

## COMMISSION RETREAT MINUTES



**Meeting Date:** November 13 & 14, 2014

**Meeting Location:** Deer Creek Lodge and Conference Center, Scarlett Oak Room, Mt. Sterling, OH

**In Attendance:** Jane Federer, Charlotte Jones-Ward, Nina Keller, Johnmark Oudersluys (11/13/14), William Russell, Pandora Shaw-Dupras, John Beck, Edwina Brewer, Randi Fuller, Brenda Stier-Anstine, Judy Turner. Ex Officio: Tina Dunphy, Kim Hettel. Staff: William Hall

**Absent:** Peggy Lehner, Matthew Rubin, Clifford Smith, Gerald Stebelton, Colleen Fiant, Shelia Fox, Adrian Hill.

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### **DAY ONE: THURSDAY, NOVEMBER 13, 2014**

#### **Executive Committee Meeting**

Committee convened at 9:30AM with Russell, Keller, Oudersluys and Hall in attendance. Hall provided updates on the resolution of CNCS compliance findings; the collection of National Service Criminal History Check data; ServeOhio staff response to CNCS compliance findings and realignment of staff resources to complete required processes and finalize resolution. Committee adjourned at 10:30AM.

Full Commission Meeting was called to order by Chair William Russell at 10:30AM. There were no visitors in attendance.

#### **New Business**

**Minutes:** It was moved by Federer, seconded by Stier-Anstine, to approve the minutes of the prior meeting, which had been distributed in advance. Motion carried.

**State of the Commission:** Hall provided an overview of current commission activity. The presentation (Attachment 1) included information on the **Commission as a Program Administrator:** Roles and Responsibilities of State Service Commissions; AmeriCorps Structure; AmeriCorps 20-Year Data; PY 2014-2015 AmeriCorps Portfolio Summary; Administrative Functions of the Commission; the **Commission as a Convener:** Evaluation Data from the 2014 Ohio Conference on Service and Volunteerism; Outreach and Education on National Service; Meetings with Elected Officials, Organization and Community Leadership; AmeriCorps 20<sup>th</sup> Anniversary Event; Consultations with Ohio Volunteer Infrastructure; State Service Plan; and the **Commission as a Champion:** Annual ServeOhio Awards; National Days of Service Mini-Grants; Mayors Day of Recognition for National Service; Commission Legislative Outreach and Education Day; AmeriCorps PSA; Commission Website and Social Media. The following commission administrative priorities were identified: Resolution of CNCS Compliance Findings; Preparation for Key Staff Transitions in 2015; Submission of Commission Biennial Budget Request; Preparation for 2015 Sunset Review Testimony.

During the presentation Hall answered questions from the commissioners. Commissioners requested that raw scoring be added to enhance transparency in the AmeriCorps grant selection process; state level priority issues be added and weighted within future AmeriCorps Formula NOFO; creation of calendar for commissioners to participate in leadership and monitoring visits.

Small Group Discussions: Commissioners rotated through three small group discussions – Commission Role in Volunteer Engagement, Strategies to Increase Commissioner Engagement, Communicating Commission Impact – facilitated by members of the Executive Committee. Notes (Attachment 2) from facilitators on small group discussion content are attached.

TOPIC	2PM – 3PM	3PM – 4PM	4PM – 5PM
<b>Commission Role in Volunteer Engagement</b> Facilitator: Nina Keller	GROUP A Brenda/Kim/Jane	GROUP B Winnie/Randi/Judy/Charlotte	GROUP C Tina/John/Pandora
<b>Strategies to Increase Commissioner Engagement</b> Facilitator: Bill Russell	GROUP B Winnie/Randi/Judy/Charlotte	GROUP C Tina/John/Pandora	GROUP A Brenda/Kim/Jane
<b>Communicating Commission Impact</b> Facilitator: Johnmark Oudersluys	GROUP C Tina/John/Pandora	GROUP A Brenda/Kim/Jane	GROUP B Winnie/Randi/Judy/Charlotte

Small Group Debrief: Commissioners shared highlights and suggestions from their discussions.

**Communicating Commission Impact:**

- Defining Commission impact via program longevity and innovation; geographic distribution of programs; success within Competitive funding; and focus area distribution of programs.
- Benchmarking against other state service commissions.
- Percentage of programs fulfilling performance measurement goals.
- Exit survey of AmeriCorps members to evaluate member growth by program and as a whole.
- AmeriCorps retention and completion rates.
- Education Awards earned by Ohio AmeriCorps members.
- Number of community volunteers engaged by AmeriCorps members.
- Demonstrate economic impact of programs.
- Utilize infographics to relay impact data; one-page documents.
- Improve elected official engagement by increasing research on official’s goals and objectives.
- Increase the intentionality of legislative outreach day by scheduling follow-up meetings within districts and engaging legislative aides on social media to promote commission events and programming.
- Commission as the aggregator of positive news related to volunteerism and AmeriCorps.

- Raising awareness of current programming will lead to more potential members and programs of higher quality; share “contagious” stories of service.
- Increase connections to United Way.
- Leverage personal and professional relationships of commissioners.

***Strategies to Increase Commissioner Engagement:***

- Improve commissioner orientation with creation of manual and by assigning a mentor.
- Review the possibility of increasing the number of commission meetings.
- Create a monthly newsletter that highlights commission activity.
- Post staff travel schedule so commissioners can join monitoring visits and/or meetings in their respective regions.
- Collect/share biographies of individual commissioners.
- Include program presentations as part of commission meeting agendas.
- Meet with legislators within districts; match commissioners to districts; match commission/program activities to legislator interests.
- Conduct regional meetings of AmeriCorps programs once a year.
- Provide more concise budget information that separates AmeriCorps and other sources of commission funding.
- Review utilization of current commission staff to ensure that human resources are being distributed most effectively; determine if there is activity that commissioners could provide assistance.
- Assign specific duties for commissioners to perform at events.
- Maintain commission retreat as funding allows; include more open discussion time as meetings.
- Review activity of other commissions.
- Define what success would look like for the commission.

Meeting recessed at 6PM.

**DAY TWO: FRIDAY, NOVEMBER 14, 2014**

Meeting resumed at 9AM.

Small group debriefing continued.

***Commission Role in Volunteer Engagement:***

- What should be the primary focus of Stewards of Service activity? Is there value? What is the ROI?
- Expenditure of funds compared to the number of participants and/or individuals impacted.
- Place more emphasis on volunteer management; need to increase the capacity of organizations to do more.
- Not all sectors are addressed at annual conference.
- National Days of Service Mini-Grants are an appropriate and effective activity of the commission. Do grant recipients do enough to promote ServeOhio?
- Is volunteer engagement the correct term to describe commission activity in this arena?
- Define entities in Ohio currently engaged in the mobilization of volunteers.

- Promote volunteer leadership training resources via commission website; connection to local resources.
- Gain local media attention by presenting ServeOhio Awards to the awardee at the local level vs. the annual conference.
- Benchmark ServeOhio activity in volunteer engagement to other state service commissions.
- What drives ServeOhio branding in AmeriCorps and mini-grant funding? Branding seen as more of a challenge in non-AmeriCorps activity.

Sector Priority Dialogue: Commissioners shared the priorities of the sectors they are appointed to represent on the commission.

