

STATE SERVICE PLAN



2013-2016

Expanding the Ethic of Service Throughout Nevada

Every three years Nevada Volunteers solicits input from stakeholders throughout the state to guide and inform the State Service Plan. This plan serves as a blueprint for efforts to expand an ethic of service throughout Nevada by inviting citizens of all ages and background to contribute their time and talents to create strong, sustainable communities for us all.

State Service Plan

EXPANDING AN ETHIC OF SERVICE THROUGHOUT NEVADA

QUALITY PROGRAMS

How do we enhance the quality of volunteering and national service programs to have greater impact and to retain volunteers and members?

AWARENESS

How do we communicate the message that 'volunteering and national service is an important and effective way to meet needs across the state' in a way that encourages the public and other stakeholders to get involved?

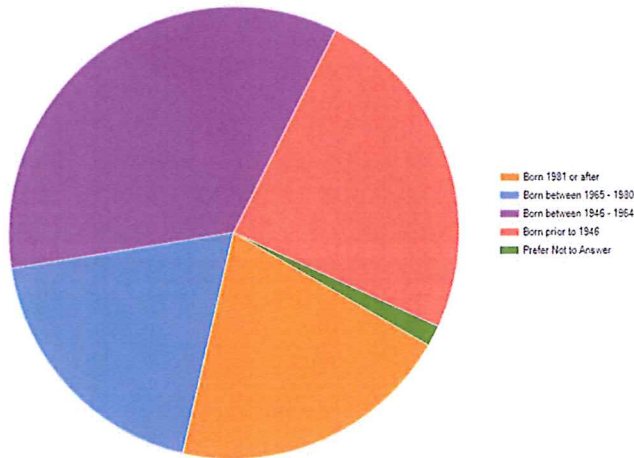
RECOGNITION

How do we acknowledge and reinforce the quality we strive to instill?

In our role as the Nevada Commission on Service, we serve as a resource and information center for the state on volunteerism and national service. Our role is to oversee the administration of strong AmeriCorps programs that meet needs in our local communities and to work with the volunteer sector to strengthen and support efforts to meet community needs through volunteer service.

Developing the State Service Plan

Which category below includes your age?



Nevada Volunteers, with input from the State Service Plan committee, created a survey that was distributed electronically to as wide a population base as possible. The results included input from all required groups (as established by the Corporation for National and Community Service). In addition, to better understand the corporate volunteer program perspective, two focus groups were conducted and the results integrated into the survey data.

Demographics of Participation

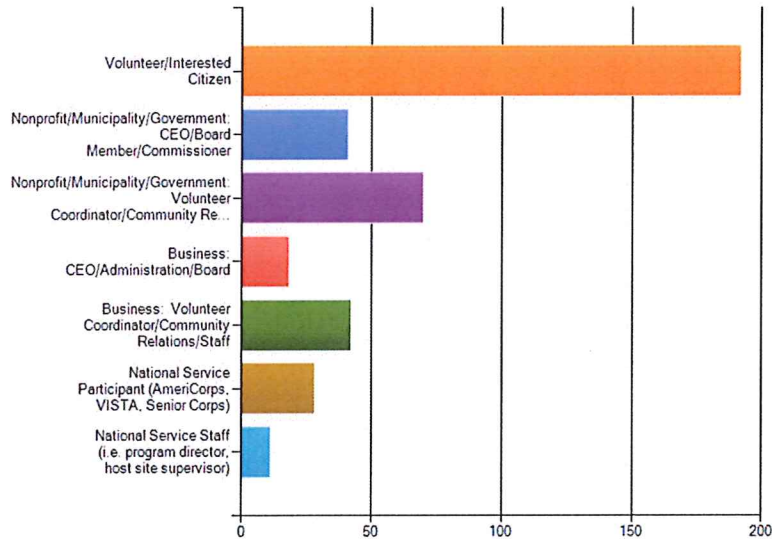
323 survey respondents; 18 focus group

participants

78% female; 21% male 17 female, 1 male

Stakeholder Groups:

Your title/role:[Note: You may take the survey more than once if you want to respond under different roles; the questions vary accordingly.]



