featured in U.S. public service ads created for Peace Corps to recruit more teams of construction workers in following years

Nurses in medical college



- Medical College run by capable Army surgeon
- L - Rachel Schauffler, RN, Fredonia NY, asked to improve quality of nurse training; had to work in Bengali
- R - Judith Huneke, Hanford CA, assisted surgeons in OR
- Often discouraged by sanitary standards, shortages of supplies, & bureaucratic procedures. Rachel departed feeling that she had accomplished little
- **But** successor PCV nurses reported later how Bengali nurses praised Rachel's work & practiced her methods !!

“We can’t quit now!”

- But **half** of team out of work!
- **Chuck Hitchcock** found new teaching job & family; during *Ramadan*, fasted with them; local sensation
- **Bob George** evacuated with fractured skull; after home rehab, insisted on returning —>



- **But** not all so fortunate! Peace Corps concept new: Americans working for hosts was **big** change from colonial tradition!
- Some supervisors changed or weak; universities closed by strikes; in mid-1962, **half** my PCVs underused or without jobs!!
- I dispatched teams to study new jobs
- **Chuck Hitchcock:** history teacher, Colgate College; when University closed, Chuck found job at a private college, living with a faculty family; during month of fasting, refused mother’s offer to feed him 3 meals; fasted daily, then joined nightly break-fast parties —> local sensation!
- **Bob George:** auto mechanic, Stoney Creek CT; motor-bike accident fractured skull; luckily we were all near Dacca University Hospital; Dr. Miller evacuated Bob to US Army Hospital, Germany, then home for rehab; Bob could easily have remained, but chose to return!

Empowering village women

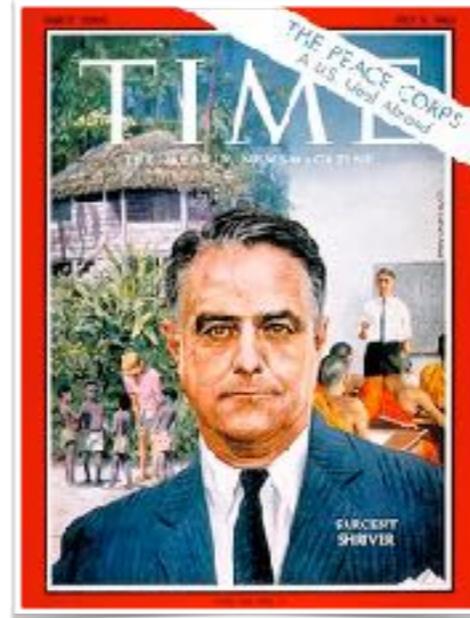
- Faculty men barred from meeting village women
- Kiki asked, listened, found women “desperate to learn”
- Classes succeeded, women’s homes became models
- Expanded province-wide



- Important story: Educated Bengali women in towns, but not villages; Academy’s all-male barred from working with village women; but women played critical roles in rural life; so Director Khan tasked McCarthy to try
- Florence “Kiki” McCarthy, 23, Solvang, California: 4-H Club leader, feisty, practical, & **determined**. Recruited Bengali social worker. All work in Bengali language.
- Village men claimed “women can’t learn”. **Wrong!** Women eager to learn: child care, nutrition, sanitation, literacy, small business. Kiki & colleagues designed classes for them at Academy.
- **Breakthrough!!** Health & nutrition of women & children improved; micro-loans helped them start small businesses (bigger story later: expanded by Grameen Bank)
- Photo: Peace Corps recruiting pamphlet for more PCVs

First PCVs 1961-63 successful

- Magsaysay Awards, 1963:
 - Peace Corps in Asia
 - Academy Director Khan
- Press turned positive: *Time*, “A U.S. ideal abroad” —>
- Experiment trained 48 teams, 2,276 PCVs for 19 countries