***Higher Education/Ohio Board of Regents -- Bill Russell***

- Focus on student retention; OBR, OACC and ServeOhio partnership developing AmeriCorps College Completion Coaches is a good example of ServeOhio programming aligning with administration priorities.
- Stronger ties to workforce development (state and regional) and establishing career pathways.
- Validation of prior learning experiences to gain college course credit.
- Strategies to maintain higher education costs and reduce student debt.

***Older Adults/Ohio Department of Aging – Nina Keller, Judy Turner***

- Maps shared that demonstrate the aging population in Ohio, including highest concentrations of older adults and projections through 2050. *Attachment 3*
- Research that demonstrates that older adults who volunteer at least 100 hours per year experience improved physical and mental health.
- ODA volunteer programming – Nursing Home Ombudsmen, Ohio Senior Health Insurance Information Program, Project MORE, Medicare Patrol; ODA website links to ServeOhio website for volunteer and service opportunities.
- Utilization of volunteer coaches in health promotion and safety initiatives – Healthy U and Steady U.
- ODA partnering with ODE on Community Connectors program.
- Growing need to engage individuals to volunteer for seniors; caregiving services, aging in place issues and person-centered care.
- Discuss potential expansion of Senior Companion model via AmeriCorps.

***Faith-Based Organizations – John Beck***

- Discussion on how faith inspires/motivates individuals to volunteer and/or join national service programs.
- Rules and regulations regarding the separation of church and state; education on federal prohibitions.
- Developing new partnership opportunities with faith-based organizations; faith friendly vs. faith adverse; finding common ground between public and faith sectors.
- Collecting AmeriCorps member stories to document individual transformative experiences.

***Governor's Office of Faith-Based and Community Initiatives – Kim Hettel***

- Meeting with Ben Kanzeg, Deputy Policy Director, to outline administration priorities – Volunteer Engagement, Community Connectors and Third-Grade Reading Guarantee.
- Community Connectors initiative requires partnerships between schools, business, faith-based organization and community organizations (as applicable). Partnerships may need assistance in the recruitment of volunteer mentors.
- Increase the engagement of faith-based organizations in annual ServeOhio Conference.

***K-12 Education/Ohio Department of Education – Charlotte Jones-Ward, Winnie Brewer***

- Third-Grade Reading Guarantee remains a top priority.
- Extended school day initiatives.
- Nourishment of mind, body and spirit; expansion of food programs – all meals; weekend and summer distribution.
- Acknowledgment that national service is a prominent component in meeting education priorities.
- 21<sup>st</sup> Century Afterschool Priorities – Third-Grade Reading Guarantee, Academics, Youth Development/Engagement, Family Engagement, Dropout Prevention, College/Career Readiness.
- Vital that AmeriCorps programming and community volunteer engagement clearly aligns with school priorities.
- The ability for schools/districts to accept and manage community volunteers varies greatly.

***Corporation for National and Community Service – Tina Dunphy***

- Anticipates flat or reduced funding for national service in the upcoming federal budget.
- Exploration of new funding models as a way to expand national service.
- Service As A Solution Summit being planned for 2015; networking event for national service, community and organization leaders to explore models of what is working and might be replicable in their own communities.
- Investigating the use of AmeriCorps as a potential way to expand the Senior Companion model.

***Youth/National Service Alum – Randi Fuller***

- Discussion on the utilization of AmeriCorps members in schools; increase training for members so they know their appropriate role and training for school personnel so they know the appropriate role of members.
- Priority to build strong school/teacher/member relationships.
- AmeriCorps seen as an excellent tool for dropout prevention, career mentoring and counseling. Help students explore alternative paths to produce good options post-graduation.

***Community Organizations – Pandora Shaw-Dupras***

- Increasing number of AmeriCorps members serving in rural areas – building collaborations to expand the capacity of smaller, rural organizations.
- AmeriCorps members as a potential resource for new Employment First Initiative; Mental Health; Veteran Employment; and Early Childhood Education and Intervention.

***Business – Brendan Stier-Anstine***

- Focus on economic development – make Ohio an attractive location to employers to establish and expand businesses; provide a skilled workforce for Ohio employers.
- Millennial employees place a bigger priority on corporate social responsibility in the workplace.
- Challenges include “brain drain” issues as people leave Ohio; inability for potential employees to pass drug tests.
- Explore a “Match.com” type of service that would match corporates to community organizations based on shared resources and shared interests. This would be especially valuable to medium and small businesses that do not employ dedicated staff to work on CSR issues.

***Program Development/Volunteer Administration – Jane Federer***

- Challenges within the field of volunteer administration include increased levels of compliance via background check requirements and onerous regulations.
- Decreased resources for professional development of volunteer administrators; online opportunities available.
- Review of VIA data and volunteer mobilization websites, such as All for Good and Create the Good.
- Turf issues between Points of Light and United Way to be seen as primary volunteer mobilization resource.
- Defining commission’s role as convener and champion must be a priority.

State Service Plan: Hall provided information on the Commission’s roles and responsibilities in regards to the State Service Plan. (*Attachment 1*) The following elements were discussed:

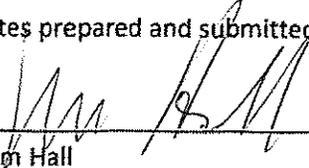
- Legislative Requirements
- Current Ohio Data on National Service and Volunteerism
- Past Input on Volunteer Engagement Strategies
- Dialogue on Next Steps

Review of ServeOhio Strategic Plan: Discussion of potential updates or modifications of the strategic plan based on retreat dialogue. *Attachment 4*

- Adding to Goal 4 (Increase ServeOhio commissioner engagement to achieve organizational goals and objectives) Objective 4 (Commissioners conduct annual review of strategic goals and objectives) – *Define ServeOhio role in non-CNCS activity.*
- Benchmarking of other State Service Commissioners; committee established – Brewer, Hettel, Turner, Oudersluys, Shaw-Dupras, Fuller. Call will be scheduled to determine process and parameters.
- Utilize ASC (America’s Service Commissions) data to augment benchmarking process.

Meeting was adjourned at 2:30PM; moved by Fuller and seconded by Jones-Ward; approved by acclamation.

Minutes prepared and submitted by:

  
\_\_\_\_\_  
William Hall  
Executive Director

Certified by:

  
\_\_\_\_\_  
Chair or Vice Chair

Approval Date: 1-8-15

**COMMISSION RETREAT MINUTES**  
**Index to Attachments**



**Attachment 1: Executive Director’s PowerPoint Presentation**

**Attachment 2: Notes from Small Group Facilitators**

**Attachment 3: Ohio’s 60+ Projected Population by County**

**Attachment 4: ServeOhio Strategic Plan 2014-2017**

**Attachment 5: Visitor Log and Comment Request**



## State of the Commission

### Review of Activity & Impact

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## Roles & Responsibilities of State Service Commissions

### **AmeriCorps**

- Selection of programs thru competitive process
- Preparation of prime application to CNCS
- Administration of grants program
- Evaluation and monitoring
- Technical assistance to potential applicant organizations
- Program development assistance and training to funded programs
- Ensure benefits to AmeriCorps participants

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## Roles & Responsibilities of State Service Commissions

### ***State Service Plan***

- Develop 3-year comprehensive national and community service plan
- Establish state goals, priorities and strategies for promoting national and community service
- Strengthen service infrastructure
- Open and public process with input from a broad cross-section of individuals and organizations

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## Roles & Responsibilities of State Service Commissions