KEY POINTS/NEEDS IDENTIFIED BY THE SURVEY AND FOCUS GROUPS:

Volunteers:

- Volunteer motivation is centered on their **personal commitment** and the **benefit to the organization**
- Build on **personal relationships** with technology as an adjunct strategy
- Use volunteer engagement through **episodic events** as a door-opener for greater engagement

Public Awareness:

- **Increase effectiveness** of the Nevada Volunteers website and social media
- Create broader awareness related to volunteering and national service through increased **publicity and media campaigns**

Volunteer Programming:

- **Quality volunteer engagement training** and development of personnel to manage programs: how-tos of volunteer management; measuring impact of volunteer efforts; incorporating skill development and job training within the volunteer program
- Access to **resources** to support volunteer engagement [such as trained coordinators, financial funding, proper supervision of volunteers, time to match volunteers with appropriate positions]
- **Commitment of top level administrators** and board members in support of the importance of volunteer engagement for both nonprofit, municipal, and corporate entities
- Identify methods that demonstrate the **impact** resulting from volunteer services beyond simply counting hours for both national service and volunteer programs

National Service Specific:

- Focus on **healthy futures and education** with existing CNCS financial resources [although all focus areas are considered “issues of priority” with relatively minor difference in priority ranking]
- Explore options to more effectively **engage alumni** of national service as mentors for current members and as potential volunteers at service events
- Within national service structure, **improve awareness of various programs** and their respective impact
- If we desire to increase collaboration among national service programs, we must provide time for planning and collaboration

Volunteers do what they do because of their personal commitment and desire to help their community. They want to know that what they do has an impact. They also want good supervision and training. Concurrently volunteer program managers indicate that a primary need is to have the resources (time, money, space, etc.) to effectively recruit the volunteer with the desired qualities, manage and supervise them, and measure the impact of their service.

Board members and CEO's alike find the greatest challenge to be measuring impact and dedicating the resources necessary to manage a volunteer program. Allocation of resources in an effective way is a critical concern at all levels.

Most respondents believe that much more should/could be done to increase public awareness of the important impacts that volunteering and service have. Creative new approaches and the engagement of media of all kinds are considered an important step in creating the ethic of service.

In addition to external public awareness, internal collaboration and program awareness among the national service sectors could strengthen impact measurement, enhanced program quality, and recognition of the contributions national service makes to the state.

Based on this analysis, along with information generated through the State Service Plan committee, the identified goals will help us share information with the respective audiences, provide support to those programs who are striving to improve their practice, and generate new resources, through partnering, that raise the level of expertise and quality for all who are working with volunteer and national service-related programs. The ultimate result will be an improved volunteer and national service experience and greater impact of that service in our communities.

At the end of this three year cycle, we will have:

-created **partnerships** with corporate, nonprofit, faith-based, and municipal entities (and alums) who share a desire to create strong, sustainable communities through enhanced volunteer and service efforts.

- ...explored opportunities to meet challenges and enhance volunteer and national service programs by **leveraging financial resources**, those received from CNCS and the state of Nevada as well as those created through partnerships, in-kind donations, grants, and sponsorships

-provided information about, and connections to, **training** that resulted in quality volunteer and national service programming and enhanced capacity of nonprofits to manage volunteer and national service programs

-created **communications** through a variety of sources that increased awareness of the impact and importance of volunteering, quality volunteer programming, and national service

-provided **recognition** for volunteer efforts that exemplified the impact and quality we seek to promote

Following are the specific goals and objectives for this State Service Plan. The implementation of the Plan will be coordinated through Nevada Volunteers but will require the cooperation and involvement of many partners to achieve. Our Commissioners, representing a cross section of Nevada's diversity, along with our business, nonprofit, faith, and municipal entities will be important partners in this plan. The Office of the Governor stands behind this effort and models the support being asked of others as we build an ethic of service.