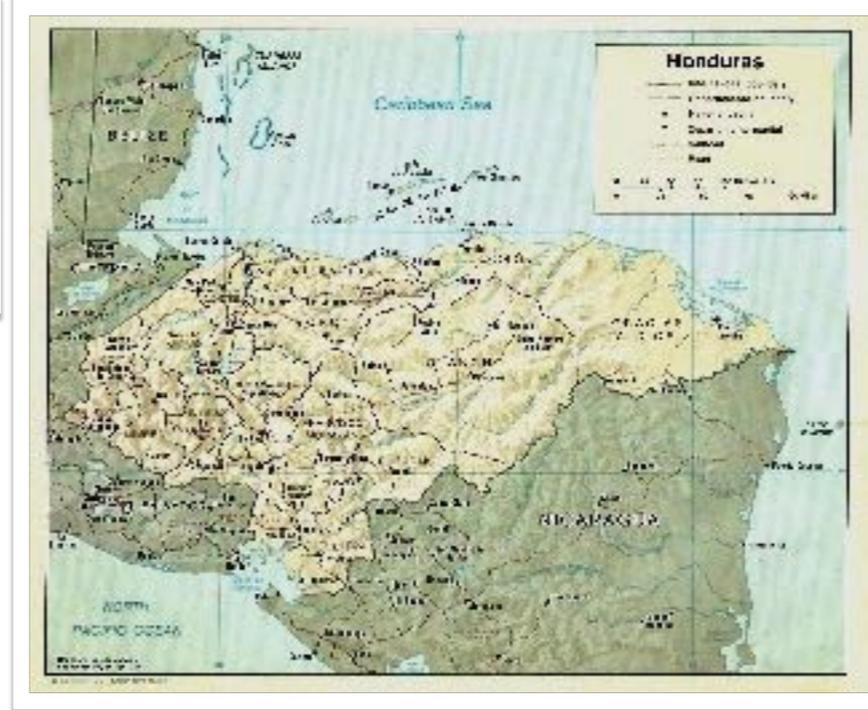
- First wave of 9 teams survived & generally succeeded
- **None** of my team quit or had to leave early! All served full two years!
- 200 more PCVs followed us in East Pakistan
- Ramon Magsaysay Awards, Philippines, known as “Nobel Prizes of Asia”, given in 1963 to Peace Corps in Asia & to Director Khan
- Early skeptics disproved; U.S. press turned supportive
- Peace Corps asked The Experiment to train **many** more teams during 1960s
- So much for my story; Judith will next tell you hers

Judith, Honduras, 1987-88

- Why I volunteered at age 49
- Background, values, business
- Why Honduras?
- Advised small businesses, especially women-owned

- Volunteering in my DNA; Father with Boy Scouts, Mom PTA
 - My early roles: Camp Fire Leader, League of Women Voters
 - Business: 20 yrs starting & managing real estate firm in MA & FL, specializing in investment properties & 1031 exchanges
 - Today: Lower Cape Outreach Council (social service NGO); Nauset UU Fellowship (Treasurer); National Park Service
- Why I volunteered at mid-life ?
 - 1986 tax law changes created a lull in business, needed a change
 - Always admired Peace Corps; for me then, “Right thing to do”
- Why Honduras? “Women-in-development” program to help small women-owned enterprises —> grew into larger business program
- I traveled country-wide as consultant (under auspices of Plan Int’l) to help entrepreneurs develop realistic business plans: e.g.
 - agriculture: shrimp, garlic, & fish farms
 - small stores and rural technical projects (water pumps & a bank)
 - women making products for export to international markets

Where is Honduras?



Judith in Tegucigalpa, 1988



- Judith brought her 18 years of experience in starting and managing her own small business.
- Peace Corps was then responding to requests from host countries for help in strengthening small businesses, especially those owned by women.
- So, unlike most Volunteers posted in one institution, such as a school or hospital, Judith moved often from town to town, (A) to help Hondurans develop business plans, and (B) to identify locations for future Volunteers to work.
- These enterprises included small stores, salt-making, irrigation, shrimp farm, radio station, and rural technical projects.

Women-owned small enterprises



Judith revisited homestay family

- Home stays during training, then encouraged at job sites



- 15 years later, we re-visited Judith's family (photo)
- Don Ricky, husband-father (my age) a farmer, but also worked "*arriba*", i.e. up in the nearby mountains
- On his right, Dulcie, his oldest daughter, pregnant again after 17 years!
- On her right, Vickie, Dulcie's 1st daughter, now 17 yrs old
- On-the-job, I lived alone. Today, many live with families at job sites — best introduction to communities, protection (especially for women).
- Peace Corps policy worldwide now requires all trainees to live with host families during in-country training. PC Directors in some countries also require or encourage Volunteers to live at their job sites with local host families for a year or longer.

