

PD-ABC-303
83215 16 OCT 1984

AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D C 20523

SEP 20 1984

Ms. Margaret Riley, President
National Council of Returned
Peace Corps Volunteers
Post Office Box 1404
Omaha, Nebraska

Re: Grant No. PDC-0230-G-SS-4133-00

Dear Ms. Riley:

Pursuant to the authority of the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "AID" or "Grantor") hereby grants to the National Council of Returned Peace Corps Volunteers (hereinafter referred to as "NCRPCV" or "Grantee") the sum of \$50,000 to provide partial support to your development education project as more fully described in Attachment 2 of this grant entitled "Project Description". The total estimated cost of the project is \$118,035.

This grant is effective and obligation is made as of September 1, 1984 and shall apply to commitments made by the Grantee in furtherance of program objectives through August 31, 1985.

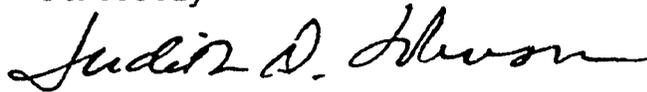
This grant is made on condition that the funds will be administered in accordance with the terms and conditions set forth in the Attachment 1, the Schedule, Attachment 2, entitled "Project Description" and Attachment 3, entitled "Index of Standard Provisions", which have been agreed to by your organization.

ORIGINAL



Please sign ^{the} original and seven copies of this letter to acknowledge your acceptance of the conditions under which these funds have been granted.

Sincerely



Judith D. Johnson
Grant Officer
Services Operations Division
Office of Contract Management

Attachments

1. Schedule
2. Program Description
3. Standard Provisions

ACKNOWLEDGED:

National Council of Returned Peace Corps Volunteers

BY Margaret Riley

TYPED NAME Margaret Riley

TITLE President

Date October 10, 1984

FISCAL DATA

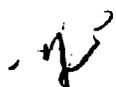
PIO/T No. : 3844219
Allotment Symbol : 443-38-099-00-69-41
Budget Plan Code : EDAA84 13800 AG11
Appropriation Symbol : 72-1141021.3
Obligation This Action: \$50,000
Grant Manager : FVA/PVC, B. Hogan
Funding Source : AID/W
DUNS No. : 99 185 2864

FUNDS AVAILABLE

SEP 20 1984

*d/c 4190
R. Hemphill*

Program Administration
OFFICE OF FINANCIAL MANAGEMENT



SCHEDULE

A. Purpose of Grant

The purpose of this Grant is to provide support for NCRPCV's development education project as more fully described in Attachment 2 to this Grant entitled "Project Description".

B. Period of Grant

The effective date of this Grant is September 1, 1984 The expiration date of this Grant is August 31, 1985.

C. Amount of Grant and Payment

1. The total estimated amount of this grant for the period shown in Paragraph B, above, is \$50,000.
2. Payment shall be made to the Grantee in accordance with procedures set forth in Attachment 3 to this Grant, "Index of Standard Provisions", Standard Provision 7B, "Payment - Periodic Advance".
3. Requests for payment (Periodic Advance or Reimbursement) should be sent to:

Agency for International Development
Office of Financial Management
Program Accounting Division
Room 623, SA-12
Washington, D.C. 20523

D. Financial Plan

The following is the Financial Plan for this Grant, including local cost financing items, if authorized. Revisions to this Plan shall be made in accordance with the Standard Provision of this Grant entitled "Revision of Financial Plan".

<u>Cost Element</u>	<u>Amount</u>
Recruitment	\$ 17,920
Technical Assistance	14,575
Workshop	32,440
Personnel	38,500
Indirect Costs	14,600
	<u>\$118,035</u>

AID : \$ 50,000
Grantee: 68,035

AID funds will not be attributed to indirect costs

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E. Reporting and Evaluation

The Grantee will prepare and submit to FVA/PVC quarterly program reports reflecting the progress made in achieving the goals and objectives set forth in the Project Description. These quarterly reports will include: a narrative description of the work undertaken in the quarter and the success and/or shortcomings of the materials produced or collected for use in the course of the project; and a detailed expenditure report covering AID funds and private funds, if any, identifying disbursements by program activity. Further guidance on the content and preparation of these reports will be furnished by FVA/PVC.