The Corporation for National and Community Service provides funding for AmeriCorps state programs which provide direct services to meet needs in local communities. This funding, along with match from the state and other sponsors, provides the basis for personnel and operational costs that support the facilitation of the Plan.

Goals and Objectives

GOAL 1: IDENTIFY PARTNERS, CORPORATE, NONPROFIT, FAITH-BASED, AND MUNICIPAL, WHO SHARE A DESIRE TO CREATE STRONG, SUSTAINABLE COMMUNITIES THROUGH ENHANCED VOLUNTEER AND SERVICE EFFORTS.

Objectives:

1. Identify our current communications database of stakeholders and identify gaps.
2. Conduct outreach and build partnerships to increase our ability to connect with key stakeholders.
 - a. For better outreach for new AmeriCorps and national service programming
 - b. To disseminate information about capacity-building opportunities for organizations to enhance volunteer and national service programming, including those working with young people and seniors
3. Provide oversight to assure that current AmeriCorps programs are meeting approved performance measures and member goals
4. In addition to priorities identified through the Plan process (healthy futures and education), consider hard data sources to identify potential partnerships with state agencies and prioritize national service funding that meets state needs

GOAL 2: EXPLORE OPPORTUNITIES TO MEET CHALLENGES AND ENHANCE PROGRAMS BY LEVERAGING FINANCIAL RESOURCES

Objectives:

1. Seek grant and sponsorship opportunities to meet the objectives outlined in the SSP related to capacity-building, communications, and recognition
2. Utilize existing financial resources from CNCS and the state of Nevada to enhance the capacity of nonprofits and municipalities to effectively manage and utilize national service and volunteers

GOAL 3: PROVIDE INFORMATION ABOUT, AND CONNECTIONS TO, TRAINING THAT RESULTS IN QUALITY VOLUNTEER AND NATIONAL SERVICE PROGRAMMING

Objectives:

1. Identify current training needs of national service programs and other organizations that utilize volunteers or would like to increase capacity for managing volunteers
 - a. Provide training needed to assure compliance with all regulations and provisions of AmeriCorps programs funded through Nevada Volunteers
2. Solicit support of partners to provide needed training to targeted audiences, training expertise, and/or financial resources to make training available
3. Identify measures that demonstrate quality improvement in volunteer programming and, for national service funded programs, that meet performance measure objectives
4. Incorporate a feedback loop to continually assess effectiveness of training in cultivating stronger volunteer and national service programming

GOAL 4: CREATE GREATER AWARENESS OF THE IMPACT AND IMPORTANCE OF VOLUNTEERING AND QUALITY VOLUNTEER PROGRAMMING BY INCREASING COMMUNICATIONS THROUGH A VARIETY OF SOURCES AND MEDIA

Objectives:

1. Identify stakeholder groups and target messages to them—what stories to tell and to whom
2. Determine effectiveness of current communication strategies and adjust as needed based on data analysis
3. Solicit support of partners in reaching a wider audience with our messaging
4. Partner with the Corporation State Office to be sure the Nevada national service story is being told in a way that reflects the impact across the state

