

**NC COMMISSION ON  
VOLUNTEERISM &  
COMMUNITY SERVICE**



*State Service Plan*

2019 - 2022





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### **GOAL:**

*To increase volunteerism by improving knowledge and awareness of the commission and fostering communication and collaboration with partners in communities across North Carolina.*

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## OVERVIEW

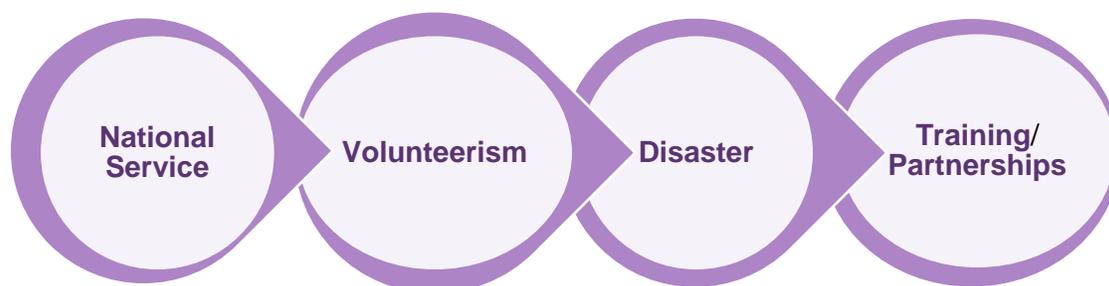
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The North Carolina Commission on Volunteerism & Community Service is the oversight organization for national service in North Carolina and supports AmeriCorps programs and encourages civic engagement to improve the quality of life in North Carolina communities. The Commission develops a three-year State Service Plan aimed at utilizing service and volunteerism as a solution to the most pressing needs facing North Carolina's communities. This plan reflects the strategy of the North Carolina Commission on Volunteerism & Community Service with regard to the coordination of national service and volunteer service activities across all streams of service in the state. Our priority is to ensure that all national service and volunteer service entities within the state are communicating, cooperating, and collaborating.

To develop the State Service Plan for 2019-2022 the organization developed an initial survey that was sent to existing partners and stakeholders to contribute their knowledge, ideas, concerns, and priorities to inform the development of core priorities and focus for the final plan. Over 60 people completed the survey from all across North Carolina. The top concerns were: Economic Opportunity, Healthy Futures, and Education/ Literacy.

Respondents listed numerous programs and organizations that are addressing community issues and how service and volunteerism can play a role in addressing those issues. The North Carolina Commission staff then spent a day reflecting on the survey results and priorities to develop goals and strategies for the state service plan. To finalize priorities, themes, and areas of emphasis for service in NC, additional input was requested from a larger group of survey respondents with targeted follow-up outreach to individuals and organizations to provide specific feedback on the plan. The overall goal is to increase volunteerism by improving knowledge and awareness of the commission and fostering communication and collaboration with partners in communities across North Carolina.

### Priorities:



# 1. NATIONAL SERVICE

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North Carolina has a strong history and a proud tradition of volunteerism and service. This engagement has served as a catalyst for meeting critical needs in local communities and enhancing the quality of life for many people in our state. National Service remains a core part of the volunteer efforts that are being led across the state and a priority for the work of the commission in this State Service Plan. Based upon the feedback from participants in the State Service Plan surveys and outreach, a prioritization of commission activities and resources in this priority area will focus on the areas of Economic Opportunity, Healthy Futures, and Education.

## National Service Strategies

- ❖ Support Existing Programs
- ❖ Develop New Programs
- ❖ Member and Alum Development and Engagement
- ❖ Connect and Collaborate with the National Service Network
- ❖ Outreach and Awareness



*Goal: Strengthen and promote national service to better serve the needs of communities and establish best practices for service in the state.*

### 1 - Support Existing Programs

- Training for smaller programs on expansion and duplication
- Technical Assistance to existing programs
- Ongoing regional training to support program professional development

### 2 - Develop New Programs

- Focus on new programming in the top 3 from the survey (Economic Opportunity, Healthy Futures, and Education)

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- Connect and solicit organizations leading National Direct AmeriCorps Programs to apply to participate in North Carolina State Formula Funding
- Hold meetings with community stakeholders and organizations/leaders to promote national service
- Encourage opioid reduction programs and other emergent needs

### 3 - Member and Alum Development and Engagement

- Connect with National Service Alums in the state
- Provide mentoring to current members serving in North Carolina
- Invite AmeriCorps Alums to service days
- Engage more with ReserveCorps - programs targeted to veterans and alums

### 4 - National Service Network

- Encourage partners and communities to utilize NCCC
- Connect with other streams of service in North Carolina
- Increase collaboration and resource sharing with other commissions and national service organizations

### 5 - Outreach and Awareness

- Engage and inform elected officials from the state and national level about the work of national service programs and the commission in North Carolina
- Increase awareness of AmeriCorps Week and service days
- Increase Social Media Presence
- Increase awareness of Member Launch
- Support Outreach Committee priorities on the commission board

## 2. VOLUNTEERISM



The Commission is dedicated to researching new ways to mobilize volunteers and increase the rate of volunteerism in the state. From programs like the Governor's Page Program and Volunteer Awards, the commission seeks to support efforts to make volunteerism a viable option for all North Carolina residents. Therefore, special attention will be on

increasing and sharing volunteer opportunities for Seniors and people over 50, Latinx Communities, People with Disabilities, and Veterans/Military communities.

