

**National Peace Corps Association  
President's Report to the Board of Directors  
2011 Operating Plan—June Update**

*We continue to make good progress in implementing the 2011 Operating Plan, with the exception of revenues related to the 50<sup>th</sup> anniversary. Our progress is reported following each section below in italics.*

**This year's plan is organized around the activities and events associated with the 50<sup>th</sup> Anniversary of the Peace Corps. It builds from NPCA's three goals: (1) being the go-to resource for the community, 2) advancing the values of Peace Corps, and 3) supporting an independent and robust Peace Corps. It relies on our three essential strategies: (1) connecting, 2) informing and 3) engaging the Peace Corps community. Recognizing that the anniversary year will soon pass, this plan places special emphasis on a few activities that potentially will carry NPCA well past this golden anniversary year.**

***Framing Goals for 2011***

***This year we aim to:***

- Use the 50<sup>th</sup> anniversary to strengthen the Peace Corps community's ability to address issues of peace and prosperity and have a much more robust Bringing the World Back Home or "Third Goal" set of activities.
- Continue to extend the values of the Peace Corps through securing a site for the Commemorative, while also advancing the Service World Coalition and its proposed legislation.
- Increase engagement (including through membership and contributions) to enhance the long-term financial health and sustainability of NPCA.

*With the attention around the 50<sup>th</sup> anniversary of the Peace Corps, NPCA staff have had myriad opportunities to discuss the Peace Corps and its timeless goals of working towards a more peaceful and prosperous world at various university events, regional Expo events, as well as in using traditional and new media. The Peace Corps Commemorative Legislation was introduced on March 1<sup>st</sup>. As of June 15<sup>th</sup>, this legislation has 128 cosponsors. We are hoping to have an identical Senate version introduced in the next month or so. In May, we commissioned the first independent survey of returned volunteers, seeking to understand "the effect of Peace Corps service." We were very pleased that we had more than 11,500 responses and plan to release the survey results just prior to the September anniversary events. We are seeing growing evidence of community engagement with NPCA through membership and interest in the 50<sup>th</sup> anniversary events. To date, we have more than 1,800 registered for these events. We have continued to press the Peace Corps to have a more robust "Bringing the World Home/3<sup>rd</sup> Goal" set of activities, however, recent negative media attention has prevented momentum on this.*

### **Milestones**

- Generate net revenue (profit) of at least \$300k.
- Have 500 house parties on 3/1/11, at least 1,800 participants at our regional events and 500 attendees at our 9/24/11 gala.
- Increase members by 10% from 6,000 to 6,600. ✓

*In March, we had nearly 800 house parties in all 50 states and approximately 80 countries, far exceeding the goal. We are on track to meet the 1,800 participant goal in the regional expos, with the one expected to be the largest scheduled for Santa Fe on July 7<sup>th</sup>. We are also set to exceed 500 attendees at our 9/24 gala, anticipating an audience of closer to 900. As of June 20, our membership was 6,665. We have exceeded our year-end membership goal of 6,600 for 2011 by the mid-year mark.*

### **Connecting**

- Execute successful March 6 Board and September 24 Board/AGM/GLF meetings in Washington, DC, as well as telephonic/interactive Board meetings June 27 and December 5.
- Execute successful Director's Circle weekend March 3-5 and host meeting with the Advisory Council March 3. ✓
- Organize successful capstone events September 22-25 with at least 2,000 participants.
- Organize special Director's Circle events during the capstone weekend September 22-25.
- Organize nine successful "Around the World Expos" working with member groups and regional offices with at least 1,800 participants by August.
- Hold four regional meetings for member group leaders on group capacity building and continue to assist in the organization of new member groups, growing that number from approximately 142 to 150 by December.
- Recruit new board members who bring particular skills sets and experiences to enhance board's capabilities by September.

*Many of our plans related to our **connecting** strategy this year involve 50<sup>th</sup> Anniversary events. We have held eight of the planned nine regional "expos." The most recent of these were in Sacramento and San Diego, and we had nearly 300 participants at each event. Earlier this month, the ExCom approved three new groups, bringing the total to 146—our highest level in many years. On June 10<sup>th</sup>, the elections ended for the member-elected board positions. There was intense competition for two of these three positions, with a very strong field. The Governance Committee is now working to develop a slate of board-elected candidates and officers. We continue to make considerable progress in our plans for the September capstone events with more than*

1,800 registered. For the Gala, we are still hoping to finalize an agreement with a well-known singer/songwriter for the Gala emceed by MSNBC's Hardball Chris Matthews. President Paul Kagame of Rwanda, former President Alejandro Toledo of Peru, former Vice President Atiku Abubakar of Nigeria, and former Finance Minister Ashraf Ghani of Afghanistan have confirmed their participation in a World Leaders' Panel, which we hope will be moderated by the first Peace Corps deputy director and well-known broadcaster Bill Moyers. Two of the four group capacity building workshops have been held, with lower than expected attendance. For the final two, staff are planning instead a workshop focusing on COS groups to be held in DC and a workshop online.