The first of these reports will be submitted not later than four months from the date of the grant award and will be followed by three more reports filed at three month intervals. The fourth quarter report, to be submitted not later than 13 months from the date of the grant award, will include fourth quarter accomplishments and a summary of activities for the grant year.

F. Special Provisions

1. The Alterations in Grant date July 1982, as amended, are hereby incorporated as Attachment 3A to this Grant.
2. The following Standard Provisions are inapplicable and are hereby deleted:
 - a. 5A - Negotiated Overhead Rates - Predetermined
 - b. 5B - Negotiated Overhead Rates - Nonprofit Organizations Other Than Educational Institutions
 - c. 7A - Payment - Federal Reserve Letter of Credit (FRLC) Advance
 - d. 7C - Payment - Reimbursement
 - e. 10B - Procurement of Goods and Services Over \$250,000
 - f. 13B - Title and Care of Property (U.S. Government Title)
 - g. 13C - Title to and Care of Property (Cooperating Country Title)

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3. Provision for Partially Funded AID Grants

- a. The funds provided by this grant represent partial support of the program/project as described in the Schedule of this grant, and may be used to support the costs of the program/project as specified in the Financial Plan included in the Schedule.
- b. The restrictions on the use of AID grant funds hereunder set forth in the Standard Provisions of this grant are applicable to expenditures incurred with AID funds provided under this grant. The Standard Provisions are not applicable to expenditures incurred with funds provided from non-Federal sources. The grantee will account for the AID funds in accordance with the Standard Provisions of this grant entitled "Accounting, Audit and Records".
- c. Notwithstanding paragraph (b) of the Standard Provision of this grant entitled "Refunds, the parties agree that in the event of any disallowance of expenditures from AID grant funds provided hereunder, the Grantee may substitute for such disallowance expenditures made with funds provided from non-Federal sources provided they are otherwise incurred for the purpose of this grant. At the expiration or termination of this grant, amounts of disallowance of expenditures from AID Grant funds for which a substitution with expenditures from non-Federal funds cannot be made will be refunded to AID.

G. Title To and Care of Property

Title to property purchased under this Grant will vest in the Grantee in accordance with Standard Provision 13A of this Grant.

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ATTACHMENT 2 - PROJECT DESCRIPTION

PART I

SUMMARY

This submittal proposes the development and execution of a national project for assisting and training returned Peace Corps Volunteers (RPCVs) in development education, in cooperation with private voluntary organizations (PVOs) and civic participants in local communities. RPCVs are targeted as having particular potential and motivation as spokespersons and organizers for development education.

The project's substantive goal is to educate Americans about hunger and related issues in the less-developed countries, to help Americans understand the constraints affecting basic human needs development. The motivational theme for the RPCVs is "Bringing the World Back Home."

Three main project activities include recruitment, technical assistance, and training of RPCVs. First, recruitment is planned to identify and engage RPCVs as participants in development education, including targeting of RPCV teachers and journalists. Second, technical assistance would be provided to project participants in the form of coordination, materials, and resource references. Third, training in regional workshops would bring together hunger group resource people and RPCVs, for RPCV training and for initiation of new development education efforts. A networking of project participants would grow up as a by-product of the recruitment, workshops, and technical assistance. Also, the intended project initiation by workshop participants would multiply the project efforts.

The project would be conducted under auspices of the National Council of Returned Peace Corps Volunteers (NCRPCV). The project would also directly involve at least six local RPCV groups, many PVOs, and other hunger-related organizations.

A budget of over \$118,000 is estimated for the first year.

The project is scheduled for completion, with achievement of meaningful objectives, within one year, beginning July, 1984. It is suitable for continuation and replication in some form utilizing the NCRPCV organization and other resources.

PART II

NARRATIVE DESCRIPTION OF THE PROJECT

1) Statement of Rationale

a) Why is the project needed?

The fundamental need for this project arises first from the growing problems of hunger and poverty in the Third World, and from the lack of awareness among the great majority of Americans regarding solutions to those problems. Secondly, because our world is interdependent, that ignorance exists at a particularly unfortunate time and place -- in the one nation which, more than any

other, has a greater opportunity to do something about development and at a time when the repercussions of those problems are increasingly troublesome. Finally, the project ultimately offers a chance for first-hand communication to Americans from other Americans, who live in their midst and who also have lived in the midst of developing country people, about what the reality of the development process is.

