



Arizona
Governor's
Commission
on **Service** and
Volunteerism



Arizona Governor's Commission on Service and Volunteerism
March 13, 2019
1:30 p.m.
Third Floor Conference Room
Arizona State Capitol, Phoenix, Arizona

A general meeting of the Governor's Commission on Service and Volunteerism (GCSV) was convened on March 13, 2019, in the Third Floor Conference Room, Arizona State Capitol, 1700 W. Washington, Phoenix Arizona 85007, notice having been duly given. Present and absent were the following members of the GCSV:

Members Present (10)

- Robert Ashcraft**, ASU Lodestar Center for Philanthropy and Nonprofit Innovation (phone)
- Tori Carlson-Frosz**, Interfaith Community Services
- Alex Gabaldon**, Yavapai County Sheriff's Office (phone)
- Lillian James**, Public Allies Arizona
- Renee Levin**, Intel (phone)
- Donna Martin**, Boys and Girls Clubs of Metro Phoenix
- Donna McBride**, Pinal County Superior Court (phone)
- Sarah Pacheco**, Peach's Pantry (phone)
- Kim Rice**, Arizona Department of Education
- Thomas Winkel**, Arizona Coalition of Military Families (phone)

Members Absent (7)

- Donna Davis**, Expect More Arizona
- Tyler Butler**, 11 Eleven Consulting
- Chianne Hewer**, Four Peaks/Anheuser-Busch
- Jessica Brosilo**, Gateway Community College
- Kate Gallego**, City of Phoenix
- Jennifer Lane**, Glendale Community College
- Kimberly Will**, Corporation for National and Community Service

Guests Present (6)

- Nicole Armstrong-Best**, Pueblo Grande Museum
- Stephanie DiVerde**, GOYFF AmeriCorps VISTA
- Brittany Howard**
- Iyamidé May**, Public Allies Arizona
- Theresa McKenzie**, Tempe Community Action Agency
- Leslie Pike**, Diaper Bank of Southern Arizona
- Kristy Rosen**, Corporation for National and Community Service
- Ariel Sansom**, Downs Syndrome Network of Arizona
- John Scola**, Public Allies
- Brandon Vickers**, Boys and Girls Clubs of Metro Phoenix

Staff Present (5)

Diane Dudley , AmeriCorps Program Administrator
Randy George , AmeriCorps Training Administrator
Malcolm Hightower , Deputy Director GOYFF
Emily Litchfield , AmeriCorps/SEI Program Administrator
Bob Shogren , AmeriCorps Director

1. CALL TO ORDER

Standing in for Commission Chair Donna Davis, Commissioner Donna McBride, called the meeting to order at 1:48 p.m. Quorum present.

2. WELCOME/INTRODUCTIONS

Commissioner Donna McBride welcomed attendees and asked the Commissioners, guests and staff to introduce themselves. Intro icebreaker: If you could be a cartoon character, who and why?

3. APPROVAL OF MINUTES (ACTION)

Minutes for the Meeting held January 23, 2019 were reviewed. Commissioner Sara Pacheco moved to approve the minutes. Commissioner Tori Carlson seconded the motion. Unanimously approved.

4. BUSINESS

Service Enterprise Work Group

Commissioner Lillian James, Work Group Team Lead relayed that their work group met March 3rd, with the intention of doing some long range planning and thinking. Among the items the Work Team considered was the idea of how best to continue with the growth and expansion of the initiative. Their discussion included whether it would be best to stay with a small number of strong Hub Partners or if it would be best to develop a regional expansion plan that includes a rural strategy. After some discussion, it was determined that it might still be too early in the statewide implementation to evaluate.

AmeriCorps Director Bob Shogren relayed that he reached out to Points of Light to find out if any Hubs have shared their long-range plans. He also shared that Points of Light has developed a new strategic plan in which Service Enterprise has been better integrated and that out of ; out of the 36 established Hubs in the country, Arizona is the 2nd state to do partnerships with Hub Partners, with the first being the Iowa Commission, which has shared their planning. He also mentioned that next year would be the third year of the Volunteer Generation Fund grant and suggested building in funds to conduct an external evaluation of the effort.

Governor’s Volunteer Service Awards Work Group

Commissioner Donna McBride, Work Group Team Lead, shared the key points of the workgroup conversation that was held on February 28. Improvements to the Award nomination for 2019 include the following recommended changes: 1) renaming the adult category from Service to Community to the Inspired Adult Leadership award to parallel the name of the youth award; 2) Adding back in a National Service category; 3) Adding the statement that the commission reserves the right to not award in a particular category or to award more than one in a category based on the number and quality of applications received; 4) Adding to the nomination a social media disclaimer for current nominees; and, 5) Adding the submission of a photo to the nomination. It was also agreed that we need to add to clear language about describing how the nomination meets the eligibility criteria for each category. Additionally, Commissioner McBride emphasized the importance that we send follow-up communication and/or certificates to nominators and to those nominated.

responses and exploring perhaps doing a word count instead. Additionally, we'd like to move to a stronger model of Commissioner participation that would involve a Commissioner calling the nominee to inform regarding the nomination, being a point of contact for the award recipient leading up to the reception, serving as a host for the reception as well as joining the nominee on stage for the presentation of award in picture. We also need to make sure that the stage and facility are accessible. It was also suggested that different commissioners might serve as emcee for different parts of the presentation.

