

RPCV Update

AN UPDATE FOR RPCVS AND FRIENDS OF THE PEACE CORPS



New Awareness and Recruitment Campaign Launched

After a yearlong effort, the Peace Corps has launched a rebranding effort aimed at better informing Americans about the valuable work of Peace Corps Volunteers. This is the first campaign created since President George W. Bush called for the doubling of Peace Corps Volunteers and the first campaign to carry out the initiatives and priorities of Director Gaddi H. Vasquez. The suite of materials is designed to reach out to diverse audiences, an emphasis and priority of the director, and to show that the Peace Corps is involved in work that is modern, current, and relevant for the 21st century.

New public service announcements have been created for radio, television, and print, articulating the Peace Corps as a call to service, adventure, and personal

growth. The ads are based on the metaphor of life as a journey, suggesting that service in the Peace Corps allows for mutual growth and reward. The radio and television ads were narrated by actors Matthew McConaughey and Eduardo Verastegui, who donated their services to benefit the agency's efforts.

A new recruitment video features Volunteers in Benin, Moldova, Malawi, Guyana, and Panama. Footage highlights the Volunteers at their sites and describes the work they are doing in health and HIV/AIDS, education, information technology, and agriculture. The video also incorporates statements from host country counterparts in support of Volunteers, scenes of where Volunteers live, and music from several of the countries.

**Life is calling.
How far will you go?**

The Peace Corps' website has been remodeled to provide better navigation. In addition, elements of the new campaign have been incorporated, and a new section, Volunteer Life, has been added to better depict what it is like to serve as a Volunteer, with stories, journals, and short interviews of currently serving Volunteers. Streaming video enables Volunteers to speak for themselves.

Recruiters and RPCVs played an important role in the new campaign by sharing their photos and stories.



President Amadou Toumani Touré of Mali presents Director Vasquez with a traditional Malian gift.

President of Mali Visits Peace Corps Headquarters

On June 24, 2003, Director Vasquez welcomed President Amadou Toumani Touré of Mali to Peace Corps headquarters as the first official stop on the president's U.S. visit. On behalf of the Malian people, President Touré expressed his country's profound gratitude and respect for the work the Peace Corps has done in Mali and for its Volunteers, who, he noted, live in the same villages as the Malian people, sleep on the same mats, eat the same food, and get bitten by the same mosquitoes.

President Touré was in the United States to participate in the 37th Smithsonian Folklife Festival, which highlighted Mali as one of three featured cultures. The Mali exhibit was sponsored in part by the Friends of Mali, an RPCV group dedicated to the promotion of the Peace Corps' mission in Mali.

The Peace Corps Expands Into New Countries



Promote World Peace and Friendship During Peace Corps Week

During Peace Corps Week, March 1 through March 7, join thousands of RPCVs in celebrating the agency's 43rd anniversary by making classroom or community presentations. RPCVs will soon receive a brochure urging them to sign up for Peace Corps Week 2004. RPCVs who register online or by mail will receive a presentation kit, including souvenirs for audiences. Visit the Peace Corps website for ideas, suggestions, and resources for your presentation.

Last year, RPCVs helped arrange Peace Corps Day proclamations from governors and local elected officials. To assist with proclamations for 2004, contact your nearest regional recruitment office. If you have any questions, call 800.424.8580 (press 2, then ext. 1961), or e-mail pcday@peacecorps.gov.

Register online:

peacecorps.gov/rpcv/peacecorpsday



Peace Corps Week 2004 presentation kit materials

The Peace Corps is pleased to have Volunteers working in 71 countries and is preparing to open or reopen programs in several additional countries in 2003.

In Africa, programs have already reopened in Botswana and Swaziland; both are countries that have had a long association with the Peace Corps. The programmatic focus is HIV/AIDS education. The program in Chad is also reopening, where new trainees will arrive soon.

