

Governor's Advisory Board on Service and Volunteerism
September 29, 2016
1604 Santa Rosa Road, Henrico VA 23229
MINUTES

Advisory Board Meeting Call to Order

The meeting was called to order at 10:55 by Vice Chair Vanessa Diamond.

Introductions were made by each Board Member, Staff and CNCS State office staff. Two new Board Members Zachary Leonsis and Julie Strandlie were welcomed to the Board.

Gail Harris reviewed conflict of interest and financial disclosure forms. She reminded the Board that they will receive an e-mail to certify that there are no conflicts of interest.

Eva Hite went over Board Member handbook updates.

Vanessa then reported that the election of officers. Ashley Hall nominated Elizabeth Childress as Chair, Karen Stanley seconded the nomination, and the Board so moved. Karen Stanley nominated Vanessa Diamond as Vice Chair, Jessica Bowser seconded the nomination, and the Board so moved.

Adoption of the Agenda

Karen Stanley made a motion to adopt the agenda. Jessica Bowser seconded the motion, and the Board so moved.

Adoption of the May 26, 2016 Minutes

Jessica Bowser made a motion to adopt the May 26, 2016 minutes. Karen Stanley asked for her title to be corrected and seconded the motion, and the Board so moved. Julie Strandlie and Zachary Leonsis abstained.

Director and AmeriCorps Team Report

Gail Harris presented the Board's annual calendar for the 2016/17 year. Gail highlighted the meeting dates and special events. Gail advised the Board that First Lady McAuliffe will be at Feed More on September 30, 2016 to meet a truck loaded with 20,000 lbs. of food to be distributed through the Day to Serve project.

Gail reported that Launch events for new AmeriCorps members are planned, and invited the Board to attend these events in their areas.

Gail then talked about First Lady McAuliffe's initiative for National Service and the College Compact Summits. She noted the next summit will be at Averett College in Danville on October 6 & 7, 2016.

Amanda Healy then explained some of the funding processes for 17/18. She talked about the new program director training in June and the all program training in July. Key areas of the training were on strategic planning, more focus on performance measures, and changes to the process of applying for funds.

Amanda noted that we have one new program CASA de Maryland working in Northern Virginia. She reported that the Literacy Lab is expanding into the Richmond and Petersburg areas. They have an excellent success rate and work on 3rd grade reading skills. She said their budget has doubled to account for this expansion.

Amanda then talked about Virginia's three Competitive programs. She noted that competitive programs are directly funded from CNCS and do not use the funds from our Formula pool. The competitively funded programs are Alternatives, Inc. (PASSL), Aspire! Afterschool Learning, and Veterans Services.

Gail Harris reviewed the strategic changes to our investment model which were approved by the Board in May. She then reviewed the different streams of funding and where Virginia falls in the National ranking for these funds. Formula funding is based on population, but when comparing similar formula funds, Virginia has a high number of programs. Competitively, Virginia's funds are small compared to peer States.

Gail reported the goal is to expand the positive impact of AmeriCorps in Virginia. She noted programs must be highly effective to compete.

Gail then stated the Strategic Direction actions are:

- Alert all programs of changes and new expectations
- Require all programs to re-compete next year for the 17/18 funding
- With all re-competing, programs viewed as equal
- Aim to fund the strongest 10-12 Formula programs
- Prepare those programs to apply for Competitive funding in 1-3 years
- All AmeriCorps programs have been notified of these changes

Amanda Healy, Joy Wade, Gay Plungas, and Kim Brown then gave reports on the upcoming AmeriCorps RFP cycle and changes made by the Commission. They reviewed the following areas:

- Programs have been invited to submit concept papers prior to the release of the RFP. These concept papers will allow the Commission to have conversations about their plans. It was noted that once the RFP is released we can no longer assist programs with their proposals.
- Deadlines for each funding stream and the timeline for the proposals.
- Competitively funded RFP timeline and application process.
- Formula RFP timeline and application process, and the difference between Competitive and Formula.

Amanda reported that we have been awarded a special Training and Technical Assistance grant from CNCS. This grant is in the amount of \$110,000. These areas of the grant were briefly covered:

1. Gay Plungas then explained that the funds will be used to help programs better understand and report on their performance measures. She reported that we have hired a Consultant specializing in measures used for reporting to CNCS.
2. Amanda Healy said that we will also use funds to increase our coverage of underserved areas with the first target community being Petersburg, Virginia.
3. Kim Brown then talked about Field of Service Best Practice training. She reported that we are planning an Education and Youth Summit. She talked about the challenges AmeriCorps Members face when working with youth in education programs. The training will give Members hands-on experience and a focus on issues they may face with kids who have behavior, emotional or trauma exposure. This training will use a consultant who specializes in these issues.
4. Roxanne Saunders then went over the final area of the grant which includes funds to increase the capacity of Commission staff.