### ***Supplemental State Service Plan – Adults 55+***

- Policy recommendations to increase service for adults 55+ -- utilizing skills and expertise
- Recommendations to ODA on marketing and outreach plan
- Recommendations for civic engagement and multigenerational activities
- Incorporate current knowledge of economic, social and health benefits and impact

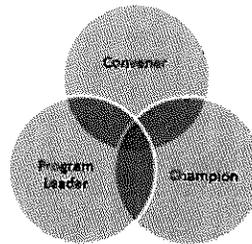
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## ServeOhio Roles & Responsibilities

### Mission

*ServeOhio strengthens Ohio communities through AmeriCorps and volunteer engagement.*



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## ServeOhio As Program Administrator

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## AmeriCorps Structure

Corporation for National & Community Service  
 AmeriCorps – Senior Corps – VGF – SIF  
*State Commissions* – National Programs  
 Sponsoring Organizations  
 Host Sites  
 AmeriCorps Members  
 Local Community Impact

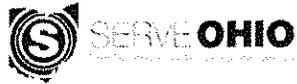
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## 20 Years of Getting Things Done

	Ohio Service <i>ServeOhio Programs</i>	Ohio Residents	National
<b>AmeriCorps Members</b>	14,000+	29,284	900,000+
<b>Service Hours</b>	12.5 Million	46.2 Million	1.2 Billion
<b>Education Awards</b>	\$37 Million	\$90.8 Million	\$2.7 Billion

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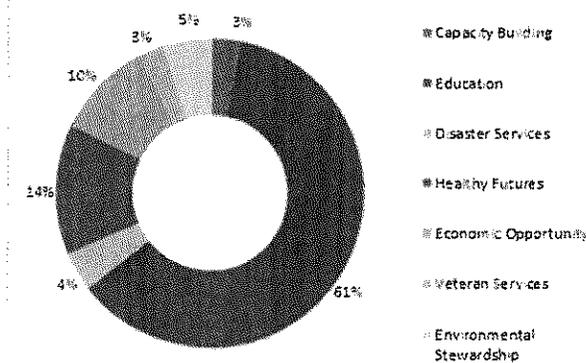
## 2014-2015 AmeriCorps Portfolio

- 23 Programs
- 800+ AmeriCorps Members
- 1,151,410 Service Hours
- \$3,823,358 Education Awards
- \$6.6 Million ServeOhio/CNCS Investment
- \$4.3 Million in Local, Private and Public Support
- 15,054 Volunteers; 89,485 Hours (PY 2013-2014)

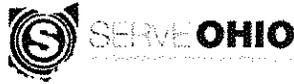
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### 2014 Portfolio Focus Areas



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## Meeting State Priorities

- **Career Advising & Mentoring Programs/Community Connectors**  
City Year Cleveland (50), City Year Columbus (36), United Way of Greater Toledo (27), College Now Greater Cleveland (70), Montgomery County Educational Service Center (20), Northeast Ohio Medical University (30), Ohio Association of Community Colleges (27), Santa Maria Community Services (15), University of Dayton (32), Starfire Council of Greater Cincinnati (NA)
- **Third Grade Reading Guarantee**  
Educational Service Center of Central Ohio (120), Community Properties Impact Corporation (20)
- **Human Trafficking Prevention**  
Office of Criminal Justice Services (10)

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## Program Administration Functions

- Program Compliance Monitoring
- Financial Compliance Monitoring
- Development of New Programs
- Peer & Staff Review of Application Submissions
- Training & Technical Assistance for Subgrantees & Members
- Program Evaluation
- Policy Development & Implementation

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## ServeOhio As Convener

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## ServeOhio As Convener

***Primary Activities***

- Ohio Conference on Service and Volunteerism
- Outreach & Education on National Service
- Meetings with Elected Officials, Organization and Community Leadership
- AmeriCorps 20<sup>th</sup> Anniversary Event
- Consultations with Ohio Volunteer Infrastructure
  - Volunteer Centers/Mobilizers (24) – Ohio Volunteer Center Association
  - Regional DOVIAs (7) – Directors of Volunteers in Agencies
- State Service Plan

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## 2014 Ohio Conference on Service and Volunteerism

- 260 Attendees
- 39 Counties/4 States
- Strengths
  - High Quality Session Presenters & Keynote
  - Great Networking Opportunities
  - Informative Panel Discussions
- Challenges
  - Shorten Conference Day/Schedule Shorter Sessions
  - Venue Capacity

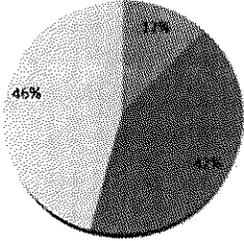
*"This conference continues to provide the best content on the issues of volunteer management in Ohio. It is a great value and always makes my annual calendar!"*

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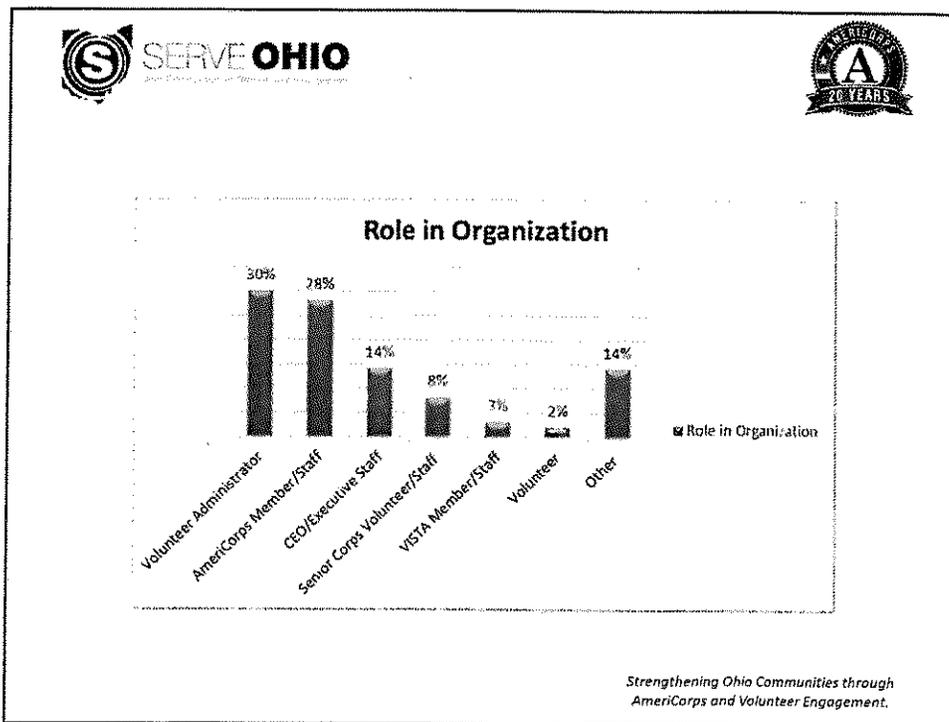
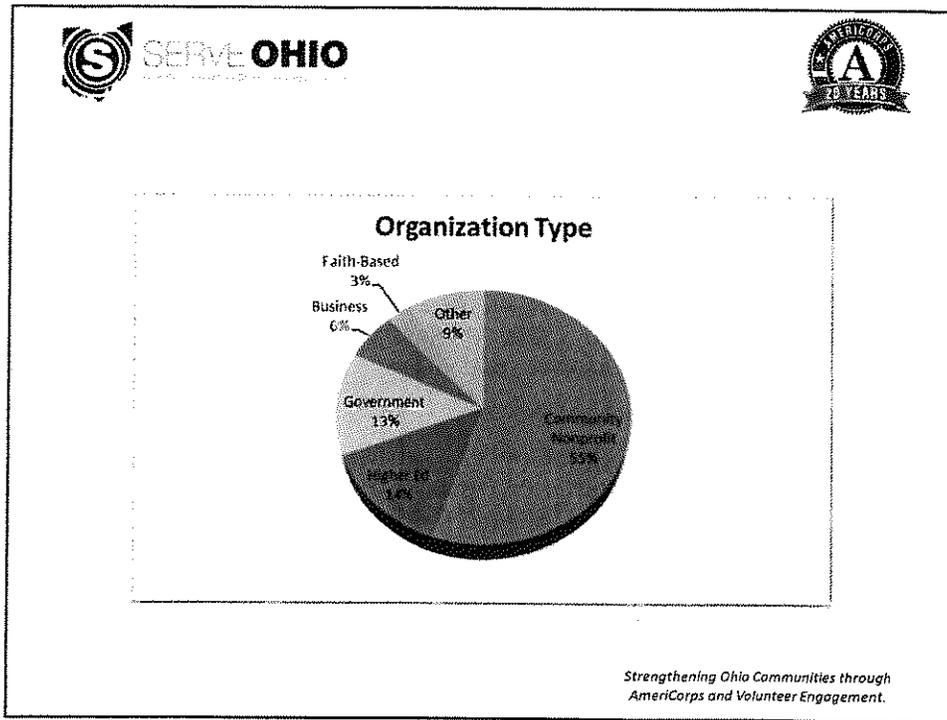
### Participant Knowledge of Volunteerism

