



2016-2018 STATE SERVICE PLAN

Approved: June 29, 2016



Key Terms and Definitions

AmeriCorps member: A service member who is completing the term of service for the AmeriCorps program. They are referred to as members and not volunteers or workers to enforce the service aspect of the program.

AmeriCorps Programs: The organizations who receive AmeriCorps State funding have AmeriCorps programs. These programs include the AmeriCorps members who serve and the service sites in which they serve. Each program follows the AmeriCorps State and CNCS rules and regulations. In addition, they may have their own program policies and procedures based on these rules and regulations and their organization.

AmeriCorps State: There are three types of AmeriCorps programs under the AmeriCorps umbrella, AmeriCorps VISTA, AmeriCorps State/National and AmeriCorps NCCC. Each has their own specific regulations and goals. AmeriCorps State focuses on direct service to meet an undressed community need. AmeriCorps State funds stay within one state and funneled through a state commission to nonprofit, government entities, faith based organizations or colleges/universities who then oversee the programming and AmeriCorps members.

Community Service Leave (CSL): CSL is a benefit of State of Indiana employees. If an employee volunteers their own time for a government entity or charitable organization then they are eligible for 7.5 hours of paid leave annually to participate in activities for the benefit of a government entity or charitable organization.

Corporation for National and Community Service (CNCS): The federal agency that helps more than 5 million Americans improve the lives of their fellow citizens through service. Working hand in hand with local partners, CNCS invest funds into nonprofit and faith-based groups that are making a difference in local communities. They do so through several programs and initiatives: AmeriCorps, Senior Corps, the Social Innovation Fund, the Volunteer Generation Fund and more. Serve Indiana receives funding from the CNCS for AmeriCorps State programming and a commission support grant. Serve Indiana is not considered an AmeriCorps or CNCS office. CNCS has offices located in Washington DC as well as State Offices that oversee VISTA and Senior Corps programs within that state.

Day of Service Mini-Grants: Mini-grants are offered to provide resources to coordinate Day of Service projects. The goal of the Mini-Grant program is to demonstrate the power of service as a solution to community needs.

Department of Workforce Development (DWD): This is the state agency under which Serve Indiana is housed. DWD's mission is to develop a premier workforce that will allow Indiana employers to flourish and entice businesses from outside of the state to relocate to Indiana.

Disaster Volunteer and Donations Management: Guided by the Federal Emergency Management Agency (FEMA) and the Indiana Department of Homeland Security (IDHS), Serve Indiana is



designated as responsible for spontaneous volunteers and non-monetary donations management in the Volunteer and Donations Management Plan written by the Indiana Department of Homeland Security.

Grant Application Review Process (GARP): This is the process in which AmeriCorps State funding is reviewed and approved by a State Service Commission. It encompasses outreach to potential program organizations, the creation of the AmeriCorps State applications based on CNCS guidance and regulations, the review of said applications and the subsequent awards process.

Indiana Kids: Indiana Kids provides funding to non-profits in order to increase youth career and college readiness, promote civic responsibility through engaging students in service activities, increase student academic achievement and increase parents job skills, parenting skills and life skills leading to overall self-sufficiency.

Program Director: This refers to the person in charge of the AmeriCorps program. They are the main contact for the program.

Serve Indiana Awards for Excellence: The awards event is Serve Indiana's opportunity to honor individuals in Indiana communities that volunteer or serve.

Serve Indiana Staff: Serve Indiana currently has 4 full time staff and one part time staff. The organization is structured with the State Service Director (SSD, Executive Director) at the top. Immediately below the SSD is the Assistant Director who then oversees the Program Officers and AmeriCorps Coordinator. A Program Officer member who has a portfolio of programs and initiatives to oversee. Most Program Officers duties also include other responsibilities such as communication, training or the grant application review process. The AmeriCorps Coordinator is the administrative assistant for the organization.

Service: Serve Indiana refers to "service" in this document when references AmeriCorps members duties. AmeriCorps members "serve" they do not work or volunteer at their site. Service is considered the action of helping others in a structured program. AmeriCorps members receive a living stipend in exchange for their service but it is not considered a wage or based on the hours they serve.

Service Site: The location where the AmeriCorps member is serving.

State Service Commission: This is the state entity that distributes and manages AmeriCorps State funding and programs. Commissions are overseen by the CNCS and are required if a state is to receive AmeriCorps State funding. A commission refers to both the staff who work at the commission and the governing body that oversees the staff and funding approval process. Further information about commissions is found in Serve Indiana's history section of this document.

Volunteer: An individual who gives of their time without monetary compensation for a community organization or cause. This person may or may not be in a structured program but they do not receive a living stipend and are not under contract.



