



SerVermont Commission Meeting
 133 State Street, Montpelier, VT 05641
 "Basement Conference Room" (Room 021)
 16 July 2015
 (Approved 10/15/15)

Members in Attendance: Justin Morande, Betsy Ward, Jim Coutts, Jason Gosselin, Susan Cheesman, Christy Gallese, Ryan McLaren, Peter Hayward, Dan Noyes, Jason Shute, Guy Isabelle, Dawn, Doug Kievit-Kylar

Staff in Attendance: Philip Kolling, Robyn Baylor, Sharon Hearne

Attended by Phone: Shelley Park

Unable to Attend: Ashley Burke, Sabina Haskell, Thomas Hark, Lisa Schold, Jacob Bogre, Michelle Park, Lee White

10:00 am Welcome and Introductions

Chairperson, Betsy Ward, brought the meeting to order at 10:05 AM asking those present and those on the phone to introduce themselves and to say who it is that they represent (and what our favorite summer activity was this year).

10:20 am Approve Minutes from 16 April 2015 Meeting

Formal approval of the minutes of 16 April 2015 was called by Jason Gosselin and seconded by Peter Hayward. The minutes were approved without amendment unanimously.

10:30 am New Data

Finances- AmeriCorps Program Funding: Phil presented the following table to update commissioners on 2015-2016 AmeriCorps funding:

2015-16 AmeriCorps Funding					
Program	\$ Value	Slots	MSY / FTE	Cost Per MSY	
VYDC (Comp. Cont.)	\$ 325,000.00	26.00	26	\$ 12,500.00	
CEDO (Comp. Cont.)	\$ 189,605.00	22.00	15.06	\$ 12,589.97	
VHCB (Comp. New)	\$ 368,669.00	36.00	30.01	\$ 12,284.87	
ECO (Comp. New)	\$ 263,384.00	25.00	20	\$ 13,169.20	
LEAP (Form. New)	\$ 374,988.00	38.00	22.23	\$ 16,868.56	
VCC (Form. New)	\$ 93,733.00	50.00	11.27	\$ 8,317.04	
Capstone (Form. Planning New)	\$ 74,965.00	-	0	\$ -	
UVM (Form. Planning New)	\$ 15,992.00	-	0	\$ -	
TOTAL	\$ 1,706,336.00	197.00	124.57	\$ 13,697.81	

The following details were also shared:

- \$1.7 M in AmeriCorps funding
 - 45% increase
 - Allows an additional 66 members to serve, 50% increase
- \$1.1 M in competitive funding
 - Comparable to total portfolio in last few years

- 197 slots next year
 - 124.68 Member Service Years (FTE)
 - \$565,000 in Ed. Awards

Phil explained the distinction between competitive and non-competitive funding of programs. Nationally, everything put on the wait list was funded. In Vermont, that meant that both VHCB and ECO received funding. The rollout of programs is now staggered. ECO is quickly moving forward by using the LEAN process with partners. The Vermont Campus Compact will be ramping up in the Fall. UVM/Capstone Programs received planning grants. Peter Hayward called for approval of the funding package. Betsy Ward seconded the motion. Commissioners voted unanimously to approve the budget.

When asked what worked well during this last round of project/program solicitations Phil noted...

- Staff spent a lot of time providing outreach and technical assistance to applicants.
- Communicated often with CNCS.
- Strove to give CNCS specifically what it is they asked for in the application (no more, no less).
- Gamble with the waiting list (Sharon).
- Time commissioners spend reviewing and offering comments to strengthen applications is time well spent.
- HEADS-UP: It is likely that the future will require evidence of a public/private partnership in order to succeed.

AmeriCorps Program Compliance: Sharon Hearne reported that she had completed the last of the site visits. She tested data collection mechanisms. She did find two instances of program non-compliance; (1) in one instance the background check came subsequent to 121 days beyond the service date (thus costs were disallowed), and (2) a trivia nite was held at a local tap room (whoops!). It was further reported that CEDO was making good progress.

It was noted that training was available for new directors and that a mentoring program existed (with matches made informally on a voluntary basis). All programs are scheduled for an audit with the AHS Office in July.