Kim Brown reported that the AmeriCorps Member Launch Events have been planned across the Commonwealth. Launch events are scheduled at the beginning of the service year for Members to gather and swear in, while CNCS simulcasts launches from across the country. Kim said that AmeriCorps has

grown to 1 million Members. The Commission has planned 4 launch events in Virginia in early October. She encouraged the Board Members to attend events in their areas.

Gail Doyle gave an update on service projects. We plan service projects for employees in Social Services. Our goal is to plan for one project per quarter. Gail then gave some examples of recent service projects.

Gail Doyle also reported on the Commission's plan for communications training for our programs. This training will help them with social media, contact with local media, and promotional items.

Gayle Doyle also reviewed the Virginia Service web site. She showed the Board the website and gave instructions of where to find information. She encouraged the Board to use the site.

Committees Meetings

The Board broke into sub-committee meetings at 1:15 pm.

Committee Reports

The meeting was re-convened at 2:10 pm.

Program Committee Report

Vanessa Diamond reported on the Program Committee's meeting. There will be a need for one or two reviewers for the Competitive Fund proposals in early December.

The Committee discussed Volunteer Generation Fund programs, noting they are in their last year of the grant. The Volunteer Generation Fund was a three-year grant to help increase volunteer capacity for Virginia. Virginia had 4 programs across the Commonwealth that received funding through this grant. Vanessa was re-elected to chair this committee.

Outreach and Communications Committee

Steven Valdez reported for the Outreach and Communications Committee. Steven was re-elected as Chair of the Committee. Steven reported that the Communications and the Service and Outreach Committees met together to better define each committee's role on the Board. The Committee agreed to change the sub-committee name from Service and Outreach to Outreach and Communications. The group discussed ways to increase impact of our social media accounts and website by looking at who we are reaching.

Steven reported that the group discussed the development of a speakers bureau and what exactly a Speaker's Bureau is. The Committee also discussed the development of a toolkit for speaking and access to these documents on the website. He said to look for coming announcements.

Volunteer & Special Events Committee

Leah Walker reported that she was elected chair by the Committee. Leah reported that the Committee agreed to change the sub-committee name from Communications to Volunteer & Special Events. The Committee discussed their responsibilities and the Committee's roles with the Governor's Volunteerism Awards, and the Virginia Service Conference. Leah stated the Committee did not make changes to processes.

The Committee recommends adding a disclosure of winner names within the disclaimer form.

The Committee discussed the need for better parking accommodations for the Governor's Awards next year.

Leah then reported the Committee discussed other service awards for the 2017 Virginia Service Conference. She said the Committee discussed the idea of a Milestone Service Award. She stated the Committee would like to extend an invitation to VISTA Members, Sr. Corps Members, and other Volunteerism groups to present awards at the Conference.

Public Comment

Mark Fero reported for the Virginia Service Foundation. He gave an overview of the Foundation and their purpose. The Foundation and the Commission share the responsibilities of the Conference but the Foundation provides the financial support. The Foundation also supports Service Days throughout the year. Mark said the Foundation has the funds to support and fund small service projects with “mini” grants.

Mark reported on the Foundation’s financial support of the Virginia Service Conference. Gail Harris noted that, as a State agency, the Commission cannot raise funds and has many financial restrictions. Partnering with the Foundation on the Conference works well for this reason.

Mark said it should be understood that we cannot raise funds in the name of the Governor or the Commonwealth of Virginia.

Board Members then discussed the Wone Award. The Board discussed changing the winner criteria to any active AmeriCorps Member rather than a 2nd year Member since the award will be presented near the end of the service year. Mark gave a quick history of Robert Wone and this award.

The Foundation will have sponsorship levels for sponsors of the conference.

Mark showed the Board the Virginia Service Foundation website.

CNCS report

Kim Ligon reported that CNCS is finishing their fiscal year. She reported that recently Senior Corps’ Annual Conference was held in Reston, Virginia. Wendy Spencer, CEO of the Corporation of National and Community Services, attended this year. This was the 45th anniversary of Senior Corps. President Obama thanked all Senior Corps volunteers for their service.

Kim also reported that their VISTA NOFO will be released in October.

Final announcements

Before closing the meeting, Vanessa Diamond asked if there were any more comments. Leah Walker said that everyone should be aware there are new graduation requirements for Virginia’s high school Seniors related to community service beginning with 2017 incoming freshmen.

Vanessa Diamond commented that she would like to hear more about schools’ initiatives on volunteerism and service. Leah said the Department of Education was looking at volunteering as part of the curriculum.

Gail Harris said Elsa Vazquez-Flores aged out of the Youth seat on the Board (18-25) and a new youth member will soon be selected.

Gail also let the Board know that Cathy Walker is no longer with the Commission.

Vanessa Diamond reminded the Board of “Hands On” Day coming up in the Richmond Virginia area.

Adjourn

A motion to adjourn was made by James Underwood. The motion was seconded by Ashley Hall and the Board so moved.

The meeting adjourned at 2:45 p.m.

Prepared by Eva Hite

Submitted by Gail Harris