Volunteer Center: Volunteer Centers act as the local “volunteer hub” where all citizens can go to get informed and connected to meaningful volunteer work that contributes to the solutions of serious community problems.

Volunteer Center Roundtables: Focus on providing capacity building assistance to volunteer centers. The roundtables are co-hosted with the Indiana Association of United Ways.

Volunteer Center Capacity Building Fund: (VCCBF) grant funds support development and strengthening of the volunteer infrastructure in Indiana through Volunteer Centers.



Serve Indiana Overview

Commission History

- 1993** Congress passes the National Community Service Trust Act, effectively overhauling the nation's community service and volunteer programs, establishing the Corporation for National and Community Service (CNCS), and strengthening existing programs and establishing new ones.
- 1994** Governor Evan Bayh establishes the Indiana Commission on Community Service (ICCS) and the Governor's Voluntary Action Program.
- 1997** The Governor's Voluntary Action Program is discontinued. The Indiana Commission on Community Service (ICCS) re-organizes and changes its name to the Indiana Commission on Community Service and Volunteerism (ICCSV) to highlight the expanded role of volunteers in effective community service.
- 1999** The FaithWorks initiative is created to assist faith-based and community-based organizations in applying for state and federal grant dollars to support new or existing self-sufficiency programs.
- 2000** Governor Frank O'Bannon contracts with Indiana's Department of Workforce Development to manage the financial and administrative functions of the Indiana Commission on Community Service and Volunteerism (ICCSV), including development of financial policies and procedures.
- 2001** The Bush Administration creates the White House Office of Faith-Based and Community Initiatives to strengthen and expand the role of faith-based and community organizations in addressing the nation's social problems.
- 2005** Governor Mitch Daniels enacts Executive Order 05-16, which creates the Office of Faith-Based and Community Initiatives (OFBCI), and as a result the OFBCI assumes the responsibilities of the Indiana Commission on Community Service and Volunteerism (ICCSV) and the FaithWorks initiative.
- 2009** President Obama signs the Edward M. Kennedy Serve America Act which provides increased opportunities for individuals of all ages to serve, provides resources that encourage innovation and help strengthen the nonprofit and service sectors, and emphasizes accountability of federally funded programs.
- 2013** Governor Mike Pence enacts Executive Order 13-08, which continues the Office of Faith-Based and Community Initiatives.



2014 Governor Mike Pence enacts Executive Order 14-07, which continued the Office of Faith-Based and Community Initiatives as Serve Indiana and The Indiana Commission on Community Service and Volunteerism as the Serve Indiana Commission as a Division of the Indiana Department of Workforce Development. Executive Orders 05-16 and 13-16 are rescinded and declared null and void. This executive does not have roles for the Faith-Based Advisory Council or FaithWorks initiatives previously provided in the commission history. EO 14-07 available [here](#).

State Commission Overview:

Serve Indiana grew out of a long history of service and volunteerism in the state. A major part of that history was the Indiana Commission for Service and Volunteerism. After the Office of Faith Based and Community Initiatives (OFBCI) was dissolved, the Commission worked to find a new home. This then created Serve Indiana and made the agency a division of the Department of Workforce Development (DWD). This change also meant a comprehensive review of the agencies mission and goals. This resulted in an approach for Serve Indiana that focused on service and volunteerism versus a broader community, nonprofit and faith based capacity building approach.

Serve Indiana is considered a “State Commission” according to the Corporation for National and Community Service (CNCS), the federal funder for AmeriCorps. In the National and Community Service Act of 1990, in order for states to receive AmeriCorps*State dollars, there must be a commission in place. The State’s Executive Order takes the Commissions duties into consideration and has identified these as key duties:

1. prepare a three-year national service plan as called for under the National and Community Service Act of 1993.
2. develop and implement a comprehensive, statewide plan for promotion volunteer involvement and citizen participation in Indiana with the advice and assistance of the The Serve Indiana Commission;
3. apply for funding to the Corporation for National and Community Service and other entities that administer federal grants to support the objectives established by Serve Indiana for faith-based and community-based service and volunteer programs;
4. provide to all applicants under the National and Community Service Grant Programs and other federal programs the services required by, and select grantees under, such guidelines as may be specified by those federal programs and applicable law;
5. work closely with faith-based and community-based groups, charitable organizations, private charities, voluntary associations, educational entities, and other nonprofit service organizations to promote volunteerism and community service



6. provide technical assistance, education, information, and other support to such groups and organizations to improve and strengthen the State's volunteerism and community service infrastructure
7. promote innovative and model programs and initiatives and share best practices among such groups and organizations; and
8. Coordinate Serve Indiana activities with those of any federally administered service programs to ensure that services are not duplicated.

