

State Service Plan 2022-2024



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Serve Idaho Commissioners

Kimber Russell – 2023 Chair

Higher Education, Meridian, ID

Charlette Kremer – 2023 Vice Chair

National Service Program, Lewiston, ID

Katie Mathias – 2023 Second Vice Chair

Youth Services, Boise, ID

Kristi Keeler – 2023 Secretary

Youth Services, Grangeville, ID

April Durrant

Adults 55 and Older, Boise, ID

Mat Erpelding

Business, Boise, ID

Karma Fitzgerald

Community Based Agency, Shoshone, ID

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Volunteer Sector, Clayton, ID

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Dirk Marsden

Labor Organization, Firth, ID

Susan Potucek

Business, Twin Falls, ID

Alina Rahim

Youth, Pocatello, ID

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Youth, Meridian, ID

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Kevin Bailey

Idaho Nonprofit Center Executive Director, Boise, ID

Lori Hendon

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Kimberly Empey, Grants Officer

Penelope Larsen, Grants Officer

Heather Uhi, Financial Specialist

Serve Idaho

State Service Plan Overview

Serve Idaho's 2022-2024 State Service Plan is a three-year plan which describes the Commission priorities and goals. The three-year state plan is effective January 1, 2022 and will guide the work of the Serve Idaho Commission.

Public input was critical in the development of this State Service Plan. Input was gathered through a survey; 151 individuals from throughout Idaho responded to the survey, providing input on state volunteer and AmeriCorps priorities.

Comments are welcome at any time and will be considered on an annual basis when the State Service Plan is updated. Please submit comments to renee.bade@labor.idaho.gov.

Serve Idaho Commission History

Serve Idaho, the Governor's Commission on Service and Volunteerism, was established through [Executive Order](#) by Governor Cecil D. Andrus in 1994 as a result of the National and Community Service Trust Act of 1993 and the creation of AmeriCorps. The Commission was established to advise and assist in the development and implementation of a comprehensive, statewide plan for promoting volunteer involvement and citizen participation in Idaho, as well as to serve as the state's liaison to national, state and community organizations which support the intent of the National and Community Service Trust Act.

Serve Idaho, a division of the Department of Labor, is funded by grants from AmeriCorps and through cash and in-kind donations from state and local partners. Serve Idaho is funded in part by AmeriCorps and the Idaho Department of Labor and does not receive general funds from the state.

Serve Idaho Commission Mission & Vision

The mission of Serve Idaho is ***"To inspire and recognize volunteers and empower communities through service and AmeriCorps to address Idaho's unmet needs."*** Our mission guides our vision that ***"Every Idahoan contributes to the betterment of our state by giving their time, talents, and treasures."*** We administer and oversee the AmeriCorps programs and bring together Idahoans from all walks of life and organizations across the state to increase civic engagement and meet community needs. We are committed to achieving the highest possible impact with our resources and ensuring effective management and full compliance for our AmeriCorps programs.

Serve Idaho Programs

The Commission's work is carried out primarily through the following programs which engage Idahoans of all ages in service and volunteerism.

- **AmeriCorps** – Provides opportunities for Idahoans of all ages to help meet critical needs and make communities stronger. AmeriCorps members address issues such as, but not limited to — children's health, improvement of schools, environmental protection, veteran and military family support and volunteer recruitment and training.
- **Training and Professional Development** – The annual Serve Idaho Conference provides AmeriCorps members with professional development training. Additionally, we partner with the Idaho Nonprofit Center and the Southwest Idaho Directors of Volunteer Services (SWIDOVs) to provide training to volunteer administrators representing the public and private sectors, service-learning educators and community volunteers.
- **Award Recognition** – Serve Idaho partners with the Idaho Nonprofit Center to recognize Idaho's top volunteers and philanthropists from throughout the state.

AmeriCorps

Serve Idaho supports the strategic goals of our federal funding agency, AmeriCorps. The Commission receives most of its funding from AmeriCorps and appreciates the impact it has in our communities. This funding allows us to meet critical needs and expand the reach of national and community service in Idaho.

AmeriCorps Mission Statement: To improve lives, strengthen communities and foster civic engagement through service and volunteering.

Serve Idaho

Governor's Commission on Service and Volunteerism 2022 – 2024 State Service Plan

Serve Idaho brings together Idahoans from all walks of life and organizations across the state to increase civic engagement and meet community needs. We are committed to achieving the highest possible impact with our resources and ensuring effective management and full compliance for AmeriCorps programs receiving funding from Serve Idaho. This plan describes how we will build on our successes from the 2019-2021 plan.

