

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

A Resource Guide for the Strategic Initiatives



VISION

The Corporation for National and Community Service's five-year strategic plan embraces a set of ambitious but achievable goals centered on a national vision that a better future for all Americans relies on a culture of widespread service.

The strategic plan outlines four key areas for how we can reach that future:

- Mobilizing more volunteers;
- Ensuring a brighter future for all youth;
- Engaging students in communities; and
- Harnessing baby boomer's experience.

GOALS

We are committed to aligning our resources – from program and policy guidance to research, training, and public awareness – with these four focus areas in order to achieve these goals:

- Increase the number of Americans volunteering from 65.4 in 2005 to 75 million in 2010;
- Mentor 3 million more children and youth in at-risk environments;
- Engage more than 3 million children and youth in at-risk environments in service;
- Engage 5 million college students in service;
- Ensure half of all K-12 institutions are practicing service-learning; and
- Engage an additional 3 million baby boomers in volunteering.

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The following pages highlight the various national service resources available to help achieve these goals.

Program POLICY



MOBILIZING MORE VOLUNTEERS

- The Corporation is planning to help co-sponsor, with state service commissions, follow-up meetings from the 2006 national conference in every state to develop targets for volunteer generation in each state and to create a blueprint for reaching those targets.
- To obtain maximum benefit of the new Executive Order requiring federal agency use of volunteers and support of federal employee volunteering, the Corporation will serve as a central coordinator among federal agencies to collect and report to the public the service and volunteer efforts of federal employees across all agencies.
- In 2005, the Corporation provided grants and program support totaling approximately \$15 million for national volunteer connector organizations including Volunteer Centers, Hands-on Network, United Way Volunteer network and others to strengthen efforts to identify, train, and use volunteers.
- The Corporation, through its technical assistance agreement with the Points of Light Foundation, convened a meeting of disaster response organizations in New Orleans to develop better technical assistance for volunteer organizations responding to future major disasters.

ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- A partnership was formed with the U.S. Department of Health and Human Service's Children's Bureau to develop an Aging-Out Foster Youth Mentoring Project. This initiative addresses the needs of the 20,000 youth that age out of foster care throughout the United States each year. Three states – Michigan, Massachusetts, and Washington – have been chosen as pilot sites for an initiative that will place AmeriCorps*VISTA member(s) in local human services offices to develop and implement non-traditional models that link these teens with supportive adult mentors.
- In 2006 and 2007, the Corporation is expanding mentoring services by:
 1. Strengthening the commitment of VISTA resources to programs that serve children and youth from disadvantaged circumstances, with a particular emphasis on children of prisoners and juvenile offenders;
 2. Continuing to place Foster Grandparent volunteers to support children and youth with special needs;
 3. Devoting 25 percent of new RSVP funds (in 2007) to augment services for youth;
 4. Increasing the number of children and youth mentored through the AmeriCorps*State and National programs and partnering with MENTOR, a national organization that specializes in creating effective tools for programs that train and deploy mentors; and
 5. Encouraging Learn and Serve America higher education grantees to make service, particularly mentoring services, to children and youth from disadvantaged circumstances a priority.

Program Policy continued

ENGAGING STUDENTS IN COMMUNITIES

- The Corporation has established the President's Higher Education Community Service Honor Roll in cooperation with the President's Council on Service and Civic Participation, the U.S. Department of Housing and Urban Development, and the U.S. Department of Education. The program recognizes higher education institutions nationwide for their students' commitment to volunteer service both on and off campus. This year awards will be given to colleges and universities that have provided the most significant and meaningful contributions to the recovery and rebuilding efforts of communities affected by last year's hurricanes. Applications will be accepted beginning in late June. Awardees will be prominently publicized in an Honor Roll and will be invited to a special ceremony at the Campus Compact 20th anniversary gala on October 16, 2006.
- Aggressive marketing of the AmeriCorps Education Award Matching program has resulted in a 25 percent increase in colleges matching the award, from 40 to 53 colleges so far this year. Our newest programs have been announced at Princeton University, Warren Wilson College, Indiana University, Bastyr University, Mills College, Case Western Reserve University, and Southeastern University.
- One hundred nine new Learn and Serve America grants for 2006 will work to:
 1. Raise the percentage of youth from disadvantaged circumstances who are engaged in service-learning activities supported by Learn and Serve America from 40 percent to 60 percent;
 2. Engage more than 50,000 college students in service as a catalyst for reaching the national goal of engaging 5 million college students in their communities by 2010
 3. Helping to expand service-learning to more than 50 percent of all public schools by 2010, up from the current 33 percent.

