

# The Building Bridges Coalition

*Doubling the number of international volunteers by 2010.*

*A project of the Brookings Institution's Initiative on International  
Volunteering and Service.*

NAFSA Conference

May 28, 2008

Steven Rosenthal

Building Bridges Coalition Chairman



*Doubling the number of  
international volunteers by 2010*

**Building Bridges Coalition**

**Mission, Goals, and Strategies**

# BBC Mission



The Building Bridges Coalition, a project of the Brookings Institution's Initiative on International Volunteering and Service, is a consortium of leading international volunteer organizations, universities and colleges, corporations, and government agencies working collaboratively to double the number of international volunteers serving abroad by 2010.

# Goals



1. To double the number of international volunteers sent abroad annually by 2010.
2. To improve the quality of international volunteer service.
3. To maximize positive impacts of international service in communities throughout the world.

# Strategies



**Goal #1:** To double the number of international volunteers sent abroad annually by 2010

## Strategies

- 1a.** Increase public awareness of international volunteer opportunities
- 1b.** Encourage organizations to commit to scaling up
- 1c.** Foster partnerships among international volunteer organizations, universities & colleges, corporations, and government agencies
- 1d.** Engage university and college campuses to increase international volunteerism
- 1e.** Support the Public Policy Group to expand national resource commitment to international volunteering and service

# Strategies

**Goal #2:** To improve the quality of international volunteer service

## Strategies

- 2a.** Establishing and promoting effective practices for international volunteer service
- 2b.** Creating a forum for interaction and information sharing for international volunteer organizations, universities & colleges, corporations, government agencies and other stakeholders in the field of international volunteerism
- 2c.** Encourage increased corporate engagement and improved social and business impact in international strategic volunteering programs

# Strategies



**Goal #3:** To maximize positive impacts of international service in communities throughout the world

## Strategies

**3a.** Support the Research and Impacts Group to implement the comprehensive research agenda and improve effectiveness in international volunteer service



*Doubling the number of  
international volunteers by 2010*

**Building Bridges Coalition**

**BBC Initiatives**

# Support The Global Service Fellowship



To strengthen America's public diplomacy efforts overseas by increasing the presence of American volunteers abroad.

*"Global Service Fellowships will build on the continuing successes of volunteer experiences, like the Peace Corps and others, by offering a wider array of opportunities lasting up to one year."*

- Congresswoman Betty McCollum (D-MN)