Lighting Millions of Candles



III. Many more candles, 1963-today

- Third part the larger story & **most important !!**
- Serving 2-3 years long ago in “far-off-istan” is memorable, but . . .
- **More** significant is how Volunteers shape their **next** 20-40 years!!
- This story is longer-term, larger, hardly recognized, & not reported
- I don’t know whole story, but **do** know of my own team’s life stories

Reenter, reflect, redefine

- School for International Training (SIT)
- Graduate school & career opportunities
- Education, Foreign Service, NGOs, business



- Consider challenges facing returning Volunteers

Re-enter - typically bring back transformative experiences (similar to returning military veterans)

Reflect - need to reconcile experiences abroad with changes & opportunities at home

Redefine - often need to adjust or change career goals

- To help, The Experiment created School for International Training in 1965. I was member of founding team. Name today is “SIT Graduate Institute”.
- School’s purposes: help RPCVs (A) reflect and redefine career goals as needed; (B) earn graduate degrees for professional certification
- Some graduate scholarships available then, which led to productive careers in education, gov’t, & business !!
- Largest % of Returnees —> education. I taught 20 years.
- Many also —> Foreign Service, foreign aid, Peace Corps staff, int’l service, & NGOs
- **Today**, many more resources available.

Defining careers

- Several of my team returned



- Defining careers easier for some, harder for others
- I tried writing about my team's experiences in a book; **failed!** - too close to story, lacked perspective & skills
- Later as a consultant commuted to Bangladesh, Pakistan, & India 3-4 times/year during 20 years to help agencies such as Bangladesh Agricultural Development Corporation (photo)
- Roger Hord also returned, as staffer with CARE. Tried for college education, but could not manage; traffic accident led sadly to his early death.

Empowering rural women

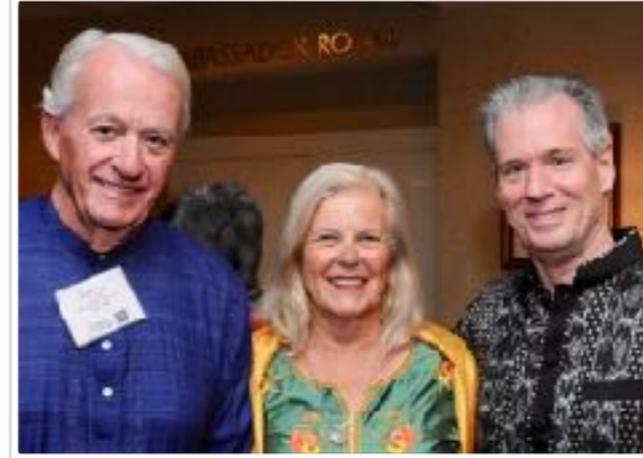
- McCarthy returned, six years directing research
- Literacy & health improved
- Births & deaths down
- GDP growth tripled



- Florence “Kiki” McCarthy earned PhD in rural sociology, taught in US universities.
- After Liberation War, Bengali colleagues invited Kiki to return; worked **six** years in 1980s directing research in Bangladesh Ministry of Agriculture supporting emancipation & education of village women. Photo shows village women planning a project.
- Academy’s 1960s experiments spread nationwide by Gov’t policies; by Bangladesh’s world-class NGOs, such as Grameen Bank’s micro-credit; and by int’l aid agencies; **big stories — lighting many candles!** —> helped create the “development surprise” of the “Bangladesh miracle”
- Results: over 40 years 1971-2011, education, literacy, and health improved; birth & infant mortality rates fell; economic growth rate tripled —> on track to be “middle-income country” (as estimated by economists & World Bank). No longer a “basket case”!