This National Council project specifically is needed because no such project of equivalent scale targeting Returned Peace Corps Volunteers (RPCVs) and their experience presently exists. The applicant, the National Council of Returned Peace Corps Volunteers, already is involved with forms of development education through its Newsletter and conferences. However, it has not been equipped to fully develop such efforts: to mobilize RPCVs in specific locales; to target RPCVs with platforms; and to identify specific public participants in each location. RPCVs offer expressive, realistic, first-hand accounts of life in developing countries, and their potential in development education at home remains unfulfilled. Now, although they are beyond the jurisdiction and purview of the Peace Corps agency, many RPCVs seek to be creatively involved and need further guidance from a source such as the National Council. The National Council proposes this development education effort to develop the linkages that will involve RPCVs, to impart skills enabling RPCVs to articulate their knowledge, and to stimulate ongoing projects.

The U.S. Peace Corps cannot be expected to conduct this project or its components. The agency's enabling legislation did not specifically authorize such activities. As Sargent Shriver, first Director of the Peace Corps, has attested, the Third Goal was largely assumed to be an inevitability, a by-product of First and Second Goal activities. The National Council recognizes the absence of such Federal Government authorization, the persistent budget constraints placed upon Peace Corps, and the current climate of budgetary priorities.

Increased development education efforts from the Peace Corps are needed and are likely to be forthcoming. This proposal aims neither to preclude such efforts, nor to fund activities which need to be funded by Peace Corps, nor to define the full range of potential National Council/Peace Corps cooperation. Peace Corps has expressed support of this project concept, and the National Council will be investigating cooperative opportunities with the agency in other activities.

b) What does the project hope to achieve?

The ultimate project aim is to increase constructive American involvement in Third World development, so as to facilitate development in those countries.

The direct objectives of the project are to assist and train RPCVs as development educators and to improve the linkage of those RPCVs with appropriate resources and activities in their local areas. This will involve recruitment, including targeted recruitment, technical assistance, and training. Indirect objectives include networking and project initiation. At the end of the first year there would be 120 RPCVs around the country, with two full days of training behind them, conducting development education activities. There would be a further 1,000 or so RPCVs with materials in hand, many of whom would also be conducting development education activities.

2) Themes

- a) Does the project present certain themes? If so, what are they?

"Bringing the World Back Home" is the motto of the NCRPCV. This reflects a feeling that most RPCVs bring back from their Peace Corps service insight, experience, materials, enthusiasm, and commitment which can expand the world view of Americans with whom they have contact. "Bringing the World Back Home" then, is the motivational theme.

The substantive theme would focus on hunger and its related issues. Basic human needs, such as food, water, energy, shelter, and health and nutrition, remain unmet in the developing nations. The factors affecting these include agricultural production and distribution; economic and political organization; population and cultural factors; education; trade relations; access to resources, such as credit, capital, and land; and linkages to markets. In development education activities within this project, these would be the major themes. The concerns and needs of the region, organizations, and individuals involved would determine the specific theme of any particular local RPCV activities.

- b) How were the themes identified? Is there evidence to substantiate theme(s) selection? Describe.

"Bringing the World Back Home" has been strongly and repeatedly indicated by NCRPCV members for six years as being the proper role of this organization. Membership registrations indicate that over 50% of NCRPCV members encourage NCRPCV involvement in development education, while virtually all encourage some form of involvement in Third World issues. Questionnaires and group discussions at NCRPCV co-sponsored conferences in Nebraska, Washington, D.C., Wisconsin, and California have indicated clearly to the Board of Directors that this theme is a proper one.

The substantive theme of hunger with its related issues is appropriate for its direct approach to the human issues. Basic human needs are integral to the definition of poverty, and this theme also reflects the human level of the experience that Peace Corps Volunteers have had. It is consistent with themes adopted by the international assistance community, including U.S. agencies, in lieu of past foreign assistance efforts such as large capitalization or industrialization efforts.

3) Methods

- a) How will the project achieve its goals?

The primary activities will include recruitment, technical assistance and training, with networking and project initiation resulting as indirect objectives.

- i) Recruitment and registration would identify interested RPCVs, RPCV groups, and other organizations. The techniques of recruitment would include the use of mailing lists now in the possession of the NCRPCV, and outreach through about 50 local RPCV groups. 37 are

already in existence and several more are known to be in formative stages). Peace Corps may assist with blind mailings to RPCVs, and outreach through regional Peace Corps offices and strategy contractors. Peace Corps Close of Service Manuals already reference NCRPCV efforts.