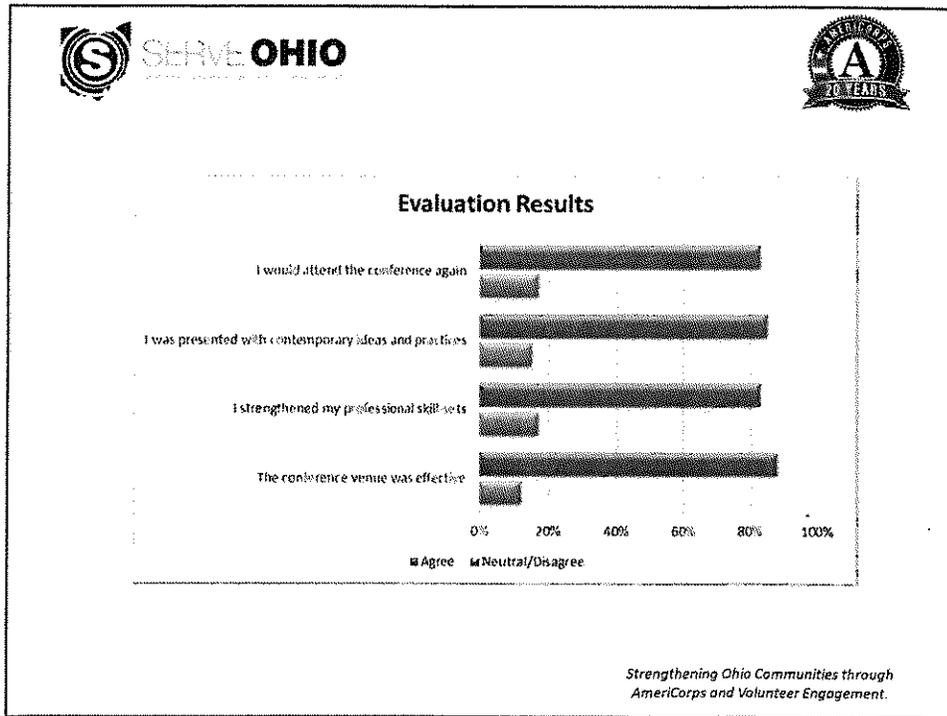
■ Beginner ■ Intermediate ■ Advanced



Knowledge Level	Percentage
Beginner	46%
Intermediate	41%
Advanced	13%

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# ServeOhio As Champion

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## ServeOhio As Champion

### **Primary Activities**

- Annual ServeOhio Awards
- National Days of Service Mini-Grants
- Mayors Day of Recognition for National Service
- Commission Legislative Outreach & Education Day
- AmeriCorps PSA
- Commission Website & Social Media

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## 2014 ServeOhio Award Winners



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### MINI-GRANTS



*Martin Luther King, Jr. Day*  
January 20, 2014

**5 Projects**  
*1,157 Volunteers*  
*3,707 Service hours*

2014 **Global Youth Service Day**  
April 11-13, 2014

**6 Projects**  
*238 Volunteers*  
*957 Service hours*



October 25, 2014

**11 Projects**  
*2,146 Volunteers*  
*6,438 Service hours*



The value of this volunteer time is  
**\$237,176**

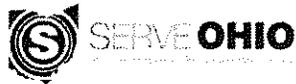
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## 2014 Mayors Day of Recognition for National Service

Mayor	City	Mayor	City
Donald Plusquellic	Akron	Gary Goosman	Amesville
Paul Wiehl	Athens	Adam Brannon	Bellefontaine
John Crandley	Cincinnati	Frank Jackson	Cleveland
Michael Coleman	Columbus	Nan Whaley	Dayton
Lance Westcamp	Groveport	Michael P. Summers	Lakewood
Jerry Fiala	Kent	Lucy Fess	Piqua
David Eades	London	Warren Copeland	Springfield
Bill Flaute	Riverside	John A. McNally	Youngstown
D. Michael Collins	Toledo	William Franklin	Warren

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## AmeriCorps PSA

- 515 Broadcasts Reported
- 3,026,560 Broadcast Audience Impression
- \$70,040 Equivalent Dollar Amount
  - Commission Match Source
- Cincinnati, Cleveland & Columbus Markets
- ABC, NBC, CBS & FOX Affiliates

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## Website & Social Media Data