National Peace Corps Association

- Assist returning PCVs
- Advocate for funding, work & health issues
- Organize major events
- Promote Third Goal



- Returned PCVs gradually formed grass-roots **local** groups
by country-of-service, e.g. *Amigos de Honduras*
by area, e.g. Boston, Atlanta
- Groups eventually associated for **national** functions:
Peace Corps, Gov't agency; NPCA, private non-profit assn.
assist local groups and Returned PCVs
advocate to Congress & public agencies
annual funding by Congress
workplace & health issues of Returned PCVs
organize regional & national gatherings
- Photo: Bob & Judith served together as NPCA Directors, with NPCA's President Kevin Quigley

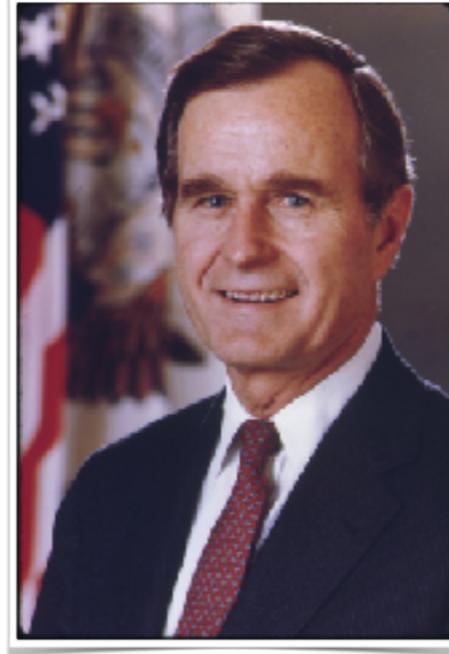
My Team's 35th Reunion



- Many teams gather for reunions (photo, 1986)
- Included our Bengali colleagues: sitting in second row on my right, Founder-President of Volunteers Association for Bangladesh; and on my left, Ambassador & Founder of a University — **still lighting candles!**
- Standing in third row behind me on my right: Jim Bausch - President of Save the Children; on my left: Tom McMahon, Mayor, Reading PA
- During reunions and NPCA travels, I recorded, with Judith's help, oral history interviews with teammates and colleagues to track their lives for my book

“Thousand Points of Light”

- Pres. George H.W. Bush set bi-partisan tone at the top!
- Launched Points of Light
- Service = politically correct
- Business corporations join



- President George H.W. Bush’s major contribution — setting bi-partisan tone at the top — encouraging more candles!!
- 1,000 Points of Light program:
 - Proposed in his inaugural address, 1989
 - Honored **community local part-time** volunteers
 - Continues today as Point of Light Foundation
- Made service politically-correct
- Many corporations now sponsored employee programs:
 - e.g. IBM

Peace Corps gold standard inspired many programs

- National
- State/local
- Non-profit
- Corporations



- Peace Corps inspired **many** programs:
- **National:** e.g.
 - AmeriCorps
 - USA Freedom Corps = Pres. George W. Bush after 9/11
- **State/local:**
 - Mass. Service Corps (I helped start)
- **Non-profit:**
 - City Year (inspired Clinton to launch AmeriCorps),
 - Teach for America, Summerbridge, WorldTeach
- **Business corporations:** e.g. IBM
- Always more applicants than places available !
- So JFK's dream of 100,000/year realized **indirectly** !

Corporate Service Programs

- IBM, Pfizer, GE, Glaxo, Timberland, others
- IBM model inspired other company programs; rapid growth since 2008
- Not 2 years, but full-time teams, US & worldwide
- Employees demand
- Develops staff skills



- *IBM: The Corporate Service Corps*, by Christopher Marquis & Rosabeth Moss Kanter, March 27, 2009, Harvard Business School case # 409106-PDF-ENG
- Since 2008, over 3,000 IBM participants on over 275 teams to nearly 40 countries, delivering over \$70 million in market value consulting on over 1000 projects. - <https://www.ibm.com/ibm/responsibility/corporateservicecorps/> , April 17, 2017
- Since 2008, over 25 major U.S. companies have sent more than 8,000 employees to serve in at least 80 countries. - PYXERA Global, 2016.
- <http://www.uschamberfoundation.org/blog/post/corporate-service-corps-model-international-corporate-volunteerism/31441>

Enterprises led by RPCVs

- Non-profit agencies
- Education
- Businesses



- Non-profit organizations (NGOs):
 - Oxfam America (I was a founding Trustee & 2nd Board Chair)
 - New President (July 2017), Abby Maxman, is RPCV, SIT graduate, & 20-year CARE senior manager
- Educational:
 - Service-Learning programs in colleges & universities
- Business corporations:
 - Netflix (Reed Hastings)
 - Snugli baby carrier (Ann Moore)