# Support The Global Service Fellowship

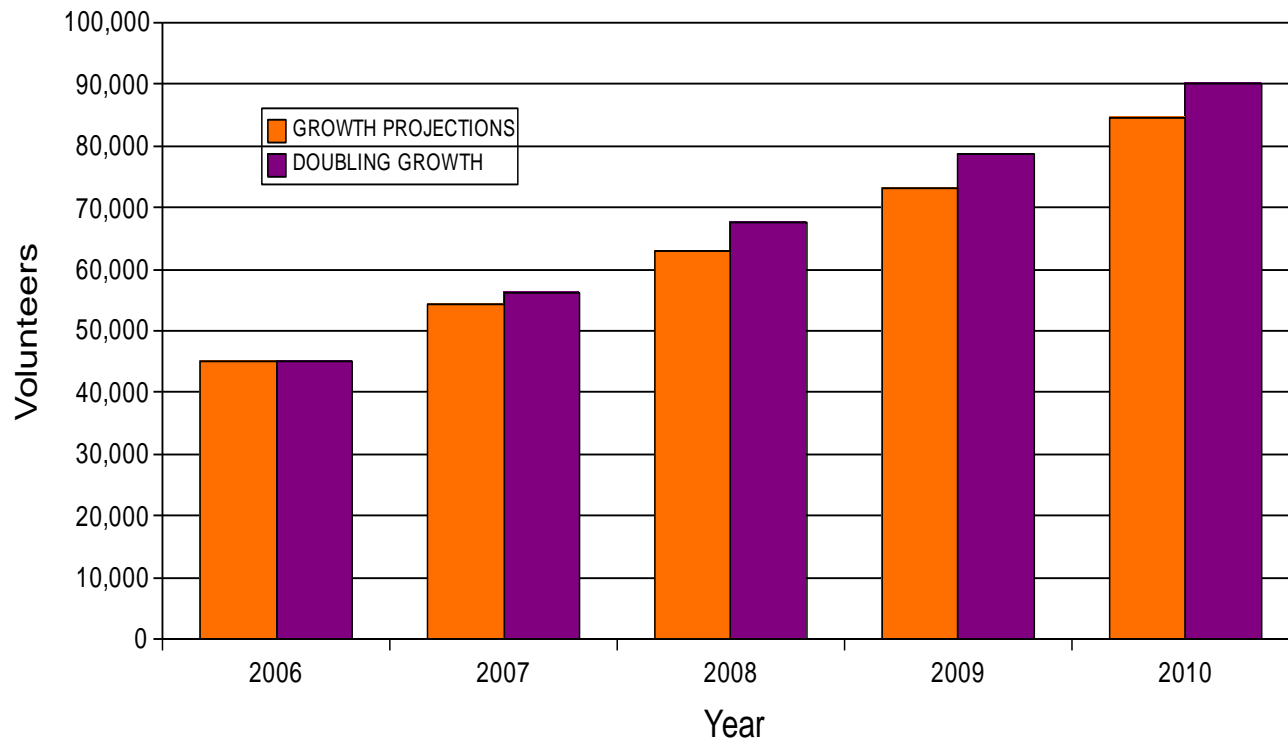


- Key Points of the Global Service Fellowship:
  - 250 million dollars over 5 years to be distributed amongst approximately 10,000 fellows per year.
  - Fellowships will average \$2,500 - \$7,500 depending on length of stay
  - Volunteers will apply for fellowships through their congressional district
  - Added weight will be given to applicants with income equal to 200% of the poverty line or below

# Doubling Cohort

**Goal: To double the amount of international volunteers by 2010.**

Projected Growth





*Doubling the number of  
international volunteers by 2010*

**Building Bridges Coalition**

**Coalition Involvement**

# Working Groups



---

Campus Engagement Group

Public Awareness Group

Technology Advisory Committee

Corporate Engagement Group

Effective Practices Working Group

# Coalition Members



**152** Current Members

**59** Volunteer organizations

**25** Corporations

**68** Universities and Colleges

– Schools signing up daily!

# BBC Coalition



## Volunteering Organizations

ACDI/VOCA  
Action Without Borders/Idealist.org  
Adventure Aid  
American Bar Association Rule of Law Initiative  
American Jewish World Service  
American Refugee Committee  
Amigos de las Americas  
AngelPoints  
Atlas Corps  
BeGlobal  
Building Blocks International  
Catholic Medical Mission Board  
Catholic Network of Volunteer Services  
Catholic Relief Services  
Child Family Health International  
Christian Reformed World Relief Committee  
Citizens Development Corps  
Connect 123  
Cross-Cultural Solutions  
Earthwatch Institute  
Experiential Learning International  
Foundation for International Medical Relief of Children  
Foundation for Sustainable Development  
Global Citizen Year  
Global Volunteers - Partners in Development  
Globe Aware  
Greenforce  
Habitat for Humanity International  
Health Volunteers Overseas  
Innovations in Civic Participation

InterAction  
International Medical Corps  
International Volunteer Programs Association  
Karuna International  
LanguageCorps  
Medical Teams International  
Mobility International  
National Association of Social Workers (NASW)  
National Peace Corps Association  
Operation Crossroads Africa  
Our Voices Together  
Partners of the Americas  
Partners Worldwide  
Peace Corps Encore!  
Points of Light & Hands On Network  
Projects Abroad  
ProWorld Service Corps  
Right to Play  
Service for Peace  
SEVA  
United Planet  
Volunteer Adventures - Bridge Volunteers  
Volunteers for Economic Growth Alliance (VEGA)  
Volunteers for Peace  
Volunteers for Prosperity (USAID)  
Winrock International  
World Hope International/Hope Corps  
Worldteach  
Youth Service America