Recruitment would also target on RPCVs having access to platforms from which to address the public -- journalists and teachers. They would be contacted through professional organizations and publications. These would include the following: the National Council for the Social Studies, its journal Social Education and its November Annual Meeting including programs and exhibit areas; the National Science Teachers Association; the American Council on the Teaching of Foreign Languages with its November Workshops and Annual Meeting, its journal and newsletter; and the affiliates of these organizations. The NCRPCV has already submitted a program proposal to the National Council for the Social Studies. Targeting would also include recruitment mailings to schools and media in workshop locales.

All responding RPCVs would register as to the type of development education activity desired and would be introduced to the National Council's development education program and this project specifically through descriptive mailings. These mailings would include preliminary resource references and activity ideas to ensure an impact even on those not subsequently participating in the project. The respondents would be registered by years, country, and job of Peace Corps service, age and current occupation, experience levels, and interest areas. Those RPCVs on existing NCRPCV lists and other such lists are already accessible according to the country, years, and job of their Peace Corps service. This enhances the potential of this human resource. Those RPCVs registering for the more involved group efforts or training would be identified as members of regional or local development education teams, or working groups, and introduced to the other members of their team.

(ii) Technical assistance would provide materials and guidance covering the substance and methods of development education. It would also create linkages between RPCVs, their resources, and their audiences. Linkages and promotion are important to ensure that project materials are received in an action context enhancing their usefulness. Existing materials available through scores of PVOs, or as compiled by Oxfam-America, P.A.I.D., F.A.O., C.W.S., CARE, A.I.D., and other organizations, would be reviewed and referenced for interested participants, and where feasible, would be stocked and circulated by the NCRPCV.

Printed, visual and audio-visual materials would be identified and, if necessary, developed to assist RPCVs at all levels of development education involvement. Organizational materials referenced or provided would tell RPCVs what community activities have potential (e.g. handicraft marketing) and who is involved (e.g. Church World Service), what types of civic audiences should be approached, how media and

schools can be involved, and how to conduct development education. The substantive materials would cover the hunger themes addressed above, as well as development approaches such as rural development, local initiatives, credit unions and cooperatives, markets and pricing, the role of women, foreign assistance and relief.

For RPCV groups, or individuals with support, the materials would address larger efforts such as conferences, arts/entertainment/cultural events, media events, curriculum programs for global citizenry, workshops for civic group involvement, and educational events.

Some materials would address means to ensure the longevity of these efforts, i.e. how to institutionalize the activities. Such materials would reference involvement with existing organizations which are known to be open to development education programs and which could adopt and foster such efforts: schools, churches, and the 40-plus organizations so identified by TAICH.

A newsletter would be distributed among participants. This would coordinate those involved in the project, allow news exchanges and foster activity beyond the project period.

(iii) The training aspect would occur through training workshops. Workshops would be held in regional centers which have both RPCV populations and resource/training persons, centered on how to best effect development education in that region. The weekend-long workshops would train RPCVs, seek to involve them in suitable ongoing projects and generate such projects as products. Examples again would include media events and campaigns, curriculum efforts, hunger events, or cultural events.

Formation of a regional network among the participants -- RPCVs, PVOs, civic groups -- would be another valuable product of these workshops. The likely locations for the first year are Atlanta, San Francisco, Los Angeles and Minneapolis. RPCV Group affiliates of the NCRPCV existing in these cities include the Atlanta Area RPCVs, Community Volunteers of Southern California, Southern California Peace Corps Service Council, and Minnesota RPCVs. Other RPCV groups are also present in those areas. PVO affiliates of the NCRPCV in these areas include CARE, U.S. Committee for UNICEF, Amigos de las Americas, Meals for Millions/ Freedom from Hunger Foundation, Foundation for the Peoples of the South Pacific, Direct Relief International, American Friends Service Committee, and Heifer International. These and other organizations would provide resource/ training persons and involvement ideas. The specific topics would be tailored to the persons and region involved. As such they would be determined by those parties, and are not established here, but will comply with the substantive themes set out at the beginning of this proposal.

Each workshop would aim to produce ongoing involvement by its participants in projects or programs. Expressions of such commitment would be a qualification for participation. Project ideas would be screened beforehand and selected during the workshop. To ensure availability of resources sufficient to initiate a project, a seed grant would be available to the group upon justification of a promising project with demonstrated financial requirements.