### Website Traffic Snapshot (9/3/14 – 10/29/14)

- 3,618 Visits
- 10,518 Page Views
- 2.91 Pages Per Visit

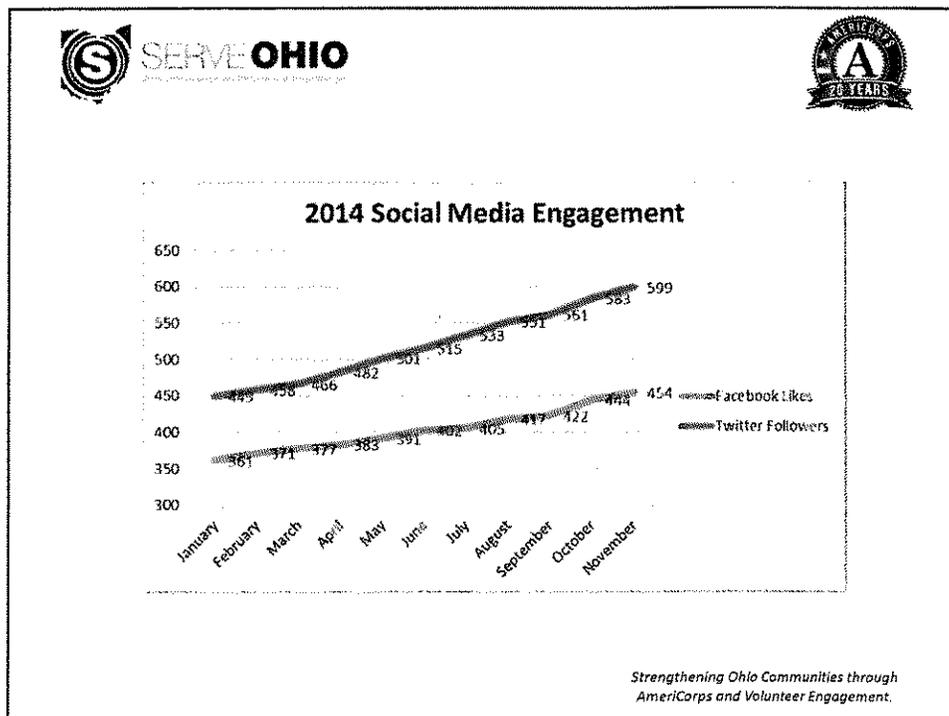
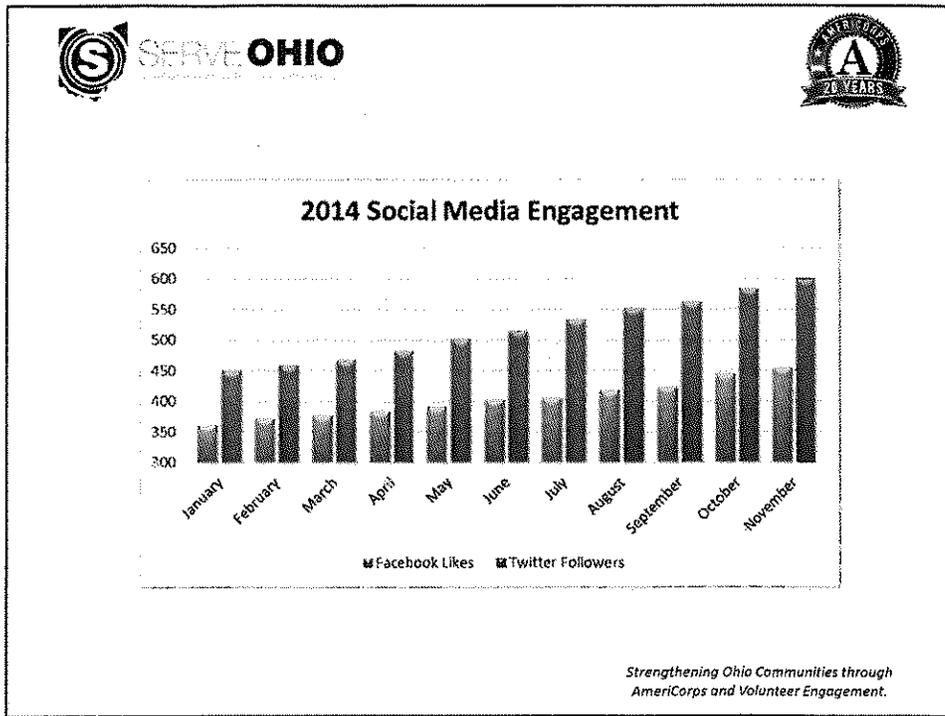
### Top Pages

- 2014 Ohio Conference on Service and Volunteerism
- 2014 Conference Workshops and Presenters
- Grants/Funding
- AmeriCorps
- Ohio AmeriCorps Program Director Resources

### Top Referrers

- Twitter
- Ohio.gov
- Facebook
- Nationalservice.gov

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## Commission Administrative Priorities

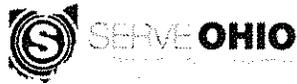
- **Resolution of CNCS Compliance Findings**
  - National Service Criminal History Checks
  - Policy/Training & Technical Assistance/Compliance Monitoring
- **Key Staff Transitions**
  - Director of Finance & Operations
  - AmeriCorps Compliance Officer
- **Biennium Budget Request**
- **Sunset Review**

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## Day One – Lunch Break

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## Small Group Discussions

- 3 Rotations
  - Commission Role in Volunteer Engagement (Nina)
  - Strategies to Increase Commissioner Engagement (Bill)
  - Communicating Commission Impact (Johnmark)
- Based on Survey Priorities
- Record Important Discussion Points
- Debrief by Topic

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## End of Day One

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## Sector Priority Dialogue

COMMISSIONER	SECTOR
Bill Russell	Higher Education/Board of Regents
Nina Keller/Judy Turner	Older Adults/Department of Aging
John Beck	Faith-Based Organizations
Winnie Brewer/Charlotte Jones-Ward	K-12 Education/Department of Education
Tina Dunphy	National Service/Corporation for National and Community Service
Jane Federer	Volunteer Administration/Program Development
Colleen Fiant	Community Volunteers
Randi Fuller	Youth/National Service Alum
Kim Hettel	Governor's Office of Faith-Based and Community Initiatives
Pandora Shaw-Dupras	Community Organizations
Brenda Stier-Anstine	Business

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# STATE SERVICE PLAN

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# LEGISLATIVE REQUIREMENTS

- **3-Year Plan (with annual updates)**
- **Open and Public Process**
  - Community-Based Agencies
  - National Service Programs
  - State Education Agencies
  - Traditional Service Organizations
  - Youth & 55+

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## LEGISLATIVE REQUIREMENTS

- **Elements of the Plan**
  - Establish Goals/Priorities/Strategies for Promoting National and Community Service
  - Strengthen the State's Service Infrastructure
  - Other Information as Appropriate
  - Measurable Goals & Outcomes

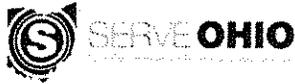
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## LEGISLATIVE REQUIREMENTS

- **55+ Supplemental State Service Plan**
  - Policy Recommendations to Increase Participation
  - Utilize Skills and Expertise to Meet Community Needs
  - Strategies for Marketing and Outreach
  - Increasing Multi-Generational Activity
  - Incorporate Social/Economic/Health Benefits

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## CURRENT OHIO DATA POINTS

- **National Service in Ohio (PY 2013-2014)**
  - 1,500+ AmeriCorps Members – AmeriCorps State, AmeriCorps National, AmeriCorps VISTA, NCCC
  - 9,300+ Senior Corps Members – RSVP, Senior Companions, Foster Grandparents
  - Social Innovation Fund -- \$1.8 Million to Expand Nonprofit Impact in 13 Nonprofit Organizations

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## CURRENT OHIO DATA POINTS

- **Volunteering and Civic Life in America (2013)**
  - 27.4% Volunteer Rate; 27 out of 50
  - 2.46 Million Volunteers
  - 30.6 Volunteer Hours per Resident
  - 276.6 Million Hours of Service/\$5.3 Billion Value
  - Top Activities: Fundraising, Food Collection & Distribution, General Labor, Mentoring, Tutoring
  - Higher than National Average Volunteer Rates in Rural and Suburban; Lower than National Average in Urban
  - City Rankings: Columbus (19), Cincinnati (24), Cleveland (30) out of 51 Largest Metropolitan Areas

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AmeriCorps and Volunteer Engagement.*




## CURRENT OHIO DATA POINTS

### Where People Volunteer

Religious	36.6%
Education	29.0%
Social Service	13.9%
Health	7.8%
Civic	5.8%
Other	3.7%
Sport/Arts	3.3%

### Ages of Volunteers

16-19	13.7%
20-24	9.3%
25-34	10.9%
35-44	16.1%
45-54	14.2%
55-64	13.3%
65-74	12.9%
75+	9.7%

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## CURRENT OHIO DATA POINTS

- **GOFBCI/Mapping Ohio's Compassion (2014)**  
 Number of Volunteers, 2012 (469 organizations sampled)

	Nonprofit Organizations	Houses of Worship
Under 100 Volunteers	63.9%	86.5%
Over 100 Volunteers	36.1%	13.5%

- 43% of Houses of Worship reported that an increased number of volunteers was their greatest need
- 33.3% of Nonprofit Organizations reported that learning to raise money from private sources was their greatest need

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## GOFBCI/Mapping Ohio's Compassion *Related Recommendations*

- Recognize that all compassion is local and identify strategies for the state to strengthen community-level volunteers and nonprofits. *What can we do better together that we cannot do separately?*
- Design a strategic communications plan for state leadership to educate and inspire compassionate acts.
- Unify state leadership to promote the Governor's compassion agenda. Establish a task force to oversee the development of a state plan for strengthening philanthropy, nonprofits and volunteerism.