An ad hoc committee composed of Serve Idaho Commissioners was formed in January 2021 to reach out to entities throughout the state and to develop the State Service Plan. The plan was revised by the Serve Idaho Commissioners and staff at the annual October workshop, where Commissioners reviewed previous accomplishments and current needs to develop a new three-year State Service Plan. It was finalized at the December 2021 commission meeting.

Goal 1: AmeriCorps Story/Impact

- **Year 1:**

1. Objective: Promote AmeriCorps across Idaho.
 - i. Commissioners will identify organizations and develop informational talking points on AmeriCorps, AmeriCorps VISTA, AmeriCorps Seniors, AmeriCorps NCCC to be delivered in person by commissioners to targeted local organizations or within their circles of influence.
 - ii. Commissioners will promote AmeriCorps resources to rural organizations through presentations to statewide entities.
 - iii. Commissioners will serve as connectors in actively recruiting new AmeriCorps programs/sites identified by staff.

2022 Update: The Commission will continue to work on this goal in 2023.

2. Objective: Build a better understanding of AmeriCorps among newly appointed commissioners.
 - i. Revise new commissioner orientation:
 1. Add AmeriCorps performance measures.
 2. Add AmeriCorps Member Financial Impact – (AmeriCorps member return on investment).

2022 Update: The Commission successfully updated the new commissioner orientation in 2022 to include the items listed above.

3. Objective: Build awareness among commissioners of AmeriCorps in their communities.
 - i. Develop list of AmeriCorps service sites and contact information.
 1. Commissioners work with AmeriCorps members in their communities in expansion of national days of service.
 2. Build structure for commissioner participation in site visits.
 3. Program Committee conducts outreach to specific commissioners to participate in AmeriCorps program site visits.

2022 Update: A list of AmeriCorps sites and contact information was developed and share utilizing BatchGeo. The Commission's Program Committee will continue to develop a structure for engaging commissioners in site visits.

4. Objective: Monitor Commissioner Engagement & Understanding
 - i. Conduct survey of newly appointed commissioners
 1. One year after the commissioner is appointed, conduct a survey of their understanding of Serve Idaho and engagement.

2022 Update: A new commissioner survey was developed and implemented in the fall of 2022.

- **Year 2:**

1. Objective: Promote AmeriCorps across Idaho.
 - i. Each commissioner on the outreach committee organizes one educational booth at a community event/activity.
 - ii. Commissioners will promote AmeriCorps resources to rural organizations through presentations to statewide entities.

2. Objective: Develop a better understanding of the AmeriCorps experience.
 - i. Each commissioner interviews one current/recent AmeriCorps or AmeriCorps Senior member via video recording platform about their experience to utilize for social media/e-newsletter content
3. Objective: Build awareness among commissioners of AmeriCorps in their communities.
 - i. Staff will provide updated list of AmeriCorps members to commissioners.
 - ii. Within first six months of commissioner appointment commissioner will meet with their mentor and a local AmeriCorps member in their community.
 - iii. 50% of commissioners participate in AmeriCorps program site visits.
4. Objective: Monitor Commissioner Engagement & Understanding
 - i. Conduct survey of newly appointed commissioners
 1. One year after the commissioner is appointed, conduct a survey of their understanding of Serve Idaho and engagement.

- **Year 3:**

1. Objective: Promote AmeriCorps across Idaho.
 - i. Interview one current/recent AmeriCorps or AmeriCorps Senior member via video recording platform about their experience to be utilized on social media and/or newsletter.
 - ii. Based off year two most successful events, complete three booth activities across the state focused on AmeriCorps story/impact.
2. Objective: Build awareness among commissioners of AmeriCorps in their communities.
 - i. Provide updated list of AmeriCorps members to commissioners.
 - ii. Within first six months of commissioner appointment commissioner meets with their mentor and a local AmeriCorps member in their community.
 - iii. 75% of commissioners participate in AmeriCorps program site visits.
3. Objective: Monitor Commissioner Engagement & Understanding
 - i. Conduct survey of newly appointed commissioners
 - One year after the commissioner is appointed, conduct a survey of their understanding of Serve Idaho and engagement.

Goal 2: Commissioner Advocacy on Behalf of AmeriCorps & Volunteerism

- **Year 1:**

1. Objective: Resource development for promotion of AmeriCorps impact.
 - i. Develop one educational flyer to be provided to elected officials.
 - ii. Develop list of speaking points for commissioners when meeting with elected officials.
2022 Update: The Commission has decided to re-evaluate this goal for 2023.
2. Objective: Build relationships with elected officials.
 - i. Each commissioner will contact one local government representative to provide information on AmeriCorps and Serve Idaho.
 - ii. Increase relationship with Governor's Office:

- 1. Explore possibility of volunteer recognition at Capitol for a Day events.
- iii. Provide elected officials with copy of Serve Idaho Annual Report.
2022 Update: The Commission has decided to re-evaluate this goal for 2023.