### Volunteerism Strategies

- ❖ Connect and Collaborate with Volunteer Centers and VOAD (Volunteer Organizations Active in Disaster) state-wide
- ❖ Business and University Engagement
- ❖ Page Program
- ❖ Volunteer Awards and Recognition
- ❖ Identify Volunteer Needs Within Communities
- ❖ Outreach and Awareness



*Promote volunteer awareness and engagement statewide.*

#### *1 - Connect and Collaborate with Volunteer Centers and VOAD across the state*

- Sponsor and support training for volunteer center staff and volunteers
- Collaborate with the Association of Volunteer Centers

#### *2 - Business and University Engagement*

- Utilize skills-based volunteerism as a strategy to engage the business and university community to increase their volunteerism in the state.
- Assess and engage the business community's interests to increase volunteerism
- Encourage businesses to provide opportunities for employees to volunteer
- Prepare organizations that accept or need volunteers to work with skills-based volunteers
- Contact licensing boards, government agencies, chambers of commerce to disseminate information on volunteerism in the state
- Establish a Corporate Engagement committee on the board

### 3 - Governor's Page Program

- Establish community service projects within the program to expose organizations to the program and participants to volunteerism.
- Provide participants with information on continuing to serve in the state at the conclusion of the program
- Prepare information to share with participants on resources they can access to gain more information on local issues throughout the state
- Establish a hashtag to connect all the volunteerism and community projects of the Page's program to a larger social media campaign.

### 4 - Volunteer Awards and Recognition

- Recruit award coordinators from each county in the state
- Increase outreach and awareness to more individuals and volunteers across the state.
- Increase volunteer recognition for national service and business that have been under-recognized in past years.

### 5 - Identify volunteer needs within communities

- Join Listening Sessions offered by the Office of Public Engagement to better understand challenges in communities and share volunteer resources.
- Add surveys and questions to existing strategies and agencies connecting with North Carolina residents to integrate volunteerism and volunteer needs
- Identify target groups who are available to volunteer (Latino, Senior, Disabilities)

### 6 - Outreach and Awareness

- Increase social media presence
- Bilingual information and content
- Targeted materials and information for target populations

## 3. DISASTER

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In a high-risk state vulnerable to hurricanes, tornadoes, severe flooding and other adverse weather events, the State Commission continues to realize the importance and necessity of

creating a culture of preparedness in all people and ensuring community resilience across the state.

### Disaster Strategies

- ❖ Disaster Response
- ❖ Disaster Preparation
- ❖ Disaster Recovery
- ❖ Outreach and Awareness

*Goal: Cultivate relationships and improve communication to coordinate disaster assistance in North Carolina.*



#### 1 - Disaster Response

- Serve as the lead agency for monetary and in-kind donations and volunteers in response to a disaster in the state.
- Work with Emergency Management, VOAD, Human Services, Businesses, and FEMA to manage logistics and solve unmet needs
- Market Disaster Relief Fund nationally to assure resources reach areas of need within the state.
- Gather spontaneous volunteer information and share volunteer opportunities

#### 2 - Disaster Preparation

- Teach disaster preparedness across the state
- Recruit and Train CERT (Community Emergency Response Teams) and ReserveCorps
- Recruit and liaise with local volunteer leaders in each county
- Create and update database of strategic partners annually
- Provide national service programs with specific duties/roles for disaster response annually

#### 4 - Disaster Recovery

- Work with county Long Term Recovery Groups (LTRG)

### 5 - Outreach and Awareness

- Prepare disaster-related social media in advance of an emergency/disaster
- Promote volunteer opportunities with VOAD
- Participate in LTRG meetings

## 4. TRAINING & PARTNERSHIPS

The Commission recognizes the organization's unique position and opportunity to create, collaborate and partner with a variety of organizations across the state on the many aspects of this State Service Plan. The Commission would like to increase its visibility as a provider of training and support for the volunteer and service sector within the state by providing cross-issue training and partnership support.

### Training & Partnership Strategies

- ❖ National Service Focused Training
- ❖ Disaster Focused Training
- ❖ Volunteerism Focused Training
- ❖ Partnerships to meet the goals of the commission and the State Service Plan



*Goal: Nurture partnerships and facilitate training to increase knowledge of resources at a local, state and national level.*

### I - National Service Focused Training

- Train current national service programs to increase their capacity to run compliant and successful programs
- Provide mentoring for new national service programs from established and well-run national service programs
- Provide professional development for program staff and members in North Carolina

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- Provide technical assistance for commission staff in other states on practices and strategies used in North Carolina
- Provide training and technical assistance workshops for new programs and program development throughout the year
- Increase the number of virtual trainings to increase accessibility and participation
- Partner with other states, corporations, universities, and nonprofits for training around specialized topics

### 2 - Disaster Focused Training

- Provide trainings on disaster in North Carolina and related topics to ReserveCorps, AmeriCorps Members, and LeaderCorps
- Provide training on disaster-related topics to Volunteer Centers and Nonprofits especially on how they can help, prepare, and engage volunteers around disasters in the state
- Provide webinars for LTRG, Volunteer Emergency Response Team (VERT)
- Develop relationships for last-minute or designated partnerships in disaster response

### 3 - Volunteerism

- Develop and lead nonprofit and volunteer center training on social media, volunteer engagement, volunteer management, and recognition, online resources, board member, recruitment and rules, diversity, equity, and inclusion trainings
- Engage the business community to provide skills-based training and mentoring to nonprofit community.
- Provide resources for board member training
- Determine the volunteer sector in the state and what resources are available to the public related to volunteerism

### 4 - Partnerships to meet the goals of the commission and the State Service Plan

- Create partnerships with groups and organizations working with or engaging target populations (Seniors, Latinx Community, People with Disabilities, Veterans)
- Increase partnerships with corporations and the business community
- Increase partnerships and collaborations with universities, community colleges, and other education entities
- Increase partnerships and collaboration with the funding and philanthropy sector throughout the state