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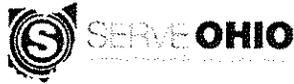


## Past Input on Volunteer Engagement Strategies

### Major Themes

- Identify and support a champion for volunteerism and service in Ohio that can help lead the collective voice of all stakeholders.
- Strengthen the capacity of organizations through additional training; improved tools and strategies; and sharing of best practices.
- Focus on diverse recruitment of volunteers in communities and strengthen opportunities for individuals with disabilities, youth, cultural differences and baby boomers.
- Promote the tracking of volunteer service and the communication of collective impact in communities.
- Engage with technology in an intentional manner to strengthen orientation and training; communication; sharing opportunities; and promoting success and impact.

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## Next Steps

- How do we build upon what we know?
- What do we want to prioritize?
- What additional data/information needs to be collected or updated? What should we be asking? Who should we be asking?
- How do we take such information and translate it into an achievable plan?
- Connecting the State Service Plan to the ServeOhio Strategic Plan.
- Creating a timeline for information gathering, plan development, feedback, approval and implementation.

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## Day Two – Lunch Break

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## Review of ServeOhio Strategic Plan

*Identification of any updates,  
changes or modifications based on  
retreat discussions.*

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## Thank You – Safe Travels

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## Notes from Break-Out Session on Communicating ServeOhio Impact

### Why Communicate:

- ServeOhio - awareness can lead to greater legislative support
- AmeriCorps – awareness can lead to more members applying, potentially higher quality members as well as more programs applying and potentially higher quality programs
- State – pride of Ohio – JobsOhio, ServeOhio, etc

When discussing impact, a great question is *if we didn't exist, what would happen?*

To communicate something, we first have to define it, how do we measure impact:

- Program –
  - mix of longevity of some programs, new projects and ideas emerging – portfolio view
  - mix of programs to meeting needs (are we fulfilling mission)
  - number of people served
  - program outcomes vs goals (do we standardize measures across programs?) (how many programs achieved objective)
  - success of competitive grants (more \$, more hours, more impact)
  - geographic coverage - % of communities covered
- Members –
  - Are members better off after a year of service – career growth, prof development
    - Should we issue exit survey, and further follow-up survey
  - Member completion and retention
  - Education award recipients and amount, higher education completion
  - Personalize volunteerism with stories from members about impact
- Volunteer Engagement –
  - Number of volunteers engaged
  - What is trend, growing and expanding?
- Service Recipients –
  - Stories of how service has impacted lives
- Programs/local funders/ other stakeholders –
  - Stories from organizations how impacts are made

How to communicate impact:

- Capture and share stories on the state of volunteerism – newsletter – with feature being about AmeriCorps member
- Create a simple one-page info-graphic with the key points described above
- Legislative engagement
  - Host events in rotunda with handouts and information for legislators & others
  - Individual follow-ups and appointments on off days (could line up with other commission meetings or in home offices)
  - Advocacy publications – reporting on state happenings
  - Follow & engage aides on social media (re-posts & re-tweets)
  - Feed social media stories from district for re-posting
  - For engagement days, get information on reps and passion areas upfront; personalize the approach to share what works, and how AmeriCorps supports their goals.

Notes, Notes, Notes from Nina's group!!

- Do you believe that there is value the current commission activity related to volunteer engagement? Does such activity bring value to the sector that you represent on the commission?
  - Need to check return on investment of conference – Dollars spent to people served; keeping in mind to be good stewards of the dollars. Jane provided the history as to why OCSV currently hosts this event (very helpful and was shared with all groups). Conference, especially does not bring value to the sector
  - Activities need to be important and/or beneficial
  - Valuable, but not enough emphasis – capacity is limited
  - Are mini-grants to help promote ServOhio? Branding ? Does not happen, you do not see anything connecting the mini-grants to ServOhio.
  
- Do you believe the terminology – *volunteer engagement* – correctly identifies the commission activity in this area? Does that term have specific meaning to you, your sector? What do you think the term conveys? Are there other terms that might more accurately describe the commission's role in this arena?
  - Term volunteer engagement does not resonant; engagement means action toward something
  - “an arrangement to do something or go somewhere at a fixed time” (dictionary definition)
  - Volunteer – freely offers, no stipend
  - Perhaps acknowledgement, but not engagement
  
- From your perspective, what do you believe are the most significant challenges for local organizations trying to mobilize volunteers effectively? Conversely, what do you believe are the most prominent obstacles that prevent individuals from volunteering?
  - Individual's time and energy, ex. Working women