HARNESSING BABY BOOMERS' EXPERIENCE

- In 2006, the Corporation will survey RSVP volunteers who are baby boomers to develop a baseline measure for how a new generation of volunteers perceives RSVP in order to enhance the programs appeal to baby boomers.
- Senior Corps and AmeriCorps*VISTA incorporated language into their 2006 Field Guidance encouraging enrollment of Baby Boomers as VISTA members and Senior Corps volunteers.
- In 2006, RSVP and Senior Companion programs provided \$738,000 in new funds for Programs of National Significance grant augmentations. These funds are available only to existing RSVP and Senior Companion Program grantees through a competitive process with baby boomer volunteering as an emphasis area. Currently, applicants are submitting proposals that will be panel reviewed, with 4th quarter 2006 grant awards anticipated.

To view the Corporation's current and future funding opportunities, visit
www.nationalservice.gov/for_organizations/funding/index.asp.

For program specific regulations, provisions, and guidance, visit
www.nationalservice.gov/for_organizations/funding/index.asp.

Research and POLICY



Below is the research agenda for the Corporation for National and Community Service. For more information on research, visit nationalservice.gov/about/role_impact/performance_research.asp.

MOBILIZING MORE VOLUNTEERS

- **Current Population Survey on Volunteering in the United States (CPS-V)** is the only national data on volunteering in America's nonprofit and charitable organizations. The survey is conducted by the Corporation, the U.S. Census Bureau, and the Bureau of Labor. **FALL 2006**
- **Volunteering in America: State Trends and Rankings** examines state-level volunteering from the CPS-V, including key volunteering trends and state rankings. **AVAILABLE NOW**

Volunteering is also included as a key focus in many of the research projects described below.

ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- **Serving Country and Community: The Longitudinal Study of AmeriCorps Members** evaluates the long-term impact of AmeriCorps on alumni's volunteering, civic engagement, education, career, and life skills. **FALL 2007**
- **Random-Assignment Evaluation of Youth Corps** evaluates the impact of youth corps programs on employment, education, skills, and civic engagement. **FALL 2008**
- **Volunteers Mentoring Youth: Implications for Closing the Mentoring Gap** provides national information on mentors and strategies to recruit more mentors. Released as part of the launch of our goal to mentor 3 million more youth by 2010. **AVAILABLE NOW**
- **Foster Grandparent Program Mentoring Children Survey** provides information about Foster Grandparent mentors and the effects of mentoring on youth. **FALL 2006**
- **Youth from Disadvantaged Circumstances and Volunteering** provides information on why youth from disadvantaged circumstances volunteer and their volunteer activities. **FALL 2006**

ENGAGING STUDENTS IN COMMUNITIES

- **Youth Volunteering, Service-Learning, and Civic Engagement Survey** is a national, biannual study of volunteering by America's youth, aged 12–18. Produced with the U.S. Census Bureau, the survey provides data on volunteering, service-learning, and civic. **SUMMER 2007**
- **Youth Helping America** is a series of briefs from the Youth Volunteering, Service-Learning, and Civic Engagement surveys exploring the state of youth volunteering and connections between volunteering and social institutions (released by the First Lady and covered by 50+ major newspapers), and examining students in service-learning and school-based service, and the relationship between those experiences and civic engagement. **ON-GOING**

Research and Policy continued

HARNESSING BABY BOOMERS' EXPERIENCE

- **Baby Boomers Volunteering** will provide national data on Baby Boomer volunteering trends and activities. **FALL 2006**
- **Survey of RSVP Baby Boomers** will provide information on volunteering by Baby Boomers in RSVP programs. **FALL 2006**
- **Senior Companion Independent Living Survey** will report on efforts to improve the lives of older Americans and help them live independently. **FALL 2006**

Training and TECHNICAL ASSISTANCE



The Corporation provides tools, training, and information to build the capacity of service and volunteer programs. Visit the Resource Center at www.nationalservice.gov/resources.

MOBILIZING MORE VOLUNTEERS

- **My Improvement Plan**

my.nationalservice.org

Rate yourself online according to the 10 Building Blocks of Effective Service and Volunteer Programs, and generate a list of recommended tools and resources just for you! Developed by experts, this is just the right learning tool for busy, on-the-go volunteer professionals!