(iv) Networking would result as a by-product from the activities previously described. The project would identify organizations with whom coordinated efforts could be undertaken. These would include the organizations referenced as sources of materials; the organizations of teachers and journalists accessed during recruitment; the target audiences with whom RPCVs work during the project; PVOs involved in workshops; and the churches, schools, and other institutions which can facilitate ongoing support. Networking would also be directly addressed in a series of printed materials.

(v) Project initiation would be a by-product of the aforementioned NCRPCV efforts in technical assistance and training. RPCVs and the organizations with which they were involved would determine the specific projects in most cases, with RPCVs contributing to the relevance of the project to developing countries. Workshops specifically would be product-oriented, with the last day devoted to selection and initiation of a project.

b) What is the duration of the project?

The project as funded by A.I.D. is proposed as a one year project. The accomplishments, however, would endure, in the form of trained individuals and established projects and networks. The NCRPCV contemplates an ongoing program in the development education field, and so would intend to continue these project activities. If the results of the first year justify it, application would be made for second and third year A.I.D. support.

The second year of the project would expand and improve upon the first year's effort. Workshops would be held in additional locations such as Boston, Seattle, Madison, and Washington, D.C. Activities undertaken the first year would facilitate even wider recruitment.

The targeted journalists and teachers would be further involved in bringing the project to their platforms and to their respective professional organizations. RPCVs who were trained in early sessions could become trainers themselves, providing self-sufficiency in certain resource personnel. Cooperative associations with community organizations could be replicated with other branches of those organizations. Substantively, the project would seek ways to bring development issues closer into focus for its participants.

A new surge of Peace Corps involvement in Central America seems imminent, perhaps tripling within a year. Although it is expected that Peace Corps

will provide some level of development education training for those new volunteers during and after service, it is clear that an established national organization such as the NCRPCV is well-suited to provide those opportunities which Peace Corps cannot provide. The resources and contacts this project aims to develop would strongly support the unmet needs of those volunteers upon their return.

4) Strategy for Implementation

- a) Is the project interrelated to an existing project or one which is being planned in the future? Describe.

The project would be interrelated with several existing NCRPCV operations. As noted, the NCRPCV already enjoys the affiliation of a number of local RPCV groups; 17 such groups nationwide have affiliated with the National Council. The NCRPCV also has 20 PVO affiliates. The National Council's existing Newsletter and Bulletin would facilitate project publicity, as would the HOTLINE, a jobs and education listing, which the National Council publishes for RPCVs over two years out of service. Also, the NCRPCV facilitates and co-sponsors regional RPCV conferences, which could further aid in recruitment and implementation.

- b) Has your organization assessed likely support from the target groups for the project?

Yes.

Several RPCV local groups have been contacted, and a number are eager to assist the project. One group has an existing development education committee to participate. Ongoing discussions are developing with PVOs.

- c) Is there possible resistance to the project from the intended target groups?

Some, yes.

PVOs, as suppliers of resource/training persons, could hesitate on the grounds of funding priorities, competition for these Biden-Pell funds and inexperience in such cooperation or training. RPCVs could hesitate due to possible costs, lack of personal time, and apprehension over potential demands for their commitment to a project. However, there is good reason for confidence that sufficient resource persons would be available from PVOs and others, given the nominal time required, the great interest of late in development education and the respect of PVOs for the potential of RPCVs. Also, interest of sufficient numbers of RPCVs should be high, as evidenced in NCRPCV membership registrations and conferences. The high representation of RPCVs in A.I.D. and in PVOs, as well as in the education field, indicates their abiding concern for Third World development and American enlightenment.

d) What role will the target group(s) play in the execution of the project?

As should be clear by now, this proposal differs somewhat from most Biden-Pell applications. It aims to train and facilitate a particular population as development educators, rather than focusing on the educator-to-public contact specifically (although that also is involved). It is, in large part, teacher training, although it is also involvement-oriented. The target group, RPCVs, will thus apply for the assistance, receive the assistance and training, conceive and conduct most of the actual development education themselves, and join into cooperative efforts which can help such activities endure.