- 3. Objective: Increase commissioner understanding through training.
 - i. Provide one advocacy training to commissioners on through use of external organization.
 - ii. Build new commissioner training focused on communicating about AmeriCorps & Serve Idaho.
 - iii. Commission leadership commits three hours/year to training and onboarding new commissioners.
2022 Update: The Commission successfully completed this goal in 2022.

- 4. Objective: Build a pipeline for Serve Idaho & AmeriCorps advocates.
 - i. Engage potential commissioners in commission committee activities (GARP meeting, Idaho Philanthropy Day Reviewer, National Days of Service, Serve Idaho Conference Planning).
2022 Update: The Commission successfully completed this goal in 2022.

- 5. Objective: Define commissioner circles of influence.
 - i. Define each individual commissioner circle of influence.
2022 Update: The Commission successfully completed this goal in 2022.

- 6. Objective: Support AmeriCorps policy advancement.
 - i. 50% of commissioners will participate in all America’s Service Commissions (ASC) advocacy campaigns.
 - ii. ~~Remove the Tax on the Education Award~~
 - 1. ~~Examine existing models from other states.~~

2022 Update: The Commission will continue to work on increasing participation in ASC advocacy campaigns in 2023. It was determined that removing the tax on the education award was not a feasible goal going forward for the Commission and has been removed from the State Service Plan to focus on other efforts supporting members.

• **Year 2:**

- 1. Objective: Build relationships with elected officials.
 - i. Meet with state congressional delegation to discuss program during August recess.
 - ii. Organize AmeriCorps Day at the Capitol event during the legislative session.
 - iii. Partner with the Governor’s office on recognition of volunteers during Capitol for a Day event.
 - iv. Provide elected officials with copy of Serve Idaho Annual Report.
 - v. Invite one elected official to participate in a service project with each commissioner.
- 2. Objective: Build a pipeline for Serve Idaho & AmeriCorps advocates.
 - i. Engage potential commissioners in commission committee activities (GARP meeting, Idaho Philanthropy Day Reviewer, National Days of Service, Serve Idaho Conference Planning).
- 3. Objective: Support AmeriCorps policy advancement.
 - i. 50% of commissioners will participate in all ASC advocacy campaigns.
 - ii. ~~Remove the Tax on the Education Award~~
 - 1. ~~Draft language for the bill.~~
 - 2. ~~Identify state representative/senator to sponsor.~~

- **Year 3:**
 1. Objective: Build relationships with elected officials.
 - i. Meet with state congressional delegation to discuss programming during August recess.
 - ii. Organize AmeriCorps Day at the Capitol event during the legislative session.
 - iii. Partner with the Governor’s office on recognition of volunteers during Capitol for a Day event.
 - iv. Provide elected officials with copy of Serve Idaho Annual Report.
 2. Objective: Build a pipeline for Serve Idaho & AmeriCorps advocates.
 - i. Analyze commission makeup to ensure diversity on commission.
 - ii. Engage potential commissioners in commission committee activities (GARP meeting, Idaho Philanthropy Day Reviewer, National Days of Service, Serve Idaho Conference Planning).
 3. Objective: Support AmeriCorps policy advancement.
 - i. 75% of commissioners will participate in all ASC advocacy campaigns.
 - ii. ~~Remove the Tax on the Education Award~~
 1. ~~Provide support to state legislator as requested in advancement of bill.~~

Goal 3: Expand Internal Understanding of AmeriCorps & AmeriCorps Seniors

- **Year 1:**
 1. Objective: Promote AmeriCorps across Idaho.
 - i. Finalize commissioner outreach PowerPoint to be utilized for community presentations.
 - ii. Each commissioner initiates one outreach conversation on AmeriCorps & Serve Idaho to one individual or local group each year.
 - iii. Provide one professional development opportunity to commissioners on outreach strategies from outside facilitators.

2022 Update: A commissioner outreach PowerPoint was finalized and training on outreach strategies was provided by an external facilitator. The Commission will continue to work on each commissioner initiating one outreach conversation in 2023.
 2. Objective: Increase understanding of AmeriCorps among commissioners.
 - i. Provide one professional development training on AmeriCorps Seniors to Commissioners. (Provided by AmeriCorps Seniors Program Director)
 - ii. Provide one AmeriCorps membership moment at each commission meeting. Alternate opportunities to focus on AmeriCorps Seniors with AmeriCorps State and National.
 - iii. Conduct one training for Commissioners on AmeriCorps funding opportunities/specifics (AmeriCorps State/National, Volunteers in Service to America (VISTA), AmeriCorps Seniors, AmeriCorps Civilian Community Corps (NCCC)).
 - iv. Add question to existing survey of commissioners on knowledge (given at end of the year)

2022 Update: The Commission successfully completed this goal in 2022.
 3. Objective: Build AmeriCorps alumni network.
 - i. Conduct research on AmeriCorps alumni networks across the country.

