



Virginia State AmeriCorps Commission
Office on Volunteerism and Community Services
Virginia Department of Social Services

State Service Plan
2017 – 2020

Introduction

The Virginia AmeriCorps State Commission's 2017-2020 State Service Plan is a three-year plan that will serve as the framework for Commission priorities. The State Plan is based in State Code and is required by the Corporation for National and Community Service. The State Plan will drive the strategic goals and initiatives of the Commission.

History of the Office on Volunteerism and Community Service and the Governor's Advisory Board on Service and Volunteerism

The Office on Volunteerism and Community Service (OVCS) advances and supports national and community service, volunteerism and civic engagement in the Commonwealth of Virginia. OVCS exists to promote and sustain a holistic, cohesive, collaborative statewide system of volunteer service that will be available to all Virginians.

1974 – A statewide meeting of citizens convenes to promote the establishment of a state office on volunteerism.

1975 – Executive Order 25 creates the State Office on Volunteerism. ACTION (now Corporation for National and Community Service), the federal agency on volunteerism, provides a grant for initial funding. **1977** – The General Assembly passes the Virginia State Government Volunteers Act, which encourages the development of volunteer programs within government. The act also authorizes certain standards for volunteer programming and benefits for volunteers.

1979 – Legislation creates the Virginia Division of Volunteerism, which is to encourage and enhance volunteerism in the Commonwealth.

1992 – Legislation that established the Department of Volunteerism is repealed. The governor and General Assembly preserve the department's essential functions, funding and staff in the Department of Social Services under the name Virginia Office of Volunteerism (VOV).

1994 – In response to the National and Community Service Trust Act of 1993 (NCSTA), Virginia submits its first State Plan for National Service and Volunteerism. The Corporation for National and Community Service approves the plan and Governor Allen's Executive Order establishes the Virginia Commission on National Service and Volunteerism. The Commission's charge encompasses a broad approach to supporting and strengthening volunteerism and community service in Virginia.

1995 – The Virginia Commission funds the first State AmeriCorps programs, beginning a rich tradition of national and community service in the Commonwealth.

1997 – The Virginia Commission becomes independent and continues to strengthen national and community service, while VOV carries on its work to support the traditional volunteerism community.

2003 – The Commission and VOV merge to combine their missions, constituencies, and resources.

2004 – 2014 – The Governor’s Advisory Board was continued through Executive Orders.

2006 – The Commission establishes the Virginia Service Foundation.

2007 – The Virginia Service Foundation receives its 501(c) 3 designation from the Internal Revenue Service.

2015 – Codification of Governor’s Advisory Board on Volunteerism (H 2071 – approved) (S 1090 – approved)

Vision

Virginians believe that volunteer service and civic engagement are a responsibility and a privilege. They practice both as an integral part of their daily lives.

Corporations and small businesses, government and nonprofit agencies, civic and grass roots organizations, neighborhoods and communities of faith encourage and provide opportunities for individuals of all ages and backgrounds to transform their communities through service.

State Service Plan Overview

The State Service Plan that follows is an outline of the primary goals and objectives for the next three years. Input to the Plan was received through a widely-distributed survey completed by 186 leaders in the nonprofit, government and volunteerism sectors as well as from members of the Virginia Governor’s Advisory Board on Service and Volunteerism, especially from their recent strategic planning discussions. The State Plan includes three primary goals:

- Promote, grow and recognize the individual and collective impact of service and volunteerism in Virginia.
- Provide support, including capacity building, to Virginia’s volunteer leaders and programs in effectively utilizing volunteers.
- Develop a diverse portfolio of high quality, effective AmeriCorps formula and competitive programs.

These goals and associated objectives will be implemented by the staff team of the Virginia Commission with the support and assistance of the members of the Governor’s Advisory Board on Service and Volunteerism. Section 2.2-2478-2.2-2483 of the Code of Virginia charges the Governor’s Advisory Board on Service and Volunteerism with advising on matters related to promotion and development of national service in the Commonwealth and meeting the provisions of the federal National and Community Service Trust Act of

1993. The Board was established in compliance with the provisions of the National and Communities Trust Act of 1993 under which Virginia receives AmeriCorps State grant funds.