Service-Learning

- Conceived by educators, PC, & VISTA alumni
- Market demand: COOL → Campus Compact
- Perhaps largest & fastest-growing segment
- Inspire youth with service ethic EARLY

- Atlanta Conference 1970
- Market demand by students **KEY** driver:
 - COOL = Campus Outreach Opportunity League
 - Campus Compact = now 1,100 colleges & univs.
- My guess: largest, fastest-growing area of service; not only colleges & univs, but **ALSO** primary & secondary
- Most significant: educating thousands of young students; **lighting candles** of community values **early** in their lives
 - Similar to traditional programs, e.g. 4-H Clubs, Future Farmers, Boy & Girl Scouts . . .

A Service Year by all Americans

- Educators, NGOs, military
- Goal: Service Year = norm
- Private funding generous
- **Service Year Exchange**
- **Employers of National Service**
- **Service Transcript**



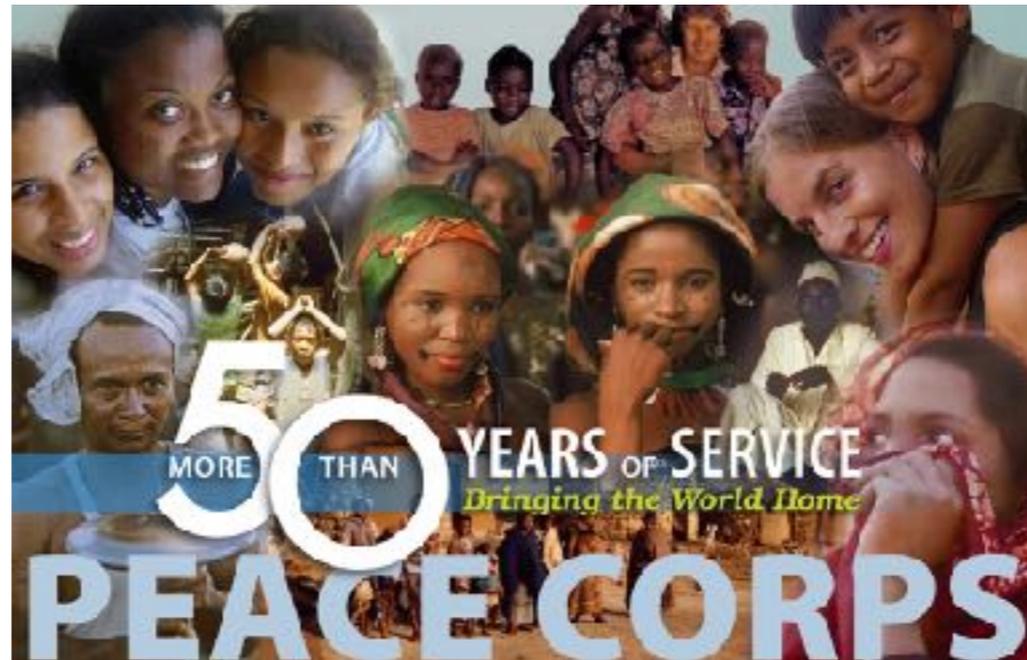
- Leadership coalition: educators, NGOs, retired generals & admirals
- Model: Norm established in early 19th century that **all** Americans **must** earn high school education
- **Service Year Alliance** today seeks to establish similar norm for all Americans, 18-28—> 1 million by 2023
 - Public funding of programs unreliable, wavering
 - Private sponsors include Aspen, Cisco, Illumina, . . .
- Three components:
 - **Service Year Exchange** website: on-line brokerage
 - **Employers of Nat'l Service**: organizations which supervise & mentor volunteers
 - **Service Year Transcript**: standard record of service & skills, recognized for education & employment

Millions of candles worldwide

- United Nations Volunteers
- Norway's "Peace Corps"
- Service-Learning in Asia
- Talloires Network: 315 universities
- Diasporas: example, Indicorps