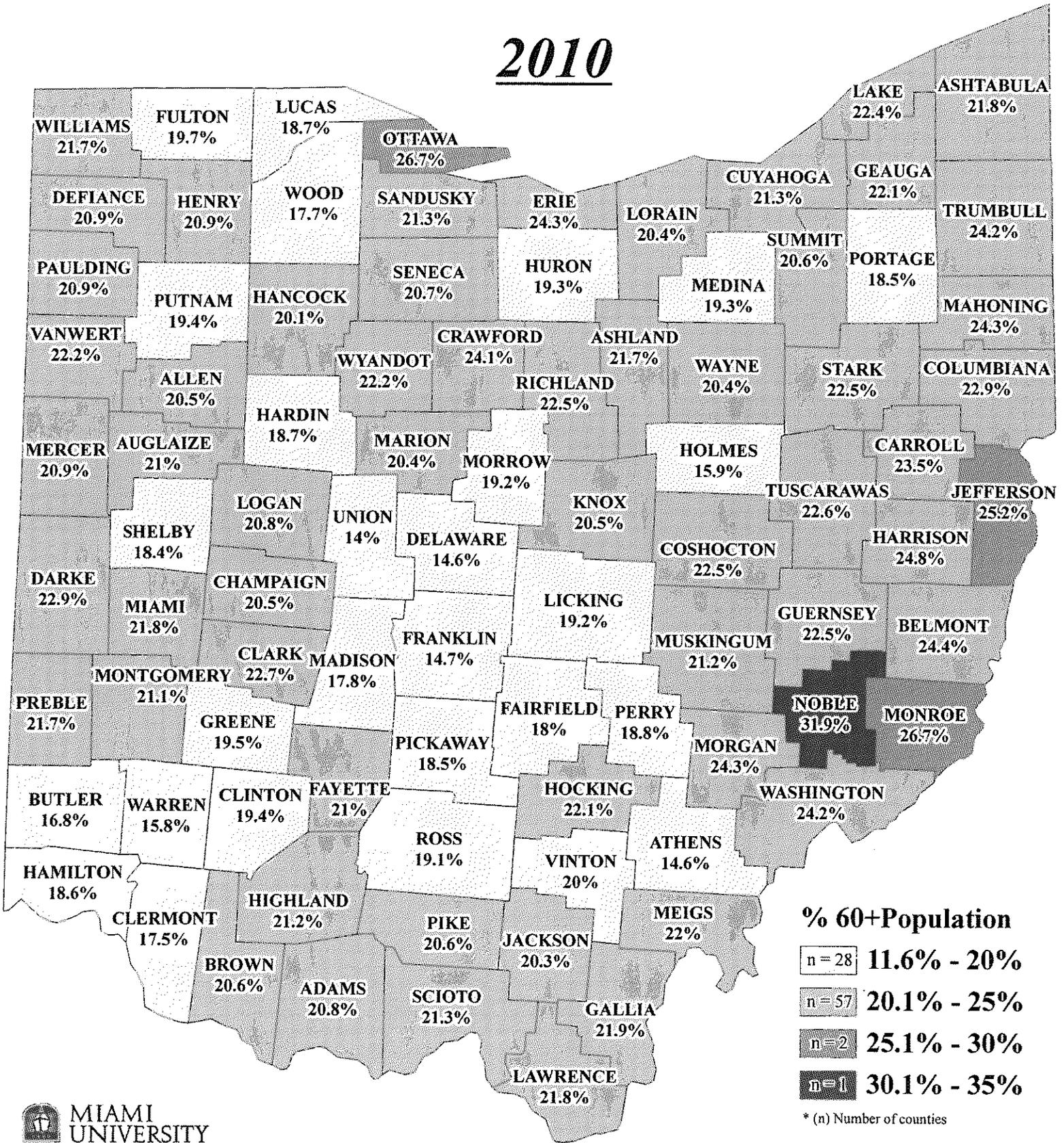
- Individual willing to help, but do not want leadership – already have enough responsibility
  - Do not know the resources to develop a volunteer project – ServOhio could be that resource or link to organization that could help
  - Volunteers are “cause-related” – one time, big project
  - Some corporations have developed stable and impactful volunteer programs, DSW for example and the OSU Office of Volunteer Relations
  - Don’t have the right skills to match the desire or need – need training
  - Episodic versus long-term volunteers require different approaches
- Setting aside resource and capacity constraints for the moment, what do you believe would be the most effective role for the commission to play in strengthening volunteerism in Ohio? What current volunteer engagement activity of the commission do you think should be continued, expanded and/or discontinued?
- Mini- grants – continued and/or expanded
  - Conference – discussion on return on investment; explore other ways to provide same information; conference format is helpful for some; consistent messaging – two streams of volunteerism (volunteer management and Americorp specific) – may not have much impact in this format; have had to downsize conference so much – may need new direction, such as webinars; summit of best practices
  - Service Awards – net for awardees needs to be cast much larger; we only interact with community, (non-AmeriCorp) once a year – take award to the region where the winner is
  - Role could be to partner more strongly with volunteer network and DOVIA for direct volunteer information on our website listing volunteer organizations, resources; put on website a toolkit for setting up volunteer program; show volunteer listing on website (NOTE: some of these listings are already on the ServOhio website)

- May need to restructure staff to donate one staff to be community volunteer specialist (use dollars from conference?)
- “Right size” – we cannot be all things to all people; perhaps work with 211 sites to have volunteer listings in their electronic database.

➤ What should be the next steps to bring resolution to the commission on this issue?

Discuss this during a commission meeting; benchmark Ohio against other states; do job audit of current staff, budget, focus

## 2010



**% 60+ Population**

- n = 28 11.6% - 20%
- n = 57 20.1% - 25%
- n = 2 25.1% - 30%
- n = 1 30.1% - 35%

\* (n) Number of counties



Go to: <http://scripps.muohio.edu/content/maps-ohios-60-population-county-1990-2050> to download individual maps (PDF, J-PEG, TIFF formats available)

Note: % categories are based on the quintile points with adjustments; Color scheme based on Brewer (2000). www.colorbrewer2.org.  
 Citation: Yamashita, T. (2012). Maps of Ohio's 60+ Population by County 1990-2050. Scripps Gerontology Center, Miami University, Oxford, OH.  
 Data Sources: U.S. Census Bureau (2012). U.S. Census 2010 data.







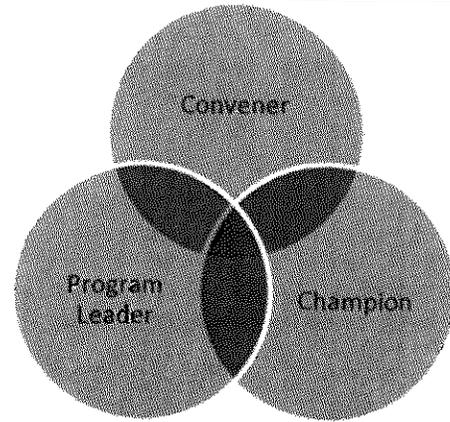




## ServeOhio | Strategic Plan 2014-2017

### Mission

*ServeOhio strengthens Ohio communities through AmeriCorps and volunteer engagement.*



### Organizational Context

The General Assembly established the Ohio Commission on Service and Volunteerism (ServeOhio) in 1994. ServeOhio operates under authority pursuant to Section 121.40 of the Ohio Revised Code and is purposed specifically to administer grants in Ohio under the federal National & Community Service Trust Act of 1993. The duties of the Commission are to: administer and oversee the AmeriCorps programming in the State of Ohio; develop and implement a comprehensive strategy to encourage and expand community service programs throughout Ohio; and assist public and private organizations to develop and implement community service and volunteer programs.

The commission has experienced significant change in the past four years. We have recommitted to our primary mission of administering AmeriCorps grants and promoting volunteer engagement. This determination resulted in budget and staff realignment that eliminated and reclassified several positions; current commission staff stands at six fulltime positions. This dedication to our primary mission of administering high-impact AmeriCorps programming and lean staffing has allowed the commission to secure state and federal budget resources that will sustain current operations. In addition, rebranding the commission as ServeOhio has provided us a more recognizable designation for easier communication to the public and our partners that will serve us well as we mark our 20<sup>th</sup> anniversary as a commission.

Results from outreach to our partners and the larger volunteer community via focus groups and surveys are consistent that the commission recognizes the following priorities:

- Expand civic engagement through service and volunteerism for citizens, of all ages and abilities, to achieve greater impact on critical needs in Ohio.
- Promote opportunities to engage in service and volunteerism through innovative public and private partnerships utilizing contemporary strategies that leverage the power of technology.
- Support initiatives that build nonprofit and community capacity which produce high quality service and volunteer opportunities.
- Recognize national service and volunteerism on a statewide level through creative and innovative strategies that are ongoing, utilizing contemporary and traditional delivery mechanisms.