Mission:

Serve Indiana's mission is to advance service and volunteerism by informing, connecting, and promoting opportunities and resources that enrich the lives of Hoosiers.

Serve Indiana Programs

AmeriCorps*State:

AmeriCorps*State provides opportunities for individuals to make an intensive commitment to service with the goal of "helping others and meeting critical needs in the community." This is a national program administered by the Corporation for National and Community Service (CNCS). In Indiana, the AmeriCorps*State grant is administered by Serve Indiana. Serve Indiana manages the grant application process for AmeriCorps*State, including issuing requests for proposals, conducting application reviews, and awarding grants.. It also provides training and technical assistance to support sub-grantees and in turn, monitors programs, host-sites, and members to ensure compliance to federal and state grant requirements. The performance of each program is tracked and measured to established targets and outcomes.

Indiana Kids:

Indiana Kids is a partnership between Serve Indiana, Family and Social Services Agency (FSSA) and after school programs. FSSA's provides funding through Temporary Assistance for Needy Families (TANF) for this program and Serve Indiana provides the funding, structure and oversight of the programs to its sub-grantees. The program has four main goals: Increase youth career and college readiness, promote civic responsibility through engaging students in service activities, increase student academic achievement and increase parents job skills, parenting skills and life skills leading to overall self-sufficiency. Sub-grantees of this program are after school organizations that can meet the above goals within TANF funding goals 3 and/or 4.

Serve Indiana Initiatives

Volunteer Engagement Roundtables: The roundtables focus on providing capacity building assistance to volunteer centers. The roundtables are co-hosted with the Indiana Association of United Ways. This includes professional development trainings, networking and collaboration opportunities, and tools to



support best and strategic practices to address volunteer management at Volunteer Centers in Indiana. Volunteer Centers act as the local “volunteer hub” where all citizens can go to get informed and connected to meaningful volunteer work that contributes to the solutions of serious community problems.

Serve Indiana Awards for Excellence: The awards event is Serve Indiana’s opportunity to honor individuals in Indiana communities that volunteer or serve. There are eight different categories (youth, volunteer, faith, national service, corporate, service-learning, lifetime, and volunteer program) and applications are open to any person who would like to make a nomination. Nominations generally open in the spring and are due in the summer with the award ceremony happening in the fall.

Days of Service Mini Grants: Mini-grants are offered to provide resources to coordinate Day of Service projects. The goal of the Mini-Grant program is to demonstrate the power of service as a solution to community needs. Serve Indiana encourages Day of Service projects that (1) demonstrate community connections and use of local resources, (2) build capacity of local volunteer centers and national service programs through regional networking and co-planning of activities, and (3) increase national service participant and volunteer understanding and commitment to national service and volunteerism.

Volunteer Center Capacity Build Grant: Volunteer Center Capacity Building Fund (VCCBF) grant funds support development and strengthening of the volunteer infrastructure in Indiana through Volunteer Centers. A Volunteer Center is an organization whose mission is designed to support public and nonprofit organizations (by increasing volunteer management capacity) and volunteers (by connecting them with meaningful opportunities) within an identified service area. Volunteer Centers in this program must connect volunteers and make their services available to community organizations outside of their own and promote volunteerism among citizens. The 2016 program year is the first year for this program with no guarantee of continued operation.

Disaster spontaneous volunteer and donations management: Guided by the Federal Emergency Management Agency (FEMA) and the Indiana Department of Homeland Security (IDHS), Serve Indiana is designated as responsible for spontaneous volunteers and non-monetary donations management in the Volunteer and Donations Management Plan written by the Indiana Department of Homeland Security. Serve Indiana works with the experts in the field in order to coordinate these services. Indiana Voluntary Organizations Active in Disaster (VOAD) is a significant partner in this work.

State Service Plan

State Service Plan Background

All state commissions are required to complete a Service Plan every three years. This is similar to what other organizations call a “strategic plan”. Commissions are encouraged to include public input, engage commission members and staff in the plan and include ambitious, expansive and achievable goals. The previous Serve Indiana State Service Plan was named the “Good to Great Plan” based on Governor Pence direction and was created for the 2013-2016 years. It was created when Serve Indiana was the Office of Faith Based and Community Initiatives.

