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Director's Staff Meeting

May 3, 1966

Vaughn said he is more excited and confident about the Peace Corps than ever following his trip to Mexico and El Salvador. He said this trip marks the end of his travels for the next two or three months.

Turner played three of 13 Peace Corps spot announcements prepared by radio station WMCA in New York, probably the largest radio station in the country. WMCA has won numerous awards for their public service contributions, plus several editorial awards. At their expense they sent their Program Director, along with some of his assistants, to Tunisia, the Ivory Coast and Nigeria. They came back with 25 hours of taped interviews from which they made the 13 spot announcements, ranging from 30 to 60 seconds in length. The theme of all the announcements is "the Peace Corps is a personal thing."

WMCA didn't use their call letters on the spots so the Peace Corps can duplicate them to send to any stations we would like. WMCA has written most stations in the United States and dozens have responded that they would like to use the announcements.

Vaughn asked when we could have the announcements put into use. Page and Turner agreed they would definitely be ready for use in three weeks and be well on their way by next week.

Pritchard said following the Honolulu meeting, where the Trust Territory program was discussed with the High Commissioner and his assistants, the Peace Corps got the green light for both our estimated number of Volunteers and the fields in which we propose to work. Pritchard said we are now beginning to move in two directions, the first in the programming and planning stage. Delany left for the Trust Territories yesterday with a group of five people: Athos Revelle, Stanley Scheyer, Lois Smith, Roger Flather and Bob Burns, to do the programming and form the guidelines for training for the Trust Territories program. This group is expected to spend three weeks there and come back with an almost complete PPBS paper. The second direction is in getting the White House clearance and promoting a Presidential announcement on Friday or Saturday.

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A two-week recruiting drive has been set up for outstanding "Peace Corps" universities. The recruiting drive will be preceded by a personal letter from Vaughn and a telegram from Secretary Udall telling of the uniqueness and importance of this program, and saying that the Peace Corps does not wish to interrupt classes on this occasion, but only to set up an information booth.

Pritchard said there were also other inputs possible for the program. Among them are terminating Volunteers who would re-enroll for two years in the Trust Territories. A letter from Vaughn to terminating Volunteers is expected to encourage them to re-enroll. A second possible input is from junior college people. In the Trust Territories there won't be the drawback experienced in some other countries where Ministries of Education demand educational degrees for teachers. Pritchard expects to place any junior college people who are selected with seasoned Volunteers.

Two or three other experiments are being conducted with the Trust Territories program, including not using the Placement Test in recruiting; an abbreviated Questionnaire, and training teachers in community development. Pritchard found in his visit to the Far East in November that such training would be valuable to most elementary teachers. A memorandum and proposed statement about the program has been sent to the President for his release.

Vaughn said he thinks it would also be important for the recruiters in this drive to be thoroughly briefed on the India program. Wofford agreed it would be good for the recruiters to work for both programs. Carter said he and Pritchard would get together on the idea.

Wiggins asked Doug Walker for a report on the mass mailing to college juniors. Walker said 100,000 letters have been mailed to college juniors and 800 replies received. Recruiting is attempting to respond to these replies by telephone, if possible, and are gearing up to respond to all inquiries more quickly.

Wofford asked how the response from college juniors compares to that of the mass mailing to college seniors. Walker said while we are not far enough along with the college juniors to tell, he thinks we will at least equal the one per cent return received from college seniors. He said one per cent is considered a good return on any mass mailing of this type.

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Carp said the elimination of the Placement Test is only for the 63 Class A schools and for the Trust Territories, where a foreign language is not a prerequisite. This procedure, he said, will not apply to other areas. Carp also has a memorandum on the way to Vaughn which says we might expect an overage in the Advanced Training Program of 100 to 200 trainees with no programs in which to put them.

There was a general discussion in which it was decided that various programs could use any overage of ATP trainees. These include the Trust Territories program, the India program and a couple of other programs that have been cancelled or cut back.

From the 466 applications received from Berkeley this year, Carp has devised several different scales. He was interested in seeing how many so-called activists had applied and how they fared. The first 53 applications were used to devise the scale and the report is on the remaining 413. Carp arranged the applicants in five general categories:

- (1) the academic non-joiner - 20.6 per cent
- (2) those involved with social groups only - 46.2 per cent
- (3) those involved in the tutoring of social services work or similar work - 21.5 per cent
- (4) those applicants active in civil rights or political areas - 4.6 per cent
- (5) those in various other categories which Carp listed as hard to classify applicants - 7.0 per cent

Carp said the overall picture shows that in terms of the invitation and acceptance rate there is no real difference between the groups. There is an extremely high invitation rate at Berkeley, with 65 per cent of the applicants having been invited. Twenty per cent of the applicants are still in processing, so more than 65 per cent will be invited. He said for those who listed summer availability, he would say 85 per cent would be invited.

Wofford said it might be dangerous to assume that such a high invitation rate was achieved by the Peace Corps' making an effort to approach the activists at Berkeley. He said in some respects the Peace Corps visits were turned into a confrontation with the activists in which the Peace Corps defended several of the things being attacked by the activists.

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Wiggins said he thinks in some ways the Peace Corps at Berkeley won the "best of all worlds," in that although the activist students might disagree with the Peace Corps, they felt we were willing to carry on a dialogue with them. He said he thinks it is important to keep the door open to activist students, but that it is not terribly important that we get many of them, as long as our stance engages them to the extent of their making a decision to join or not to join the Peace Corps.

Wofford agreed and said this stance would help us to recruit a big category of students. He said the Peace Corps, while not going along with the activists, still is not "square" and a student is not square if he joins.

Carp said he sees no problem of meeting our target of 9,200 trainees. Kandle asked if he could give hard statistics for this. Carp said we have 3,485 accepts for summer programs with 4,025 pending. He said he would get a statistical report to Kandle immediately, and added that if we receive a tremendous response to the half million letters to college seniors we will receive even more trainees. He said we still have a minor problem we have always had in the past; being short of trainees in June and having overages in July and August. He said overseas Representatives generally want the training to start as early as possible in June.

Wofford said as an overseas Representative he would certainly rather see a group of well-qualified people enter training three weeks late than to end up with no teachers at all. Vaughn suggested that Carter, Handwerger and Pritchard get together and figure out what programs need to be filled out and arrange for the recruiters on the Trust Territories program to have this information available. Vaughn feels such an approach would not dilute the Trust Territories in recruiting.

Carp said he also anticipates a large number of people who have been accepted for Peace Corps training programs to say that they would rather go to the Trust Territories than to countries to which they have been assigned.

Wiggins attended the first of a series of seminars at Berkeley last week and gave a report on the proceedings. Jim Pines will attend the next seminar and Roger Landrum the following one.

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Jerry L. Fite
Acting Executive Secretary

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