# BBC Coalition List (continued)



## Universities & Colleges

American University  
Boston College - The Center for Corporate Citizenship  
Boston University  
Boston University - Center for International Health and Development  
California Colleges for International Education  
California State University San Marcos - Office of Community Service Learning  
Cardinal Stritch University  
Catholic University  
Central Michigan University Volunteer Center  
City College of New York  
Chilean Ministry of Education - National Volunteer Center  
College of William and Mary - Office of Student Volunteer Services  
Columbia University - School of International Public Affairs  
Cornell University  
Dowling College  
Drexel University  
Duke University - Center for Engagement & Duke Engage  
Duke University - Global Health Institute  
Emory University  
George Mason University - Multicultural Research and Resource Center  
George Washington University  
Georgetown University - Center for Social Justice  
Georgia Institute of Technology - Community Service  
Hartwick College  
Iowa State University  
James Madison College  
John Hopkins University  
Kennesaw College  
Kingsborough Community College/CUNY - Academic Affairs  
Lone Star College – Tomball  
Miami Dade College  
Missouri State University - International Programs and Affairs  
Moore School of Business  
Mount Wachusett Community College  
New York Medical College  
New York University - Office of Global Education  
North Arkansas College - Institutional Advancement  
Ohio University  
Onondaga Community College - Career and Applied Learning Center  
Oregon University System  
Palm Beach Community College  
Ramapo College of New Jersey  
Rutgers University  
Skagit Valley College - College Advancement  
Stanford University - Haas Center for Public Service  
StonyBrook University  
Syracuse University Maxwell School of Citizenship and Public Affairs  
Tufts The Fletcher School  
University of California Berkeley - Blum Center for Developing Economies  
University of California Berkeley - San Diego - International Relations and Pacific Studies  
Richard J. Daley College  
University of Denver - Graduate School of International Studies  
University of the District of Columbia  
University of Maryland - School of Public Policy  
University of Maryland - Study Abroad Office  
University of Michigan - International Center  
University of Michigan - Gerald Ford School of Public Policy  
University of Minnesota - Learning Abroad Center  
University of Missouri St. Louis - Center for International Studies  
University of North Carolina at Charlotte  
University of San Francisco  
University of Texas at Tyler - Office of Community Relations  
University of Tulsa  
University of Vermont  
University of Virginia - Alternative Spring Break  
University of Wyoming Center for Volunteer Service  
Washington University in St. Louis - Center for Social Development  
White Plains City School

# BBC Coalition List (continued)



## Corporations

Alcoa Foundation  
American Express  
APCO Worldwide (for UPS)  
Apple  
Astra Zeneca  
Bank NY Mellon  
BD  
Cargill Public Affairs  
Chevron  
Cisco  
Citigroup  
Deloitte  
Disney  
Edelman  
Ernst and Young's Corporate Responsibility Group  
Exxon Mobil Corporation  
FedEx  
General Electric  
Hewlett Packard  
IBM Corporation  
Intel  
JP Morgan Chase  
KPMG LLP  
Land O'Lakes International Development  
Levi-Strauss & Co./Foundation  
Marriott  
Merck  
Microsoft Community Affairs  
Pfizer Foundation  
PriceWaterhouseCooper  
Roche  
Shell Oil  
Standard Chartered Bank  
The Boeing Company  
The International Network for Corporate  
Responsibility  
The Medtronic Foundation  
The Timberland Company  
TNT  
UPS Foundation  
Verizon Foundation  
Wal Mart

# BBC Campus Involvement



- Support the Global Service Fellowship  
<http://www.rpcv.org>
- Provide international volunteer opportunities to students  
[www.wevolunteer.net](http://www.wevolunteer.net)
- Get involved in the Campus Engagement Group [www.american.edu/campusengagement](http://www.american.edu/campusengagement)



*Doubling the number of  
international volunteers by 2010*

**Building Bridges Coalition**

**Thank You**



## Center for Social Development

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK

### **GS-426: International Volunteering for Individual and Global Development: Brookings Institution Initiative**

Benjamin J. Lough and Amanda Moore McBride, Ph.D., Washington University in St. Louis, and Margaret Sherrard Sherraden, PhD, University of Missouri St. Louis