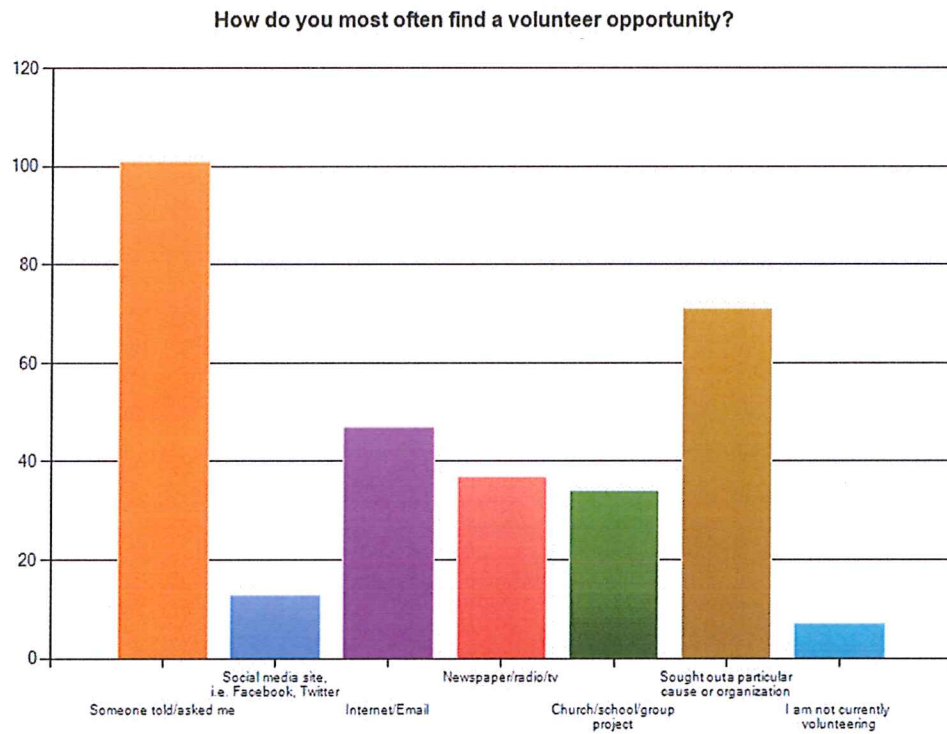
GOAL 5: PROVIDE RECOGNITION FOR VOLUNTEER EFFORTS THAT EXEMPLIFY THE IMPACT AND QUALITY WE SEEK TO PROMOTE

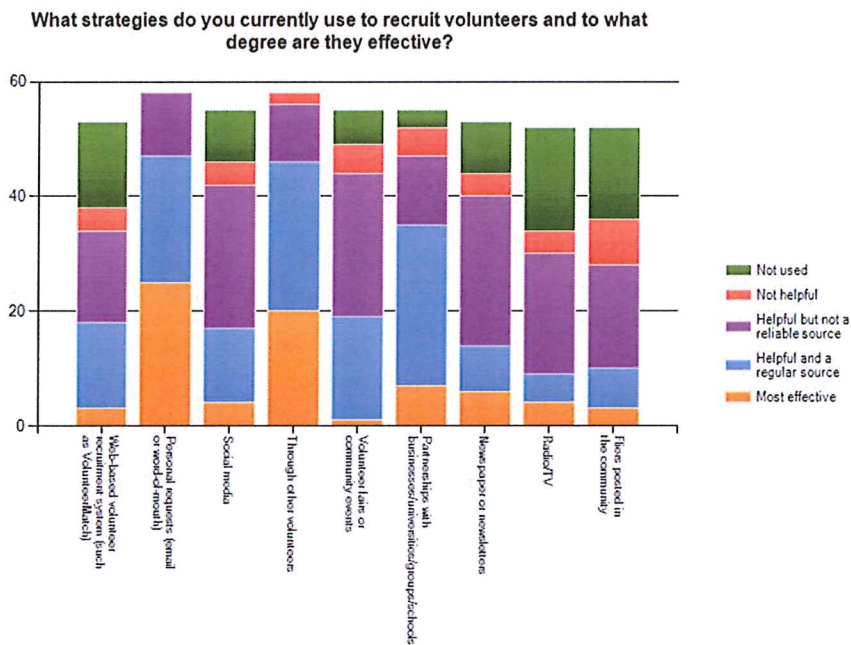
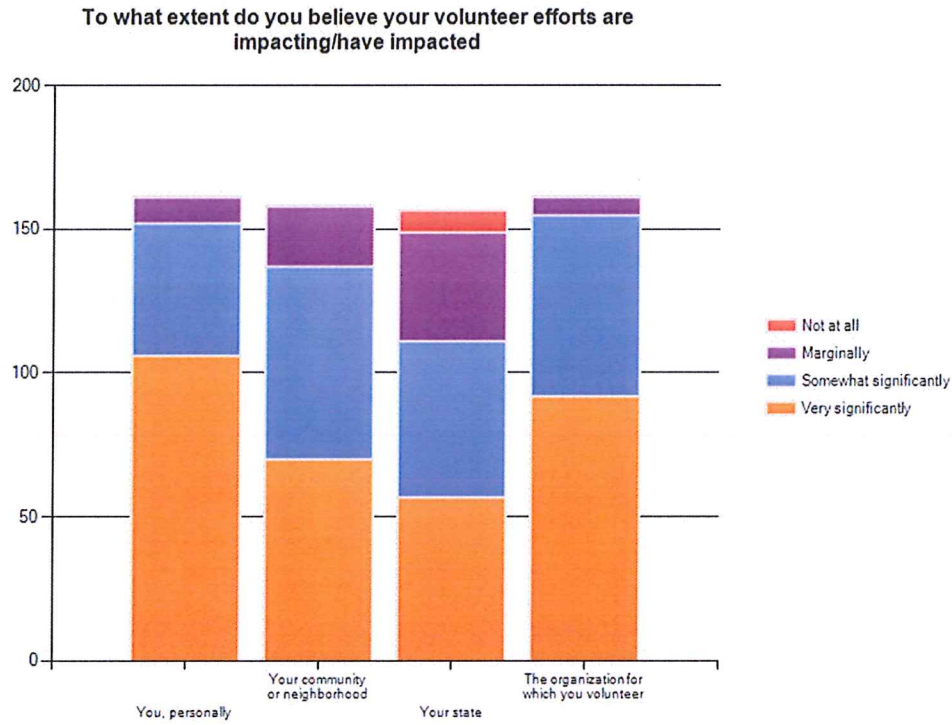
Objective:

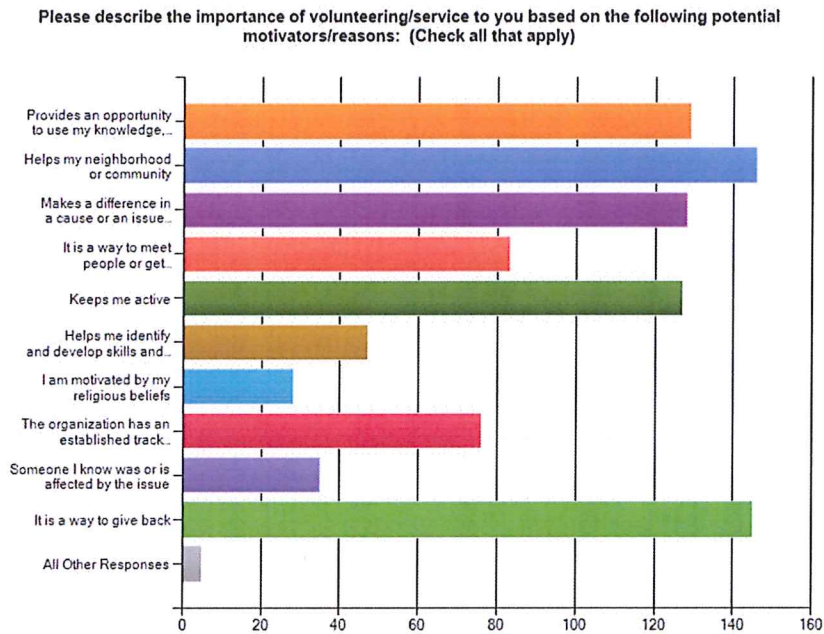
1. Review the effectiveness of the Governor's Points of Light event in building awareness and recognizing the impact of volunteer efforts and revamp event accordingly
2. Consider utilizing the service enterprise standards identified by Reimagining Service as a method for recognizing or certifying volunteer programs that meet standards
3. Enhance the Governor's Certificate of Service as a way of publicly promoting strong volunteer efforts