2016-2018 Planning Process

The 2016-2018 plan was the first plan since Serve Indiana became a division of the Department of Workforce Development (DWD). Therefore, Serve Indiana found it important to include the public, key stakeholders, commission members and staff. Serve Indiana used its Strategic Committee on the Commission to lead the process with Serve Indiana staff. This group created a public survey for feedback, interviewed key stakeholders and finalized the draft. Below is a timeline of events for the process:

Task	Date/Deadline
Staff Planning and Feedback	January 2016
Committee Meeting	February 2016
Public Feedback: <ul style="list-style-type: none"> Public Survey Sent out Via Newsletter, Social Media and Website Key Stakeholder Interviews 	March 2016-May 2016
Committee meeting	March 2016
Full Commission Meeting	April 2016
Committee and Staff Feedback	May 2016
Commission Meeting: Approval of Plan	May 2016
Public Announcement and Conversations	Summer/Fall 2016

Public Data Results

Serve Indiana collected data from the public via an online survey and key stakeholder interviews by staff and commissioners. Seventy people responded to the public survey and 22 individuals were interviewed for the key stakeholder interviews. This data is available to the public by contacting Serve Indiana.

2016-2018 Plan

After discussions with the public, Serve Indiana staff, the Strategic Committee from Commission and the full Serve Indiana Commission Serve Indiana has created their 2016-2018 State Service Plan.

Priorities: *Serve Indiana created three priorities to advance service and volunteerism in Indiana: Promoting Volunteerism and Service in Indiana, Building Volunteer Connector Capacity and Building Skills and Connections between Volunteerism/Service and Employment.*

Strategies and Goals: *Serve Indiana has three strategies in which it can assist in this priorities: Funding, Training and Marketing/Outreach. Each priority has goals under which are strategies and metrics to complete those goals.*

Priority #1: Promoting Volunteerism and Service in Indiana

Funding:

Goal: Promote volunteerism and service in Indiana by providing funding as available for AmeriCorps State, Volunteer Center Capacity Build Grant Fund, Day of Service Mini Grants, and Indiana Kids.

Training/Technical Assistance (TA):

Goal: Provide training and TA to statewide and targeted audiences, as applicable

Strategies:

Volunteer Center Roundtables: Gather intermediary or state wide volunteer organizations such as state wide nonprofits, volunteer centers & associations to discuss volunteerism in the state.

- **Metric:** *By 2018, Serve Indiana will have increased Roundtable attendance by 50%.*

Informal Peer AmeriCorps Program Exchanges: Gather AmeriCorps State Program Directors to discuss service in the state. This can include mentoring for programs and exchanges of best practices.

- **Metric:** *By 2018, Serve Indiana will create avenues for this exchange. They may include a mentoring program for new organizations, promotion of the Indiana AmeriCorps Directors Association (IADA) events and one training per year dedicated to informal best practice sharing.*

AmeriCorps program training: Conduct trainings for new and existing programs in order to ensure quality, compliance, and impact.

- **Metric:** *Annually, Serve Indiana will provide training to AmeriCorps funded programs that will include at minimum: an orientation and two additional in-service trainings, in addition to a regional cluster national service training. Additionally, an opening ceremony will be conducted in order to provide training for program staff as well as members and members will be sworn in at the event.*



Structured Outreach Plan: Create plan to expand outreach to organizations who align with strategic plan to reach goals.

- *Grant Application Review Process (GARP) Outreach:* Research and target organizations with the capability of managing AmeriCorps funding.
 - **Metric:** *By 2018, Serve Indiana will have completed outreach with 30 additional organizations. Serve Indiana will create additional or improved application review procedures and 2 technical assistance trainings per year.*
- *Volunteerism/National Service Outreach/Recruitment:* Present impact of service and volunteerism/national service in Indiana at aligned conferences and events. Serve Indiana will showcase how organizations can be involved with Serve Indiana programs or share it with their subsidiaries.
 - **Metric:** *By 2018, Serve Indiana will have presented at 10 conference/events.*

Service and Volunteerism Trainings: Core curriculum of web based trainings about service and volunteerism best practices.

- **Metric:** *By 2018, Serve Indiana will have created a core curriculum of trainings to train staff and organizations on service and volunteerism. These trainings will happen at least 4 times per year and will be webinar based to allow easy access across the state. Serve Indiana will create partnerships with 4 other organizations who train on volunteerism in Indiana. These organization will lead the trainings or will help with curriculum development. Serve Indiana will create service related trainings to inform the public about AmeriCorps and its role in the state. As trainings are planned and finalized, they will be recorded in order for Serve Indiana to add to their website as a resource.*

Goal: Improve Staff Knowledge of Service and Volunteerism

Strategy:

Staff Professional Development: Staff attends professional development training focused on service and volunteerism to communicate the importance of service and volunteerism in Indiana.

- **Metric:** *By 2018, each Serve Indiana staff member will have attended 6 service/volunteerism focused trainings, 2 per year. Each year, each staff will have a professional development plan in place to plan this development.*

Goal: Improve current AmeriCorps programs model in Indiana

Strategy:

Performance Measure and Evaluation Consultations: Improve AmeriCorps program's performance measures and evaluation through intensive review and consultations.

