

Partnership for Public Service
Call to Serve
Grants for Building a Campaign to Promote Federal Service

Purpose and Background:

The Partnership for Public Service – a nonprofit, nonpartisan organization – works to revitalize our federal government by inspiring a new generation to serve and by transforming the way government works.

The Partnership’s hallmark *Call to Serve* initiative – a joint effort of the Partnership and the U.S. Office of Personnel Management – is designed to educate a new generation about the importance of a strong civil service, help re-establish links between federal agencies and campuses, and provide students with information about federal jobs. The *Call to Serve* network consists of more than 600 schools and 74 federal agencies.

The Partnership’s 2006 research report, *Back to School: Rethinking Federal Recruiting on College Campuses*, found that many college students say they are looking for opportunities to make a difference and view federal service as a way to accomplish that goal. Unfortunately, their knowledge and understanding about federal job opportunities and how they can find and apply for positions is low. To bridge the knowledge gap, the Partnership conducted a two-year pilot project – the *Call to Serve Recruitment Initiative* – with five pilot colleges and universities to learn how best to approach students and faculty with information about federal jobs and internships, and how to do so in a way that would be cost effective and sustainable.

The pilot schools included Clark Atlanta University, George Washington University, Louisiana State University, Ohio State University, and Stanford University. These five universities produced a range of approaches and different activities to address the common goal of promoting federal service. While the experiences across the five schools varied, several shared themes emerged that can be replicated, in whole or in part, on other campuses seeking to promote federal service. Key lessons (please visit www.calltoserve.org to view the full case studies from the project) included the need to:

- Define Your Goals
- Set Up a Cross-Campus Advisory Committee
- Determine Roles and Responsibilities
- Involve the Campus Community (University Leadership, Career Services, Faculty and Alumni)
- Educate Students
- Develop Communication Plans and Strategies

Most important, a tracking survey completed at the conclusion of the two-year pilot found that increased attention and efforts to promote federal service on campus produced positive results – in levels of interest and knowledge among students.

To assist other campuses in building effective campaigns to promote federal service and spur further innovation, the Partnership will award five \$3,000 grants to *Call to Serve* member schools. Grant funds may be used for resource materials, supplies, equipment, staffing support, or professional development necessary to expand existing efforts to promote federal service.

In addition to the \$3,000 monetary award, schools will be teamed with one of the five pilot institutions who, in turn, will provide technical assistance and “mentoring.” Schools receiving grants will also receive support from Partnership staff and resources, including access to the Annenberg Speakers Bureau.

At the conclusion of the grant period, schools must submit a formal evaluation report assessing their activities and accomplishments. Schools will also be asked to serve as “mentor” schools for the following academic year.

Application Deadline and Notification:

Applications must be postmarked by November 16, 2007. Applicants will be notified of their award status no later than December 21, 2007.

Duration:

Grants will fund activities for 18 months beginning in January 2008 and concluding at the end of the 2008-2009 academic year.

Eligibility:

Only colleges and universities that are members of the *Call to Serve* network are eligible.

Selection Criteria:

- Evidence of university leadership commitment to the endeavor;
- Clear assignment of responsibility for this undertaking;
- Clearly defined goals;
- Existing base of activities and efforts already in place to enhance and expand;
- Evidence of broad engagement of the campus community;
- A plan for measuring the results and impact;
- A plan for sustaining the effort beyond the grant period;