The targeted teachers and journalists would also receive technical assistance and training. Those who, by virtue of their career, are already versed in development issues or in how to communicate those issues, would serve as resource/training persons. And both those individuals and others not so versed, would be asked to pursue linkages between development educators and their respective platforms: the media and schools. Journalists could provide coverage of development education events. Teachers could bring development education into their classrooms or into the curriculum and, as academicians, could help with educational events or forums. Both these groups could also carry the effort to their respective professional organizations.

5) Participation

a) Is the project aimed at a particular group of participants?

Yes.

The emphasis on RPCVs as the participants has been made clear, as has the role of PVOs and related organizations.

The specific RPCVs and PVOs for the first year have also been tentatively identified, as being those in the areas of San Francisco, Los Angeles, Minneapolis and Atlanta.

The particular community organizations to be targeted by those participants is not yet known; this would be worked out in each area.

b) Describe the target group(s). Is it defined by age, sex, or ethnic background; level of education; geographic location; economic, social, or cultural point of view, etc.?

RPCVs as a group range in age from the early 20's to the 60's, with some concentration in the 30's and 40's age group due to high placement levels in the 1960's. Many of NCRPCV's 1,200 members have served since the mid-1970's. Most RPCVs hold college degrees, and many hold graduate degrees. Their geographic distribution varies somewhat from that of the general population. There is a noticeably higher presence in California and the Northwest, New York and the Northeast, and the Northern Midwest. Markedly lower representation is seen from Texas and the Southeast. The point of view of RPCVs might be considered generally more independent and liberal than average.

- c) How large is the target group(s)? Does this project concern all members of the target group equally or will certain individuals be approached individually? Describe the levels of involvement of the participants.

Approximately 100,000 RPCVs from 23 years of Peace Corps experience live in the U.S. A disproportionate number of them served in the Peace Corps in the 1960's when up to 15,000 volunteers were afield at one time, as compared with 5,500 currently. Today, the Peace Corps itself knows the whereabouts of only about 30,000 RPCVs.

All members of the RPCV community would be approached initially. The NCRPCV can contact 1,200 members and several thousand other RPCVs without Peace Corps assistance. However, as described earlier, recruitment would include Peace Corps assistance and other means, to reach and locate as many known and "lost" RPCVs as possible. All would be invited to receive the technical assistance available through the project, i.e., the basic materials and coordination. Targeting of RPCVs in specific locales, and of journalists and teachers, for the more intensive training and program development, has been mentioned.

With Peace Corps Volunteer placement levels now anticipated to rise dramatically in response to Central American issues, there will soon be an increased number of volunteers returning home with insights to share. Those returning volunteers will be able to address a particularly sensitive issue in the American mind. Those returnees will encounter an America which is inclined to take interest in the stories that they will tell, and so will need the framework for community involvement that this project can facilitate. Future years would seek to accommodate this.

- d) Is the project aimed at changing the initial state of the target group(s)?

Only in some ways. It is assumed that the initial state of the RPCV participants will be one of willing voluntarism. There will be no significant attempt to involve RPCVs who are disinclined. The motivation will be effectively a prerequisite for participation on the project. The project will aim, however, at persuading RPCVs that they can make a difference and that the project will enable them to do so. The project will aim to mobilize interested parties.

- e) Is the project aimed at improving people's knowledge, insight, attitude, skill, or level of activity?

Yes.

The project is aimed at all of these. It would improve the participating RPCVs' knowledge of development issues and how to approach them their insight into the American public's views on development, their attitude regarding their ability to make an impact, their skills in implementing development education, and the level of their activity in doing so. There can be no doubt, once other Americans begin to realize how many of their friends, neighbors and fellow workers were Peace Corps Volunteers willing to speak out articulately on these issues, that an important multiplier effect will result.

- f) What is the total number of people that the project anticipates reaching and involving?

Recruitment and registration would cover at least the 4,000 RPCVs available on the NCRPCVs' own mailing lists and also aim at the several thousand RPCVs attached to local RPCV groups. This proposal also contemplates reaching out to the 30,000 RPCVs accessible via a blind mailing by the Peace Corps agency. Other RPCVs not now in these records could be located through the targeted recruitment of teachers and journalists.

Simple technical assistance would reach all 1,200 NCRPCV members, and thousands of RPCV group members indirectly, through the NCRPCV Newsletter and Bulletin. The anticipated 1,000 initially responding to recruitment would receive initial educational materials. More involved technical assistance -- printed materials, audio-visuals, coordination -- would reach the most interested respondents; these are projected to number 100 to 300. The four training workshops are each intended to engage 30 RPCVs, together with three to five resource/training persons. Local RPCV groups enlisted in support of the workshops would involve a number of additional RPCVs at each site. Multiplier effects of trainees addressing their RPCV groups or colleagues, or their own targeted audiences, or the broader public through media and schools, cannot now be quantified. Millions could ultimately be reached, assuming mass media use.