Goal 1: Promote, grow and recognize the individual and collective impact of service and volunteerism in Virginia.

Objectives	Strategies
Promote service and volunteerism opportunities and encourage participation in order to help meet the pressing needs in the Commonwealth.	<ol style="list-style-type: none"> 1. Maximize use of OVCS social media outlets and increase participation 2. Publish monthly comprehensive e-newsletter and increase distribution 3. Gather and distribute stories on service and volunteerism through various medium 4. Support and use the statewide network of the Faith Based and Community Initiative to reach diverse audiences 5. Maintain strong relationships with lead organizations serving older adults and people with disabilities in order to foster participation in volunteerism and national service programs 6. Publicize the availability and application process for all streams of national service (AmeriCorps, VISTA, Senior Corps, NCCC and National Programs) 7. Promote, to AmeriCorps members and companies, the Employers of National Service program and Virginia’s participation in the program
Offer easy access to	<ol style="list-style-type: none"> 1. Publicize organized Days of Service, especially those

<p>volunteer and service opportunities in an effort to grow participation</p>	<p>organized by AmeriCorps programs including 9/11 Day of Service, MLK Day, and Mayors, County and Tribal Day of Recognition for National Service</p> <ol style="list-style-type: none"> 2. Support and publicize the month-long initiative Day to Serve 3. Support and require use of the new Service Year Alliance AmeriCorps member application portal 4. Maintain volunteer opportunity search tool on the OVCS web site and Volunteer Center listings
<p>Recognize outstanding volunteerism and service by individuals and groups</p>	<ol style="list-style-type: none"> 1. Assist the Governor in the selection of and recognition ceremony for the winners of the annual Governor's Awards for Service and Volunteerism 2. Develop additional awards and supporting processes to be awarded at the Virginia Conference on Service and Volunteerism 3. Develop a cost and time efficient system to recognize, through a certificate or letter, special volunteerism efforts of citizens and groups throughout the year

Measures of Success

1. Increase by at least 10% each newsletter subscribers, Twitter subscribers, Facebook friends, and web site hits.
2. Increase use of the new Service Year Alliance membership recruitment portal to at least 80% of funded AmeriCorps programs.
3. Develop the selection processes and implement at least 5 new recognition awards at the annual Virginia Conference on Service and Volunteerism.





Goal 2: Provide support, including capacity building, to Virginia’s service and volunteer leaders and programs in effectively utilizing volunteers.

Objectives	Strategies
Support the Virginia Volunteer Center Network and their work	<ol style="list-style-type: none"> 1. Publicize Virginia’s volunteer centers through the OVCS web site and in other communication with citizens 2. Provide organizational and administrative support to the Volunteer Center Network 3. Include the volunteer centers in OVCS special efforts such as the annual conference
Provide quality training opportunities to volunteer leaders and programs	<ol style="list-style-type: none"> 1. Plan and deliver an annual conference on service and volunteerism that supports nonprofit capacity building, personal & professional development, and volunteer management development. Attract at least 350 attendees 2. Provide high quality training related to volunteer management at the annual Virginia Conference on Service and Volunteerism 3. Work to grow use of the Service Enterprise model and, when feasible, invest financial resources to support growth 4. Include, whenever feasible, volunteer leaders and programs in other training opportunities offered by OVCS
Work to identify and support volunteer programs and leaders in Virginia, in addition to those in the Volunteer	<ol style="list-style-type: none"> 1. Gather contact information on volunteer centers, programs and leaders in Virginia 2. Communicate with the volunteer centers, programs and leaders through the monthly OVCS newsletter, the web site and other means

Center Network	<ol style="list-style-type: none">3. Gather and analyze information on needs and assets of the volunteer centers, programs and leaders4. Determine the feasibility of developing a means, such as a listserv, for volunteer programs in Virginia to communicate with each other5. Promote and support the AmeriCorps Alums chapters in Virginia
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Measures of Success

1. Complete a survey to gather information on volunteer centers, programs and leaders in Virginia. Analyze and summarize the results and share with the respondents to encourage communication among programs.
2. At the annual Virginia Conference on Service and Volunteerism, include at least 5 workshops designed to build the knowledge, skills and abilities of volunteer centers/programs/leaders.
3. Support the expansion of the Service Enterprise model through training and promotion. Seek funding for additional programs to participate.





