

Wisconsin National and Community Service Board

Board Meeting Minutes

April 5, 2018

Present: Angela Ahlgrim (telephone), Christine Beatty, Sarah Brady (Board Appointment Pending), Pamela Charles (telephone), Lisa Delmore (telephone), Steven Janke, Paula Horning, Anthony Hallman, Michael Hinman (telephone), James Langdon, Susan Schwartz

Not Present: Robert Griffith, Kate Jaeger, Scott Jones, Amy McDowell, Margaret Moore, Maura Kirkham (Board Appointment Pending)

Staff Present: Jeanne Duffy, Alexis Matthews, Kara Rivers, Daria Rydzak, Casey Sweeney

Program Staff Brian Blahnik, Marshfield Clinic AmeriCorps Programs, Becky Boquist, Marshfield

Present: Clinic AmeriCorps Programs, Cally Ehle, Easter Seals Wisconsin, Katie Hulbert, Western Dairyland Fresh Start, Shelly Kaiser, Marshfield Clinic AmeriCorps Programs, Anna Korb, Easter Seals Wisconsin, Donna Lehmkuhl, UW-Eau Claire ECLIPSE, Amanda Ross, Weight of the Fox Valley

Next Meeting: June 7, 2018, in Madison, WI- exact location TBD

Call to Order

The meeting was called to order at 10:01 am by Board Chair Paula Horning.

Introductions

The commission members and Serve Wisconsin staff introduced themselves. The Board welcomed a new member - Steven Janke who is the new designee representing Department of Veterans Affairs Secretary Daniel Zimmerman.

Public Comment

No public comment.

Meeting Minutes

James Langdon made a motion to approve the December 14, 2017, WNCSB meeting minutes. Motion tabled until quorum of voting members reached.

* Lisa Delmore joined via telephone at 10:03 am *

Marshfield Clinic Presentations

Brian Blahnik gave an overview of Marshfield Clinic AmeriCorps and its three programs. Randy Neve and AmeriCorps member Ashley Bloczynski presented information on the Marshfield Clinic AmeriCorps Afterschool Program.

* Michael Hinman joined via telephone at 10:10 am *

Shelly Kaiser and AmeriCorps member Beth Meyer presented information on the Marshfield Clinic AmeriCorps Volunteer Wisconsin Program. Becky Boquist and AmeriCorps member Muriel Vaughn presented on the Marshfield Clinic Recovery Corps Program.

* Angela Ahlgrim joined via telephone at 10:40 am *

*Christine Beatty joined in-person at 11:00 am *

Meeting Minutes

James Langdon made a motion to approve the December 14, 2017, WNCSB meeting minutes. Second by Christine Beatty. Unanimously approved (Anthony Hallman abstained from voting).

*Pamela Charles joined via telephone at 11:05 am *

2018-2019 Formula/Planning Grant RFPs- Permission to Release

Casey Sweeney shared background on the 2018-2019 Formula/Planning Grant RFPs Permission to Release. Serve Wisconsin is requesting to release two Formula RFPs (Program & Planning Grant) to expend Formula Funding. Serve Wisconsin anticipates Formula Funding amount to be slightly higher than in the past. The RFPs will be released at the same time and will run on a concurrent timeline- release, notice of intent, due date, peer review, Program Evaluation & Development Committee in May/June, and Wisconsin National & Community Service Board Meeting in June. CNCS has not released formula guidance yet.

Anthony Hallman made the motion to allow staff to release the 2018-2019 Formula/Planning Grant RFPs. Second by Christine Beatty. Unanimously approved.

Formula Funding Policies- 2019-2020 and Beyond

Casey Sweeney shared background on the Formula Funding Policy Recommendation for 2019-2020 and Beyond. The recommendation would give Serve Wisconsin staff more flexibility with releasing the Formula Program/Planning Grant RFPs when Serve Wisconsin anticipates funding being available. The Formula allocation depends on the federal budget. Serve Wisconsin started RFP preparations in

February. This recommendation would prevent a scenario where quorum is not achieved at a WNCSB meeting and the RFP would not be able to be released. James Langdon stated that this recommendation would not go against any statute and that it is consistent with other boards. Jeanne Duffy stated that Serve Wisconsin Competitive Funding RFPs already operate in this manner. James Langdon recommended that “staff” be specified as “Executive Director.”

