

## COMMISSION MEETING MINUTES



**Meeting Date:** 09/12/2019

**Meeting Location:** Vern Riffe Center for Government & the Arts, 77 South High Street, Columbus, OH 43215, Room 1948.

**In Attendance:** Michael Bertolone, Gary Cates, Jane Federer, Sheila Fox, Mary Jeter, Charlotte Jones-Ward, Meghan Kaskoun, Susan Rogers, Matthew Rubin, Pandora Shaw-Dupras, Pamela Steurer, and Chris Shaffer, Katy Will. **Ex Officio:** Michele Reynolds. **Staff:** Mary Cannon, Ava Carvour, William Hall, Carrie Niino-Koontz, Meredith Pugh, Jennifer Sanders, Lisa Tope, Rebecca Verhoff-Kiss, **Counsel:** Carol Mosholder.

**Absent:** Donald Bean, Reverend Dr. Tokunbo Adelekan, Amista Lipot, and Hannah Sublett. **Ex Officio:** Tina Dunphy.

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### New Business

- Meeting was called to order by Chair Federer at 10:05 a.m. (Attachment 1)
- Welcome and Introductions
- It was moved by Bertolone, seconded by Jones-Ward, to approve the minutes of the prior meeting, which was distributed in advance. Motion carried.

### Executive Director's Report

- Bill Hall updated Commissioners on current topics as summarized in his written presentation (Attachment 2)
- National Commission on Military National Public Service (Attachment 3)
- Discussion and Approval of FY2020 ServeOhio Budget (Attachment 4 – 6)
- It was moved by Shaw-Dupras, seconded by Rubin, to approve the budget, which was distributed in advance. Motion carried.
- Review of Program Year 2019-2020 AmeriCorps Portfolio (Attachment 7)
- Overview of State Service Plan & ServeOhio Strategic Plan Process (Attachment 8)

Skills-Based Volunteer Initiative – Presentation - Marjie Bland, Common Impact and Rebecca Verhoff-Kiss, ServeOhio

- Current ServeOhio/Common Impact Model
- Successes and challenges

Communication Plan & Messaging Workshop – Presentation - Hinda Mitchell and Emily Hanhart, Inspire PR Group

- Details on new communication plan; presentation on ServeOhio talking points (Attachment 9 – 10)

Announcements/Other Business

- Commission Meeting Visitor Log and Comments (Attachment 11)
- Next Commission Meeting 11/14/2019 at 10:00 AM – Ohio Conference on Service & Volunteerism – Battelle Darby Creek, Cedar Ridge Lodge, 1775 Darby Creek Drive, Galloway, OH 43119

There being no further business, the meeting adjourned at 2:40 PM on a motion by Rubin, seconded by Shaw-Dupras, approved by acclamation.

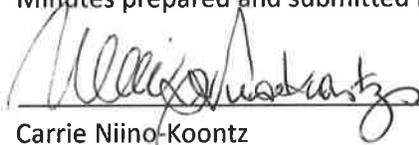
Executive Committee Meeting

Committee convened at 9:09 a.m. with Federer, Hall, Niino-Koontz, Shaffer, and Steurer in attendance.

- 2020 Commission Meeting Calendar
- Commissioner Reappointment/Appointment Status

There being no further business the meeting adjourned at 9:50 a.m.

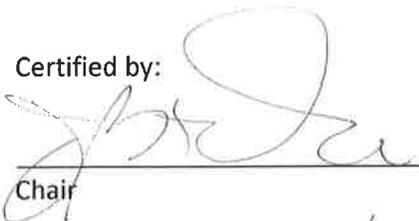
Minutes prepared and submitted by:



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Carrie Niino-Koontz  
Director of Finance & Operations

Certified by:



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Chair

Approval Date: 11/14/19

**COMMISSION MEETING MINUTES**  
**Index to Attachments**



**Attachment 1: Agenda**

**Attachment 2: Executive Director's Presentation**

**Attachment 3: National Commission on Military, National, and Public Service**

**Attachment 4: Budget Basics**

**Attachment 5: ServeOhio Budget Summary**

**Attachment 6: FY2020 ServeOhio Budget Details**

**Attachment 7: Review of Program Year 2019-2020 AmeriCorps Portfolio**

**Attachment 8: State Service Plan & ServeOhio Strategic Plan Process**

**Attachment 9: ServeOhio Message talking points**

**Attachment 10: Strengthening Ohio Communities through AmeriCorps and Volunteer Engagement**

**Attachment 11: Commission Meeting Visitor Log and Comment Request**

**ServeOhio Commission Meeting – 9/12/19**

Vern Riffe Center for Government & the Arts  
77 South High Street, Columbus, OH 43215  
Room 1948

AGENDA	
9AM	<b>Executive Committee</b>
10AM	<b>CALL TO ORDER</b>
	<b>New Business</b> <ul style="list-style-type: none"> <li>• New Commission Appointments/New AG Representative</li> <li>• Approval of 6/13/19 Commission Meeting Minutes</li> <li>• Executive Director Report</li> <li>• Discussion and Approval of FY2020 ServeOhio Budget</li> <li>• Review of Program Year 2019-2020 AmeriCorps Portfolio</li> <li>• Overview of State Service Plan &amp; ServeOhio Strategic Plan Process</li> <li>• Public Comment (5-minute limit)</li> </ul>
12PM	<b>LUNCH/ON YOUR OWN</b>
1PM	<b>Skills-Based Volunteer Initiative</b> Overview of skills-based volunteerism; presentation on current ServeOhio/Common Impact model; Year One successes and challenges; strategies moving into Year Two.  <i>Marjie Bland, Senior Consultant, Common Impact</i> <i>Rebecca Verhoff-Kiss, Outreach &amp; Education Officer, ServeOhio</i>
2PM	<b>Communications Plan &amp; Messaging Workshop</b> Overview of communications audit; details on new communications plan; presentation on ServeOhio talking points.  <i>Hinda Mitchell, President, Inspire PR Group</i> <i>Emily Hanhart, Account Manager, Inspire PR Group</i>
3PM	<b>ADJOURN</b>

**NEXT COMMISSION MEETING**

11/14/19 10AM – 3PM  
Battelle Darby Creek Cedar Ridge, Cedar Ridge Lodge  
1775 Darby Creek Drive, Galloway, OH 43119

**UPCOMING EVENTS**

*AmeriCorps 25<sup>th</sup> Anniversary Celebration*  
10/8/19 1PM – 4PM  
Vern Riffe Center for Government & the Arts, Jo Ann Davidson Theatre

*Ohio Conference on Service and Volunteerism*  
10/23/19 8AM – 4PM  
Nationwide Hotel & Conference Center

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Ohio Commission on Service and Volunteering



# COMMISSION MEETING

THURSDAY  
9/12/19

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# CALL TO ORDER

- Welcome and Introductions
- Approval of 6/13/19 ServeOhio Commission Meeting Minutes
- Executive Director Report
- Discussion & Approval of FY2020 ServeOhio Budget
- Review of Program Year 2019-2020 AmeriCorps Portfolio
- Overview of State Service Plan & ServeOhio Strategic Plan Process
- Public Comment (5-Minute Limit)

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## FY2020 Federal Appropriations

- President Trump signed a two-year, bipartisan budget deal on 8/2. The two-year, bipartisan budget deal sets topline spending figures for FY2020 and 2021.
- The Bipartisan Budget Act of 2019 raises defense and domestic spending limits for the next two years by about \$100 billion. It also extends the debt ceiling through July 31, 2021. However, the new top line number included in the deal is \$15 billion less for domestic spending than originally "deemed" by the House, so budgeting will be tight. The budget deal also avoids the threat of automatic spending cuts through sequestration, which would have kicked in at the start of the new fiscal year under the Budget Control Act of 2011.
- Congress must pass 12 appropriations bills or a package of some of them by 10/1 to avoid a full or partial government shutdown. The House passed 10 of 12 appropriations bills before leaving DC for the August recess, including the Labor HHS bill that includes \$1.14 billion for CNCS. This is a \$55 million increase over FY2019 that expands AmeriCorps by \$25 million.
- The Senate returned on 9/9 and has about three legislative work weeks to complete appropriations bills before the end of the fiscal year, that expires on 9/30. The Senate Labor-HHS subcommittee met on 9/10; however, given a disagreement on language, no formal action was taken on the bill. It's unclear on whether the subcommittee will continue the process or if the bill will go straight to the full committee.
- It is unlikely that there will be enough time for the Senate to pass all appropriations bills before the end of the fiscal year. Therefore, a short-term continuing resolution will be needed to extend current funding levels in order for the Senate to complete its bills and allow time to conference with the House to finalize the spending legislation.

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## FY2020 & FY2021 State Budget

- FY2020 \$307,176    FY2021 \$305,971
- Unsuccessful in sustaining the mark we received in the House version (\$250,000 increase each fiscal year) of the budget through the Senate and conference committee.
- ServeOhio utilizes state funding to support as match for our Commission Support Grant (CSG) and Volunteer Generation Fund (VGF); such funding supports commission operations and volunteer engagement programming.
- Current match requirements are \$431,329 for CSG and \$78,796 for VGF; shortage of \$203,000.

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## AmeriCorps PSA

- Agreement with Ohio Association of Broadcasters to guarantee airplay of AmeriCorps Recruitment PSA to secure in-kind match that will be utilized for CSG and VGF match shortages.
- ServeOhio will invest \$48,000 to secure guaranteed airplay valued at minimum of \$150,000.
- The PSA will play on TV and radio in October 2019 and May 2020.
- In our last campaign with OAB, we secured \$226,000 (October 2017) and \$143,000 (May 2018) in airplay value.
- Additional benefit of raising awareness of AmeriCorps and assisting programs with member recruitment.

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2019

**TOP 10 AMERICITIES**  
— SMALL —

Places that produce the most *AmeriCorps* members per capita



1	LITTLE ROCK, AR
2	PROVIDENCE, RI
3	DAVENPORT, IA
4	LOWELL, MA
5	DAYTON, OH
6	BATON ROUGE, LA
7	PROVO, UT
8	MIAMI GARDENS, FL
9	COLUMBIA, MO
10	SALT LAKE CITY, UT

JoinAmeriCorps.gov

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## CNCS Transformation & Sustainability Plan Update

- CNCS is beginning implementation of the new plan which replaces CNCS state offices with 8 regional offices.
- Our regional office (Midwest) will open March 2020 and located in Columbus.
- Current AmeriCorps Program and Grants Officers located in DC will be replaced by Portfolio Managers that will be in the regional offices.
- Compliance monitoring functions will remain in DC in a centralized Office of Monitoring.
- Commission ex-officio representative will be Senior Portfolio Manger from regional office.

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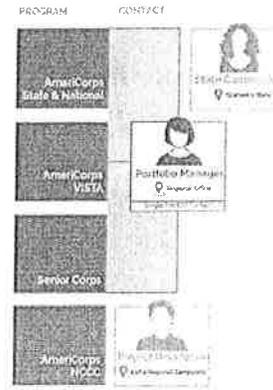
**We are simplifying the touch points for national service**



### Before Transformation

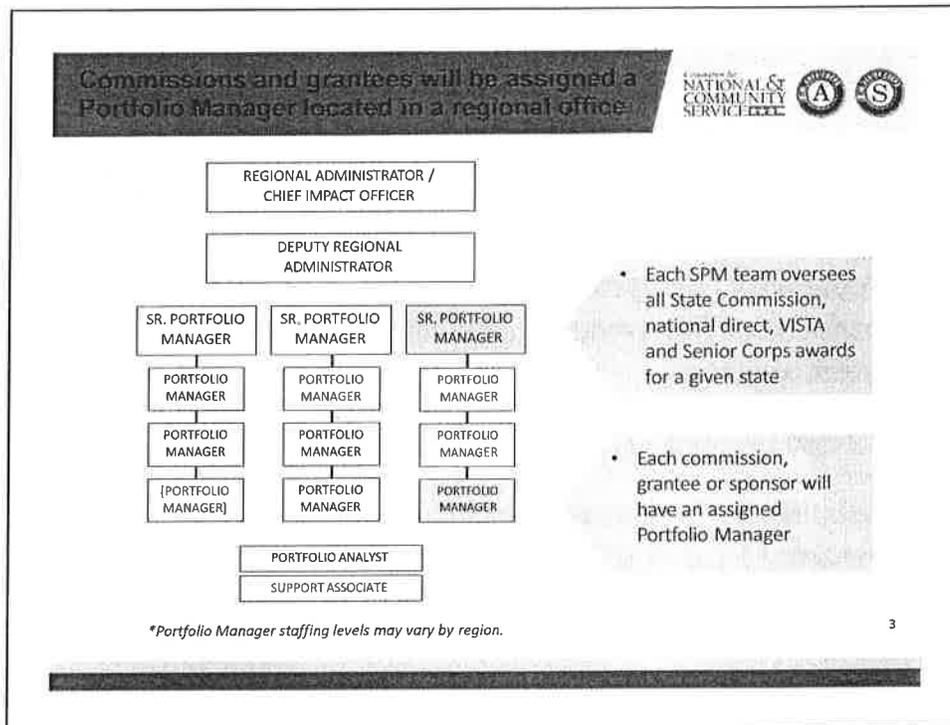


### After Transformation

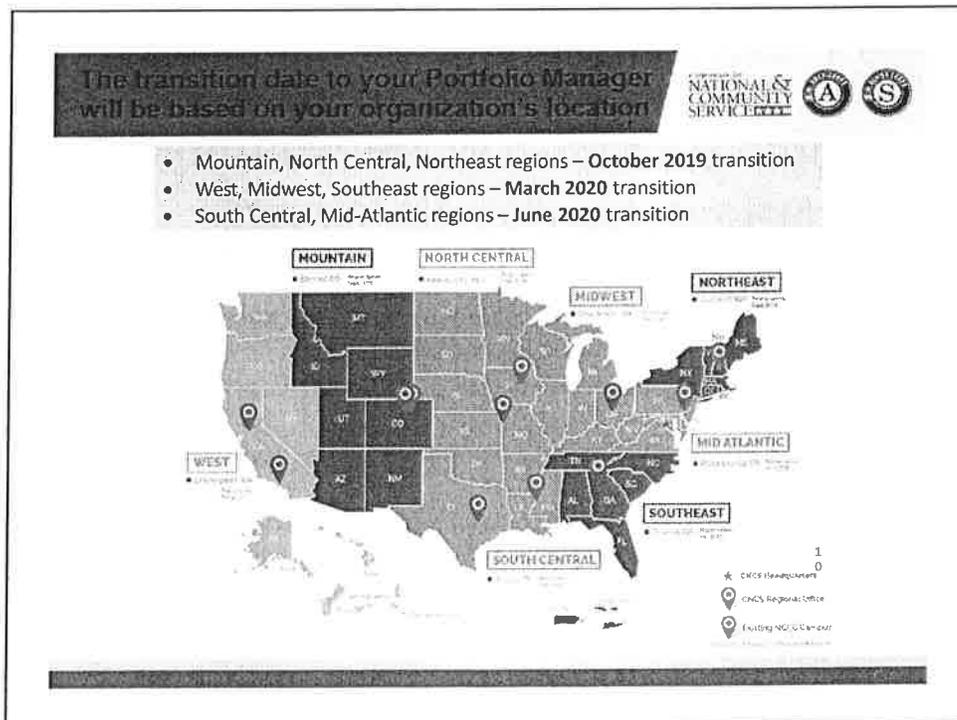


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## National Commission on Military, National and Public Service

- Created by Congress in 2017 to provide a comprehensive review of military, national and public service.
- Interim Report 1/2019; Final Report 3/2020.
- Focusing on Universal Service; Selective Service System; Expanding Pathways to Service; Reinvigorating Civic Education.