In the Europe, Mediterranean, and Asia region, operations were temporarily suspended in Morocco this spring, but Volunteers returned in mid-September. The Morocco program was first opened in 1962. Later this year, Volunteers will return to

Jordan, where the program was temporarily suspended last November. An assessment team is currently in China, and the agency expects a positive report on the country's health conditions and the reopening of the program soon afterward. Volunteers will return to Albania after a six-year absence. Azerbaijan will be a new country for the Peace Corps; the first group of trainees recently arrived to open that program.

In the Pacific, the Peace Corps is reentering Fiji after a five-year absence. The new group of trainees arrived in September.

Director's Corner

Meeting with Volunteers and foreign officials was the focus for Peace Corps Director Gaddi H. Vasquez over the summer months.

Most recently, the director traveled to Africa with visits to Namibia, Swaziland, South Africa, and Ghana. His priority was to visit Volunteers at their project sites to see firsthand the important work that is being done. Highlights included meetings with the king of Swaziland and the prime minister of Namibia, and visits with Volunteers. While in Ghana, Vasquez attended the conference of Africa region country directors.

In August, the director participated in the country director conferences for the Inter-America and the Pacific and the Europe, Mediterranean, and Asia regions in El Salvador and Romania. While in those regions, the director led an assessment team to Mexico to evaluate the possibilities of future programming in the country and was the keynote speaker at the Hispanic Association of Colleges and Universities conference; met with Romanian President Ion Iliescu; and visited many Volunteers and staff in the field.

Back at headquarters between trips, the director hosted President and Mrs. Touré of Mali, Senator Norman Coleman of Minnesota, and Gambian President Yahya Jammeh and presided over a historic signing of a memorandum of understanding between the Centers for Disease Control and Prevention and the Peace Corps.

Opportunities to Continue Serving

Further the Peace Corps' Third Goal

Help Promote a Better Understanding of Other Peoples on the Part of Americans

- * Make classroom and community presentations about your overseas experience.
- * Use the lessons in *Building Bridges: A Peace Corps Classroom Guide to Cross-Cultural Understanding* to help students understand other cultures and develop a more tolerant view of others. This booklet was published in partnership with the National Geographic Society Education Foundation.
- * Encourage educators to utilize Paul D. Coverdell World Wise Schools curriculum resources to promote cross-cultural understanding and encourage public service among America's youth. These resources are available in print and online at peacecorps.gov/wws.
- * Encourage a classroom to participate in the World Wise Schools Correspondence Match program, in which Volunteers lead U.S. students in an exploration of the countries and cultures of the world. Find enrollment forms online at peacecorps.gov/wws/correspond/enroll.
- * Encourage teachers to sign up for the Cyber-Volunteer program. Teachers receive an e-mail letter once a month from a featured Volunteer. Contact peacecorps.gov/wws/cybervol.
- * Participate in the activities of an RPCV group. RPCV group contact information is available on the National Peace Corps Association website: www.rpcv.org.

Support Peace Corps Partnership Programs

Make a tax-deductible contribution to a Volunteer's community development project.

peacecorps.gov/contribute

Tell us how you or your RPCV group is working with the Peace Corps to promote third goal and recruitment activities. Contact Allene Zanger, director of the Office of Domestic Programs, at azanger@peacecorps.gov.

Recruit the Next Generation of Volunteers

- * Participate in recruitment activities organized by Peace Corps regional recruiting offices.
- * Help us recruit on community college campuses and universities by contacting key administrators and faculty members, posting information on campus, or meeting with prospective applicants.
- * Participate in recruitment efforts to increase Volunteer diversity. Contact Office of Diversity Recruitment at 800.424.8580, option 2, ext. 1818.
- * Share your Peace Corps experience at high school and middle school career fairs and career days.
- * Contact the nearest regional recruitment office at 800.424.8580 or peacecorps.gov.