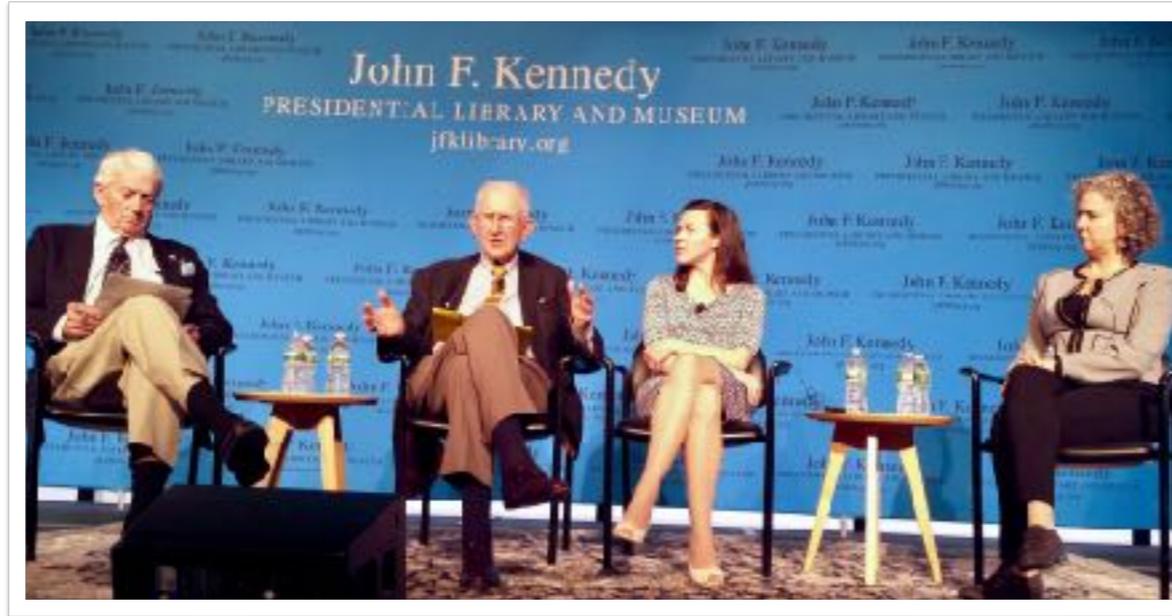
- Many programs abroad modeled on Peace Corps, e.g.
 - United Nations Volunteers - since 1970
 - Public/gov't, e.g. Norway's Peace Corps (*Fredskorpset*) and National Youth Services in Kenya, South Africa, and Ghana
 - Private/NGO, e.g. France's *Unis-Cite* & Israel's *Sherut Leumi*
- Kiki McCarthy, now based in Sydney, advises Asian universities on Service-Learning programs
- Talloires Network developed by & based at Tufts University, Medford MA
- So many programs that *Lonely Planet* & others publish guidebooks !!
- While the Peace Corps community numbers about one million, the worldwide civic service movement numbers probably millions more — hence this slideshow's title

More than 50 years of service



- Postcard image created 2014 by Clackamas C.C., Washington
- Also used by Committee for Museum of the Peace Corps Experience CMPCE, an affiliate group of NPCA

JFK's 100th birthday celebration



- Yes, the Peace Corps still exists. Also the larger and growing Peace Corps community.
- About 300 gathered on May 27, 2017, at the JFK Library and Museum in Boston for discussions and celebration.
- Panel of Returned Volunteers and staffers:
 - Moderator Bob Terry, Team Leader, East Pakistan 1, 1961-63
 - Newell Flather, PCV Ghana 1, 1961-63
 - Marta Hodgkins-Sumner, PCV Kosovo 1, 2014-16
 - Helen Lowman, PCV Thailand, 1988-91, AmericaCorps VISTA team leader, Peace Corps Country Director in China and Mongolia, Regional Director for Europe Mediterranean and Asia, and Associate Director for Volunteer Recruitment and Selection

Keep lighting candles



- Final thought, from Martin Luther King, Jr.:

“Everybody can be great because everybody can serve. You don’t need a college degree . . . you only need a heart full of grace, a soul generated by love.”

- So, please help us light many **more** candles
- Thanks for your attention. Welcome your questions & comments.
- Hand-out available: 1-page list of resources
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