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## National Commission on Military, National and Public Service

- Initial National Service Considerations:
  - Lack of broad awareness about opportunities and significant barriers to access opportunities.
  - Formally ask all young Americans to consider national service.
  - Create national marketing campaign to promote national service.
  - Promote service learning to tie kindergarten through higher education curricula to community service.
  - Incentivize colleges and employers to recruit individuals who have completed a service year.

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## National Commission on Military, National and Public Service

- Offer a fellowship to 18-year-olds who want to service to cover their living stipend and post-service award for a year of national service and at non-profit organization
- Integrate a semester of service into the high school curriculum.
- Fund additional national service opportunities.
- Exempt existing education award from taxation and allow it to be used for other purposes.
- Provide an expanded educational award for each year of national service completed.

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## 2019 Make A Difference Day

- 50 Project Proposals Received
- 12 Projects Funded Totaling \$18,682; Grants Range from \$500 - \$2,000
- 1,400+ Community Volunteers Engaged
- Project Organizations and Locations
  - Muslim Family Services of Ohio/Columbus
  - Turning Point/Marion
  - Junction Coalition/Toledo
  - University Church/Toledo
  - Cheshire Baptist Church/Cheshire
  - Rising Appalachia/Millfield
  - City of Kettering/Kettering
  - Five Rivers MetroParks Foundation/Dayton
  - Human Relations Council/Dayton
  - Parma City School District/Parma
  - Village of Lakemore/Lakemore
  - Enrichment/Canton

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## AmeriCorps 25<sup>th</sup> Anniversary

Tuesday, October 8, 2019  
1PM – 4PM  
Jo Ann Davidson Theatre

Over 900 AmeriCorps Members, Alumni and Supporters will attend the event; featuring networking session, guest speakers, alumni panel, musical performances and administration of the AmeriCorps Pledge.

*Commissioners are encouraged to attend.*

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## 2019 Ohio Conference on Service and Volunteerism

Thursday, October 23, 2019  
8AM – 4PM  
Nationwide Hotel & Conference Center

*Volunteer Engagement: A Key to Resilient Communities*

Over 300 volunteer management and national service professionals will participate in keynote activities focusing on the importance of building individual resiliency to better serve local communities; over 20 professional development breakout sessions; state service plan listening sessions.

*Commissioners are encouraged to attend; use [serveohio2019#](#) registration code; no commission meeting at conference.*

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## FY2020 ServeOhio Budget

### Discussion & Approval

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## Program Year 2019-2020 AmeriCorps Portfolio

23 Operational Programs; 2 Planning Grants

900+ AmeriCorps Members

1.2 Million Hours of Service

609 Service Sites

\$4.2 Million in AmeriCorps Education Awards

ServeOhio Focus Areas: Education, Economic Opportunity, Healthy Futures  
and Environmental Stewardship

24,000 youth served

11,000+ students demonstrating improved academic achievement

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## State Service Plan ServeOhio Strategic Plan

- RFP issued 8/1/19 to 22 consulting firms (national and state); 4 compliant proposals submitted by 8/16/19 deadline; ServeOhio Executive Committee reviewed at meeting on 8/20/19; McMahon Consulting Group selected; contract value \$30,600.
- McMahon Consulting Group will work with ServeOhio to develop an organizational strategic plan and a state service plan as dictated by federal statute. While the two plans are independent of each other, we believe there must be strong correlation between the plans to achieve optimal results for the commission and our statewide partners in service and volunteer engagement.
- Proposal Highlights
  - *Commissions can do more. Having served as a commissioner and on the staff of a commission, I am concerned that commissions often squander opportunities to be bigger and better. Too many commissions are too focused on internal issues, and the portfolio itself, and not the difference we can make.*
  - *Commissioners can do more. There is no better engine for implementing a strategy than strong commissioners. But this engagement must be focused and consistent, and most commissions lag in organizing and synthesizing this precious resource.*
  - *MCG has contracted with 20 state service commissions and ServeDC (see map). In the past two years, MCG facilitated some, most, or all elements of the state service plans for Georgia, Iowa, Louisiana and West Virginia. MCG has also designed and conducted ROI studies and evaluations for AmeriCorps\*State programs, as well as impact evaluations for AmeriCorps\*National programs.*
- Timeline: September 2019 – March 2020

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## State Service Plan ServeOhio Strategic Plan

- Organizational Strategic Plan
  - Design and execution of a strategic visioning and comprehensive planning process.
  - Develop an actionable 3-5 year strategic plan, including a projected budget for implementation.
  - Develop recommendations regarding the plan's implementation and support structure.
- State Service Plan (45 CFR 2550.80)
  - Develop an actionable 3-year comprehensive national and community service plan to establish state priorities relative to national service and volunteer engagement.
  - Plan must be developed through an open and public process that provides for maximum participation and input from a broad cross-section of individuals and organizations – including national service programs, community-based agencies and organizations providing educational, human, public safety and environmental services to residents of the state.
  - Plan must set forth the state's goals, priorities and strategies for promoting national service and volunteer engagement to strengthen the state's service infrastructure and include measurable goals and outcomes.
  - Specific strategies to increase the engagement of adults 55+ in national and community service.
  - Develop recommendations regarding the plan's implementation, support structure and projected budget of implementation.

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# LUNCH

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## Skills Based Volunteering

*Serve Ohio Commission Meeting – September 2019*

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## Introduction



Marjie Bland  
Senior Consultant  
Common Impact

**Skills-Based Volunteering (SBV)**  
is the practice of lending one's specific  
professional expertise to community  
organizations in a way that helps them affect  
social change.



**common impact**

A PURPOSE-DRIVEN WORKFORCE.  
A STRONGER COMMUNITY.



**Common Impact catalyzes a new, connected economy by aligning business and social purpose.**

**Social Return on Investment**

**\$21M+**

**Cross-sector engagements**

**700+**

**Fortune 500 partners**

**20**

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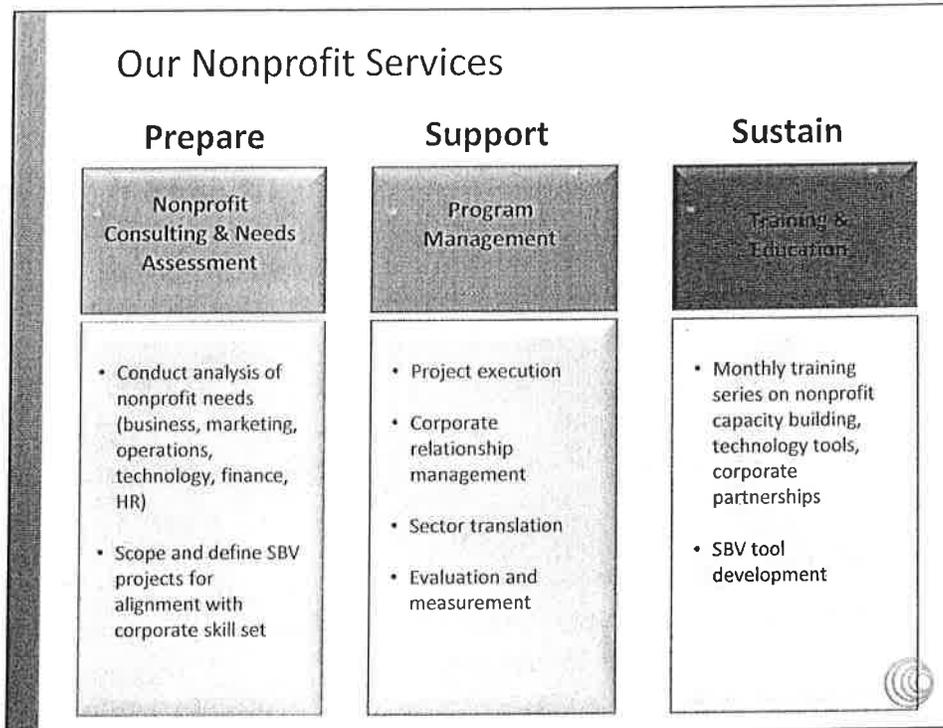


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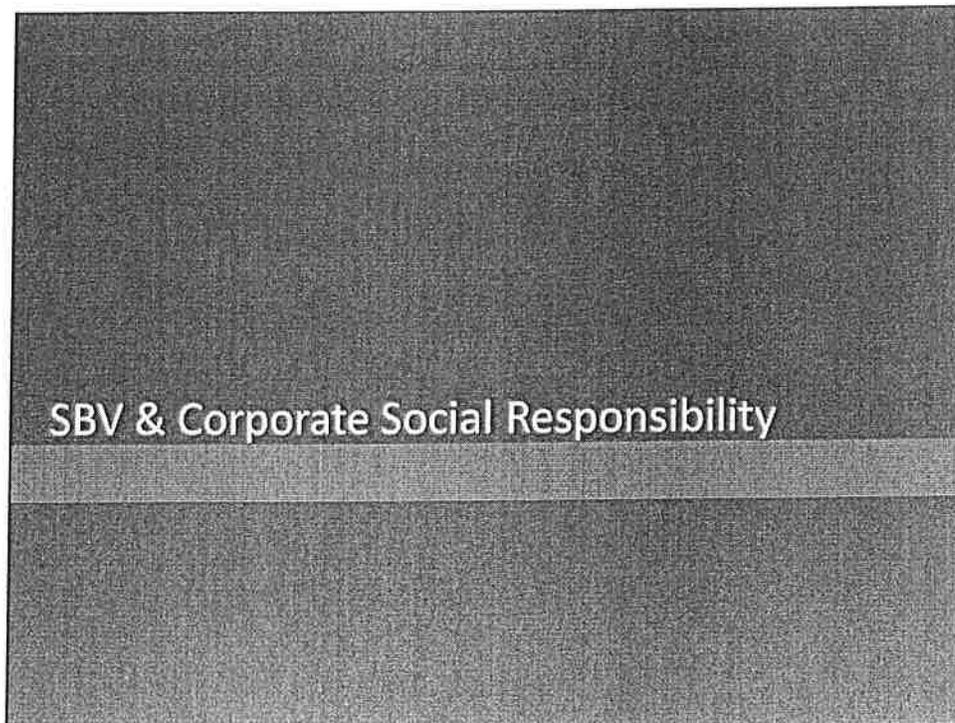
## Our Corporate Services

Employee Engagement Design	Skills-Based Program Management	Education and Training
<ul style="list-style-type: none"> <li>• Design &amp; Develop Community-Based Employee Engagement Programs</li> <li>• Implement and Evaluate Program</li> </ul>	<ul style="list-style-type: none"> <li>• Source and assess nonprofit partners</li> <li>• Scope projects</li> <li>• Orient employees</li> <li>• Manage projects</li> <li>• Evaluate success</li> </ul>	<ul style="list-style-type: none"> <li>• Research &amp; thought leadership</li> <li>• Corporate training and tool development</li> </ul>

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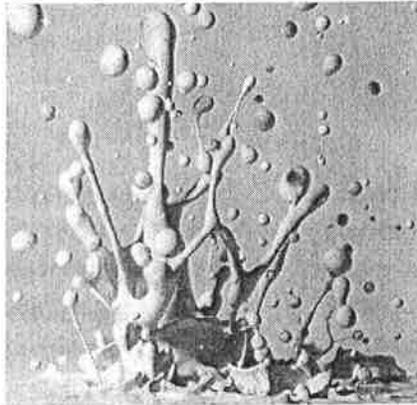
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## Corporate Social Responsibility

*The landscape is changing*



"We are seeing a steady and sustained shift in how **companies understand their roles as civic leaders in communities**. Companies are building institutional structures and habits that assure a **deeper and more sustained relationship between themselves and the communities and causes they serve.**"

Natalye Paquin  
President & CEO, Points of Light

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## Corporate Social Responsibility Trends

*CECP's 2018 Giving In Numbers Report*

The analysis of trends reveals that volunteering opportunities and employee engagement remain strong and growing in terms of participation rate. In this sense, employees appreciate having more options of volunteering and matching-gift programs.

In 2017, 93% of all surveyed companies reported having an employee-volunteer program

Companies are tracking the value of their SBV work. Average value went from \$383,000 in 2015 to \$575,000 in 2017

56% of companies offered SBV programs

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### the business case

#### Talent Development



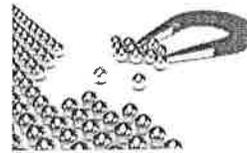
**A conscious, creative workforce through leadership and hard-skill development**

#### Brand Awareness



**The innovative stories and engagements with deep impact are valuable storylines**

#### Retention



**Participation in SBV improves employee morale and improves the perception of the employer as "great place to work"**

### common corporate volunteer reflections

#### Sector Exposure



**Volunteers have deeper understanding of the importance and the realities of the nonprofit sector**

#### Strategic Oversight



**Volunteers are exposed to an entire strategy or approach to a problem – *sometimes for the first time***

#### SBV as a Reward



**Many SBV opportunities are structured for senior leaders or high-potential employees**

## Supply is Growing

*The SBV Landscape*

- Over **4 million professionals** on LinkedIn have expressed interest in joining a nonprofit board or doing skills-based volunteering
- SBV is the **fastest growing corporate engagement program**
  - 50% of businesses report that they have a formal program
- SBV allows individuals to:
  - Give back to the community
  - Expand their social and professional networks
  - Build their functional and leadership skills
  - Raise their profile within the company



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## Nonprofits are excited...