Expand the Peace Corps' University Partnerships

Encourage university faculty and administrators to establish a Master's International or Fellows/USA program on their campus. The MI program allows students to incorporate Peace Corps service into a master's degree at more than 40 universities nationwide.

peacecorps.gov/gradschool/masters

Fellows/USA is a graduate fellowship program that offers financial benefits to RPCVs who want to earn professional certification or a master's or doctoral degree and complete a professional internship through more than 30 universities nationwide. The newest Fellows programs are at Carnegie Mellon University, New Mexico State University, and the University of Denver.

peacecorps.gov/gradschool/fellows

Ready. Set. Go: Crisis Corps

You can serve again overseas on a short-term basis. The Crisis Corps utilizes RPCVs for interesting and challenging assignments in five program areas—humanitarian response, natural disaster relief and reconstruction, HIV/AIDS, disaster preparedness and mitigation, and post-conflict relief and reconstruction. For more information, call 800.424.8580, ext. 2250, or e-mail crisiscorps@peacecorps.gov.

peacecorps.gov/rpcv/crisiscorps

RPCVs Advance the Peace Corps Mission

Nationwide, RPCVs continue to help recruit the next generation of Volunteers and further the Peace Corps' third goal.

When the Chicago Recruitment Office conducts general information meetings at outlying campuses through modern videoconferencing, RPCVs serve as campus hosts. Meanwhile, much farther south, the Louisiana Peace Corps Association cosponsors activities like the February 2003 general information meeting where RPCVs shared their experiences as Volunteers and as participants in the Fellows/USA graduate school program. That event resulted in 28 applications to the Peace Corps.



Morocco RPCVs Dorian Berman (left) and Becky Toomay (right) pose with Kristine Winters (center), who left for Morocco on Sept. 13, at a Dallas nomination party.

On the East Coast, RPCV groups in New York City, Long Island, Philadelphia, Connecticut, and Pennsylvania continue to assist the New York Recruitment Office with Peace Corps send-off parties, state fairs and other events. Across the country, RPCV teacher **Lynn Moquete's** high school students taught guests the finer points of dancing the merengue at a reception in the San Francisco Recruitment Office. The students had

recently returned from a service learning program in the Dominican Republic organized by Moquete. The work of RPCV artist **Roberta "Bert" Moberg** (Dominican Republic 1997-99) was also featured at the event.

In August, the North Texas Peace Corps Association hosted a nomination party for the Dallas Recruitment Office, attracting more than 30 nominees and applicants. That same month, Denver-area RPCVs made the botanic gardens even more colorful, donning the dress of their countries of service and sharing their overseas experiences with prospective Volunteers.

And thanks to the RPCVs of Madison, Wisconsin, thousands of teachers participating in the World Wise Schools Correspondence Match program receive free copies of the group's international calendar—a fabulous way to bring the world home.

Stay connected.

Fill out and send in this reply card, or log on to the website:

www.peacecorps.gov/rpcv/records

The RPCVUpdate is a free newsletter for returned Peace Corps Volunteers. **In the near future, the Update will be available in an electronic format.** To continue to receive the Update, please fill in the following information, detach the card, and drop it in the mail. You may also put this information in the body of an e-mail message and send it to the database manager at rpcvupdate@peacecorps.gov. Please put "RPCVUpdate" in the subject line.

E-mail Address _____

Name

First _____ MI _____ Last _____

Address

Phone

(home) _____

(work) _____

City _____

State _____ **ZIP** _____

Privacy Act Notice:

The collection of this information is authorized by provisions of the Peace Corps Act (22 U.S.C. 2501, et seq.). Information will be used to involve former Volunteers in agency affairs and recruitment, and to keep addresses for informational mailings. Providing information is voluntary.

Has any of your contact information changed?

RPCVs Honored for Service

Franklin H. Williams Award

On June 4, 2003, Director Vasquez honored 12 RPCV recipients of the 2003 Franklin H. Williams Award. This award honors outstanding RPCVs of color who have put their overseas experience to work in their communities and in their professions to promote a better understanding of other peoples and cultures. The 2003 Director's Award winner was Melvin P. Foote, president and CEO of the Constituency for Africa.