Additional Information

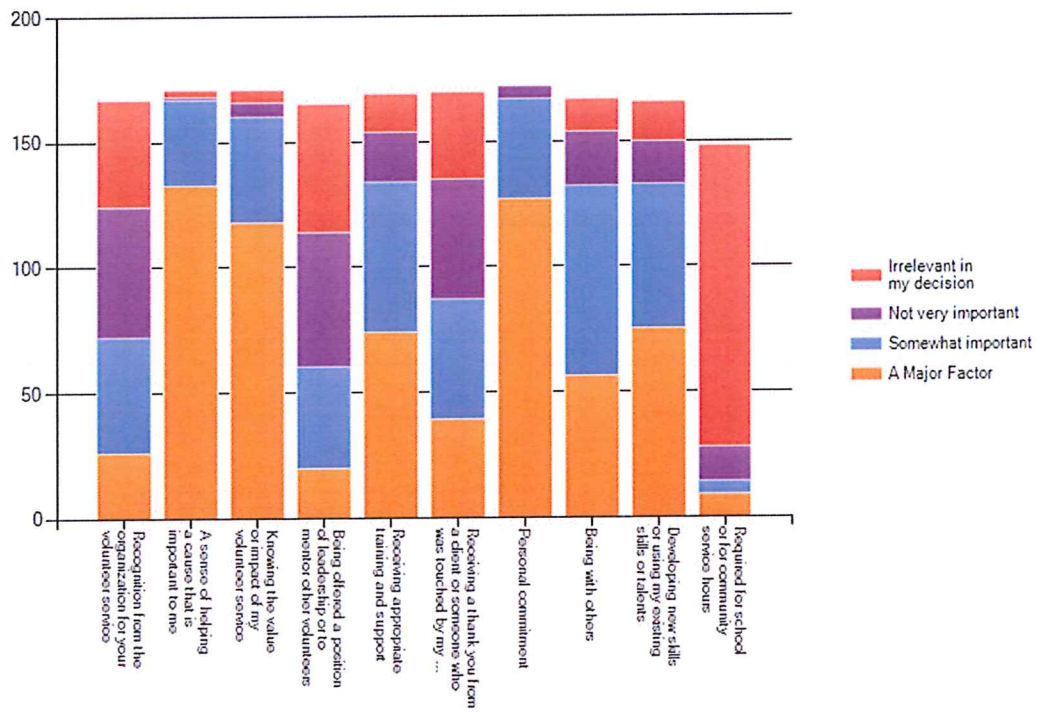
Selected information from the State Service Plan Survey.



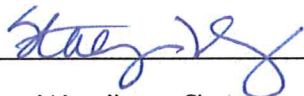




What motivates you to remain a volunteer or would motivate you to volunteer?



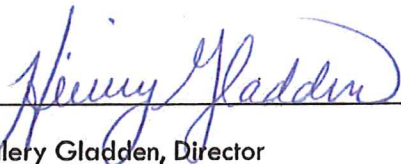
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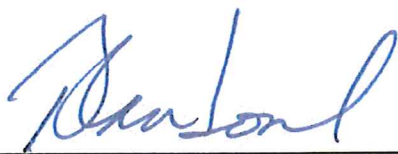
Stacy Woodbury, Chair
Nevada Volunteers



Amber Martin-Jahn, Executive Director
Nevada Volunteers



Hillary Gladden, Director
State Corporation Office



Brian Sandoval, Governor
State of Nevada



Memorandum to File

Date: May 29, 2015

Re: Nevada Volunteers State Service Plan

The 2013- 2015 Nevada Volunteers State Service Plan was signed into effect fall 2013 and went into effect in 2014 for a three year period ending in 2016. This memo serves as notice that the State Service Plan period as reflected on the document is updated effective immediately to represent the actual period. All previously released State Service Plan documents reflecting a 2013-2015 period should be updated appropriately.