#### **Background**

Beginning in 2001, the Center for Social Development (CSD) at Washington University in St. Louis initiated research aimed at developing a knowledge base on civic service worldwide. With funding from the Ford Foundation, research concentrated on the forms and effects of community, national, and international service (Eberly & Sherraden, 1990; McBride & Sherraden, 2006). Working with partners from more than 40 countries, the focus has been global, with a determined effort to build civic service knowledge and capacity. The research agenda is divided into three action areas: (1) Basic understanding and benchmarking; (2) Impact research and effective practices; and (3) Capacity development and global networking.

#### **US Research Partners**

In an effort to broaden public and private support of IVS, increase capacity, and expand access to people from all backgrounds and in all countries, CSD is engaged in a partnership with the Brookings Institution. Research has begun with Cross-Cultural Solutions (CCS), a short-term cultural immersion service program, to gather long-term data on effective practices and impact in international volunteering. As a part of the BI-WU Initiative, CSD is exploring partnerships with other IVS organizations that represent distinct models of volunteer service and delivery.

#### **Impact Research**

Although IVS programs are growing rapidly around the world, knowledge about forms and impacts lags behind. Applying a theory of institutional capacity, CSD is interested in assessing which dimensions of IVS programs and policies have the greatest impact on key outcomes. Our current focus is to assess volunteer, host organization, and community outcomes. Fieldwork with CCS begins in Lima, Peru in April 2008 and surveys will be administered beginning in May 2008 through late 2008. Analysis of these data will be complete in early to mid-2009, with publications forthcoming throughout 2009.

#### **Research Design**

The research design for the current IVS impacts project includes programs that vary across key dimensions, such as volunteer time commitment, host country involvement, and level of volunteer training and support. A quasi-experimental design allows for isolation of effects to the program. The design also assesses a range of impact areas across different levels. For the volunteers, how does IVS impact human capital development, cross-cultural competence, international understanding, and civic engagement? The research asks similar questions about outcomes in host organizations and communities. Utilizing matched comparison groups at each level, methods include longitudinal surveys with those who volunteer internationally and those who do not, and in-depth interviews and focus groups with staff and community members who work with international volunteers and those who do not.

Campus Box 1196 One Brookings Drive St. Louis, MO 63130-9906 • (314) 935.7433 • [www.gwbweb.wustl.edu/csd](http://www.gwbweb.wustl.edu/csd)



Washington University in St. Louis

**Current Findings**

Because impact research has only recently begun, a thorough discussion of findings is premature. However, one-shot case studies and program evaluations cited in literature on IVS reveal a range of possible outcomes on volunteers, organizations, and host communities (Sherraden, Lough, and McBride, 2008). Nearly all of these outcomes suggest positive effects on the server and the served including organizational capacity, intercultural competence, language skills, social networks, and civic engagement. On the other hand, a few studies have cited challenges such as paternalism, cultural imperialism, and possible negative effects on host communities.

**Implications for Education**

International volunteering provides a range of outcomes and opportunities for students and educators. Consequently, many educational institutions are beginning campus initiatives to promote volunteer experiences abroad. As these initiatives move forward, it is vital that program administrators understand the effects of IVS on students, educators, and host organizations and communities. As impacts are carefully measured and assessed, these findings can help establish effective policies and practices of IVS. Without rigorous research designs assessing impacts of IVS, programs cannot say with certainty what types of program structures are most effective at achieving desired outcomes.

## **INTERNATIONAL VOLUNTEERING & SERVICE INITIATIVE**

### **Building Bridges through International Volunteering**

As the need grows to increase dialogue and cooperation between the United States and people of different countries worldwide, the Brookings Initiative on International Volunteering and Service seeks to explore ways in which the culture of volunteerism can help enhance global understanding and security. The initiative has an ambitious goal—to double the number of Americans that volunteer overseas by 2010.