- **Metric:** *In the 2016-17 program year, Serve Indiana will hire a consultant to train staff and programs about performance measure and evaluation requirements. The consultant will then have one on one*



assessment of programs measures/evaluation and create individual technical assistance plans. By 2018, Serve Indiana will have created a system for yearly assessments based on need of program.

Strategy:

Investment Priorities: Improve current AmeriCorps programs and new applicants by creating standards and priorities through the Program Committee.

- ***Metric:** In the 2016-17 program year, Serve Indiana will create priorities for AmeriCorps State investments through the Program Committee. Resource allocation and utilization will be reviewed and consideration to allocate resources to increase statewide impact in rural and urban areas. In addition, there will be standards of excellence for programs including but not limited to retention rates, enrollment rates, performance measure results. Funding priorities will be finalized in time for the fall 2017 application process. The standards will be finalized by the end of the 2016-17 program year and communicated to programs as they are implemented.*

Marketing/Communication:

Goal: Promote Service and Volunteerism Best Practices

Strategies:

Volunteer Page on Website: Help Hoosiers get involved in volunteerism and understand the importance of volunteering

- ***Metric:** By 2017, Serve Indiana will have updated the volunteer page on their website to reflect these goals. By 2018, Serve Indiana will have partnered with 5 organizations/companies who help connect Hoosiers to volunteerism. These partnerships will result in a needs assessment to understand how Hoosiers find volunteer opportunities and how Serve Indiana can support further volunteerism. Moreover, Serve Indiana will promote new and unique ways to involve Indiana residents in volunteerism. These can include digital volunteering, micro volunteering and the engagement of low income populations.*

Service Learning Promotion and Outreach: Create partnerships and connect with Indiana Campus Compact and Indiana Commission on Higher Education in relation to work with colleges and universities to promote youth service and volunteerism.

- ***Metric:** By 2018, Serve Indiana will have created/maintained partnerships with at least 2 primary connector organizations that connect with colleges and universities and a minimum of 3 universities. These partnerships will result in a greater understanding of service learning activities currently available. In addition, Serve Indiana will promote service learning on their website using tools collected from these partnerships. Serve Indiana will also use these opportunities to share about AmeriCorps service and funding.*



National Service Page on Website: This page will include communication about AmeriCorps, National Service, their role in Indiana and AmeriCorps Alums.

- **Metric:** *By 2017, the page will be updated to include national service basics, how to get involved, current AmeriCorps program and National Service in Indiana overall. In addition, it will be updated to include information about AmeriCorps Alums, current Indiana chapters and how to form a chapter. Each year this information will be updated. By 2018, Serve Indiana will create a partnership with the AmeriCorps alums office. Serve Indiana will create an Alumni Ambassador program where Alums will be invited to 1 statewide alumni event per year and encourage programs to invite Alums to local events/trainings.*

Serve Indiana Awards for Excellence: Celebrate service and volunteerism success in Indiana. Promote through website, programs/initiatives, social media, in outreach and newsletters.

- **Metric:** *By 2018 Serve Indiana will have increased their application submission by 25%. Serve Indiana will focus on quality application in this increase.*

Promotion of Days of Service: Promote through website, programs/initiatives, social media, in outreach and newsletters.

- **Metric:** *By 2018 Serve Indiana will have increased their application submission by 25%. Serve Indiana will focus on quality application in this increase.*

AmeriCorps Program Management Best Practices: Shared through website, programs/initiatives, social media, in outreach and newsletters.

- **Metric:** *In 2016, Serve Indiana will update its progress report to include a best practices section. Serve Indiana will also use the Peer Exchanges as an avenue to collect information. Serve Indiana will then annually share at least 2 best practices per year for program management, member management and fiscal management. This information will be shared at orientation annually.*

Goal: Collect and Share Impact of Service and Volunteerism in Indiana

Strategies:

Program Progress Report Data Collection and Analysis: Collect data from progress reports from all Serve Indiana programs. A compilation of this data will be analyzed and shared on the Serve Indiana website and through programs/initiatives, social media, in outreach and newsletters.

- **Metric:** *By 2017 Serve Indiana will update the systems to collect, analyze and share data.*

State Wide Volunteer Data Bank: Collect and share volunteer data from state wide/associations/volunteer centers. A compilation of this data will be analyzed and shared on the Serve Indiana website and through programs/initiatives, social media, in outreach and newsletters.



- **Metric:** By 2018 Serve Indiana will create a system to collect, analyze and share data. The agency will also strengthen and create between 5-8 new partnerships with state wide organizations, associations and volunteer centers to finalize this system.