James Landon made the motion to allow the Executive Director to issue separate, Formula AmeriCorps Program Grant and/or Formula Planning Grant RFPs for any funding year for which the additional RFPs could be used to maximize use of Formula Funding available to Serve Wisconsin. Second by Anthony Hallman. Unanimously approved.

* Pam Charles left at 11:23 am *

* Lisa Delmore left at 11:24 am *

* Angela Ahlgrim left at 11:24 am *

Celebration of Service Event

Alexis Matthews invited the Board to the Celebration of Service Event on April 30th in Green Lake, Wisconsin, at the Green Lake Conference Center from 9:00 am-4:00 pm. The morning will be educational sessions and the afternoon will be teambuilding and recreational activities. The annual Governor’s Service Recognition Event will be held from 3:00 pm-4:00 pm. Hotel rooms are available for the night of April 29th. Casey Sweeney promoted one open spot on the “Networking for Young Professionals” panel.

Daria Rydzak gave an overview of the annual Governor’s Service Recognition Event noting that there will be four awards given this year- AmeriCorps Member of the Year (Terrance Sims, Teach for America Milwaukee), AmeriCorps Program of the Year (Project 16:49, Wisconsin Association for Homeless & Runaway Services), AmeriCorps VISTA Participant of the Year (Trevor Cooper, Wisconsin Association of Free & Charitable Clinics), and Senior Corps Participant of the Year (Pat Knuth, ERAs Senior Network). There will also be assorted AmeriCorps Awards given at the event.

State Service Plan Committee Report

Anthony Hallman spoke about the past two State Service Plan Committees noting it is a large project that ties into CNCS funding. Paula Horning explained the purpose of the State Service Plan and how the WNCSB seeks and accepts input. Jeanne Duffy expressed plans to make the State Service Plan more aspirational and goal-oriented. The committee is still open to members. Current members are Christine Beatty, Lisa Delmore, Anthony Hallman, Paula Horning, Steven Janke, Maura Kirkham, and James Langdon.

Marketing Committee Report

Current members are Christine Beatty, Lisa Delmore, and Robert Griffith. Jeanne Duffy spoke on behalf of the Marketing Committee who had a meeting to discuss the spring Stand Up Step Up campaign. The campaign has received national attention and the Director of AmeriCorps, Chester Spellman, wants to do a nationwide AmeriCorps Public Service Awareness Campaign.

Updates from States for Service

Christine Beatty spoke about States for Service, a national service advocacy group that is available to everyone. She and Robert Griffith are members. She emphasized a long-term view on advocacy and stated that results have already been seen with the recent budget appropriations. She also encouraged calling and contacting representatives about the issues you find important.

Update from Program Director Association

Brian Blahnik stated the Program Director Association had nothing formal to report. Paula Horning thanked programs who traveled to attend the WNCSB meeting.

Update from CNCS State Office

Sarah Brady stated that the Corporation for National and Community Service has been zeroed out in the President's 2019 Budget Request. The Corporation does not anticipate it staying this way. National Service Recognition Day was a success with over 5,400 elected officials across the country engaged. Wisconsin surpassed its target of 50 elected officials with 84 signing on in support. There were a few large events in Wisconsin with the CNCS Chief of Staff participating in the Kenosha event where the Mayors of Kenosha and Racine signed a joint proclamation with 9 other elected officials in attendance. J.P. Fish from the CNCS Office of Government Relations has resigned and a temporary replacement has taken over. The CNCS State Office has been working on VISTA program development and they thank the State Commission for letting them present at the two national service outreach summits last month. The CNCS State Office plans on holding two additional summits in northern Wisconsin. The AmeriCorps VISTA Request for Concept Papers is going out in August for programs focusing on capacity building and anti-poverty. In 2019, the RSVP Request for Applications will be reviewed (happens once every 6 years). Sarah Brady also shared an idea for one small community infused with all streams of national service to see impacts and results. This could tie in with research at a university. The current CNCS budget passed March 26th with an increase in federal funding for a total of over \$34 million. The breakdown of this budget has not been released. These funds will be available through September 30, 2018.