<b>GOAL ONE</b> <b>Increase the utilization of AmeriCorps as a strategy to address local/state needs.</b>	<b>GOAL TWO</b> <b>Improve the quality and impact of Ohio AmeriCorps programs.</b>	<b>GOAL THREE</b> <b>Increase awareness and relevance of ServeOhio.</b>	<b>GOAL FOUR</b> <b>Increase ServeOhio commissioner engagement to achieve organizational goals and objectives.</b>
<p><b>Expand AmeriCorps outreach to attract more diverse, qualified applicant organizations.</b></p> <ul style="list-style-type: none"> <li>➤ Conduct regional outreach sessions</li> <li>➤ Utilize social media and remote technology to increase reach</li> <li>➤ Establish rural partnerships</li> <li>➤ Build relationships with regional funders</li> </ul>	<p><b>Formalize AmeriCorps evaluation plan to demonstrate full impact of commission investments.</b></p> <ul style="list-style-type: none"> <li>➤ Utilize existing data to highlight impact</li> <li>➤ Elevate criteria standards and monitoring of program evaluation strategies</li> <li>➤ Determine need for additional data</li> <li>➤ Increase connection between evaluation and performance data to funding requests</li> </ul>	<p><b>Strengthen the branding of ServeOhio and AmeriCorps.</b></p> <ul style="list-style-type: none"> <li>➤ Build strategies into marketing plan to cross-brand on all formats</li> <li>➤ Strengthen monitoring of branding compliance at program level</li> <li>➤ Increase communication to key constituencies and organizational leadership</li> </ul>	<p><b>Assess and utilize commissioner knowledge, skills, abilities and connections to advance strategic goals.</b></p> <ul style="list-style-type: none"> <li>➤ Review other state templates; modify and distribute</li> <li>➤ Incorporate information into commissioner engagement strategies</li> <li>➤ Increase commissioner participation in activities outside regular meetings</li> </ul>
<p><b>Develop large-scale, high-impact programs for competitive submission.</b></p> <ul style="list-style-type: none"> <li>➤ Partnership meetings with organizations focusing on federal, state priority issues</li> <li>➤ Anticipate funding opportunities and match with program priorities</li> </ul>	<p><b>Increase the quality and diversity of professional development opportunities provided to AmeriCorps program staff and members.</b></p> <ul style="list-style-type: none"> <li>➤ Evaluate assessment data from current grantees</li> <li>➤ Develop common member training modules</li> <li>➤ Diversify training methodologies</li> </ul>	<p><b>Increase awareness of AmeriCorps member role and impact.</b></p> <ul style="list-style-type: none"> <li>➤ Expand messaging of member role on all formats</li> <li>➤ Increase utilization of member-driven content</li> <li>➤ Connect AmeriCorps member impact to ServeOhio</li> </ul>	<p><b>Increase commissioner participation at regular meetings.</b></p> <ul style="list-style-type: none"> <li>➤ Demonstrate attendance of 75% of voting members</li> </ul>
<p><b>Encourage AmeriCorps program design models that diversify portfolio.</b></p> <ul style="list-style-type: none"> <li>➤ Develop Education Award Programs, Professional Corps, Less than Fulltime program models</li> <li>➤ Expand National AmeriCorps presence</li> <li>➤ Explore public/private partnerships</li> </ul>	<p><b>Quantify and qualify the connection of AmeriCorps member service to post-service outcomes.</b></p> <ul style="list-style-type: none"> <li>➤ Utilize common member exit form to track post-service outcomes</li> </ul>	<p><b>Continuous improvement of Ohio Conference on Service and Volunteerism.</b></p> <ul style="list-style-type: none"> <li>➤ Review data to increase participant satisfaction</li> <li>➤ Explore new partnerships and constituencies</li> </ul>	<p><b>Increase engagement of former ServeOhio commissioners.</b></p> <ul style="list-style-type: none"> <li>➤ Quarterly update on current issues and activity</li> <li>➤ Participation in key constituency meetings based on expertise and relationships</li> <li>➤ Encourage participation in annual conference and commission retreat</li> </ul>
<p><b>Increase recognition of AmeriCorps as a primary catalyst for volunteer engagement.</b></p> <ul style="list-style-type: none"> <li>➤ Implement quarterly dashboard</li> <li>➤ Encourage AmeriCorps program design incorporating volunteer engagement</li> <li>➤ Volunteer engagement as AmeriCorps program sustainability model</li> </ul>	<p><b>Revise AmeriCorps program policy, procedures and protocol; establish periodic review.</b></p> <ul style="list-style-type: none"> <li>➤ Create user-friendly and adaptable documents for utilization by commission staff; current and potential grantees</li> <li>➤ Annual review of primary documents</li> </ul>	<p><b>Develop Stewards of Service sustainability plan.</b></p> <ul style="list-style-type: none"> <li>➤ Review impact and messaging of initiatives</li> <li>➤ Secure additional funding sources</li> </ul>	<p><b>Commissioners conduct annual review of strategic goals and objectives.</b></p> <ul style="list-style-type: none"> <li>➤ Utilize annual commission retreat to report progress and initiate revisions</li> </ul>

<b>GOAL ONE</b> <b>Increase the utilization of AmeriCorps as a strategy to address local/state needs.</b>	<b>GOAL TWO</b> <b>Improve the quality and impact of Ohio AmeriCorps programs.</b>	<b>GOAL THREE</b> <b>Increase awareness and relevance of ServeOhio.</b>	<b>GOAL FOUR</b> <b>Increase ServeOhio commissioner engagement to achieve organizational goals and objectives.</b>
<b>Timeline and Metrics</b>	<b>Timeline and Metrics</b>	<b>Timeline and Metrics</b>	<b>Timeline and Metrics</b>
<ul style="list-style-type: none"> <li>➤ Conduct at least four regional outreach sessions per annual grant cycle. (Each year)</li> <li>➤ Increase the number of applications received and reviewed by 20% per annual grant cycle. (Each year with baseline established in 2014)</li> <li>➤ Conduct at least two partnerships meetings per month.</li> <li>➤ Increase the size of Competitive request to CNCS by 20% MSY or funding per annual grant cycle. (Each year with baseline established in 2014)</li> <li>➤ Add volunteer engagement dashboard to website. (First quarter of 2014; updated quarterly)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Issue annual impact reports by focus areas and priority issues. (Each year)</li> <li>➤ Assess professional development objectives for program staff and members. (2014)</li> <li>➤ Develop common member training modules for website. (2015 and ongoing based on demand)</li> <li>➤ Increase professional development opportunities for program staff to a minimum of six times per year. (Each year starting in 2015)</li> <li>➤ Review current exit data (2014) and implement additional exit form as necessary. (2015 implementation)</li> <li>➤ Online program staff manual. (2016)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Establish commission work group to formalize branding and marketing strategies. (2014)</li> <li>➤ Increase website traffic by 25% each calendar year. (Each year; establish baseline with 2013 data)</li> <li>➤ Increase social media engagement by 50% each calendar year. (Each year; establish baseline with 2013 data)</li> <li>➤ Create formats for AmeriCorps members to share individual impact via ServeOhio. (2015)</li> <li>➤ Increase Ohio Conference on Service and Volunteerism attendance by 10% each year. (Each year; establish baseline with 2013 data)</li> <li>➤ Stewards of Service initiative review and sustainability plan. (2014)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Commissioner skill and activity inventory. (2014 and ongoing based on appointments)</li> <li>➤ Encourage at least five qualified individuals to apply for commissioner appointment to create candidate pool. (Each year)</li> <li>➤ Quarterly communication to leadership stakeholders. (Initiate in 2014; ongoing)</li> <li>➤ Each commissioner engaged in at least one additional activity outside regular meetings – leadership visits, grant reviews, etc. (Each year)</li> </ul>