Goal: Build the Serve Indiana Brand to Promote Service and Volunteerism

Strategy:

Create or Update Serve Indiana Materials:

- **Metric:** By 2017 Serve Indiana will have updated or created all materials for proper promotion of service and volunteerism and the role of Serve Indiana. This will include but is not limited to graphics and handouts for the state service plan, Serve Indiana brochures, a yearly AmeriCorps infographic, customized staff signatures, PowerPoints and templates to create one common brand of Serve Indiana. In addition, talking points for this plan and Serve Indiana's mission will be finalized to ensure all internal to organization are communicating the same message. Each year, these items will be updated and distributed on the website, at program trainings and through outreach efforts.



Priority #2: Building Volunteer Connector Capacity

Funding:

Goal: Build Volunteer Connector Capacity in Indiana through the continued funding (as available) of AmeriCorps, Volunteer Center Capacity Build Grant fund, Day of Service Mini Grants and Indiana Kids.

Strategies:

Partnerships for Impact: Develop/maintain relationships with Statewide Chamber of Commerce, DWD business services, Indiana Philanthropy Alliance and other appropriate partners in order to enhance the value of volunteerism in the workplace and throughout the state. Ensure collective impact is at the center of the conversations in order to increase the resources and impact.

- **Metric:** Serve Indiana will meet a minimum of annually with these partners in order to create plan how to move this strategy forward. Serve Indiana will also attend applicable meetings and events that partners host related to the state service plan goals.

Training/Technical Assistance

Goal: Improve Volunteer Connector organizations capacity to increase the local volunteer management capacity of nonprofits

Strategies:

AmeriCorps Program Member Training Parameters: Enhance volunteer recruitment and management at AmeriCorps sites to increase capacity of nonprofits.

- **Metric:** For the 2016-17 program year, Serve Indiana will create specific training parameters for AmeriCorps programs to create a consistent member experience. These parameters will include volunteer recruitment and retention training to help host site organizations keep volunteers after a member's service. For the 2017-18 grant application process, programs will be required to include these parameters in their grants. By 2018, Serve Indiana hopes to increase the number of volunteers recruited by AmeriCorps members by 25%.

Volunteer Engagement Roundtables: Bring together volunteer centers, state wide organizations, and associations to train on and share best practices for volunteer management. The hope is that this knowledge will be passed on to direct service nonprofits who are served by Volunteer Centers. These should feature leaders of organizations that have been successful in volunteer engagement and management

- **Metric:** By 2018, Serve Indiana will increase the attendance of the Roundtable by 30%. In addition, Serve Indiana will facilitate the partnership of 6 trainers to lead 6 trainings for this group-this will mean 2 trainers to present at 2 Roundtables per year based on the needs assessment of the group. Serve Indiana will measure the impact of these trainings by sending out a follow up survey after each



meeting. This survey will include an assessment of the trainer, the content covered and how the organization has passed on its knowledge to direct service nonprofits in its community.

Serve Indiana Staff Professional Development: Improve staff knowledge of volunteer recruitment/management to support programs and initiatives.

- **Metric:** *By 2018, each Serve Indiana staff will have attended 6 trainings, 2 per year. Each year, each staff will have a professional development plan in place to plan this development.*

55+ Partnerships: Showcase the importance of involving the over 55 population by creating strong partnerships.

- **Metric:** *By 2018, Serve Indiana will have created new or strengthened partnerships with 3 Senior Organizations (Senior Corps, Family Social Services Administration, Department of Aging, and AARP). By 2018, Serve Indiana will also have created 3 cross service trainings, including 1 per year, with AmeriCorps and Senior Corps programs. In addition, Serve Indiana will utilize professional knowledge of Serve Indiana and 55+ major stakeholder organizations in order to provide trainings and speak at 3 respective events (1 per year).*

Goal: Improve Disaster Volunteer and Donations Management to Execute Department of Homeland Security Plan through Programs and Partnerships

Strategies:

AmeriCorps Disaster Training Requirements: Update requirements of AmeriCorps programs and role of AmeriCorps members in disaster response in state.

- **Metric:** *No later than 2017-18 Grant Application, Serve Indiana will create specific parameters and outcomes of trainings using the Serve Indiana/VOAD partnership for advice. These parameters will at a minimum include spontaneous volunteer management training and AmeriCorps deployment basics. By 2017, Serve Indiana will create or strengthen partnership with Voluntary Organizations Active in Disaster (VOAD) and FEMA to facilitate program trainings.*

Revise and update Donation and Volunteer Management Plan: Serve Indiana will update an internal action plan that will ensure the abilities to have a statewide system that has plans, practices, and ability to respond set. This will include partnerships, training, and communication.