- g) Have the intended participants had any input in the selection of the themes?

Yes.

As stated, NCRPCV members, who are at least somewhat representative of all RPCVs to be contacted, have explicitly recorded their desire to be involved in development education. The topical themes of hunger and basic human needs are the very themes distinguishing the local person-to-person assistance experience of Peace Corps Volunteers from the large capitalization or industrialization themes of other past development efforts. Further, the involvement of RPCVs in A.I.D., PVOs, and other efforts indicate their concurrence with these themes. Of course, the project participants themselves will go through the process of choosing the best specific activity locally, just as do aid recipients in certain effective foreign assistance efforts.

6) Integration

- a) Will other organizations participate/collaborate in the execution of the project? Describe.

Yes.

Other organizations will both participate and collaborate in the project. For example, for several years the National Council has developed affiliations with

a number of PVOs. It is anticipated that a number of these PVOs along with other PVOs which are not formally affiliated with the National Council will provide staff members to participate in training workshops and in the development of technical resources.

Also, the National Council has 17 local RPCV groups affiliated with it. These are independent groups which have chosen, because of their goals and a commitment to development of a National RPCV organization, to pay an annual affiliation fee and develop ongoing contact with the National Council. In the first year groups in Atlanta, San Francisco, Los Angeles and Minneapolis will act as hosts and participants in the regional training workshops.

- b) Is the project intended to be a one time effort or will it be self perpetuating? Describe your plan for continued community involvement in the project when A.I.D. resources are withdrawn.

This project will aim to be self perpetuating. As previously discussed, the National Council's membership has identified development education as a high priority goal for the National Council. Thus, it is our plan to continue to pursue development education.

The National Council has existed independently of Peace Corps or any funding by any other agency for over five years. The local RPCV groups which are affiliated with it and others which are not so affiliated have been in existence up to 10 to 12 years. The purpose of this program is to develop enduring contacts and resources for the use of RPCV individuals and groups in cities across the country. One of the prime functions of the National Council is to act as a facilitator and communication channel for local RPCV groups to inform each other of their activities and their successful efforts. Thus, the local RPCV groups, the trained participants, the publications, conferences and networks will serve to continue the National Council's programs.

- c) If project goals are achieved can this project be replicated for other target groups?

Unequivocally yes.

In the first year only six local RPCV groups will be directly involved in regional workshops. This leaves at least 30 other local RPCV groups which can host workshops in future years. In addition, professions other than teachers and journalists have platforms from which to conduct development education. As networks expand and contacts are improved, it will be possible to target these groups.

7) Project Management

- a) Has your organization participated in a similar project before? List the projects and what were the results? Were any of these projects with A.I.D. or other government agencies identify)?

Yes, to some extent.

The National Council has helped organize and co-sponsored one national conference of RPCVs and several regional conferences since 1978.

In 1981, it co-sponsored the 20th Anniversary Conference in Washington, D.C., in cooperation with Peace Corps and Peace Corps Institute. On a more or less full-time, voluntary basis, the National Council provided two persons to work with the staff developing the 20th Anniversary Conference. It also provided the entire organization for the PVO display at the 20th Anniversary Conference.

In Los Angeles in 1982, the National Council and its Los Angeles affiliates co-sponsored a conference entitled "The Challenge of International Interdependence," which involved over 350 participants.

Several other regional conferences have been held by affiliate local organizations of the National Council. The Wisconsin RPCVs have held two regional conferences, entitled "Local Strategies for International Issues," involving nearly 200 RPCVs each in 1982 and 1983 in Madison. Several local RPCV groups have developed speakers' bureaus, conducted Peace Corps "Fairs" displaying artifacts, and contributed volunteer service to the local community.

- b) How will the proposed project relate to ongoing activities of your organization?

The project would complement the National Council's regional conferences, such as the Boston affiliate's 1984 conference on "How Americans Learn About the Third World." It would aid inclusion of development education into NCRPCV activities surrounding the Peace Corps' 25th Anniversary Conference. It would add value to NCRPCV's ongoing work with PVOs and local RPCV groups.