Projected Timeline

- April 1 – Release of Nomination
- April 7 – 13 National Volunteer Week (social media posting of great nominations)
- June 1 – Nomination Due
- July 15 – Judging Complete, judging group calls scheduled.
- August 1 – Recommendations made
- September 1 – Recipients Notified
- September 31 – Recipient videos taped

2019 Summit on Volunteerism and Civic Engagement

Commissioner Kim Rice, Work Group Team Lead, reported on the Work Group meeting that was held on March 6. She shared that she had done an analysis of last year's participants for the Summit, which included about 150 AmeriCorps members and 230 coordinators, managers and directors. Of all of the workshops presented, the volunteer managers Academy received the most positive results of the participant survey. It was also suggested that the Public Allies are engaged in organizing and delivering a leadership track for AmeriCorps members, based on their training as Allies to mirror the Volunteer Management Academy. She then then led an activity that engaged commissioners in brainstorming possible presenters for each important topic area addressed by the Summit.

AmeriCorps Week Photo Contest Judging

Randy George, AmeriCorps Training Administrator, facilitated the judging of the AmeriCorps Photo contest-to show members in meaningful services activates representing the impact of AmeriCorps programming in Arizona. The top vote getter will get an AmeriCorps Grab Bag for their program and for the top 10 laminated and mounted posters will be made of the photos and delivered to the programs.

5. Updates

CNCS Chair Training

AmeriCorps Director Shogren provided an update on the CNCS provided State Service Commission Board Chair Leadership Development Training that was held in Washington DC in Mid-February. He also encouraged the commissioners to review the documents more fully when they have the time. Commission vice chair Alex Gabaldon attended the training and had the opinion that based on what was presented at the training, our commission was doing very well.

CNCS State Office

CNCS State Office Program Officer Kristy Rosen reported the three important dates to remember: Virtual Member Orientation to be April 15th, National Service Recognition Day to be on April 2nd, and the Arizona National Service Recognition Night with the Diamondback to be on April 9th. She reported that their offices tag teaming with AmeriCorps Director Shogren to distribute the tickets in T-shirts for the game .additionally, she announced that and in Arizona University civic service Institute was awarded the new Retired Senior Volunteer Program (RSVP) that will operate in Coconino, Mohave, Navajo, Yavapai, and Yuma County and will focus on aging in place, obesity and food security. The three-year grant award will begin July 1.

AmeriCorps Program Administrator

AmeriCorps Program Administrator Diane Dudley reported that Arizona Serve through Prescott College has started a podcast called “This AmeriCorps Life” modeled after the show on NPR. Additionally, she reported that the AmeriCorps programs are reaching the halfway point in the program year and we are beginning to receive and analyze program accomplishment data.

She would like to organize an AmeriCorps Review Team that will take a deeper dive into the accomplishment reporting of AmeriCorps programs and identify opportunities for the Commission to provide additional guidance and support.

Additionally, she informed Commissioners that as of February, AmeriCorps programs had filled 67% of the slots they were awarded and have retained 90% of the members they’ve enrolled. Given that this is the key indicator reported to the Governor each month, Commission staff has been intentionally providing a great deal more technical assistance related to member recruitment and retention to programs. In terms of reporting to the governor, projections are a little behind projections forecasted last June.

Arizona Service Enterprise Initiative

AmeriCorps/SEI Program Administrator Emily Litchfield reported on NAU, ASU Lodestar, Mission Accomplish, United Way of Tucson and Southern AZ status: As of February, we are now up to 20 organizations having certified ASU started a new cohort after the first of the year and NAU, Mission Accomplish, and United Way of Tucson will be starting cohorts later this spring. Additionally, a Training of Trainers is planned for March 20th and 21st. It was also suggested that a component of evaluation for the entire process of certification be added (not an element that Points of Light currently provides).

AmeriCorps Training Administrator

AmeriCorps Training Administrator Randy George reported that the official clarification period for the AmeriCorps competitive applications would begin on March 14. The CNCS has also promised to provide award announcements for the competitive round in early April. Given this new information, we should be able to forecast the size and composition of the new portfolio for the 2019 – 2020 program year.

6. ARIZONA SERVICE ENTERPRISE CERTIFIED ORGANIZATION PRESENTATIONS

AmeriCorps/SEI Program Administrator Emily Litchfield introduced the most recently certified Service Enterprises to share their experiences about going through SEI program.

