

Serve Wisconsin 2016-2018 State Service Plan

SERVE WISCONSIN is a 21-member citizen body appointed by the Governor to support community service and volunteerism. Federal AmeriCorps resources from the Corporation for National and Community Service are awarded to organizations seeking to deliver services using an evidence-based approach to solve identified community needs. Serve Wisconsin will support organizations using delivery system models that address one or more of the six national focus areas:

- Disaster Services
- Economic Opportunities
- Education
- Environmental Stewardship
- Healthy Futures
- Veterans and Military Families

State Service Plan Performance Targets	
OBJECTIVE 1: Serve Wisconsin will invest in sustainable service solutions that are supported by evidence-based community need. The service delivery system shall incorporate effective capacity building activities and strategies for recruiting, retaining, managing, and recognizing volunteers and AmeriCorps members. Serve Wisconsin shall allocate 100% of the available resources in support of the six national focus areas and capacity building activities to enhance program sustainability.	
ACTION 1:	Establish annual aggregate volunteer engagement targets and report the number of episodic and ongoing volunteers engaged.
ACTION 2:	Establish an annual aggregate volunteer hour target and report the number of volunteer hours completed by episodic and ongoing volunteers.
ACTION 3:	Annually establish the number of organizations to receive capacity building services that report the implementing of three or more effective volunteer management practices.
ACTION 4:	Annually establish the number of organizations that will report that capacity building activities supported by national service funding have helped to make the organization more efficient and/or effective.
State Service Plan Support Activities	
OBJECTIVE 2: Serve Wisconsin will support the promotion of National Service and Volunteer Wisconsin to enhance recognition and awareness of service and volunteer opportunities in Wisconsin.	
ACTION 1:	Coordinate and sponsor the Governor's Service Awards.
ACTION 2:	Publish and distribute Serve Wisconsin Annual Report.
ACTION 3:	Publish and distribute AmeriCorps Member Reflections.
ACTION 4:	Record and report on the AmeriCorps member experience through the annual member survey.
ACTION 5:	Promote the Volunteer in America Report statewide.
ACTION 6:	Collect information from all AmeriCorps State and National grant applicants on how the proposed AmeriCorps service activities align with the State Service Plan.
ACTION 7:	Support Volunteer Connection as the electronic internet connector of volunteer opportunities in Wisconsin.
ACTION 8:	Collaborate with CNCS's Wisconsin State Office to promote national service and volunteerism.
Serve Wisconsin Promotional and Professional Learning	
OBJECTIVE 3: Serve Wisconsin board members and staff will engage in professional learning to promote best practices that strengthen the efficiency and effectiveness of National Service.	
ACTION 1:	Support activities that expand the scale, reach, efficiency, and/or effectiveness of AmeriCorps programs.
ACTION 2:	Support efforts to balance the rural and urban AmeriCorps delivery systems.
ACTION 3:	Continue to diversify the AmeriCorps program portfolio while reaching more underserved populations.
ACTION 4:	Promote best practices and core delivery system methods to improve performance.
ACTION 5:	Expand outreach to seniors to improve collaboration and senior engagement.

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DEFINITION OF KEY TERMS

AMERICORPS: A Federally-funded program that engages over 80,000 Americans each year to serve their community through community-based programs.

CAPACITY BUILDING: A set of activities that expand the scale, reach, efficiency, or effectiveness of programs and organizations. Activities may also leverage resources for programs and/or organizations. For example, capacity building activities may expand services, enhance delivery of services, or generate additional resources. These activities achieve lasting positive outcomes for the beneficiary populations served by CNCS-supported organizations.

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): The Federal agency that engages more than 5 million Americans in service through its core programs: AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund. CNCS plays a critical role in strengthening America's nonprofit sector and addressing our nation's challenges through service.

CNCS'S SIX FOCUS AREAS: The 2009 Serve America Act directs CNCS to focus national service on a core set of six priority issue areas, as follows: Disaster Services, Economic Opportunity, Education, Environmental Stewardship, Healthy Futures, and Veterans and Military Families.

CNCS-SUPPORTED ORGANIZATION: Comprises a) organizations that have national service participants (AmeriCorps, VISTA and NCCC members, Senior Corps volunteers) and, b) organizations that receive CNCS funding.

COMMUNITY VOLUNTEER: Citizens or residents in the community who are recruited and/or managed by the CNCS-supported organization or assigned national service participant(s) to offer time, knowledge, skills, and expertise for free to support the CNCS-supported program or organization.

EFFECTIVE VOLUNTEER MANAGEMENT PRACTICES: CNCS has identified a series of practices that collectively maximize the capacity of volunteers to have an impact on behalf of the organization or community.

EFFECTIVENESS: Improved ability of the organization to achieve outcomes resulting in better success rates or better quality of outcomes achieved.

EFFICIENCY: Improved outcomes with the same level of resources; improved or consistent quality of services with fewer resources.

EPISODIC VOLUNTEER: A volunteer who participates in one-time service projects.

NATIONAL SERVICE PARTICIPANT: Refers to the individuals supported by CNCS who carry out service activities. CNCS' various programs refer to people who participate in national service in different ways, e.g. AmeriCorps members, Learn and Serve America participants and Senior Corps volunteers. The broad term "national service participant" encompasses individuals in all CNCS programs, excluding CNCS staff members.

ONGOING VOLUNTEER: A volunteer with an ongoing volunteer commitment to an organization or program.

SCALE/REACH: The scope of a program's services. Increased scale/reach can be measured by the number of new people served, new populations served, and/or new or expanded services.

SUPPORTING/ENHANCING THE PROGRAM DELIVERY MODEL: Specifies that the services provided by the CNCS-supported organization or the national service participant engaged in the capacity building activity must be for the intended purpose of supporting or enhancing the CNCS-supported program delivery model. These capacity building activities cannot be solely intended to support the administration or operations of the organization.

SUSTAINABILITY: A lasting outcome of the capacity building activity or intervention. This may include maintaining service after the CNCS resource is gone, maintaining enhanced or increased services after the CNCS resource is gone, or both. Sustainable projects and programs have institutional procedures, resources and processes that assure the continuation of expanded or enhanced beneficiary services.

UNDERSERVED POPULATIONS: Populations or groups that are specifically identified by the program as in need of program services or that currently receive inadequate service.

VOLUNTEER WISCONSIN: A collaborative initiative to connect volunteers with opportunities with the Volunteer Connection website (www.volunteerwisconsin.org), promote volunteerism, and support the capacity of nonprofit organization through service.