- **Metric:** *In 2016, Serve Indiana will establish clear communication with a minimum of 5 regional organizations as to the role that Serve Indiana has between government and the field in relation to the management of spontaneous volunteers and non-monetary donations during disasters. No later than 2017, Serve Indiana will for trainings on spontaneous donation and volunteer management to ensure volunteer centers and other partner organizations who will set up volunteer reception centers and/or*



donation management warehouses have plans, are prepared and practiced. By 2018 Serve Indiana will finalize deployment plan for AmeriCorps in Indiana disasters in the Department of Homeland Security Plan and their VOAD partnership. Serve Indiana will also promote the use of AmeriCorps NCCC during all times of Indiana disasters.

Stellar Community Designation Program: Serve Indiana will provide technical assistance to cities and towns related to Serve Indiana offerings. This will educate local leaders on offerings so that they can create strong volunteer and service programs in their communities.

- **Metric:** *By 2018, Serve Indiana will have offered technical assistance to 3 cities or towns included in the Stellar Community Program.*

Marketing/Outreach:

Goal: Communicate Volunteer Management Best Practices from Programs and Partnerships

Strategies:

Share AmeriCorps Volunteer Recruitment Data: On each progress report, programs submit volunteer data. Serve Indiana will then share how AmeriCorps members recruit volunteer and create organization capacity.

- **Metric:** *Each year, Serve Indiana will share results of data on website, through outreach, program/initiative updates, social media and newsletter as collected. By 2018 Serve Indiana will have increased their website footprint by 30% for this page.*

Communicate Results of Volunteer Capacity Build Fund: On each progress report, programs submit volunteer data. Serve Indiana will then share the impact of this initiative.

- **Metric:** *Serve Indiana will share results of data on website, through outreach, program/initiative updates, social media and newsletter as collected. This program is only planned for the 2016 year. If it is continued, the initiative will have a clear focus based on the State Service Plan.*

Share Results of Day of Service Grants: On each final report, organizations submit data. Serve Indiana will then share the impact of this initiative.

- **Metric:** *Each year, Serve Indiana will share results of data on website, through outreach, program/initiative updates, social media and newsletter as collected. By 2018 Serve Indiana will have increased their website footprint by 30% for this page.*

Share Serve Indiana Awards for Excellence: Promote awards ceremony as best practice, share results after awards are announced and finalized.



- **Metric:** Each year, Serve Indiana will share on website, through outreach, program/initiative updates, social media and newsletter. By 2018 Serve Indiana will have increased their website footprint by 30% for this page.

Share Impact of Indiana Kids: Communicate the importance of involving youth in volunteerism. Use Indiana Kids results to show that impact.

- **Metric:** Each year, Serve Indiana will share results of data on website, through outreach, program/initiative updates, social media and newsletter as collected. By 2018 Serve Indiana will have increased their website footprint by 30% for this page.

Share 55+ Partnerships: Showcase the importance of involving the over 55 population through sharing the results of the 55+ major stakeholder organizations partnership on our website and through social media.

- **Metric:** By 2017, Serve Indiana will create a page on their website to share this information. One time per year, Serve Indiana will share information in their newsletter about this partnership. By 2018, Serve Indiana will have increased their website footprint by 30% for this page.

Stellar Community Designation Program: Promote the role of cities and towns through Serve Indiana's role in the Stellar Community program.

- **Metric:** In 2016, Serve Indiana will add this information on the volunteer page on their website to share this information. One time per year, Serve Indiana will share information in their newsletter about this partnership. By 2018, Serve Indiana will have increased their website footprint by 30% for this page.

Goal: Communicate Disaster Volunteer Management Role of Serve Indiana

Strategies:

Share Results of AmeriCorps Disaster Training: Communicate the training AmeriCorps members receive and emphasize the need for organizations to be prepared for a potential disaster in their own communities. This will help show organizations the importance of AmeriCorps and how they can assist in disaster in the state and nationally.

- **Metric:** By 2017, Serve Indiana will have updated their website to include this information. By 2018, Serve Indiana will have increased website traffic to this page by 30%.

Share Serve Indiana Disaster Involvement: Share information on website, create clear understanding of Serve Indiana's role in disaster.



- **Metric:** By 2017, Serve Indiana will update the disaster page on website to showcase Serve Indiana's involvement in disaster response and the role of AmeriCorps members as finalized. This will be updated each year. By 2018, Serve Indiana will have increased website traffic to this page by 30%.

Priority #3: Building Skills and Connections between Volunteering/Service and Employment

Funding:

Goal: Build Skills and Connections between Volunteering/Service and Employment in Indiana through the continued funding of AmeriCorps and Indiana Kids.