### **Informing**

- Produce four issues of *WorldView* with a focus on food security in March, clean water in June, the 50<sup>th</sup> Anniversary and green housing in September, and information technology in December, producing digital versions when sponsorship allows.
- Produce 11 monthly NPCA News e-newsletters, on the 3<sup>rd</sup> Thursday of the month, excepting August.
- Increase subscribers to e-newsletter from approximately 19,000 to 20,000 by December.√
- Produce monthly Global Ed e-newsletters, four *Global Education News* and lesson plans for *WorldView* magazine features by December.
- Conduct an independent national survey of what happens after Peace Corps service and produce an article for a major national publication by September.

*In terms of **informing**, we are making excellent progress towards this year's goals. Given a big push on subscribers to our e-newsletter, we have already substantially exceeded the year-end goal. We now have more than 34,000 subscribers. As mentioned above, the Hart Group administered a survey for us, eliciting more than 11,500 responses—almost fifteen times larger than any prior survey. These survey results should be a treasure trove of information regarding what are the impacts from Peace Corps service. We will release these results as part of a major report on the Peace Corps over the summer, and will also seek to have some of the results published in a major national publication.*

### **Engaging**

- Expand online opportunities for advocacy, education, mentoring, service, and fundraising for Bringing the World Home or "Third Goal" and/or projects in country by December.
- Sponsor a competition on entrepreneurial ideas to address poverty with the assistance of SEVEN Fund by September.

- Continue efforts to press for a better and bolder Peace Corps, with a particular focus on a more robust Third Goal by December.
- Organize advocacy events around high profile opportunities, including the establishment of the Peace Corps Anniversary on March 1 and again on the anniversary of the Peace Corps Act on September 22.
- Strengthen network by increasing by 10% the number of individuals participating in advocacy activities from approximately 1,600 to 1,800 by December.
- Initiate an action plan in collaboration with like-minded organizations on a non-Peace Corps global advocacy issue that is chosen as priority.
- Produce classroom-friendly “Global House Party” toolkit for use in schools on March 1 with assistance from ASCD.√
- Engage 10-20 New York State RPCVs in afterschool programs through a grant-funded pilot project with the New York State Afterschool Network and submit funding requests for replication in other states.√
- Identify placements for at least 10 Encore volunteers by October.

*We are also making good progress in implementing all of these **engaging** plans. In April, we launched an essay contest with a \$5k prize sponsored by SEVEN Fund. Plans are well underway for a district advocacy day in August and the largest ever advocacy day on Thursday, September 22<sup>nd</sup>—50 years to the day after President John F. Kennedy’s signing of the Peace Corps Act. Our plan is to have 535 “constituent meetings,” involving a Peace Corps community member from the district meeting with every member of Congress. We met our global education goals by developing a Global House Party toolkit and engaging far more than 20 RPCVs in a NY State Afterschool Network. We have completed four Encore volunteer positions this year and are recruiting for seven other funded postings.*

### **New Initiatives**

- *50<sup>th</sup> Anniversary Celebration*—continue advancing efforts for a transparent, collaborative, and international celebration. Secure at least \$2 million by December.
- *Commemorative*—work closely with the Peace Corps Commemorative Foundation, Congress and our community to move ahead with plans for a site near the National Mall.
- *Service World*—advance the work of this coalition promoting the value of international volunteer service, and push for introduction and enactment of omnibus legislation expanding opportunities for Americans to serve through the Peace Corps and other international volunteer programs by December.

- *Encore*—determine whether the joint project is a success, and if it is in NPCA's interest to take over this effort by December.
- *Serving Volunteer Advisory Council*—utilize this new mechanism to strengthen our outreach to serving volunteers by December, and encouraging more of them to become connected to NPCA. ✓

*We are making good progress on all of these initiatives that will be essential “legs” carrying NPCA way beyond the 50<sup>th</sup> Anniversary events and well into the future. On the 50<sup>th</sup> anniversary celebration, funding has been problematic due to the ongoing economic challenges and the recent negative publicity about the Peace Corps. On the Commemorative, we have 128 cosponsors on the House bill and are close to having a Senate sponsor. The Service World Coalition is looking to self-start the newly named Harris Wofford Global Service Fellowship in advance of introduction of the proposed Sargent Shriver International Service bill. We will revisit with the Board at our September meeting whether we should continue with the Encore pilot, which appears to be making slow, steady progress. The Serving Volunteer Advisory Council has been assembled and now meets just prior to each Board meeting, providing invaluable and timely input.*