*The landscape*

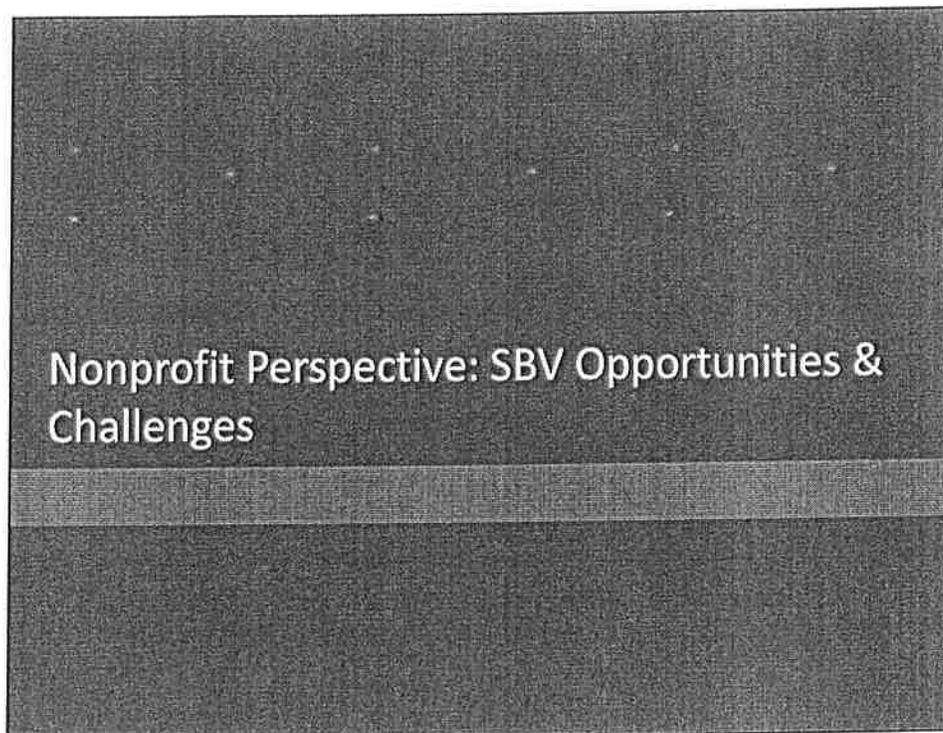
- **72%** of nonprofits believe they could increase their impact with the use of skills based volunteers
- **90%** of nonprofits report needing more volunteer support

...but

- many nonprofits **struggle to access effective SBV and integrate it as a strategic, proactive resource**

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**Infrastructure Gap**  
*The Need for SBV*

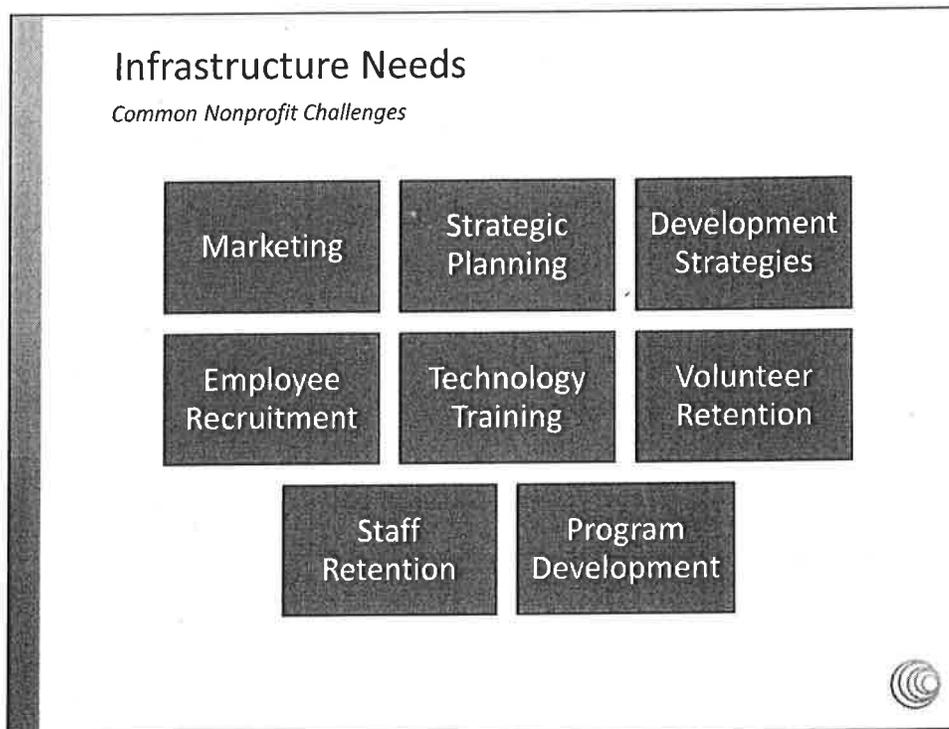
Limited funding exists for nonprofit business infrastructure such as **strategy, marketing, technology, and finance**



The average nonprofit reports spending only **2%** of its total budget on overhead compared to the **35%** average traditionally spent by companies to build a strong infrastructure.

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## SBV as the Solution

*Tapping into a valuable resource*

### THE PROBLEM

### THE SOLUTION

“The capabilities of our workforce are our **largest untapped philanthropic asset**.... This has the potential to be as **powerful a force as financial and philanthropic investment** if we see widespread adoption.”

-Danielle Holly, Common Impact CEO

PAGE 38 [www.commonimpact.org](http://www.commonimpact.org)

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## Focus on Capacity Building

*Projects that strengthen and expand infrastructure*

- There are many forms of SBV
  - Fitness instructor teaching a class
  - Ongoing volunteer completing data entry
  - Bankers teaching a financial literacy class
  - Gardner leading a community garden
- This opportunity focused on

### Capacity Building Projects



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## What is Capacity Building

*Council of Nonprofits Definition of Capacity Building*

Capacity building is whatever is needed to **bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity**, so it may more effectively and efficiently **advance its mission into the future**. Capacity building is not a one-time effort to improve short-term effectiveness, but a continuous improvement strategy toward the creation of a **sustainable and effective organization**.

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## Capacity Building Elements

*Capacity Building is...*

- Not just about the capacity of a nonprofit today - it's about the nonprofit's ability to deliver its mission effectively now, and in the future
- An investment in the effectiveness and future sustainability of a nonprofit
- Distinct capacity building projects, such as **identifying a communications strategy, improving volunteer recruitment, updating a nonprofit's technology, and improving how it measures its outcomes**, all build the capacity of a charitable nonprofit to effectively deliver its mission

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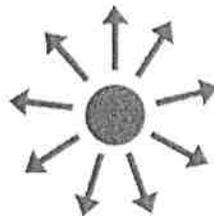
## Opportunities

*What can we achieve when we focus SBV on capacity building?*



### ACCESS TO EXPERTISE

Volunteers have targeted, deep expertise – with skillsets that are typically expensive to hire or contract



### EXPANDED IMPACT

Increased efficiencies and improved processes can expand mission and increase number of people served



### STRONGER INFRASTRUCTURE

Projects focused on capacity building can decrease risk, improve employee satisfaction and engagement, and ensure a stronger future

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## Key Challenges

*The landscape*

Unsure where to start

Deprioritized by my Board and Staff

Lack of Access to skilled volunteers

I want to use SBV but...

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## The Model

*Key Steps in SBV Process*

```

    graph TD
      A[Readiness for SBV  
Is your org ready?] --> B[Project Scoping  
Narrow organizational challenges into project]
      B --> C[Recruiting Skilled Volunteers  
Match skilled volunteers to your need]
      C --> D[Managing your Project  
Supervising volunteers to success]
      D --> E[Evaluating your Project  
Measure and share impact]
      E --> A
    
```

**Determining Organizational Readiness for Skills-Based Volunteering**  
is an organization is at the right point in its lifecycle to engage skilled volunteers

**Project Identification and Scoping**  
exploring organizational need and defining the ideal deliverable

**Recruiting Skills-Based Volunteers**  
translate needs into a corporate pitch and tap into new or existing corporate networks

**Project Management**  
documenting requirements and key milestones and volunteer management

**Project Evaluation**  
improve processes for future projects, and provide proof points on the value of SBV

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## Organizational Readiness

*Is your nonprofit at the right point in your org lifecycle for Pro Bono?*

- Strong Executive Leadership**
  - Conveys a strong social vision, energizes and listens to stakeholders, leverages opportunities to innovate and meet changing client needs, and is open to constructive critical feedback and new ideas.
- Potential to Create Deep Social Impact**
  - Takes a compelling vision, breaks it into programs that work, and measures and hones the model over time to achieve the mission.
- Effective Relationship Building**
  - Leverages external resources, engages people with different points of view, solicits feedback, and sustains long-standing partnerships.
- Organizational Stability**
  - Solid financial and operational footing, with no significant management, staff or board turnover in the last few years.
- Commitment to Capacity Building**
  - Senior leadership has shown a willingness to devote time and resources to capacity building functions.
- Strategic Volunteer Engagement**
  - Connects the work of volunteers to the organization's ability to strengthen its foundation for greater sustainability.

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## Project Readiness

*Does your project have all the indicators of a strong project?*

- Defined Project Goals**
  - Clear understanding of how the project will feed into your long-term strategic goals and you can articulate why it is important to solve the problem the project addresses.
- Defined Project Scope**
  - The project is cohesive, addresses a core issue within your organization and takes into account the time commitment and capacity of the volunteer(s).
- Project Prioritization**
  - The project is integral to your day-to-day work, increases staff capacity to execute, and has a sufficient level of buy-in from executive management and the board of directors.
- Project Leadership**
  - Identification of a project lead who has the capacity to support the volunteer(s), a deep understanding of the challenge the project addresses, and the ability to make decisions autonomously.
- Post-Project Support Plan**
  - Commitment to obtaining the resources to sustain the project work overtime.

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## Marketing

Skilled volunteers can help to shift a nonprofit's position in the marketplace by helping to re-envision their marketing strategy and allow for greater reach among targeted audiences.



Peer Assessment	Collateral Assessment	Digital Communications Plan
Conduct a landscape scan of peer organizations and clarify an organization's unique value proposition.	Analyze existing collateral that provides information on the organization's commitment across the marketplace.	Develop an integrated digital communications strategy with key content foundations focusing on consistency.

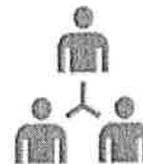
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## Human Resources

Skilled volunteers are able to help nonprofits manage their most important asset, their people, by creating tools to help create high performing and sustainable teams.



HR Training	Succession Planning	HR Tool Development
Conduct a training for your Board or staff on a key HR topic such as people management, culture building, or ethics.	Develop a succession plan for key roles in the organization.	Create or revamp an HR tool such as a personnel policy or performance review form.

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## Technology

Skilled volunteers can assist in technology needs by assessing nonprofit's pain points and determining solutions to revamp nonprofit's systems.



Website Development Project	Network Assessment	Platform Training
<ul style="list-style-type: none"><li>• Add functionality to an existing website or create a new site that engages a key constituents more effectively</li></ul>	<ul style="list-style-type: none"><li>• Assess current network infrastructure and develop improvements to security/ network capability</li></ul>	<ul style="list-style-type: none"><li>• Conduct training on a platform, system or software such as Salesforce, Microsoft Office Suite, WordPress, Adobe Creative Suite, etc.</li></ul>

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# Serve Ohio SBV Training Academy

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## The Need for SBV Training

*Nonprofits in Ohio*

**SERVE OHIO**  
Ohio Commission on Service and Volunteerism

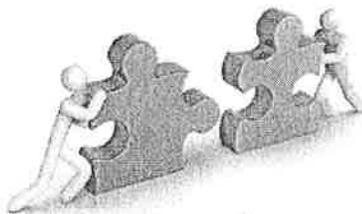


- Expressed desire to engage skilled volunteers but didn't know how to do it effectively
- Many had poor experiences in the past and were hesitant to do SBV again
- Hearing from companies that they wanted to have a deeper engagement with nonprofits than painting walls

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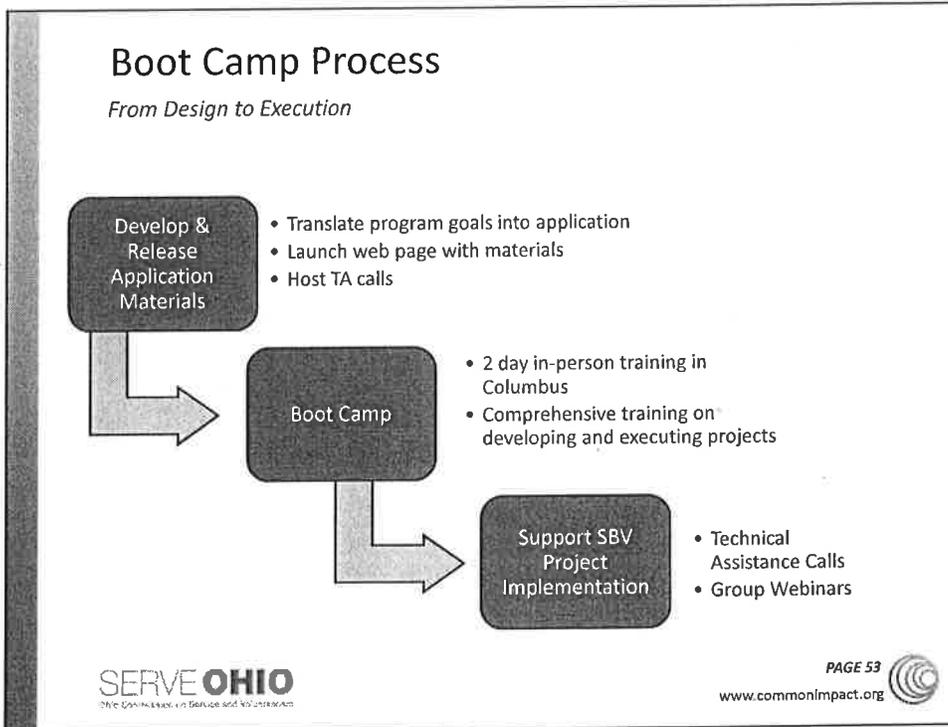
## Serve Ohio & Common Impact Partnership



- ✓ SBV Toolkit Development
- ✓ SBV Boot Camp
  - Design
  - Implementation
- ✓ Ongoing Cohort Support / Technical Assistance
- ✓ Knowledge Transfer / Ongoing Training of Serve Ohio
- ✓ Support SBV Representation at Ohio Conference on Service & Volunteerism

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## Nonprofit Selection

*What were we looking for?*

Goal of application to identify the organizations that were best set up for success in the program