2022 Update: The Commission developed a work group tasked has reviewed other models across the country and has built a survey to better understand existing alumni structures in Idaho and the needs of alums.

- **Year 2:**
 1. Objective: Increase understanding of AmeriCorps among commissioners.
 - i. Provide one AmeriCorps membership moment at each commission meeting. Alternate opportunities to focus on AmeriCorps Seniors with AmeriCorps State and National.
 - ii. Conduct one training for Commissioners on AmeriCorps funding opportunities/specifics (AmeriCorps State/National, Volunteers in Service to America (VISTA), AmeriCorps Seniors, AmeriCorps Civilian Community Corps (NCCC)).
 - iii. Increase knowledge among commissioners of AmeriCorps programming. Measured by end of year survey.
 2. Objective: Identify opportunities for AmeriCorps service as a solution.
 - i. Work with partner organizations to identify greatest needs and how AmeriCorps can engage in addressing those needs.
- **Year 3:**
 1. Objective: Increase understanding of AmeriCorps among commissioners.
 - i. Provide one AmeriCorps membership moment at each commission meeting. Alternate opportunities to focus on AmeriCorps Seniors with AmeriCorps State and National.
 - ii. Conduct one training for Commissioners on AmeriCorps funding opportunities/specifics (AmeriCorps State/National, Volunteers in Service to America (VISTA), AmeriCorps Seniors, AmeriCorps Civilian Community Corps (NCCC)).
 - iii. Increase knowledge among commissioners of AmeriCorps programming. Measured by end of year survey.

Goal 4: Engage Volunteers 55 and Older in Volunteerism

- **Year 1:**
 1. Objective: Concentrate outreach efforts on engaging volunteers 55 and older.
 - i. Produce three blog posts on the importance of volunteerism for 55 and older.
 - ii. Release two or more social media posts per month geared towards volunteers 55 and older.
 - iii. Develop newspaper/flyer content for recruiting volunteers 55 and older into AmeriCorps.
 - iv. Develop public service announcement (PSA) campaign video featuring spots to engage individuals 55 and older.
 - v. Commissioners provide outreach to a minimum of three organizations across the state working focused on engagement of individuals 55 and older.

2022 Updates: Three blog posts and multiple social media posts were developed each month to focus on recruiting members 55 and older. Two radio spot PSAs were developed and run through the Idaho State Broadcasters Association. Newspaper content was not developed as it conflicted with the requirements outlined in the Idaho State Broadcasting contract. The Commission will continue to focus efforts on commissioners providing outreach in 2023.
 2. Objective: Increase collaboration with Idaho AmeriCorps Seniors programs.
 - i. Meet quarterly with existing AmeriCorps Senior Programs for collaboration opportunities.

2022 Update: The Serve Idaho Executive Director met quarterly with representatives from AmeriCorps Seniors to discuss collaboration opportunities.

- **Year 2:**
 1. Objective: Concentrate outreach efforts on engaging volunteers 55 and older.
 - i. Produce three blog posts on the importance of volunteerism for 55 and older.
 - ii. Develop PSA campaign radio spots focused on engaging individuals 55 and older.
 - iii. Release two or more social media posts per month geared towards volunteers 55 and older.
 2. Objective: Increase collaboration with Idaho AmeriCorps Seniors programs.
 - i. Meet quarterly with existing AmeriCorps Senior Programs for collaboration opportunities.
- **Year 3:**
 1. Objective: Concentrate outreach efforts on engaging volunteers 55 and older.
 - i. Release two or more social media posts per month geared towards volunteers 55 and older.
 - ii. Continue PSA campaign featuring spots to engage individuals 55 and older.
 2. Objective: Increase collaboration with Idaho AmeriCorps Seniors Programs.
 - i. Meet quarterly with existing AmeriCorps Senior Programs for collaboration opportunities.

Serve Idaho is committed to promoting the AmeriCorps values and mission as well as engaging and connecting citizens through volunteering and collaboration with the Idaho Department of Labor. Through its State Plan, Serve Idaho will meet our mutual goals of improving lives, strengthening communities and fostering civic engagement through service and volunteering.

How to Serve

If you are interested in joining AmeriCorps or learning more about service and volunteerism go to: www.serve.idaho.gov

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