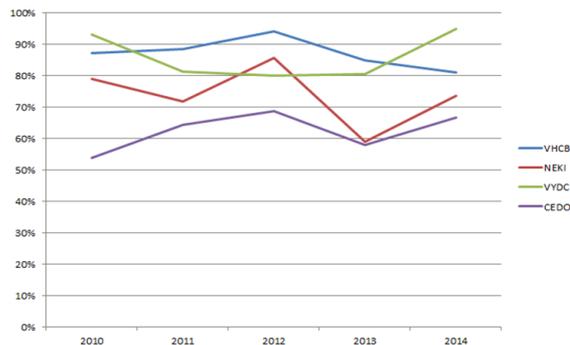
Member Enrollment / Retention 2014-15:

2014																			
	MSY Awd.	MSY Enr.	MSY Unf.	% MSY en	Slot Awd.	Slots Fill	Slots Unf	Slots compl	Refill	ref. filled	ref. unfil.	Exit Early	Compell	Tot. Erly.	% slots fil	% filled Slot	% slots complete		
VHCB	30.01	28.5	1.51	95%	36	31	5	28	1	0	1	2	1	3	86%	90%	78%		
NEKI	17.2	12.26	4.94	71%	34	17	17	15	0	0	0	1	1	2	50%	88%	44%		
VVDC	25.98	19.76	6.22	76%	29	22	7	22	0	0	0	0	0	0	76%	100%	76%		
CEDO	19.9	13.88	6.02	70%	33	22	11	22	0	0	0	0	0	0	67%	100%	67%		

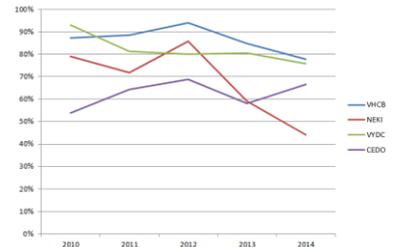
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VHCB	29.98	29.77	0.21	99%	37	36	1	30	2	1	1	3	3	6	97%	83%	81%		
NEKI	17.15	14.33	2.82	84%	34	26	8	25	0	0	0	0	1	1	76%	96%	74%		
VVDC	25.57	23.57	2	92%	39	37	2	37	1	0	1	0	0	0	95%	100%	95%		
CEDO	19.73	15.08	4.65	76%	36	27	9	24	0	0	0	3	0	3	75%	89%	67%		
	92.43				146														

Member Enrollment / Retention

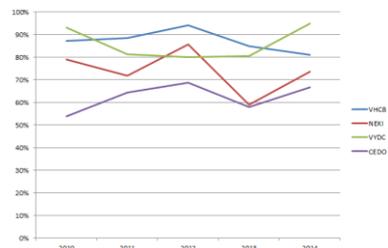
as a performance indicator as calculated as by % of slots and MSY awarded vs. filled



April 2015



July 2015



Member enrollment overall continues to improve. Admittedly, it is more difficult to fill AmeriCorps slots with an improving economy.

INTERESTING NOTE: Vermont AmeriCorps is approximately 50/50 Vermonters and Out-Of-Staters.

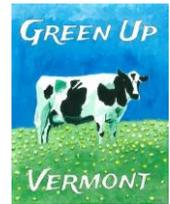
Public Service Announcement: Phil reported out that there was a significant amount of FREE air time in June.

- \$267,784 in Airtime (through 6/30)
 - up from \$192,168 (February)
- \$65,000 spent
 - up from \$30K
 - \$10,000+ in-kind online services
 - \$200,000+ of the big number is match (2014 and 2015)
- 31,986,430 audience impressions
 - from 20,034,430
- 1,969 broadcasts reported
 - 716 from WCAX
 - 615 from ECAX

10:45 am Partners and Plans / New Data

Green Up Day - May 2, 2015: Phil offered the following subsequent to the event:

- 21,100 volunteers
 - Up from 20,200
 - 4% increase
 - Weather?
- Several communities had a major increase in volunteers.
 - 50% to 150% increase.
- Chittenden:
 - 2,258 tires
 - 31.7 tons of trash



Activities and Updates:

Follow Up From April Meeting

- Dept. of Ed. Commissioner
- Annual Report
- State Service Plan: Coming Up!

May Conference / VISTA 50th: Phil and commissioners in attendance praised Robyn for a VERY successful conference. There was good mixing of AmeriCorps/VISTA members with public and private sector representatives. THANK ROBYN!!!!



Governor / Mayor Grant Announcement:

- CEDO quick to get members there
- VYCC, DEC, VHCB, SerVermont staff, & Commission represented
- Press release last year, nothing year before.
- Working with LSC and Sen. Leahy to coordinate August event.



VISTA Program Update: Robyn Baylor expounded on the following...



- End of service celebration 7/24 @ Silver Lake
- Recruited 21 VISTAs for 2015-16 year
- Still working to identify VISTA Leader
- Finalizing training plan for 2015-16.
 - Looking for good speaker on poverty in Vermont (commissioners made several recommendations – including Angus Cheney)

FEMA Trainings: Phil will be in attendance and solicited interest on the part of commissioners to attend.

L289- State Vol. and Don. Mgmt.