- ✓ Organizational Stability
- ✓ Leadership Buy-In
- ✓ Effective Volunteer Programming
- ✓ Understanding of Capacity Building Nature of Opportunity
- ✓ Appropriate Project & Associated Staff Identified



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## Boot Camp Agenda

Wednesday, May 15<sup>th</sup>

8:30am – 9am	Welcome & Introductions
9am – 11am	SBV Overview Organizational & Project Readiness Project Types & Examples
11am – 11:15am	Break
11:15am – 12:30pm	Project Planning Needs Identification Scoping Process
12:30pm – 1:30pm	Lunch (provided)
1:45 – 2:30	<b>Project Case Study</b> Perspectives from nonprofit & corporate participants
2:30pm – 2:45pm	Break (snack provided)
2:45pm – 4pm	Project Planning & Scoping Exercise Participants document and plan projects
4pm – 4:30pm	Project Discussion
4:30pm – 5pm	Day 1 Wrap/Reflections

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## Boot Camp Agenda

Thursday, May 16<sup>th</sup>

8am – 8:30am	Breakfast (provided)
8:30am – 10am	Project Management Overview Key Processes Roles & Responsibilities Common Challenges Evaluation
10am – 10:15am	Break
10:30 – 11:45am	Volunteer Recruitment Team Matching & Skillset Fit Pitch Development Corporate Relations
Noon – 12:30pm	Lunch (provided)
12:30pm – 2pm	<b>CSR Panel</b>
2:15pm – 3pm	Wrap Up/Next Steps

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## Learning Objectives

### *Key Topics*

- ✓ Common Impact Overview
- ✓ SBV Overview
- ✓ Project Planning & Preparation
- ✓ Project Scoping Activity
- ✓ CSR & Role of SBV
- ✓ Recruiting Skilled Volunteers
- ✓ Tips for Project Management
- ✓ Evaluating Your Project
- ✓ Next Steps in Training Academy

## Reflections

- Nonprofit focus on **Volunteer Recruitment**
  - Didn't recognize the need to be "ready"
  - Addressed more fully in boot camp & toolkit
- Realization of importance of **project scoping**
  - Projects need to be very narrow in focus
  - Scoping takes significant time (learning curve)

## Reflections

- Large interest in technical assistance which **did not translate to high numbers of completed applications**
  - Organizations did not have the capacity
  - Length and complexity of application
  - Focus on volunteer recruitment
- Nonprofit attrition
- Ensure readiness and commitment
  - “Unready” or uncommitted participants can be a **drain on resources**

## Year 2 Refinements

- More individual support prior to boot camp
  - Consultations with nonprofits
- General training and best practice sharing prior to application launch
  - Best practice webinars and other general SBV promotion
- Shorter application

Questions/Reflections



**SERVE OHIO**  
Ohio Commission on State & Local Government

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**ServeOhio Commission Meeting**  
**Communications Plan & Messaging**

September 12, 2019

**Inspire.**  
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## Goals for Today

- Get to know you!
- Review communications audit findings
- Walk through communications plan
- Discuss messaging
- Next steps

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## Insights from Communications Audit

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## Written Communications

### Things done well:

- Content is well-written and relevant to ServeOhio's various audiences
- Great use of numbers and figures to show ServeOhio's impact

### Opportunities:

- Redesign a few materials to be more polished and eye-catching
- Infographics help illustrate impact and engage stakeholders
- Develop branded template materials for consistent communication (i.e. press releases, email communications, etc.)
- Strategic distribution of newsletter and email communications

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## Website

### Things done well:

- Modern, clean design with great use of visuals on every page
- Traffic is favorable; users spending approx. two minutes on the site when visiting
- Blog content is thoughtful, engaging and consistent

### Opportunities:

- Small navigability improvements:
  - Consider dropdowns on the navigation bar
  - Add Blog section
  - Consider getting rid of two-column format for improved readability

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## Social Media

### Things done well:

- All platforms updated regularly with high-quality content and engaging photos
- All platforms are cohesive in messaging

### Opportunities:

- Interact with followers and various stakeholders via social media to build following and increase engagement
- Invest in paid ads to ensure important content is seen by target audience (Ex: Dayton AmeriCorps recruitment ad)

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## Communications Plan

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## Objectives

### The plan is designed to:

- Position ServeOhio as a program leader, convener and champion for working with local communities across the state
- Establish positive, ongoing messages and relationships with media, elected officials, and other stakeholders
- Create an ongoing conversation statewide about the importance of social service and community response
- Strengthen Ohio communities through AmeriCorps and volunteer engagement

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## Target Audiences

- Volunteer administrators and governmental organizations
- Nonprofit and community organizations
- AmeriCorps program directors
- Elected officials
- Media

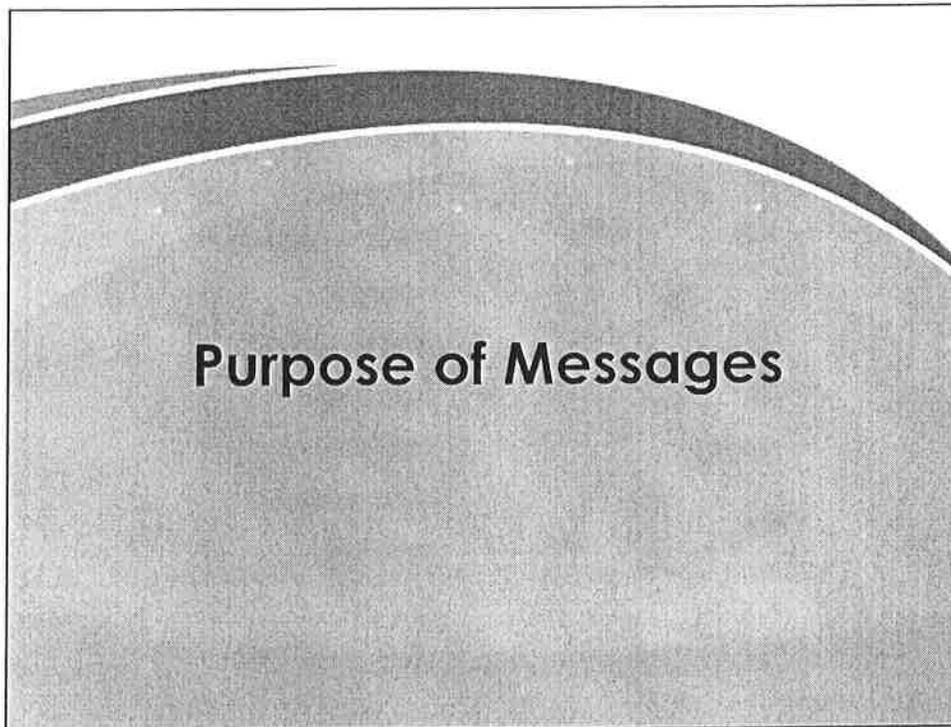
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## Strategic Initiatives

- Materials development
- Media relations
- Digital communications (website, social media, video, blog, email and e-newsletter)
- Stakeholder engagement (speaking engagements, “ambassador program”)

## Measurement

- Media coverage
- Website traffic
- Blog traffic and views
- Social media engagement
- Social media advertising reach and engagement
- Email open and click-through rates



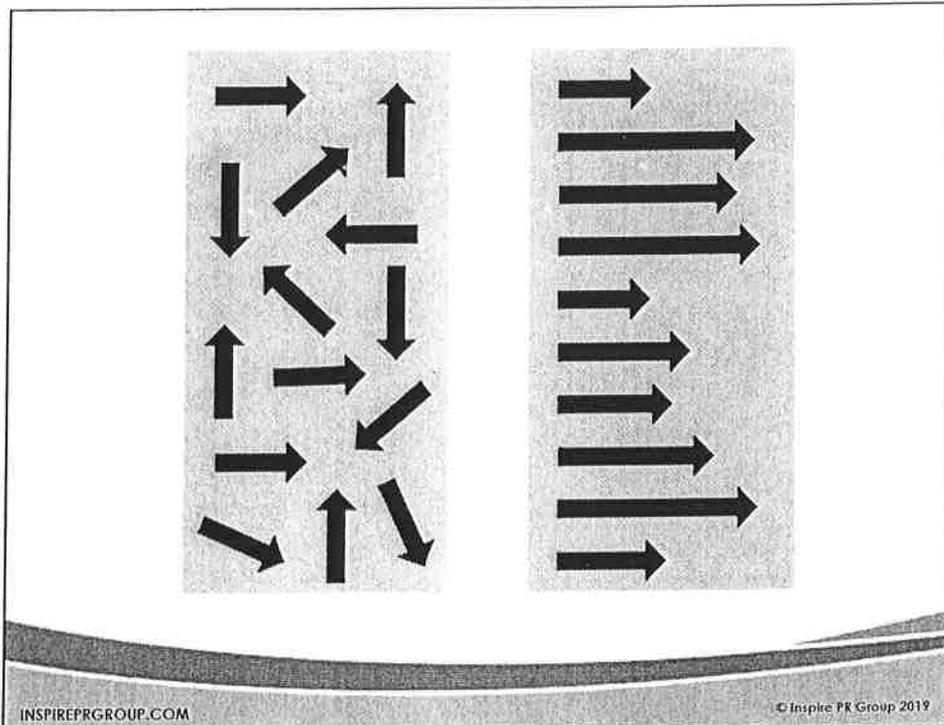
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### **Why ServeOhio Uses Messages**

- Consistency and alignment in how ServeOhio and stakeholders communicate about the organization
- Better day-to-day conversations with stakeholders
- Demonstrates ServeOhio's commitment at all times

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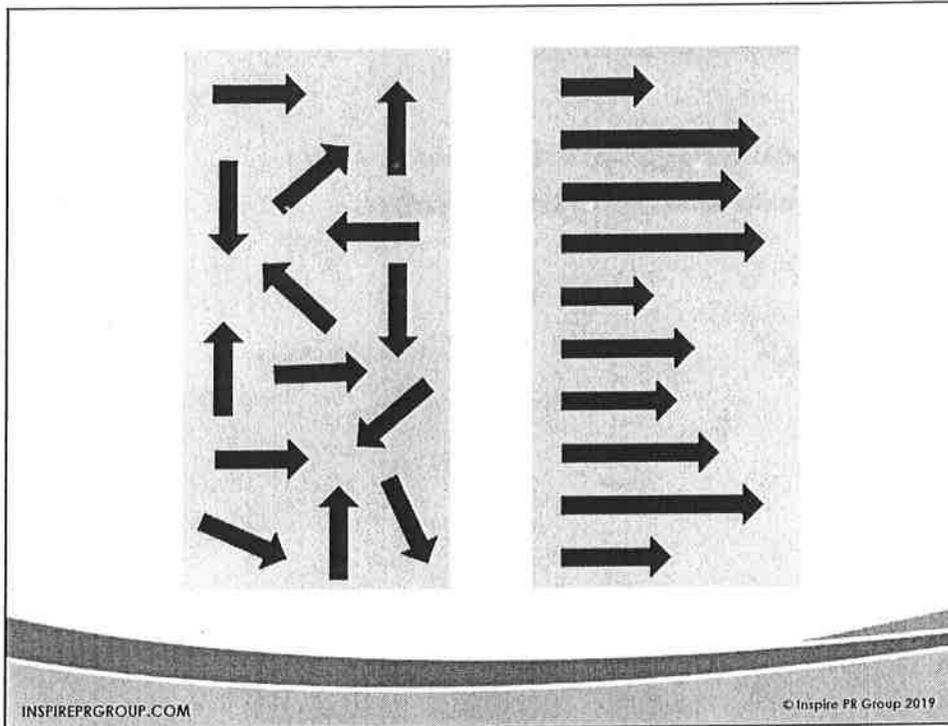


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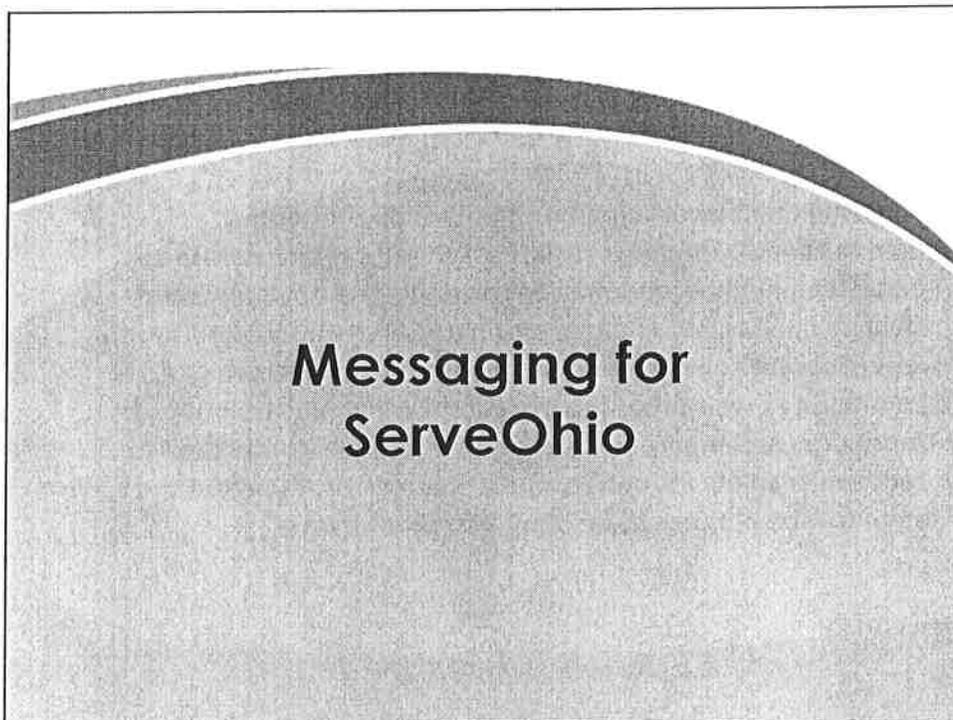
## Message Points

- Your agenda
- The thoughts you most want the audience to remember
- The foundation for each answer you provide
- Think headlines: conclusion first, followed by supporting facts:
  - “ServeOhio empowers local communities to mobilize AmeriCorps and community volunteer resources to meet their most challenging needs.”
    - A)
    - B)
    - C)

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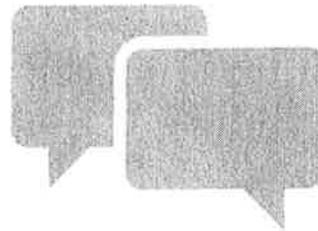
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## Key Messages Process

- Surveyed diverse group of stakeholders
- Message workshop with key stakeholders



## Key Messages for ServeOhio

### Elevator speech:

ServeOhio empowers communities to utilize AmeriCorps members and volunteers to address the frontline issues in education, health, economic opportunity, and environmental stewardship. As Ohio's Commission on Service and Volunteerism, we collaborate and partner with nonprofit, government, and community organizations to increase the effective utilization of AmeriCorps members and community volunteers. We develop, fund, and evaluate AmeriCorps programming throughout the state for the purpose of building a stronger Ohio.