Goal 3: Develop a diverse portfolio of high quality, effective AmeriCorps formula and competitive programs.

Objectives	Strategies
Fully implement the new strategic investment strategies adopted by the Governor’s Advisory Board on Service and Volunteerism	<ol style="list-style-type: none"> 1. Implement a high-competitive formula-funding selection process for 17/18 that results in fewer, larger, stronger programs funded 2. Develop and implement additional methods to build the capacity of programs that receive formula funding 3. Set high expectations for formula-funded programs to apply for competitive funding and assist programs in doing so wherever feasible
Increase the capacity and compliance of funded programs	<ol style="list-style-type: none"> 1. Provide additional, program-specific, training and technical assistance in the areas of performance measurement, fiscal management, member management, regulatory compliance, etc. 2. Based on comprehensive risk assessments, implement new, more rigorous monitoring procedures and resulting action plans
Devote time and resources to outreach and new program development, especially in underserved geographic or focus areas or priority initiatives	<ol style="list-style-type: none"> 1. Identify two underserved areas, geographic or focus or priority initiative, and work with local partners to building capacity of an organization(s) to apply for AmeriCorps funding

<p>Organize, and improve or develop where needed, all required and recommended CNCS policies, procedures and records needed for CNCS or OIG monitoring/audits.</p>	<ol style="list-style-type: none"> 1. Finalize and distribute AmeriCorps program manual with current policies and expectations. Assign staff responsibility for maintaining the manual current at all times 2. Develop and compile all necessary documentation to demonstrate full readiness for any scheduled or ad-hoc reviews of the Virginia State Commission by State or Federal regulators
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Measures of Success

1. Reduce the number of formula subgrantees to be in line with peer-commissions (8 – 12 programs).
2. By the end of this three-year State Plan, have at least five competitively-funded programs.
3. Documentation is in place and current to be ready for any scheduled or ad-hoc reviews of the Virginia Commission by State or Federal regulators.



Governor's Advisory Board on Service and Volunteerism

2016-17

- Jessica Bowser, Director of Outreach, Women Leaders of Virginia; Alexandria
- John Chapman, Member, Alexandria City Council; Alexandria
- Elizabeth Childress, University of Richmond School of Law Student; Richmond.
2016/17 Advisory Board Chair
- Vanessa Diamond, Director and Co-founder of Hands On Greater Richmond; Vice President of the Partnership for Nonprofit Excellence; Richmond
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- Mark Fero, Finance Manager, Public Safety and Enforcement Division, Office of the Attorney General; Ruther Glen
- Terry Frye, Commissioner of Revenue, City of Bristol, VA; Bristol
- Peter Goldin, Associate State Director, AARP Virginia; Richmond
- Ashley Hall, Manager, Capital Region Collaborative; Richmond
- Zachary Leonsis, Vice President & General Manager, Monumental Sports & Entertainment; Washington, DC
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- Karen Stanley, CEO, CARITAS; Richmond
- Julie Strandlie, Gov't. Relations/Grassroots Consultant, Strandlie Advocacy Associates, LLC; Alexandria
- Rachel Thomas, Press Secretary, Emily's List; Washington, DC
- James Underwood, Business Manage, IBEW Local Union 666; Midlothian
- Steven Valdez, Management Consultant, PriceWaterhouse Cooper; Richmond
- Leslie VanHorn, Executive Director, Federation of Virginia Food Banks; Norfolk
- Leah Dozier Walker, Community and Minority Affairs Liaison, Virginia Department of Education; Richmond
- Tynetta Darden, Ex-officio member; State Program Director; CNCS Virginia State Office; Richmond