The initiative was launched in June 2006 and comprises a coalition of more than 100 groups, including corporations, non-governmental organizations, leading universities and government agencies, who work in partnership to encourage more Americans to volunteer internationally for a day, a week or for months or years. The aim is simple: grow the number of American volunteers and in doing so, enhance understanding between countries and cultures and deepen the perspectives of the volunteers, who are frequently America's best diplomats abroad.

#### **Initiative Mission and Goals**

The Brookings Initiative on International Volunteering and Service is a three-year project that seeks to expand American volunteer service efforts internationally, and improve service quality, capacity and positive impacts in communities throughout the world.

The initiative will achieve these goals through four distinct areas of operation and strategy:

- Assessment of international service
- Public policy analysis and recommendations
- Building Bridges Coalition and public engagement
- Corporate sector engagement

The initiative is led by David Caprara, Director and Nonresident Fellow at the Brookings Institution. He was former director of Faith-Based and Community Initiatives at the Corporation for National and Community Service in Washington, D.C. and Volunteers in Service to America (VISTA).

*Major support for the project has been provided by Pfizer Inc., General Electric, and Millennium Promise.*



**The Brookings Institution**

1775 Massachusetts Avenue, NW Washington, DC 20036-2118  
Tel: 202-797-6000 Fax: 202-797-2972  
[www.brookings.edu/global](http://www.brookings.edu/global)

**NAFSA 2008 National Conference - Washington, DC**  
**Brookings Initiative on International Volunteering and Service**  
**Session GS- 426 - Wednesday, May 28, 2008 8:00 AM - 9:15 AM**  
**Room 144AB**

**Panel Moderator: Bill Nolting, Director, University of Michigan International Center, and Co-chair of the Work, Intern and Volunteer Abroad (WIVA) sub-committee of NAFSA**

**Panelists:**

**David Caprara, Director, Brookings Initiative on International Volunteering and Service**  
David will address the origins of the initiative, the policy work Brookings has hosted, and the breadth and status of legislation introduced in May 2007, the Global Service Fellowships. These fellowships are designed to assist volunteers of any age and to increase opportunities for those for whom money may be a key obstacle.

**Steve Rosenthal, Chair, Building Bridges Coalition, Brookings Initiative on International Volunteering and Service, and Executive Director, Cross-Cultural Solutions**  
([steve@crossculturalsolutions.org](mailto:steve@crossculturalsolutions.org))

Steve will discuss the work of the Building Bridges Coalition, a project of the Brookings Institution's Initiative on International Volunteering and Service. The Building Bridges Coalition is a consortium of leading international volunteer organizations, universities and colleges, corporations and government agencies working collaboratively to double the number of international volunteers serving abroad by 2010.

**Ben Lough, Research Associate, Center for Social Development, George Warren Brown School of Social Work, Washington University in St Louis** ([blough@gwbmail.wustl.edu](mailto:blough@gwbmail.wustl.edu))  
Ben will provide an overview of the state of impacts research. This includes the results from an extensive literature review and will cover the outcome findings on volunteers, organizations, and host communities. He will also briefly address measurement design issues—particularly the need for more rigorous designs and comparison organizations to understand and claim “impacts,” including how our work with the Brookings Initiative is moving in this direction. He will also talk briefly about the implications these outcomes have for programs and policies and for effective international volunteer services practices.

**Katherine Stahl, Executive Director, American University Career Center and point person for Campus Engagement within the Building Bridges Coalition**  
([campusengagement@gmail.org](mailto:campusengagement@gmail.org))

Katherine will review the Campus Engagement activities since launching in the summer of 2007 and share challenges faced by partner schools, as well as ways in which universities and colleges may join the initiative and share effective practices.

**Key Web sites:**

Brookings Initiative on International Volunteering and Service:  
[www.brookings.edu/global/volunteer](http://www.brookings.edu/global/volunteer)

Listing of international volunteer opportunities:  
[www.wevolunteer.net](http://www.wevolunteer.net)

Campus Engagement- Where to sign up and the online resource exchange:  
[www.american.edu/campusengagement](http://www.american.edu/campusengagement)