## Key Messages for ServeOhio

### Who We Are/What We Do:

- ServeOhio is the state's Commission on Service and Volunteerism created to empower local communities to mobilize AmeriCorps members and volunteer resources for the purpose of building a stronger Ohio.
- ServeOhio increases the effective utilization of AmeriCorps members and community volunteers working to address the state's frontline issues in education, health and economic opportunity.
  - ServeOhio does this through collaborations and partnerships with nonprofit, government, and community organizations across the state.

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## Key Messages for ServeOhio

### AmeriCorps Messages:

- AmeriCorps is a national service program that engages more than 80,000 Americans in intensive service each year at nonprofits, schools, public agencies, and community organizations across the country.
- ServeOhio invests in AmeriCorps programming by working with nonprofits, public agencies and community organizations to build high-impact service initiatives that address the local community's most critical needs in education, economic opportunity, healthy futures and environmental stewardship.
- ServeOhio creates opportunities for individuals to participate in an immersive service experience by partnering with local nonprofits, public agencies, and community organizations.

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## Key Messages for ServeOhio

### Volunteer Engagement Messages:

- ServeOhio works directly with volunteer program administrators at nonprofit, government, and community organizations to provide them with the tools and skills they need to strategically engage volunteers.
- ServeOhio provides grants and resources to organizations that engage volunteers to address critical issues.
- ServeOhio offers high-quality professional development and recognition opportunities to celebrate and engage volunteers and volunteer administrators throughout the state.

## Key Messages – Impact

### AmeriCorps:

- ServeOhio addresses Ohio's most critical needs by investing in high-impact, evidence-based AmeriCorps programs.
- On average, in an AmeriCorps program year:
  - More than 900 AmeriCorps members engage in one million hours of service at 500 different sites serving 100,000 Ohioans.
  - ServeOhio invests \$8.1 million in Ohio communities with 70 percent of the funding allocated to programs that address education ranging from kindergarten readiness to college graduation. ServeOhio programs mobilize hundreds of AmeriCorps members as tutors, coaches, mentors, and teachers helping students succeed in school.
  - ServeOhio invests \$1.1 million in programs designed to build skills and increase economic opportunity through employment for Ohioans living in underserved communities.
  - ServeOhio invests roughly \$1 million to fund programs that improve the health of Ohio's most vulnerable communities.

## Key Messages – Impact

### Volunteerism:

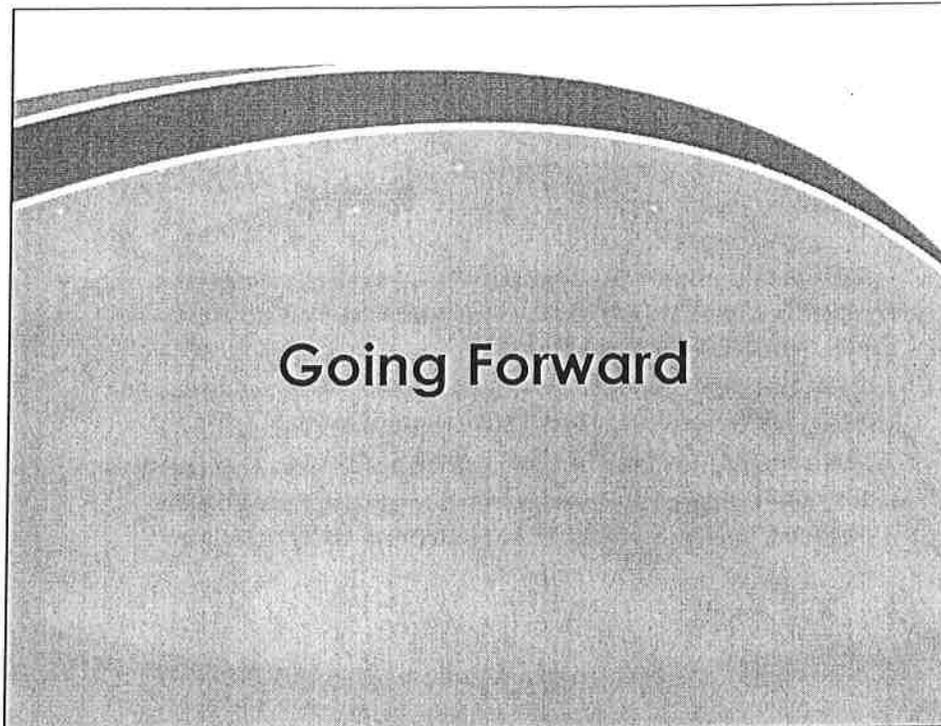
- ServeOhio strengthens volunteerism across the state by equipping nonprofit, government, and community organizations with the tools they need to strategically engage volunteers.
- This program year, ServeOhio will invest \$65,000 in 60 organizations and engage 3,000 volunteers in over 10,000 hours of service.
- Every year, ServeOhio coaches, trains and supports up to 10 nonprofits on how to best engage skills-based volunteers to get involved with their organization through a skills-based volunteerism training academy.

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## Audience-Specific Messages

- Nonprofits and Community Organizations
- Elected Officials
- Recruitment Efforts

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## Next Steps

- Work with ServeOhio to leverage media, social media and stakeholder engagement strategies as outlined in communications plan
- Support communications for AmeriCorps Anniversary event (Oct. 8)
- Support communications for Conference on Service & Volunteerism (Oct. 23)

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# Examples

**SERVE OHIO**  
STRENGTHENING OHIO COMMUNITIES THROUGH AMERICORPS AND VOLUNTEER ENGAGEMENT

2018 AmeriCorps Impact in Ohio

- 900+ AmeriCorps members
- 1.2 million hours of service
- 497 service sites
- \$4.2 million in funding
- 24,000 youth served
- 11,000+ impacted children

**2018 SERVE OHIO**  
SERVE OHIO is a statewide coalition of over 100 organizations that work together to provide a wide range of services, support, and resources to AmeriCorps members and the communities they serve. SERVE OHIO is a proud member of the AmeriCorps network and is committed to providing a high-quality experience for all participants.

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# Examples – ServeOhio Day Coverage

ARTICLE ON: 09/12/2018 BY: AMBERLY JENNALS

## ServeOhio Day youth clean Mound Park

NEWS

## Lake County Council on Aging hosting ServeOhio Day project

By Staff report editor@news.ohio.com | 09/13/2018 | Comments

## Boys and Girls Club members learn how to fix bikes to donate

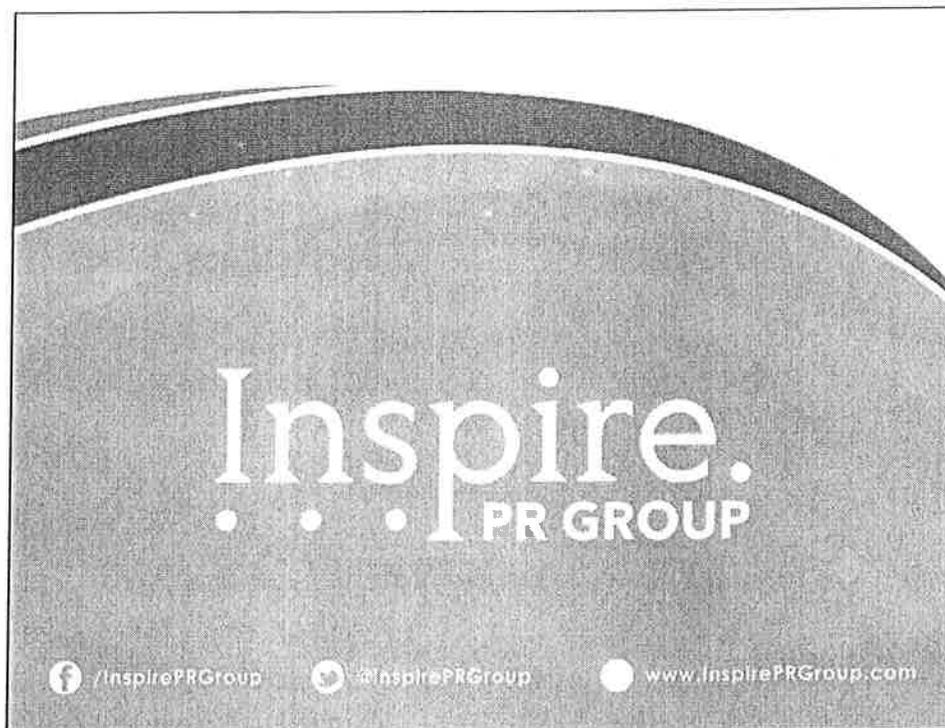
## Organizations team to help kids have safe summer

By WARREN BILLOWAY warren@starbeam.com | 07/22/2019

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**SERVE OHIO**  
Ohio Commission on Service and Volunteerism



## Commissioner Engagement Opportunities

Attend AmeriCorps 25<sup>th</sup> Anniversary Event  
10/8/19; Jo Ann Davidson Theater

Register/Attend Ohio Conference on Service & Volunteerism  
10/23/19; Nationwide Conference Center

Promote/Distribute State Service Plan Survey

Promote/Distribute AmeriCorps Notification of Funding Availability for PY 2020-2021

[www.ServeOhio.org](http://www.ServeOhio.org) | @ServeOhio

*ServeOhio strengthens communities through AmeriCorps and volunteer engagement.*

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## Next Commission Meeting

11/14/19

10AM – 3PM

Battelle Darby Creek/Cedar Ridge Lodge

*State Service Plan/ServeOhio Strategic Plan*

[www.ServeOhio.org](http://www.ServeOhio.org) | @ServeOhio

*ServeOhio strengthens communities through  
AmeriCorps and volunteer engagement.*

# NATIONAL COMMISSION ON MILITARY, NATIONAL, AND PUBLIC SERVICE

## INTERIM REPORT EXECUTIVE SUMMARY



The National Commission on Military, National, and Public Service was created in 2017 by Congress amid a debate over whether the selective service registration requirement should be extended to include women. The late Senator John McCain (R-AZ) and Senator Jack Reed (D-RI) championed the bipartisan commission's establishment to also include for the first time a comprehensive review of military, national, and public service.

### OUR CHARGE

**The Commission is charged with two primary tasks:**

1. To review the selective service registration process operated by the Selective Service System, an independent federal agency.
2. To examine and recommend ways to increase participation in military, national, and public service to strengthen our nation.

We define **service** as a personal commitment of time, energy, and talent to a mission that contributes to the public good by protecting the nation and its citizens, strengthening communities, or promoting the general social welfare.

Throughout 2018, the Commission researched and traveled across the nation, visiting each of the nine Census divisions. The Interim Report shares what the Commission has learned throughout its first year and reviews options to increase military, national, and public service participation among all Americans.

### How many Americans serve?

About **2.4 million** people serve on Active Duty, in the National Guard, or Reserve component of the military.

About **75,000** people serve in AmeriCorps, **220,000** in Senior Corps, and **7,000** in Peace Corps.

About **2 million** people serve in federal civilian jobs, **5 million** in state government, and **14 million** in local and tribal governments.

### WHAT WE LEARNED

**Americans value service and are willing to consider a variety of options to encourage or require service of all citizens.**

Many people strongly believe that the United States should pursue a transformative effort to involve more Americans in military, national, and public service.

**While some Americans are aware of the details of the Selective Service System and the implications of registration, many Americans are not.**

Many do not realize the U.S. has a requirement for men to serve the nation if drafted. Further, some Americans are surprised that women are currently neither required nor permitted to register for selective service. Others question the need for the Selective Service System. We are carefully considering the issue and actively seeking input on this.

**Barriers too often prevent inspired and eager Americans from serving.**

- **Military service is a responsibility borne by few.** Many Americans have limited interactions with the military community and are unaware of the range of career and service options offered. Further, many Americans are not eligible for military service, yet are not informed of other ways to serve the nation.
- **National service is America's best-kept secret.** Far too few Americans know about national service, which can change the lives of both the individuals serving and the communities receiving service. Some who do know about service options are unable to participate because they cannot afford to do so for economic and/or social reasons.
- **Public service personnel practices need an overhaul.** Public service is critical to the health of civil society and national security—yet recruiting and hiring practices are out of touch with the realities of the modern workforce. Many civil servants are frustrated with how they are portrayed and politicized by the media and government officials.
- **Civic knowledge is critical for our democracy, but too few Americans receive high-quality civic education.** Studies show that a robust civic education improves civic health in many ways—by increasing voter participation, reducing dropout rates, and encouraging constructive community engagement—yet many young people are not receiving effective civic education.

## Budget Basics:

Information designed to assist with the review and interpretation of the ServeOhio Budget

## Budget Cycles:

### STATE

- Budget cycle runs from July 1<sup>st</sup> to June 30<sup>th</sup>
- We are currently operating in the 1st year of the biennium budget 2020-2021

### FEDERAL

- Federal budget cycle runs from October 1<sup>st</sup> through September 30<sup>st</sup> and is based on annual appropriations.
- Corporation for National and Community Service (CNCS) receives appropriations via the federal budget that is then distributed to State Commissions and other grantees based on established formulas and subsequent grant competitions.
- These funds are distributed off-cycle for example, our Commission Support Grant runs from 1/1 through 12/31.
- The Commission Investment Fund run through 12/31 to align it with the Commission Support Grant
- Other grants such as AmeriCorps operating grants, program development and regional conference funding are based on project periods related to the specific objectives of the grant.