- Teach components of a volunteer and donations management program.
- Equip participants to prepare a program to manage:
 - Unaffiliated volunteers
 - Unsolicited donations of goods
 - Offers of undesignated cash
- Create plan template

L489- Mgmt. of Spont. Vols.

- Introduce skills and planning considerations required to manage large number of unaffiliated volunteers.
- Identify issues, challenges
- Identify elements of spont. Vol. management plan
- Identify best practices

Keurig Green Mountain:

- Partner with Watersheds United and DEC
 - Contractor at Watersheds United
 - AmeriCorps member at Vermont River Conservancy
- Leverage resources and partnerships
- Avoid duplication of efforts
- SerVermont plays consulting / guiding role

Planning Grants / New Program Startup: The last planning grant was given in 2011. Other states have materials posted on their Websites that may be instructive in designing a planning grant process.

- Planning grantees
 - Develop program model / design
 - Report out on it: Form
 - Submit application
- New Programs
 - Mentoring relationship with established program
 - Program Director meetings
 - Additional technical assistance

2016 Funding for National Service: Phil spoke briefly regarding possible future funding constraints facing state programs (and CNCS).

- Devastating cuts proposed
- Real cuts vs. all or nothing gamesmanship of the past
- Threats of no new programs, etc.
- Staying Informed:

- ASC call Wednesday, and Thursday (16 July 2015)
- CNCS call Friday about 2016-17 program funding

2016 Funding for National Service

FY 2016 at Glance			
Millions	FY 2015 Enacted	FY16 House	FY16 Senate
AmeriCorps S/N	\$335.00	\$318.00	\$270.00
State Commission Grants	\$16.00	\$0.00	\$16.00
VGF	\$3.80	\$0.00	\$3.80
VISTA	\$92.00	\$92.00	\$90.00
NCCC	\$30.00	\$0.00	\$30.00
Senior Corps	\$202.00	\$202.00	\$196.00
SIF	\$70.00	\$0.00	\$0.00
Trust (Ed. Awards)	\$209.00	\$50.00	\$145.00
Evaluation	\$5.00	\$0.00	\$4.00
Staff	\$81.70	\$20.00	\$80.00
Inspector General	\$5.25	\$5.25	\$5.25
	\$1,049.75	\$687.25	\$840.05

BOTTOM LINE: It behooves us to stay informed on the situation.

AmeriCorps Support Sign On Letter: Betsy Ward posed the question of whether or not signing a letter of support addressed to Vermont legislators – or a letter to the editor calling attention to potential cuts proposed for national service programs (through CNCS) – constitute advocacy or lobbying. Discussion helped to conclude that as private citizens commissioners could engage in either or both activities without concern. Changes were requested of the draft letter and Betsy volunteered to make the changes and route the revised draft. Jim Coutts offered to make a personal presentation of the letter of support to Bernie Sanders.

10:45 am Governor's Service Awards

- Format: Launch / GSA combination
 - Incorporate Sr. Corps
- Date: Oct. 16
- Categories: Last year's +
 - Lifetime Contribution to National Service
- Awards: One in each category
- Deadlines:
 - Release of materials: Friday, August 7
 - Nomination: Friday, September 4
 - Selection: By Friday, Sept 18
 - Notification: By Wednesday, Sept 23



Discussion, led by Betsy Ward, surfaced interest in revisiting award categories. Dan Noyes expressed preference for having the National Service Award be awarded not to a single person but, rather, to someone from AmeriCorps, from VISTA, and from the

SeniorCorps. Christy Gallese recommended that the scoring sheet take into account special challenges overcome by applicants. Colorado has done a good job with this. Alums award?

What defines a volunteer? Someone doing community service (receiving a stipend less than \$500).

- Nomination Form changes?
- Scoring needs to be objective.
 - Last year was first “scoring” year.
 - Previously, gave out awards to all nominees
- Small sub-committee to administer this process is needed.

Suggested methods/venues for soliciting applicants:

- Newsletters
- Front Page Forum (with template)
- Paid Advertisements
- Department of Education
- VCIL
- PSA for Governor’s Awards
- Senior Corps. Directors
- VBSR
- Motion on date? Oct. 16
- Motion on format? As last year
- Motion on categories? To be determined by Committee members taking into account commissioner suggestions
- Volunteers for committee? Betsy, Dan, Peter, Doug, Guy

12:00 pm Lunch Break (Brown Bag) (20 mins.)

12:20 pm State Service Plan

- Thanks to Jason, Sharon, Executive Committee for input and drafts.
- Thanks to Jason for LOTS of edits to the narratives and staying focused.
- Thanks Jim for input on the Supplemental Plan for Seniors.