Downs Syndrome Network of Arizona

Ariel Sansom, Director of Development and Programs shared the background of the organization: It was established in 2002 by parent. The organization now caters to 25,000 constituents with downs-syndrome in the metro phoenix area. The network learned about SEI last year; they had a small staff and didn’t know how many volunteers they were engaging with. They could not track their volunteers and the organization needed something that could build staff and board participation. Through SEI, they were able to meet both needs, while at the same time build a 50% increase in regular volunteers through the use of the SEI infrastructure. Standardize intact was developed which enabled the organization to concentrate staff efforts on other needs. Major takeaways from SEI were that they: expanded agency to include transportation services and respite services led by the volunteers, established professional development growth with staff. The biggest overall takeaway received was the developed infrastructure to track volunteers effectively (then able to provide information to their board).

Tempe Community Action Agency

Theresa McKenzie, Volunteer and Community Engagement Coordinator relayed that the roots of the TCCA were founded by two women; one lived in Tempe and the other was a social worker helping within the community. The organization is now 52 years old (serving low income families, individuals, and seniors). Theresa stated that SEI

formalized what they had in place as a system; current Return on Volunteer Investment was calculated at \$3.55. Service Enterprise enabled the TCCA to become aware of their dependency of their volunteers, and helped their board become intentional about adding volunteer engagement into their strategic plan. Theresa relayed that the TCCA would be willing to go through the experience again, “with different eyes” that are more open to the process, thanks to their perspective of resulting from completing the training and certification program.

Pueblo Grande Museum

Nicole Armstrong-Best, Director, relayed that the museum site has been around for thousands of years, with the museum being built in 1929. Previously, there had been a strong culture of engagement, but it was dying, and there was a need to upgrade the museum volunteer program. Nicole mentioned the view of volunteerism was not really there for the arts sector in general, but through SEI, they were able to create and build the culture with using the developed diagnostics. The museum was also able to get the conversation going about the continued growth of volunteerism with management. Nicole pointed out that she wants to take SEI to the Park Rangers and Park Stewards because it works, it helped the museum hone in on problem areas, including recruitment of volunteers, and the focus on museum resources. Overall, Nicole stated that there was an increase within the volunteer program by 50%, after doing SEI.

Boys and Girls Club of Metro Phoenix

Commissioner Donna Martin and Volunteer Services Manager at the Boys and Girls Club introduced John Scola, Chief Development Officer. John provided a brief history of the club relaying that they have 13 clubs and serve well over 10,000 youth. He mentioned that the main impact has been that SEI has helped them recognize that volunteers are important donors of their time and resources. They now have a better understanding of their value and it enables them to better leverage volunteers to move on their mission. The process also engaged their entire team at every level of their organization. Lastly, “Bear” (the stuffed animal) is a direct product of SEI that was established to help with branding.

Diaper Bank of Southern Arizona

Leslie Pike, Manager of Programs and Volunteerism, relayed that the organization is the first diaper bank in the nation. Now there are 260-300 diaper banks across the nation. The organization solves the diaper need in families and for adults, and will also be providing period products for disadvantaged women and girls in need. Leslie shared that 3 years ago the organization moved from 3 small offices spaces to one big location, which enabled them to host many volunteers (857 volunteers who donated up toward 3,000 hours). Although the organization was excited to have volunteers, they realized they needed structure. The Service Enterprise process gave the organization a vision, and helped to enlist the support of the board in a major way. Now they have a common vision for volunteers can contribute. The program provided a common language between the staff and the board regarding volunteers and helped the organization add new programs, including volunteer recognition. Through SEI, they have been able to address many organizational needs, with the creation of strong processes and practices, which has contributed to increasing volunteer retention.

7. NEXT COMMISSION MEETING

The Commission will meet again on June 19, 2019, 1:30 pm, State Capitol – Conference Room B, GOYFF. The primary purpose of the meeting will be to approve the formula application package.

Future Agenda items

- It was noted that the scheduled June 19 meeting date conflicts with the Points of Light Conference. The Commission will look at rescheduling.

8. CALL TO THE PUBLIC.

Commissioner Donna McBride made a call to the public.

- After 34 years of service, AmeriCorps Director Bob Shogren will retire. Bob acknowledged the commissioners for all of their work along with acknowledging the AmeriCorps team; Bob served started service in 2005 and served through 6 different administrations. His retirement date is April 11.
- GOYFF Deputy Director Malcolm Hightower relayed the plan for initiating a national search for the position. He requested that Commissioners interested in serving on the interview panel should make contact.

9. ADJOURNMENT

A motion was made for adjournment by Commissioner Sarah Pacheco. The motion was seconded by Commissioner Tori Carlson. The meeting was adjourned at 4:04pm.

Dated the 13th Day of March, 2019
Governor's Commission on Service and Volunteerism
Respectfully Submitted By:
Iyamidé May
Volunteer Scribe