### PRIMARY FUNDS

- 3R70 – includes all of our federal grants from CNCS: **Reporting code 0010**
  - Commission Support Grant (administration)
  - Commission Investment Funds (AmeriCorps evaluation), also known as T &TA
  - AmeriCorps Competitive
  - AmeriCorps Formula
  - AmeriCorps Fixed Costs
- GRF – Includes funds appropriated within the General Revenue Funds as part of the state biennium budget process **Reporting Code: 0030**
- 5GN0 – includes funds from non-federal sources, such as corporate support generated via Stewards of Service.
- INKD –includes in-kind support; in FY2020. **Reporting Code 0090**

### EXPENDITURES – ServeOhio Records expenditures within 18 different reporting codes.

CODE	DESCRIPTION	CODE	DESCRIPTION
1100	Salaries & Benefits	3600	Printing & Graphics
1300	Contractual Services	3700	Public Information & Media
1400	Fiscal & Audit Services	3800	Subscription Dues & Fees
2100	Travel - Staff	4000	Meetings and Trainings
2200	Travel - Commissioners	5000	Awards & Recognition
3100	Supplies	6000	Conference Subsidies
3300	Postage & Shipping	7000	Service Project Support
3400	Telephone & Data Services	8000	Federal Subgrants
3500	Office Rent	9000	Inkind Expense

## Other Points of Consideration:

### Fixed Costs

- As a state agency, many of our expenditures are fixed based on established contracts.
- These items include: staff salaries and benefits, fiscal and audit services, supplies, postage, and shipping, telephone and data services, office rent, printing and graphics.

### AmeriCorps 2%

- CNCS allows state service commissions to capture up to 2% of the AmeriCorps Competitive and Formula Grants (which includes Fixed Cost AmeriCorps Grants) that are utilized to fund ServeOhio salaries.
- **Please note that this is 2% of funds expended by the sub-grantee, not 2% of the funds awarded to the sub-grantee.**
- Given that all AmeriCorps funds are directly tied to AmeriCorps member enrollment and retention, it can be challenging to predict this budget source for commission utilization.

### Budget Trends

- Resources at the federal level are trending upwards.
- We have seen increases in AmeriCorps allocation and opportunities for state service commissions to capture additional funds beyond the Commission Support Grant such as Commission Investment Fund (TTA) and the Volunteer Generation Fund (VGF)
- There appears to be federal legislative support for continuation of the Commission Investment Fund and flat funding in the Commission Support Grant in the upcoming federal budget cycle.
- Resources in the last state budget cycle was fairly static and we have seen a decrease in the corporate funds supporting our Stewards of Service activity.
- We need to increase our state GRF allocation by approximately \$203,000 to cover matching requirements. In our current biennium budget for FY2020 and FY2021, Serve Ohio received GRF allocation of \$307,176 for FY2020 and \$305,971 for FY2021.
- Securing additional funding of \$203,000 would allow ServeOhio to access our current full Commission Support Grant of \$431,329 and \$78,796 for VGF match.
- These funds would be utilized to increase ServeOhio activity within volunteer engagement, increasing professional development opportunities and service project awards; as well as provide necessary augmentation to our Staffing and Benefits line in FY2020 to account for mandated salary and benefit increases within our current staffing structure.

**ServeOhio Budget 2020 Draft  
Budget Summary**

GRANT PROGRAM	(All)	(All)	FUND					Grand Total
Sum of AMOUNT	REPORTING	DESCRIPTION	3R70	GRF	5GNO	INKD	(blank)	
0010		FEDERAL GRANTS-CNCS	\$ (9,270,442)					\$ (9,270,442)
0030		STATE APPROPRIATIONS		\$ (307,176)				\$ (307,176)
0040		NON-FEDERAL GRANTS			\$ (38,147)			\$ (38,147)
0090		INKIND RESOURCES				\$ (146,686)		\$ (146,686)
1100		SALARIES & BENEFITS	\$ 574,435	\$ 290,128				\$ 864,563
1300		CONTRACTUAL SERVICES	\$ 194,634					\$ 194,634
1400		FISCAL & AUDIT SERVICES	\$ 5,200	\$ 3,918				\$ 9,118
2100		TRAVEL-STAFF	\$ 37,286					\$ 37,286
2200		TRAVEL-COUNCIL		\$ 9,319				\$ 9,319
3100		SUPPLIES	\$ 1,335	\$ 2,210				\$ 3,545
3300		POSTAGE & SHIPPING	\$ 600					\$ 600
3400		TELEPHONE & DATA SERVICES	\$ 18,171					\$ 18,171
3500		OFFICE RENT	\$ 28,859					\$ 28,859
3600		PRINTING & GRAPHICS	\$ 6,059					\$ 6,059
3700		PUBLIC INFORMATION & MEDIA	\$ 24,750			\$ 146,686		\$ 171,436
3800		SUBSCRIPTIONS DUES & FEES	\$ 4,174	\$ 1,600				\$ 5,774
4000		MEETINGS & TRAININGS	\$ 3,000					\$ 3,000
5000		AWARDS & RECOGNITION			\$ 6,500			\$ 6,500
6000		CONFERENCE SUBSIDIES	\$ 8,296		\$ 5,674			\$ 13,970
7000		SERVICE PROJECT SUPPORT	\$ 15,486		\$ 25,973			\$ 41,459
8000		FEDERAL SUBGRANTS	\$ 8,348,157					\$ 8,348,157
(blank)		(blank)					\$	\$
Grand Total			\$ -	\$ (0)	\$ -	\$ -	\$ -	\$ -

**ServeOhio Budget 2020 Draft  
2020 Budget Detail**

PROGRAM	CATEGORY	FUND	GRANT	DETAIL	AMOUNT	REPORTING	DESCRIPTION
1500B	400	3R70	CSVF18AC	AMERICORPS 2%	\$ (187,747.00)	0010	FEDERAL GRANTS-CNCs
1500B	500	3R70	CSVF18AC	2% SALARIES (per Staffing Costs Detail)	\$ 187,747.00	1100	SALARIES & BENEFITS
1502B	400	3R70	CSVF19ES	AmeriCorps Competitive Fixed Amount Pass-Through	\$ (258,264.00)	0010	FEDERAL GRANTS-CNCs
1502B	400	3R70	CSVF19FX	AmeriCorps Formula Fixed Amount Pass-Through	\$ (185,000.00)	0010	FEDERAL GRANTS-CNCs
1502B	400	3R70	CSVF18AC	AmeriCorps Competitive Pass-Through	\$ (3,875,790.00)	0010	FEDERAL GRANTS-CNCs
1502B	400	3R70	CSVF18AF	AmeriCorps Formula Pass-Through	\$ (4,059,103.00)	0010	FEDERAL GRANTS-CNCs
1502B	550	3R70	CSVF18AC	Payments to Subgrantees-Competitive	\$ 3,875,790.00	8000	FEDERAL SUBGRANTS
1502B	550	3R70	CSVF19ES	Payments to Subgrantees-Competitive Fixed Amount	\$ 258,264.00	8000	FEDERAL SUBGRANTS
1502B	550	3R70	CSVF19FX	Payments to Subgrantees-Formula Fixed Amount	\$ 155,000.00	8000	FEDERAL SUBGRANTS
1502B	550	3R70	CSVF18AF	Payments to Subgrantees-Formula	\$ 3,846,415.00	8000	FEDERAL SUBGRANTS
1502B	595	3R70	CSVF18AF	Payments to Subgrantees-Formula (ISTV-Account#595751)	\$ 212,688.00	8000	FEDERAL SUBGRANTS
1501B	400	5GN0	CSVF18VG	DAYS OF SERVICE DONATIONS & CASH (MINIGRANTS SHARE) - VGF	\$ (15,000.00)	0040	NON-FEDERAL GRANTS
1501B	400	5GN0	CSVF18VG	Cash Carry Over	\$ (5,390.00)	0040	NON-FEDERAL GRANTS
1501B	400	5GN0		Cash Carry Over	\$ (5,000.00)	0040	NON-FEDERAL GRANTS
1501B	510	5GN0		Serve Ohio Awards (cash awards, trophies MBEI)	\$ 5,000.00	5000	AWARDS & RECOGNITION
1501B	510	5GN0	CSVF18VG	Serve Ohio Trophies	\$ 1,500.00	5000	AWARDS & RECOGNITION
1501B	550	5GN0	CSVF18VG	ServeOhio Conference	\$ 5,674.00	5000	CONFERENCE SUBSIDIES
1501B	550	5GN0	CSVF18VG	Serve Ohio MiniGrants-MLKD 2020	\$ 6,378.50	7000	SERVICE PROJECT SUPPORT
1501B	550	5GN0	CSVF18VG	Serve Ohio MiniGrants-GYSD 2020	\$ 6,378.50	7000	SERVICE PROJECT SUPPORT
1501B	550	5GN0	CSVF18VG	Serve Ohio MiniGrants-GYSD 2020	\$ 499.00	7000	SERVICE PROJECT SUPPORT
1501B	400	5GN0	CSVF19CA	DAYS OF SERVICE DONATIONS & CASH (MINIGRANTS SHARE) - CSG	\$ (12,757.00)	0040	NON-FEDERAL GRANTS
1501B	550	5GN0	CSVF19CA	Serve Ohio MiniGrants-WDOO 2019	\$ 6,378.50	7000	SERVICE PROJECT SUPPORT
1501B	550	5GN0	CSVF19CA	Serve Ohio MiniGrants-SOD 2020	\$ 6,378.50	7000	SERVICE PROJECT SUPPORT
1500B	400	3R70	CSVF18VG	VOLUNTEER GENERATION FUND (VGF) GRANT	\$ (137,893.00)	0070	FEDERAL GRANTS-CNCs
1500B	500	3R70	CSVF18VG	VGF SALARIES (per Staffing Costs Detail)	\$ 30,096.00	1100	SALARIES & BENEFITS
1500B	510	3R70	CSVF18VG	Contract Services-Boot Camp, Toolkit Dev, Support, Capacity Building & Prog Eval. (87.50 days @ \$800 per day)	\$ 70,000.00	1300	CONTRACTUAL SERVICES
1500B	510	3R70	CSVF18VG	Contract Services-Skills based training event 2 Days @ \$105 per day = \$210.00 X 30 trainees	\$ 6,300.00	1300	CONTRACTUAL SERVICES
1500B	510	3R70	CSVF18VG	Contract Services-Event Manager & Facilitator @ \$1,800.00	\$ 1,800.00	1300	CONTRACTUAL SERVICES
1500B	520	3R70	CSVF18VG	Conference Registration-ServeOhio Conference-30 X \$66.67 per day = \$5,000	\$ 5,000.00	2100	TRAVEL-STAFF
1500B	520	3R70	CSVF18VG	Travel Lodging for 30 people X 2 nights X \$136.66	\$ 8,212.00	2100	TRAVEL-STAFF
1500B	520	3R70	CSVF18VG	DAS misc. print services	\$ 999.00	3500	PRINTING & GRAPHICS
1500B	550	3R70	CSVF18VG	National Days of Service - (4 Days @ \$10,364.75 per day)	\$ 15,486.00	7000	SERVICE PROJECT SUPPORT
1500B	400	3R70	CSVF19TA	COMMISSION INVESTMENT FUND (CIF) TRAINING & TECHNICAL ASSISTANCE GRANT 7/1/19- 12/31/19	\$ (165,316.00)	0070	FEDERAL GRANTS-CNCs
1500B	500	3R70	CSVF19TA	ADMIN STAFFING-FED TTA (CALCULATOR) (1/2 of 3 Program Officers X 126,088)	\$ 53,044.00	1100	SALARIES & BENEFITS
1500B	520	3R70	CSVF19TA	Symposium National Conference Travel (2 staff @ \$1,500)	\$ 3,000.00	2100	TRAVEL-STAFF
1500B	520	3R70	CSVF19TA	Regional Conference Conference Travel (3 staff @ \$2,000)	\$ 6,000.00	2100	TRAVEL-STAFF
1500B	520	3R70	CSVF19TA	Professional Development Staff Travel 3 @ \$2,000)	\$ 6,000.00	2100	TRAVEL-STAFF
1500B	520	3R70	CSVF19TA	Staff site visits car rental (80.29 visits X \$75) - July - December	\$ 6,022.00	2100	TRAVEL-STAFF
1500B	510	3R70	CSVF19TA	Contract Services-ASC Commission Evaluation Bundle-AmeriCorps Portion 25 Days X \$750	\$ 18,750.00	1300	CONTRACTUAL SERVICES
1500B	510	3R70	CSVF19TA	Contract Services-(State Service Partner TTA Fee) Training Sub-Grantees - (25 programs X 250= \$6250)	\$ 6,250.00	1300	CONTRACTUAL SERVICES

**ServeOhio Budget 2020 Draft  
2020 Budget Detail**

PROGRAM	CATEGORY	FUND	GRANT	DETAIL	AMOUNT	REPORTING	DESCRIPTION
1500B	520	3R70	CSVF19CA	Office space Rental ( 2421 X \$11.92 = \$28,859.32) (\$7,215/qr)	\$ 28,859.00	3500	OFFICE RENT
1500B	520	3R70	CSVF19CA	DAS Cost per-Copy program (4 X est. \$779/qr) = \$3,100	\$ 3,100.00	3500	PRINTING & GRAPHICS
1500B	520	3R70	CSVF19CA	DAS misc. print services	\$ 1,950.00	3500	PRINTING & GRAPHICS
1500B	510	3R70	CSVF19CA	Constant Contact Subscription	\$ 750.00	3700	PUBLIC INFORMATION & MEDIA
1500B	510	3R70	CSVF19CA	PSA - Ohio Broadcasters Association	\$ 24,000.00	3700	PUBLIC INFORMATION & MEDIA
1500B	510	3R70	CSVF19CA	Corps Network	\$ 900.00	3500	SUBSCRIPTIONS DUES & FEES
1500B	520	3R70	CSVF19CA	Linked In	\$ 308.00	3800	SUBSCRIPTIONS DUES & FEES
1500B	510	3R70	CSVF19CA	AASSC Dues 2018 Partner Service Fee (2% of 437,329)	\$ 600.00	3500	SUBSCRIPTIONS DUES & FEES
1500B	510	3R70	CSVF19CA	Conference call (Goto Meeting)	\$ 1,500.00	3800	SUBSCRIPTIONS DUES & FEES
1500B	520	3R70	CSVF19CA	Ethics Filing Fees for Commissioners (20 @ \$75= \$1,500)	\$ 450.00	3800	SUBSCRIPTIONS DUES & FEES
1500B	520	3R70	CSVF19CA	Columbus Dispatch with e-access	\$ 3,000.00	4000	MEETINGS & TRAININGS
1500B	510	3R70	CSVF19CA	Staff & Commissioner Conference Registrations (30 x \$100) - ServeOhio Conference	\$ 6,255.00	6000	CONFERENCE SUBSIDIES
1500B	550	3R70	CSVF19CA	Conference Subsidy	\$		
				Total	\$		
<b>Funding Sources - Legend by Color</b>							
				Federal - 2% Administrative Funds	\$ 187,747.00		
				Federal AmeriCorps Pass Through Funds to Sub-grantees	\$ 6,348,157.00		
				Match GRF - State Dollars for CSG	\$ 273,469.00		
				Match GRF - State Dollars for VGF	\$ 33,707.00		
				Match Stewards of Service-VGF	\$ 20,390.00		
				Match Stewards of Service-CSG	\$ 12,757.00		
				Awards Stewards of Service	\$ 5,000.00		
				Federal - Volunteer Generation Fund (VGF) Grant	\$ 137,893.00		
				Federal-CIF Grant	\$ 165,316.00		
				Federal-CSG utilizing GRF Match	\$ 256,421.00		
				Federal - Commission Support Grant - additional dollars drawn due to PSA match	\$ 174,908.00		
				In-Kind Match - PSA	\$ 146,686.00		
				<b>Total Funding</b>	<b>\$ 9,762,451.00</b>		
				Federal	\$ 9,270,442.00		
				Slate GRF	\$ 307,176.00		
				In-Kind Total	\$ 146,686.00		
				Stewards of Service	\$ 38,147.00		
				Total Dollars	\$ 9,762,451.00		



## **AMERICORPS: Strengthening Communities Across Ohio**

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For 25 years, ServeOhio has worked with local partners to build AmeriCorps programs that meet the critical needs of individual Ohio communities. Together, we design high-impact, evidence-based service initiatives in **education, economic opportunity, healthy futures, and environmental stewardship.**

In Program Year 2019-20, ServeOhio administers **25 AmeriCorps programs, engaging 900+ AmeriCorps members in more than 1.2 million hours of service at 600 service sites** across Ohio. ServeOhio makes national service local – investing in local communities to build a stronger Ohio.

