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## SERVE WISCONSIN

### Wisconsin National & Community Service Board Public Policy and Outreach Committee

**March 26, 2021 • 1:00 p.m. – 1:30 p.m.**

**Committee Members Present:** Angie Ahlgrim, Christine Beatty, Theresa Clark, Paula Horning, Leah Lechleiter-Luke, and Jane Moore

**Staff Members Present:** Jeanne Duffy & Kyle Clower

#### Call to Order

Angie Ahlgrim called the meeting to order at 1:04 pm

#### Education Award Tax Exemption Budget Proposal

Kyle Clower gave an overview of the outreach efforts that have been done to promote the budget proposal to exempt the Segal Education Award from state income tax, including a campaign to have national service stakeholders send emails to members of the legislature during AmeriCorps Week and creating letters to the editor to be published in newspapers across the state. The committee discussed setting up meetings with legislators on the Joint Finance Committee in April, with committee members sharing availability with Kyle to help facilitate scheduling the meetings. The committee then discussed the upcoming Joint Finance Committee hearings, including board members to approach regarding testimony for these hearings, with Jeanne Duffy planning to attend the hearing in Whitewater and Kyle planning to attend the virtual hearing.

#### CORPS Act

Kyle gave committee members an update on the CORPS Act, indicating that it was not passed during the previous Congressional session, but that Senators Coons and Wicker are planning to introduce the bill for the current session in the next few weeks. The committee discussed potential options for advocating for the passage of the CORPS Act, including the Thank You campaign being organized online by States for Service to have national service advocates use the webpage for the effort to send emails to members of Congress.



### **Updating Committee Goals**

Angie Ahgrim led the committee in a review of the six goals for the committee that were created when the committee was formed by merging the Public Policy Committee and the Outreach Committee in 2020, including which goals they felt should be priorities for the upcoming year, if there are any that should be dropped, and any new goals to add.

1. Advocate for the Segal Education Award to be exempt from the state income tax
2. Organize a National Service Day at the Wisconsin State Capitol
3. Encourage Wisconsin colleges and universities to offer AmeriCorps alumni financial assistance and/or academic credits for serving
4. Empower Board members to speak about AmeriCorps and Serve Wisconsin
5. Engage seniors in AmeriCorps
6. Increase the number of Employers of National Service

The committee discussed prioritizing for the current year advocating for the education award to become tax exempt due to the proposal that was included in the Executive Budget, as well as an internal goal of helping make board members more empowered to speak out about AmeriCorps. The committee also discussed restarting work on increasing the number of Employers of National Service and advocating for Wisconsin colleges to offer either financial assistance and/or academic credits for serving to AmeriCorps alumni. With the COVID-19 pandemic still impacting the state, the committee discussed not focusing this year on the remaining two goals, organizing another National Service Day at the state capitol and engaging seniors in AmeriCorps, as COVID-19 restrictions and the need to get people vaccinated may make those less possible in the coming months.

### **Update on Serve Wisconsin logo rebranding**

Kyle gave the committee an overview of the process Serve Wisconsin is going through to create its new logo following the national AmeriCorps rebranding, including receiving a matching grant from Causality, initial design meetings, and holding focus groups with AmeriCorps members on the first round of designs from Causality. The committee members then provided feedback on the potential logos to share with Causality when creating the second round of logo designs.

### **Adjourn**

Meeting adjourned at 1:48 pm with a motion from Angie Ahlgrim, seconded by Christine Beatty, and all in accordance.