Training:

Goal: Assist AmeriCorps Members in Transition from Service to Employment

Strategies:

AmeriCorps Training Standards: Develop more details standards for training for AmeriCorps programs to help programs guide members from service to next steps and ensure consistency and quality of member experience.

- **Metric:** For the 2016-17 program year, Serve Indiana will create standards for member trainings. Each year these trainings will be reviewed. By 2018, Serve Indiana will create 5 new partnerships to help programs with these trainings.

Serve Indiana Staff Professional Development: Improve staff knowledge to assist programs with transition from member to employment/next steps

- **Metric:** By 2018, Serve Indiana staff will have attended 3 training each, 1 per year.

Goal: Involve Youth in Volunteerism and Career Readiness

Strategies:

Indiana Kids: Help children succeed as civic minded leaders as they grow into adulthood by involving in activities around volunteerism and career readiness

- **Metric:** By 2018, Serve Indiana will increase number of Indiana Kids organizational applicants by 25%. By 2018, Serve Indiana will increase the number of children served by 25%.



Goal: Promote Volunteerism in the Workplace

Strategy:

Corporate Volunteerism in Indiana: Corporate volunteerism has the ability to assist in the retention of employees and increase job satisfaction, Serve Indiana can help connect and share that message.

- **Metric:** By 2018, Serve Indiana will develop plan with DWD to determine most effective method of connecting with employers to educate and/or gather successes of corporate volunteerism. In addition, Serve Indiana will create stronger partnership with corporate volunteer councils in Central Indiana with a goal of expanding this model to 2 additional regions in the state. This will result in 2 connection opportunities between AmeriCorps members, Indiana Kids, Volunteer Centers, and corporate/state partners. These will include mentoring opportunities and/or conversations about the businesses and the importance of volunteerism to these companies/agencies.

Marketing/Outreach:

Goal: Communicate How Volunteering Can Lead to Employment

Strategies:

Create Volunteer to Employment Page on Website: House all data and information about volunteering as a pathway to employment here.

- **Metric:** By 2017, Serve Indiana will have created a volunteer to employment page on website.

Share CNCS Research on Volunteerism to Employment Transition: Share data on website as well as CNCS best practices to help improve volunteering as a pathway to employment.

- **Metric:** In 2016, Serve Indiana will update its AmeriCorps progress report to include a section on best practices for moving members from service to employment. By 2017, Serve Indiana will have created a volunteer to employment page on website and include this data here. By 2018, Serve Indiana will have created 5 new partnerships to share best practices for volunteerism to employment.

Collect Data on AmeriCorps Member Transition: Share overall impact of AmeriCorps members' service as relates to professional development.

- **Metric:** In the 2016-17 program year, Serve Indiana will update AmeriCorps progress report for programs to share their member's transition plans in the close out report. This will act as a baseline year for data collection. This data will then be shared yearly on website, newsletter and other avenues as needed. By 2018, Serve Indiana hopes to see a 40% placement rate of member's into employment immediately following their service.



State of Indiana Community Service Leave: Work with State Personnel Department and the State Employees Community Campaign (SECC) to engage more state employees in Community Service Leave (CSL).

- **Metric:** *By 2018, Serve Indiana will have added a volunteer message in the SECC communications each year, highlight CSL in the employee newsletter and Serve Indiana newsletter a minimum of one time per year. In addition, each Serve Indiana Staff will have taken CSL 3 times by 2018, once per year.*

Share Information about Corporate Volunteer Council: Once partnership is created, share information about said partnership, how to create a corporate volunteer council.

- **Metric:** *By 2018, Serve Indiana will have added this information to the volunteer to employment section of the website. By 2018, Serve Indiana hopes to see a 30% increase in footprint to this page.*

Next Steps and Closing

The process for this plan has been an exciting one for Serve Indiana but it does not end in 2016. There is much work to be accomplished and Serve Indiana looks forward to that challenge. Each year, Serve Indiana will evaluate the strategic plan and create an annual work plan. After the first year, Serve Indiana will evaluate the plans results and adjust as needed. This will continue until the new plan is finalized. These updates will be shared with the commission and public as necessary. In the spring of 2018, Serve Indiana will begin its planning process for the next State Service Plan for 2019-2021. Through the visions of the plan and the action of staff and commission, Serve Indiana hopes to clarify and increase its role in service and volunteerism in the state.

This plan will not and could not have been finalized without the help of many people. Serve Indiana would like to extend a thank you to all who helped create this plan. This includes the individuals who completed our public survey and the interviewees for our key stakeholder interviews. A special thanks to the commission strategic committee and full commission for the support and guidance.

If there are any comments, questions or concerns, please contact Serve Indiana at 317-234-8845 or info@serveindiana.gov



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