### **EDUCATION: Improving Learning, Strengthening Schools**

- **After-School All-Stars – Planning Grant**  
After-School All-Stars is developing an AmeriCorps program serving in Columbus, Cleveland and Toledo, Ohio that will focus on Education/STEM.
  
- **City Year - Cleveland**  
76 AmeriCorps members provide academic services that support students staying in school and on track to graduation in 10 Cleveland public schools. At the end of the program year, AmeriCorps members will be responsible for providing in-class and school climate support to benefit 1,200 students and targeted tutoring and mentoring that improves attendance, behavior, English and/or math.
  
- **City Year - Columbus**  
62 AmeriCorps members provide academic services that support students staying in school and on track to graduation in 7 Columbus public schools. At the end of the program year, AmeriCorps members will be responsible for providing in-class and school climate support to benefit 1,000 students and targeted tutoring and mentoring that improves attendance, behavior, English and/or math.
  
- **College Now Greater Cleveland – Ohio College Guides**  
70 Ohio College Guides AmeriCorps members deliver programs and counseling on college and career exploration and financial education to 6th through 12th graders; provide support to 11th and 12th graders on postsecondary access and financial planning; and facilitate successful postsecondary transitions, persistence and ongoing financial education with high school graduates. At the end of the program year, AmeriCorps members will be responsible for ensuring 6,050 of the upper-class students they serve complete at least one advising session and one milestone on their path to a postsecondary education.

- **College Now Greater Cleveland – AmeriCorps Career Coaches**  
 10 AmeriCorps members deliver curriculum on college and career and serve as role models and coaches for incoming freshman students in five Cleveland Metropolitan School District Academies of Cleveland High Schools to impact the skills and career gap in Greater Cleveland. AmeriCorps members maintain ongoing communication with parents, teachers and related staff about student progress, identify learning gaps and facilitate one-on-one tutoring and other appropriate interventions. At the end of the program year, AmeriCorps members will be responsible for impacting an increase in student's knowledge of career and college opportunities; interest in further pursuing a path toward a postsecondary education and belief that their postsecondary college or career goals can become a reality.
- **Educational Service Center of Central Ohio – AmeriCorps Mentors for Success**  
 20 AmeriCorps members serve as near-peer mentors for middle and high school students in Central Ohio (Franklin, Delaware, Union, and Ross Counties). At the end of the program year, the AmeriCorps members will be responsible for increased school attendance and academic performance for students served. In addition, the AmeriCorps members will leverage 20 volunteers who will be engaged in Global Youth Service Day activities to get community members involved in volunteering.
- **Educational Service Center of Central Ohio – Ohio Reading Corps**  
 120 AmeriCorps members provide ongoing individualized math and reading intervention for students in kindergarten through grade five who have not met grade level proficiency in elementary schools in Central, Northeast and Southwest Ohio. At the end of the program year, the AmeriCorps Members will be responsible for providing intervention to a minimum 2,000 students and helping them achieve grade-level reading or math proficiency and/or demonstrate one year of growth in reading or math achievement.
- **Greater Cleveland Neighborhood Centers Association – Planning Grant**  
 The Greater Cleveland Neighborhood Centers Association is developing an AmeriCorps program in the greater Cleveland area including Cuyahoga and Lake Counties that will focus on the AmeriCorps priorities of Education, Economic Opportunity, and Safer Communities.
- **Horizon Education Centers – HEC Family Engagement**  
 18 AmeriCorps members provide academic enrichment and social-emotional engagement in the cities of Cleveland, Elyria, Lorain, and North Olmsted, Ohio. At the end of the first program year, the AmeriCorps members will be responsible for improving social-emotional skills among students served. In addition, the AmeriCorps members will leverage an additional 100 volunteers who will be engaged in National Days of Service, supporting community collaboratives, and the Volunteer Income Tax Assistance program.
- **John Carroll University – Health Professions Affinity Community**  
 41 AmeriCorps members facilitate a volunteer health corps across Ohio that provides rural and urban economically disadvantaged middle and high school youth with academic and career support through the utilization of a service-learning model.

➤ **Shawnee State University – Project BEAR**

14 AmeriCorps members provide literacy instruction in local childcare facilities and preschools, local head start classrooms, and family childcare centers. At the end of the first program year, the AmeriCorps members will be responsible for providing over 13,000 hours of literacy instruction to improve school readiness scores as evidenced by the Kindergarten Readiness Assessment scores.

➤ **Springfield Promise Neighborhood – Springfield PromiseCorps**

20 AmeriCorps members assist pre-school youth and families to participate in a pipeline of services that will help them prepare for Kindergarten and tutor youth K-3 classrooms in four elementary schools serving low income youth in Springfield. At the end of the program year, AmeriCorps members will be responsible for engaging 20 families in the early childhood program and 300 students will have participated in early childhood tutoring.

➤ **Teach for America – Ohio**

155 AmeriCorps members teach for two years in low-income schools, going above and beyond traditional expectations to help their students achieve at high levels in Cleveland, Cincinnati, and Dayton. At the end of the program year, AmeriCorps members will be responsible for increasing the academic achievement of the 7,900 students they teach.

➤ **Zoological Society of Cincinnati – Zoo Unto Others AmeriCorps Program**

12 AmeriCorps members provide quality STEM education to economically disadvantaged students to improve science literacy and student engagement and engage Zoo visitors and community members in environmentally conscious practices and behaviors to improve knowledge and encourage behavior change. At the end of the program year, AmeriCorps members will be responsible for increasing the science literacy and academic engagement of 1,690 of these students and increasing the conservation knowledge and intent to change behavior for 2,500 zoo visitors.

## **ECONOMIC OPPORTUNITY: Building Skills, Increasing Impact**

➤ **City of Dayton/University of Dayton – Dayton Corps**

70 AmeriCorps members facilitate community building in Dayton neighborhoods, aid families who are experiencing joblessness and housing insecurity, and provide neighborhood-based educational support in three focus neighborhoods, at homeless shelters and at two public libraries. At the end of the program year, AmeriCorps members will be responsible for increasing the active members of neighborhood associations and implementing a neighborhood plan; increasing the number of engaged landlords, transitioning individuals to suitable housing; assisting individuals in obtaining job interviews and employment; increasing reading and/or math outcomes of students who consistently participate in the educational support programs; and increasing parent engagement.

- **Ohio Historical Society – *Ohio History Service Corps***  
10 AmeriCorps members support local history and historic preservation organizations to build much-needed organizational and community education outreach capacity and build economic development opportunity through the preservation of Ohio's historic property resources. AmeriCorps members leverage volunteers and build capacity for local history organizations across the state.
- **Santa Maria Community Services – *Project Advance***  
15 AmeriCorps members provide adult education and employment services as well as community-based health education and interventions in Cincinnati. At the end of the program year, AmeriCorps members will be responsible for employment coaching, assisting individuals with obtaining GED or educational/academic advancement, enrollment in housing supports and access to health education and services.
- **University Settlement – *NEO Skill Corps***  
15 AmeriCorps members provide adult education and employment services as well as community-based health education and interventions in Cleveland. At the end of the program year, AmeriCorps members will be responsible for employment coaching, assisting individuals with obtaining GED or educational/academic advancement, enrollment in housing supports and access to health education and services.

## **HEALTHY FUTURES: Promoting Health and Wellness**

- **Ohio University – *COMCorps***  
17 AmeriCorps members create and support social and physical environments that promote good health for all and enhance quality of life in Athens County. At the end of the program year, all AmeriCorps members will be responsible for teaching a yearlong nutrition education program to 400 students each week, increasing knowledge of and taste preferences for healthy foods. Members, through service at their sites, will serve 2,800 individuals through initiatives that will result in positive health knowledge and outcomes.
- **Mercy Health – *Mercy Health Corps***  
10 AmeriCorps members provide services to reduce and prevent opioid abuse in urban and rural Mercy Health emergency departments in Ohio. At the end of the program year, AmeriCorps members will assist with access to treatment, education, follow up data collection and *Screening, Brief Intervention, Referral to Treatment (SIBIRT)* screenings for a minimum of 2,400 individuals in select Mercy Health Emergency Departments.
- **Ohio Campus Compact – *Ohio Campus Corps***  
15 AmeriCorps members work with students on college and university campuses across Ohio to provide resources to address student needs that are barriers to academic success. At the end of the program year, the AmeriCorps members will be responsible for ensuring a student resource center is developed on the host site campus, creating a list of available resources on-campus and off-campus, and working with students who visit student resource centers.

➤ **Ohio Department of Aging – AmeriCorps Ombudsman Specialists**

14 AmeriCorps members provide services to long-term care consumers across Ohio. Members provide regular presence visits to residents in long-term care facilities and educate consumers on benefits, rights, and regulation as well as work with long-term care resident and family councils. At the end of the program year, the AmeriCorps members will be responsible for increased regular presence visitation to residents in long-term care facilities and will become Certified Ombudsman Specialists. In addition, AmeriCorps members will leverage roughly 200 volunteers statewide who will be engaged in ombudsman outreach and activities.

➤ **YMCA of Central Ohio – Columbus City Corps**

24 AmeriCorps members implement mid-day health and wellness activities, including the YMCA program CATCH (Coordinated Approach to Child Health Curriculum). Additional efforts include "Safe Routes to Schools" initiatives, which helps to bridge the gap between Corps members and student connections while increasing activity levels and continuing healthy-living and physical activity practices; and finally, assist with neighborhood beautification efforts along designated safe routes to schools in the Linden and Hilltop communities of Columbus, Ohio.

## **ENVIRONMENTAL STEWARDSHIP: Maintaining & Restoring Natural Resources**

➤ **Rural Action – Ohio Stream Restore Corps**

31 AmeriCorps members restore watersheds, improve natural assets through trails and clean ups, provide environmental education, and promote a regional development and tourism strategy built on these assets across the coal mining region of Appalachian Ohio. At the end of their service year, AmeriCorps members will be responsible for improved, more visible, and cleaner natural sites on public and private lands, stronger partnerships, environmental education, connecting students and communities to these assets, and engaging volunteers throughout it all.

➤ **Tinker's Creek Watershed Partners, Inc. – NOWCorps**

13 AmeriCorps members improve water quality, habitat quality, and public awareness of their impact on watersheds in several host sites including Tinker's Creek Watershed Partners, Chagrin River Watershed Partners, The Nature Conservancy, Western Reserve Land Conservancy, Cuyahoga Soil & Water Conservation District, Erie Soil & Water Conservation District, Lake Soil & Water Conservation District, and the Cleveland Metroparks. At the end of the first program year, the AmeriCorps members will be responsible for improving 10 miles of river, making 300 potential volunteers aware of the NOWCorps program, empowering 100 new volunteers to join efforts in one of the host site organizations, gaining skills in watershed management, public engagement, first aid, and stormwater management.



**ServeOhio**  
**State Service Plan/Strategic Plan Update**  
 September 2019

Citizen Survey: MCG is working with Serve Ohio staff to develop and test a citizen survey instrument to measure local and regional needs. The survey doubles as a promotional tool for ServeOhio. Our goal is 500 responses, but the more, the better! Distribution is planned for late September, early October. *Follow up: Please invite your networks to take the survey! If you have lists, let us know and we'll generate an email for you, or take the lists and send the survey.*

Commissioner training: As part of the November 14 Commission meeting, MCG will lead a training and group discussion to better understand the role and ratchet up their engagement. The goal of this is to increase funding and influence for the Commission.

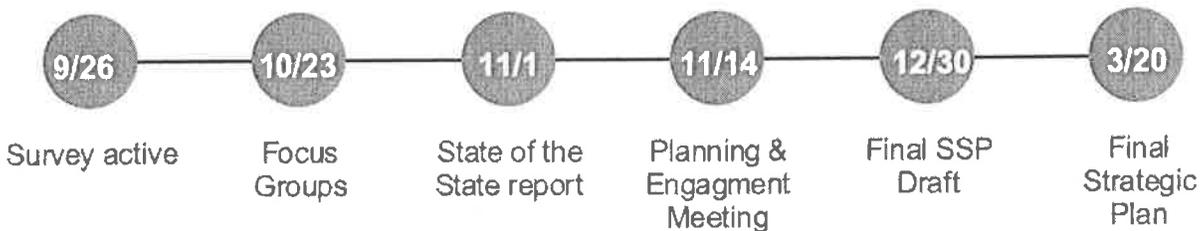
State Service Plan strategy: During the November 14 and subsequent meetings, MCG will present findings from the survey and facilitate small group strategy sessions. Goals for the meeting include setting priorities and crafting tasks, measurable outcomes, timelines and benchmarks.

**Commissioner engagement**

Level 1: Common expectations.	What every commissioner does, the basic job description.
Level 2: Strategic, coordinated activities.	The extra mile: Committee work, partnership development, ambassadorship.
Level 3: Unique roles, Special Ops.	How you bring your unique skills and relationships to bear to advance the mission.

ServeOhio Strategic Plan: With the SSP published, ServeOhio will focus on a strategic plan to guide the work of the office for the next three to five years.