Other awardees were Anjabebu (Lily) Asrat, prevention specialist, Office of Women's Health, Centers for Disease Control and Prevention, Georgia; Walter M. Baker, Peace Corps recruiting resource, west Texas; Anson Chong, Food Bank of Hawaii volunteer and Global Hope faculty advisor; Darius Kenyatta Ellis, country director for the Hebrew Immigrant Aid Society Refugee Trust of Kenya; Paul Goodrich, founder and president of African Sports Outreach, Oregon; Albert S. Liu, president of the Milwaukee Peace Corps Association; Walter Mau, active member of the Boston Area RPCVs; Solema V. Neary, active community member, Colorado; Ed H. Smith, alderman and chairman of the Chicago City Council's Committee on Health; Amanda Wash, founder of A Foundation for African Children Today, Los Angeles; and James A. Wilson Jr., assistant professor of history at Wake Forest University, North Carolina.



2003 Director's Award winner Melvin P. Foote with Director Vasquez

Lillian Carter Award

On June 26, 2003, former President Jimmy Carter presented the Lillian Carter Award to senior RPCV Tony Gasbarro. The Lillian Carter Award recognizes an outstanding Peace Corps Volunteer who, at the time of service, was age 50 or older and who has demonstrated a commitment to the Peace Corps' third goal. Gasbarro served in the Dominican Republic in 1962 and served in El Salvador from 1996 to 1998, beginning at age 57. After returning to the United States, he raised funds for schools and student scholarships and secured grants for infrastructure projects in El Salvador, especially needed after the devastating earthquake in 2001. In Alaska, he has spoken to more than 5,000 students about his Peace Corps experiences.

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Volunteers had some private time with President Bush during his recent visit to Botswana. The president greeted and thanked each Volunteer personally for their efforts.

President Bush and Members of Congress Visit Volunteers

On July 10, 2003, President George W. Bush and First Lady Laura Bush met with 12 Peace Corps Volunteers in Botswana. "The president was warm and friendly and spent time talking with each of us," said Volunteer **Donna Stanislawski**. "The president thanked all the Volunteers for their support and commitment to helping Botswana fight the scourge of HIV/AIDS," she added. On August 26, the president also expressed his appreciation to those who serve as Volunteers by meeting with Minnesotans **Edward and Jane Bardon**, who will spend the next two years working in health education in Turkmenistan.

During Congress' summer recess, congressional delegations traveled to South Africa, Cape Verde, Guatemala, Nicaragua, Armenia, and Botswana and met with over a dozen Peace Corps Volunteers in the field. While members of Congress and their

staffs often visit with Volunteers over a meal or during a reception at the U.S. ambassador's residence, the Peace Corps encourages congressional delegations to visit Peace Corps sites so they can see firsthand the extraordinary contributions being made by Volunteers.

In South Africa, Rep. Betty McCollum (D-Minn.), a member of the House International Relations Committee, met with two Volunteers working in HIV/AIDS projects. Rep. Cass Ballenger (R-N.C.), also on the International Relations Committee and chairman of the Western Hemisphere Subcommittee, noted during his trip to Nicaragua that Peace Corps Volunteers are the best ambassadors the United States has in the field. Some congressional visitors have followed up their conversations with Volunteer constituents by calling family members once back in the States to report on the Volunteers' well-being.



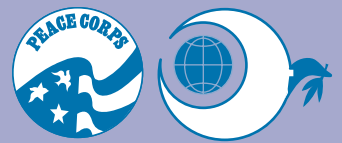
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Peace Corps and
National Peace
Corps Association
Sign Cooperative
Agreement

In September, the Peace Corps and the NPCA signed a cooperative agreement to enhance career services to RPCVs, further recruitment of Volunteers at community colleges, and expand opportunities for RPCVs to make classroom and community presentations.

See the news release on the Peace Corps website for more details.