* Michael Hinman left at 11:59 am *

*** Lunch from 11:59 am until 12:32 pm ***

Updates from Commission Members

Steven Janke spoke about his position at the Department of Veterans Affairs. He travels to all 72 counties to connect veterans to resources and to work with County Veteran Service Officers. James Langdon had no updates to report. Paula Horning gave an overview of the ASC Annual Symposium in Washington, DC. She also participated in hill visits with elected officials and reported that it was a positive experience. Anthony Hallman gave an update on his appearance before the State Assembly to speak about the Wisconsin Conservation Corps. The Bill passed the Assembly but was not brought to a vote in the Senate. Christine Beatty spoke about her recent visit to Ghana for a Rotarian project with DAIS for Girls. She also attended the American Society on Aging Conference in San Francisco where sessions included AmeriCorps members being used within the aging network. Susan Schwartz recently returned from a mission trip to St. John in the US Virgin Islands. She noted that there was an AmeriCorps presence on the island. She will be returning for 4 weeks in June.

Updates from Staff Members

Kara Rivers stated that there are three organizations with current planning grants that will be applying for program Formula Funding in addition to a lengthy list of new organizations interested in Formula Funding for planning grants, program grants, and expansions. There were two National Service Outreach Summits that occurred in March in Kenosha and Madison that saw 25 attendees from 22 organizations. She also attended the North Central Regional Training Conference and spoke about her experience.

Daria Rydzak gave an update on the Stand Up Step Up targeted digital online campaign which has been running for 6 weeks. There have been over 5.7 million impressions (number of times ads have been shown) with 8,228 clicks on the advertisement for a click through rate of 0.14%. This stands in comparison to the fall campaign which had a click through rate of 0.13% and the average click through rate for social issues which is 0.04%. A recent change is the addition of a newsletter signup popup on the landing page which has resulted in 13 signups so far. Additional marketing data will come from the annual AmeriCorps Member Survey. Jeanne Duffy gave another marketing committee update stating that some members of the committee did not like the overall style and content of the Stand Up Step Up marketing materials. Daria Rydzak also attended the North Central Regional Training Conference and spoke about her experience.

Casey Sweeney mentioned that ERAs Senior Network will not be applying for a full AmeriCorps program as they were unable to generate enough interest from potential members within their target age group of 55 plus. They are working on a final report which will be presented to the Board at the next meeting. Serve Wisconsin will be presenting a recommendation for policy change at the next meeting that would allow applicants who apply for a full program but are not strong enough applicants to reapply for a planning grant within the same grant cycle. As part of the 2018-2019 Omnibus Bill, a 1200 hour member slot was implemented to better align with the school calendar year. Casey Sweeney attended the North Central Regional Training Conference and spoke about his experience.

Jeanne Duffy announced that Daria Rydzak will be leaving Serve Wisconsin on May 18th to pursue her MBA at Emory University. Serve Wisconsin will be hiring for her position soon. She also spoke about how Serve Wisconsin will be shifting its focus away from recruiting new programs and towards recruiting new members given the recent success in expanding programs.

Alexis Matthews presented on recruitment efforts. Serve Wisconsin has paid for 19 recruitment fairs, the majority of which were attended by program staff. This recruitment was successful and will continue in the future. She served on the ASC North Central Regional Training Conference Planning Committee and attended the conference. Wisconsin was a leading state in registering elected officials for National Service Recognition Day (top 3 in the country). The first round of the annual AmeriCorps Member Survey will be sent out in May. It will contain questions regarding the Stand Up Step Up Campaign. Recruitment efforts have also expanded to include high school students through tabling at the High School Guidance Counselor Conference and doing presentations at high schools.

Future Meetings

The next meeting will be on June 7, 2018, at a TBD location in Madison. The meeting on October 11, 2018, will occur at a TBD location in Milwaukee. There is no additional information about the December 13, 2018 meeting.

Adjourn

James Langdon made a motion to adjourn the meeting at 1:32 pm. Second by Christine Beatty. Unanimously approved.