Several standing committees of the National Council function, respectively, to encourage the development of local RPCV groups, to develop cooperation with PVOs, and to regularly issue publications. These standing committees use written program plans and budgets which will be coordinated with the development education program. The National Council Newsletter and Bulletin are communication vehicles by which development education can be publicized, and the availability of resource materials can be communicated directly to National Council members and thousands of other RPCVs.

The project could also complement future cooperative efforts NCRPCV intends to pursue with the Peace Corps agency. Peace Corps has informally indicated intentions of undertaking further development education activities, and those which it would undertake are expected to be complementary but not redundant of NCRPCV activities.

- c) Who will be responsible for managing the project? (Attach his/her resume).

The National Council will be recruiting for a director for the program. An agreement covering employment of the director by the National Council has been prepared and revised to next-to-final form. A brief description of qualifications is given within the budget. The Board of Directors of the National Council acting through its Executive Oversight Committee, or possibly through a newly created standing committee, will exercise supervision of the director.

- d) Have the people who will be working on this project participated in similar projects?

Yes.

As mentioned, a number of local groups as well as the National Council have organized conferences. Most members of the National Council Board of Directors have been with the National Council for several years. These individuals have participated in programs and projects with their local groups and with the National Council. PVOs to be tapped also have some experience in training educators, and even more experience in development education with the American public.

8) Evaluation

- a) Has provision been made to perform an evaluation of this project during and/or after project completion? Describe your proposed evaluation plan.

Yes.

At the 20th Anniversary Conference in Washington, D.C. and at the Los Angeles and Wisconsin regional conferences, evaluation forms were prepared, distributed and collected and their contents analyzed and fully reported. The National Council would utilize the mechanism of continuing evaluation of the project by participating RPCVs and resource/training persons. In addition, detailed task calendars and plans would be developed as for all National Council projects. Quarterly reports against those calendars and plans would provide for monitoring and control. Projects arising out of workshops would be reviewed after a period of months for evaluation.

GOAL: LOCATE AND RECRUIT RPCVs WHO DESIRE TO PARTICIPATE IN DEVELOPMENT EDUCATION

OBJECTIVES	Jul.	Aug.	Sep.	Oct.	Nov.*	Dec.	Jan.*	Feb.	Mar*	Apr.	May*	Jun
RECRUITMENT:												
<u>OUTREACH TO --</u>												
3000 <u>Newsletter</u> recipients												
-- Special <u>Newsletter</u> issue												
-- Other <u>Newsletter</u> and <u>Bulletin</u> articles												
<u>2500 other NCRPCV listees</u>												
<u>5000 local group contacts</u>												
All group contacts (5000)												
Workshop area group mailings												
<u>750 HOTLINE subscribers</u>												
Enclosures with <u>HOTLINES</u>												
Inclusion in Solicitation mailings												
<u>50,000 Peace Corps Listees</u>												
Preparations												
Mailings												
<u>200 Journalists and teachers</u>												
Participate in 6 conferences												
Place 16 ads in 8 journals												
Mail to hundreds of schools and media in workshop cities												
<u>REGISTRATION OF RECRUITS</u>												
Develop Computer Program												
Register 1000 respondents												

Workshop Months

1/2

WORK PLAN

GOAL: PROVIDE TECHNICAL ASSISTANCE TO RPCVs IN DEVELOPMENT EDUCATION

OBJECTIVES	Jul.	Aug.	Sep.	Oct.	Nov.*	Dec.	Jan.*	Feb.	Mar*	Apr.	May*	Jun
<u>RESEARCH</u>												
Washington, D.C. area												
New York												
<u>DEVELOP MATERIALS</u>												
Produce 300 A/V/ Graphic Kits												
Produce Resource inven- tories, other materials												
<u>ASSIST INDIVIDUAL RPCVs</u>												
Send resources to 1000 individual recruits												
300 Project level mailings												
150 Program level mailings												
100 A/V/Graphic Kits												
Phone and mailings												
<u>ASSIST RPCV GROUPS</u>												
Primary mailing to 40 groups												
Advanced mailing to 20 groups												
A/V/Graphic Kits to 20												
Phone and mailings												
2 Committee Meetings												
<u>PUBLISH "DEVELOPMENT EDUCATION EXCHANGE"</u>												
Monthly												

* Workshop Months