Current Goals:

- **Goal #1: Build social capital and social equity by engaging diverse citizens and community groups in service.**
- **Goal #2: Strengthen the capacity and effectiveness of the non-profit sector**
- **Goal #3: Raise awareness about the value of service as a resource in solving community challenges**

Results Based Accountability Language:

- Goal: The desired accomplishment of staff, strategy, program, agency, or service system
 - if different or more specific than the desired population condition
- Outcome: A condition of well-being for children, adults, families, or communities
 - A whole population

Results Based Accountability is made up of two parts:

Population Accountability

Well-being of WHOLE POPULATIONS

- Communities
- Cities
- Counties
- States
- Nations

Performance Accountability

Well-being of CUSTOMER POPULATIONS

- Programs
- Agencies
- Service Systems

Linkage Between Population and Performance

- Contribution Relationship
 - Customer results contribute to population results
 - % of host sites reporting increased efficiency / effectiveness (CNCS measure) contributing to Increased Capacity of Nonprofits
- Alignment of Measures
 - What we measure actually impacts what we are trying to change.

- Appropriate Responsibility
 - Are we in control of it? / Do we own it?
 - VT Volunteer rate
 - Members enrolled in AmeriCorps service

7 Performance Accountability Questions

1. Who are our customers?
2. How can we measure if our customers are better off?
3. How can we measure if we are delivering services well?
4. How are we doing on the most important of these measures and why?
5. Who are the partners who can help?
6. What works to do better?
7. What do we propose to do?

Key Question: Should the State Service Plan be Narrow? Broad? Both? Are we national service, or are we volunteerism in VT?

National Service vs. Volunteerism

- National Service
 - 95% + of our funding
 - Legal responsibility
 - Ebbs and flows
- Volunteerism
 - Little funding
 - Larger picture
 - Always
- Current capacity doesn't allow both
- Last year certainly focused on National Service
- This year national service is being threatened

What if CNCS goes away?

The Plan is focused to Vermonters...how do we account for all the young people coming to Vermont to serve? People who are doing service in Vermont.

Mission Guided Outcomes

- Vermonters have opportunities to serve. (Support)
- Vermonters know of opportunities to serve. (Promote)
- Vermonters are recognized for their service. (Recognize)

Goals Reworded as Activities

- Engage diverse citizens and community groups in service.
- Strengthen the capacity of the non-profit sector through national service.
- Raise awareness about the value of service as a resource in solving community challenges.

Population Outcome #1

Vermonters have opportunities to serve.

Performance Outcomes:

Vermont's AmeriCorps Programs are Excellent. (Support)

SerVermont offers opportunities to serve through sponsored organizations. (Support)

Vermont has funding for AmeriCorps. (Support)

Population Outcome #2

Vermont nonprofits have the capacity they need to efficiently / effectively address challenges.

Performance Outcomes:

Organizations receiving national service resources leverage volunteers efficiently and effectively. (Support)

National service members are prepared for work in the diverse social sector. (Support)

Vermont AmeriCorps Programs measure the difference they make. (Support)

Population Outcome #3

Vermont knows national service as a resource in solving community challenges.

Performance Outcomes:

Vermonters are recognized for their service. (Recognize)

Vermonters are aware of opportunities to serve. (Promote)

Vermonters are aware of the accomplishments of national service members in their community. (Promote/Recognize)

SerVermont provides access to information on national service in VT. (Promote)

- What are our current “goals”?
 - Should they be our vision (are they possible)?
 - Should they be our population outcomes?
 - Should they be our goals?
- Where do Performance Measures fit into the SSP?
 - Should PMs be a part of the State Service Plan?
 - Should PMs be part of an action plan that aligns with the State Service Plan?

20 Minute Exercise

- 3 minutes per question
- Question 7 on back of worksheet
- Report out at the end

Programs: AmeriCorps, Training (nonprofit capacity building), Days of Service (Green Up, MLK Day), Governor’s Service Awards

Exercise Report Out

- Need to ask AmeriCorps, VISTA, SeniorCorps members “Did you feel, in providing service to others, that you had a significant impact?”
- Completion Rates
- Job Placement
- Follow-up: Year-After-Service Update
- Training/Supplemental Support for Members (housing, cars, etc.)

1:40 pm Upcoming Events

- September 11: Day of Service
- September 15-18: CNCS symposium in DC
- October 15: Commission Meeting
- October 16: Launch (possibly GSAs)/Governor’s Service Awards
- October 19-21: National Conference on Service and Volunteering
- October 25-27: Service Conference (Commissioner Retreat & Meeting)

1:45 pm Public Comment Period

No comments were offered.

Meeting Roster for 2015

Thursday, April 16

Thursday, July 16

Thursday, October 15

All meetings take place at 133 State Street, Montpelier, VT 05641
“Basement Conference Room” (Room 021)

Respectfully Submitted,



Doug Kievit-Kylar
Secretary