

# Annenberg Speakers Bureau

The Partnership for Public Service's *Annenberg Speakers Bureau* connects young Americans to the organization that connects all Americans—our federal government.

By facilitating opportunities for dynamic federal employees to speak to key audiences and creating a virtual mentors network, the *Speakers Bureau* educates students about the many opportunities available to them in federal government and inspires a new generation to serve.

## THE CHALLENGE

### KNOWLEDGE GAP ABOUT GOVERNMENT

Only three percent of our federal workforce is under the age of 25. The shortage of talented young workers is costing our government new ideas and new energy that are critical to its effectiveness. The federal government's biggest recruiting challenge is a lack of knowledge about federal careers.

Among young audiences, interest in federal employment is comparable to the private sector, and it is actually higher than interest in the nonprofit sector. However, only 13 percent of college students are knowledgeable about federal jobs, and less than half of young Americans even see government service as public service.

To close this knowledge gap, young people need a better understanding of how government affects our lives every day and how they can contribute to some of the most pressing challenges the nation faces—making a difference on a national and global level.

## THE SOLUTION

### SPEAKERS BUREAU AND VIRTUAL MENTORING NETWORK

The Partnership for Public Service created the *Annenberg Speakers Bureau* to help motivate young people to consider federal jobs. It provides personal connections and instant information. The initiative consists of two key components.

#### SPEAKERS BUREAU

The first piece is a national speakers bureau that brings dynamic federal employees to young audiences across the country to share their experiences in government service. Many of the speakers are young federal employees who relate well to students and provide both an inspiring message about federal service and practical information about finding federal internships and jobs.

The Partnership identifies, contacts and confirms appropriate speaker(s) for events; serves as the go-between for host institution and speaker; and provides follow-up and evaluation tools to gauge speaker effectiveness and student interest. Host institutions arrange event logistics, publicize events, greet speakers and handle event proceedings.

#### VIRTUAL MENTORING NETWORK

The second piece is a virtual network, where students can view profiles of federal employees through a Web site and engage them in an online dialogue. Students will be able to search these federal profiles by major, alma mater, agency or city and contact the federal employees that might be able to assist them in their own careers.

## WHO BENEFITS AND HOW

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- ★ AGENCIES have an opportunity to deploy a variety of energetic workers from different disciplines who can talk about their work.
- ★ SCHOOLS, by working with the *Annenberg Speakers Bureau*, can provide students with insight into unique career opportunities and ways to make a difference, as well as tools to help them understand and navigate the federal application process.
- ★ STUDENTS receive first-hand advice about government service in preferred formats—online and in-person.
- ★ SPEAKERS have an opportunity to interact with young people and to energize their workplaces by helping to attract talented new colleagues into government service.

## HOW TO GET INVOLVED

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To participate in the *Speakers Bureau*, bring a speaker to your institution or to receive additional information, please contact the Partnership for Public Service at (202) 775-9111, send an email to [speakersbureau@ourpublicservice.org](mailto:speakersbureau@ourpublicservice.org) or visit [www.ourpublicservice.org](http://www.ourpublicservice.org).



PARTNERSHIP FOR PUBLIC SERVICE

The Partnership for Public Service is a nonprofit organization that works to revitalize federal government by inspiring a new generation to serve and by transforming the way government works.

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