Project Timeline:





## ServeOhio Message Framework

### ELEVATOR SPEECH

ServeOhio empowers communities to utilize AmeriCorps members and volunteers to address the frontline issues in education, health, economic opportunity, and environmental stewardship. As Ohio's Commission on Service and Volunteerism, we collaborate and partner with nonprofit, government, and community organizations to increase the effective utilization of AmeriCorps members and community volunteers. We develop, fund, and evaluate AmeriCorps programming throughout the state for the purpose of building a stronger Ohio.

### KEY MESSAGES

#### *Who We Are/What We Do*

- ServeOhio is the state's Commission on Service and Volunteerism created to empower local communities to mobilize AmeriCorps members and volunteer resources for the purpose of building a stronger Ohio.
- ServeOhio increases the effective utilization of AmeriCorps members and community volunteers working to address the state's frontline issues in education, health and economic opportunity.
  - ServeOhio does this through collaborations and partnerships with nonprofit, government, and community organizations across the state.

#### *AmeriCorps Messages*

- AmeriCorps is a national service program that engages more than 80,000 Americans in intensive service each year at nonprofits, schools, public agencies, and community organizations across the country.
  - AmeriCorps members gain valuable service experience and have access to professional development and skill-building opportunities while also earning scholarship dollars to be used toward education or student loan repayment.
- ServeOhio invests in AmeriCorps programming by working with nonprofits, public agencies and community organizations to build high-impact service initiatives that address the local community's most critical needs in education, economic opportunity, healthy futures and environmental stewardship.
- ServeOhio creates opportunities for individuals to participate in an immersive service experience by partnering with local nonprofits, public agencies, and community organizations.

#### *Volunteer Engagement Messages*

- ServeOhio works directly with volunteer program administrators at nonprofit, government, and community organizations to provide them with the tools and skills they need to strategically engage volunteers.
  - In this role, ServeOhio helps community organizations build capacity to increase their volunteer recruitment efforts, ultimately enabling more volunteers to serve communities in need.
- ServeOhio provides grants and resources to organizations that engage volunteers to address critical issues.
- ServeOhio offers high-quality professional development and recognition opportunities to celebrate and engage volunteers and volunteer administrators throughout the state.

## *Our Impact*

### AmeriCorps

- ServeOhio addresses Ohio's most critical needs by investing in high-impact, evidence-based AmeriCorps programs.
- On average, in an AmeriCorps program year:
  - More than 900 AmeriCorps members engage in one million hours of service at 500 different sites serving 100,000 Ohioans.
  - ServeOhio invests \$8.1 million in Ohio communities with 70 percent of the funding allocated to programs that address education ranging from kindergarten readiness to college graduation. ServeOhio programs mobilize hundreds of AmeriCorps members as tutors, coaches, mentors, and teachers helping students succeed in school.
  - ServeOhio invests \$1.1 million in programs designed to build skills and increase economic opportunity through employment for Ohioans living in underserved communities.
  - ServeOhio invests roughly \$1 million to fund programs that improve the health of Ohio's most vulnerable communities.

### Volunteerism

- ServeOhio strengthens volunteerism across the state by equipping nonprofit, government, and community organizations with the tools they need to strategically engage volunteers.
- This program year, ServeOhio will invest \$65,000 in 60 organizations and engage 3,000 volunteers in over 10,000 hours of service.
- Every year, ServeOhio coaches, trains and supports up to 10 nonprofits on how to best engage skills-based volunteers to get involved with their organization through a skills-based volunteerism training academy.

## AUDIENCE-SPECIFIC MESSAGES

### *Nonprofits and Community Organizations*

- ServeOhio works directly with volunteer program administrators at nonprofit, government, and community organizations to provide them with the tools and skills they need to strategically engage volunteers.
- ServeOhio provides grants and resources to organizations that engage volunteers to address critical issues related to education, health and economic opportunity.
- ServeOhio offers high-quality professional development and recognition opportunities to celebrate and engage volunteers and volunteer administrators throughout the state.

### *Elected Officials*

- ServeOhio is the state's Governor-appointed Commission on Service and Volunteerism that empowers local communities to mobilize AmeriCorps and community volunteer resources for the purpose of building a stronger Ohio.
- In this role, ServeOhio develops, funds, and evaluates AmeriCorps programming throughout the state.
- On average, in an AmeriCorps program year:
  - More than 900 AmeriCorps members engage in one million hours of service at 500 different sites serving 100,000 Ohioans.
  - ServeOhio invests \$8.1 million in Ohio communities with 70 percent of the funding allocated to programs that address education ranging from kindergarten readiness to college graduation. ServeOhio programs mobilize hundreds of AmeriCorps members as tutors, coaches, mentors, and teachers helping students succeed in school.
  - ServeOhio invests \$1.1 million in programs designed to build skills and increase economic opportunity through employment for Ohioans living in underserved communities.
  - ServeOhio invests roughly \$1 million to fund programs that improve the health of Ohio's most vulnerable communities.

### *Specific Messaging for Recruitment Efforts*

- AmeriCorps is a national service program that engages more than 80,000 Americans in intensive service each year at nonprofits, schools, public agencies, and community organizations across the country.
  - By becoming an AmeriCorps member, individuals will make a positive impact by mentoring and teaching students, revitalizing neighborhoods, implementing health and wellness initiatives, and helping rebuild communities.
  - AmeriCorps members gain valuable service experience and have access to professional development and skill-building opportunities while also earning scholarship dollars to be used toward education or student loan repayment.
  - AmeriCorps members receive a modest annual living allowance and may have access to other benefits, including health insurance, childcare, training, and student loan forbearance during their service.
  - Upon completion of 1,700 hours of service, full-time AmeriCorps members earn a \$6,095 Segal AmeriCorps Education Award to help pay for college or pay back student loans.

# SERVE OHIO

Ohio Commission on Service and Volunteerism

## STRENGTHENING OHIO COMMUNITIES THROUGH AMERICORPS AND VOLUNTEER ENGAGEMENT



### 2019 AmeriCorps Impact in Ohio

**900+**

Ohio AmeriCorps  
members



**1.2**

MILLION  
hours of  
AmeriCorps service



**497**

AmeriCorps  
service sites



**\$4.2**

MILLION  
in AmeriCorps  
Educational  
Awards



**24,000**

youth served



**11,000+**  
STUDENTS

improved academic  
performance



Since 1994, more than 35,000 Ohio residents have served as AmeriCorps members. They've given approximately 56 million hours of service and earned education awards totaling \$118.2 million.

### About ServeOhio

ServeOhio is authorized under Section 121.40 of the Ohio Revised Code as the Ohio Commission on Service and Volunteerism. ServeOhio empowers communities to utilize AmeriCorps members and volunteers to address the frontline issues in education, health, economic opportunity, and environmental stewardship.

As Ohio's Commission on Service and Volunteerism, ServeOhio collaborates and partners with nonprofit, government, and community organizations to increase the effective utilization of AmeriCorps members and community volunteers. Additionally, ServeOhio develops, funds, and evaluates AmeriCorps programming throughout the state for the purpose of building a stronger Ohio.

## The AmeriCorps Experience



### Building Resumes, Erasing Student Debt

AmeriCorps is a national service program that engages more than 80,000 Americans in intensive service each year at nonprofits, schools, public agencies, and community organizations across the country.

ServeOhio invests in AmeriCorps programming by working with nonprofits, public agencies and community organizations to build high-impact service initiatives that address the local community's most critical needs. ServeOhio partners with local programs to build skills and increase employment opportunities for the 900+ individuals serving as AmeriCorps members.

Members serve in full or part-time positions and receive a modest annual living allowance. In addition, members may have access to other benefits such as health insurance, childcare, training, and student loan forbearance during their service. Upon successful completion of their service, members may receive a Segal AmeriCorps Education Award of up to \$6,095 to pay for college, graduate school, or to pay back student loans.

This year, Ohio AmeriCorps members will receive over 130,000 hours of professional development and training and earn more than \$4.2 million in education awards that can be used to pay for post-secondary education or qualified student loans. Additionally, many AmeriCorps programs help their members obtain professional certifications during their service term, which increases their employability post-service. AmeriCorps equips members with valuable workplace skills that prepare them to be valuable members of any team.



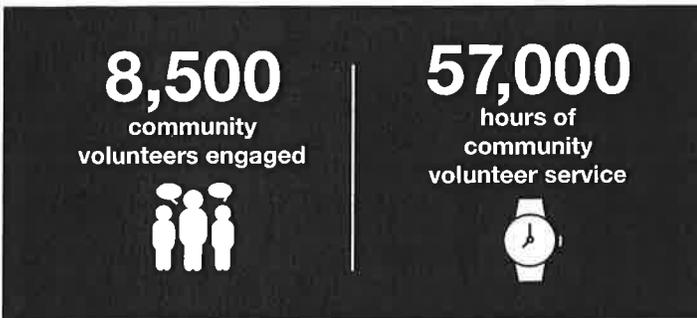
## Volunteer Engagement

ServeOhio works directly with volunteer program administrators at nonprofit, government, and community organizations to provide them with the tools and skills they need to strategically engage volunteers. In this role, ServeOhio helps community organizations build capacity to increase their volunteer recruitment efforts, ultimately enabling more volunteers to serve communities in need.

### Community Volunteer Project Grants

With support from American Electric Power Foundation and the Corporation for National and Community Service's Volunteer Generation Fund, ServeOhio provides funding to support grassroots and community volunteer projects organized for Martin Luther King, Jr. Day (January), Global Youth Service Day (April), ServeOhio Day (June), and Make A Difference Day (October). These community volunteer projects engage thousands of local residents, enhance livability, and bolster community spirit. In 2019, ServeOhio will fund 64 community volunteer projects across the state.

### 2019 Volunteer Engagement Impact in Ohio



### Professional Development for Volunteer Administrators

ServeOhio strengthens the capacity of Ohio nonprofit organizations to recruit, train, manage and retain volunteers. Through the skills-based volunteerism training academy, ServeOhio provides advanced-level training and ongoing support for Ohio nonprofits to effectively engage skills-based volunteers in highly defined projects that increase organizational capacity.

ServeOhio promotes volunteerism and equips volunteer program administrators with the tools and resources they need to strategically engage volunteers in their local community. An example of this is the annual Ohio Conference on Service and Volunteerism that inspires and connects volunteer program administrators, national service program directors, AmeriCorps members, philanthropy managers and nonprofit leaders. The conference builds relationships and skill sets to support the continued evolution and impact of Ohio's service and volunteerism professions.

### Contact Us

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**NATIONAL &  
COMMUNITY  
SERVICE** ★★ ★

## 2019-20 Ohio AmeriCorps Programs

PROGRAM	GRANT	PRIMARY SERVICE ACTIVITY
<b>Education: Improving Learning, Strengthening Schools</b>		
After-School All-Stars Planning Grant	\$75,000	Program will focus on Education/STEM. (Franklin County)
City Year Cleveland	\$1,134,832	76 members provide tutoring and mentoring services to increase academic achievement. (Cuyahoga County)
City Year Columbus	\$881,947	62 members provide tutoring and mentoring service to increase academic achievement. (Franklin County)
College Now Greater Cleveland Ohio College Guides	\$959,011	70 members advise first-generation students on college admission strategies. (Statewide)
College Now Greater Cleveland AmeriCorps Career Coaches	\$151,920	10 members provide college and career coaching for high school freshman. (Cuyahoga County)
Community Properties of Ohio Impact Corporation CPO Building Blocks	\$149,111	16 members increase early literacy and school readiness skills in low-income housing communities. (Franklin County)
Educational Service Center of Central Ohio Ohio Reading Corps	\$900,000	120 members support student achievement in K-3 grade-level reading proficiency. (Statewide)
Educational Service Center of Central Ohio AmeriCorps Mentors for Success	\$165,000	20 members serve as near-peer mentors for middle and high school students. (Franklin & Delaware County)
Greater Cleveland Neighborhood Centers Association Planning Grant	\$74,978	Program will focus on Education, Economic Opportunity, and Safer Communities. (Cuyahoga and Lake Counties)
Horizon Education Centers HEC Family Engagement	\$223,936	18 members increase kindergarten readiness and family engagement. (Cuyahoga County)
John Carroll University Health Professions Affinity Community	\$531,727	41 members support rural & urban youth in career development to increase affinity for careers in the healthcare industry. (Statewide)
Shawnee State University Project BEAR	\$118,794	14 members provide reading instruction in childcare facilities and preschools. (Scioto County)
Springfield Promise Neighborhood Springfield PromiseCorps	\$151,899	20 members prepare Pre-K youth for kindergarten & tutor low income youth in K-3 classrooms in Springfield. (Clark County)
Teach for America TFA Ohio	\$155,000	155 members support academic success by teaching in low-income schools. (Northeast & Southwest Ohio)
Zoological Society of Cincinnati Zoo Unto Others AmeriCorps Program	\$182,183	12 members provide STEM education and science literacy. (Hamilton County)
<b>Economic Opportunity: Building Skills, Increasing Impact</b>		
City of Dayton/University of Dayton Dayton Corps	\$310,213	70 members facilitate community-building around housing insecurity & educational support in Dayton. (Montgomery County)
Ohio Historical Society Ohio History Service Corps	\$149,835	10 members build capacity for local history centers. (Statewide)
Santa Maria Community Services Project Advance	\$227,881	15 members assist low-income residents with health education and GED services. (Hamilton County)
University Settlement NEO Skills Corps	\$167,112	15 members provide financial literacy and job skills education with low-income adults. (Cuyahoga County)
<b>Healthy Futures: Building Healthy Futures and Environmental Sustainability</b>		
Mercy Health Mercy Health Corps	\$151,817	11 members provide services to reduce & prevent opioid abuse in urban & rural Mercy Health Emergency Departments. (Southwest & Northwest Ohio)
Ohio Campus Compact Ohio Campus Corps	\$167,515	15 members provide resources to address student needs and barriers to academic success. (Statewide)
Ohio University COMCorps	\$258,264	17 members provide nutrition education and access to healthy foods. (Athens & Washington Counties)
Ohio Department of Aging AmeriCorps Ombudsman Specialists	\$212,688	14 members provide services to long-term care consumers in Ohio. (Statewide)
Rural Action Ohio Stream Restore Corps	\$470,056	31 members improve environmental assets, provide education, & promote tourism in Appalachia. (Southeast & Central Ohio)
Tinkers Creek Watershed Partners, Inc. NOWCorps	\$195,709	13 members improve water quality, habitat quality, and public awareness of watersheds. (Northeast Ohio)
YMCA of Central Ohio Columbus City Corps	\$181,729	24 members will serve in early learning centers & after school programs in the Linden & Hilltop communities. (Franklin County)