- **Toolkit for Program Sustainability, Capacity Building, and Volunteer Recruitment/Management**

nationalserviceresources.org/resources/online_pubs/program_management/sustainability_toolkit.php

View or download this toolkit with tips on how AmeriCorps programs can better leverage and manage additional volunteers.

- **Training and Technical Assistance Providers**

nationalserviceresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance providers:

- **Hands On Network** offers regional workshops on volunteer leveraging, with remote assistance to individual programs by request.
- **Points of Light Foundation** develops infrastructure models for communities to prepare for managing volunteer in case of catastrophic events.
- **Northwest Regional Educational Laboratory—4CAST** focuses on finding and disseminating field-proven practices for effective recruitment and development of national service participants.

ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- **Hot Topic: At Risk Youth on the National Service-Learning Clearinghouse**

servicelearning.org/resources/hot_topics/at-risk/index.php

Great service-learning resources that help connect at-risk youth to school and the community.

- **Web-Based Tutor Training from LEARNS**

nationalserviceresources.org/sites/learns/web-based

Online interactive course with practical strategies.

- **Mentoring Children of Incarcerated Parents: A Guide for Senior Corps Directors**

nationalserviceresources.org/sites/learns/resources/seniorcorps/products/MCIP_Senior_Toolkit.pdf

- **Training and Technical Assistance Providers**

nationalserviceresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance providers:

- **LEARNS** is funded by the Corporation to assist projects focused on literacy, education, mentoring, and out-of-school time. LEARNS is a partnership of the Northwest Regional Educational Laboratory and the Bank Street College of Education.
- **Public/Private Ventures (P/PV)** assists faith-based and community organizations to develop programs for mentoring children of prisoners, prisoner reentry, and family strengthening.

Training and Technical Assistance continued

ENGAGING STUDENTS IN COMMUNITIES

- **Students in Service to America: A Guidebook for Engaging America's Students in a Lifelong Habit of Service**
www.studentsinservicetoamerica.org/download/guidebook.pdf
This guidebook, CD-ROM, and website provides research, guidance, tools, and other assistance for planning service activities and service-learning programs for young people in schools, after-school programs, and community organizations.
- **K-12 Starter Kit on the Nationals Service Learning Clearinghouse**
servicelearning.org/resources/starter_kits/k-12_starter_kit
Find practical tools to help you get started with service-learning.
- **Training and Technical Assistance Providers**
nationalserviceresources.org/resources/tta/tta_index.php
Additional expertise available through the following training and technical assistance provider:
 - **National Service-Learning Clearinghouse (NSLC)**, a program of Learn and Serve America, operates America's premier website supporting service-learning in schools, higher education, communities, and tribal nations.

HARNESSING BABY BOOMERS' EXPERIENCE

- **Baby Boomers and the New Age of Volunteerism**
nationalserviceresources.org/fi_lemanager/download/465/lindblom.pdf
Review research on a new organizational infrastructure for Senior Corps to successfully engage and recruit baby boomers.
- **Restructuring Current Volunteer Opportunities to Appeal to Baby Boomer Volunteers**
snipurl.com/EPC_1128
Learn strategies for transforming traditional volunteer opportunities to appeal more to Baby Boomers.
- **Training and Technical Assistance Providers**
nationalserviceresources.org/resources/tta/tta_index.php
Additional expertise available through the following training and technical assistance provider:
 - **Temple University's Center for Intergenerational Learning** helps bring generations together to respond to critical social needs in youth development, family support, literacy, elder care, arts education, and community development.

Marketing and MEDIA RESOURCES



MOBILIZING MORE VOLUNTEERS

- **President’s Council on Service and Civic Participation**

www.nationalservice.gov/about/council/index.asp

President George W. Bush established the President’s Council on Service and Civic Participation to recognize important contributions by Americans of all ages through service and civic engagement. Administered by the Corporation, the Council comprises leaders from business, entertainment, sports, education, government, nonprofits, and the media.

- **President’s Council of Service and Civic Participation PSA Campaign**

www.nationalservice.gov/about/council/psas.asp

“Make a Difference: Volunteer” is a national radio campaign to encourage Americans of all ages and backgrounds to volunteer. The PSA features the president and members of the President’s Council on Service and Civic Participation encouraging listeners to visit www.volunteer.gov to find volunteer and community service opportunities.

- **President’s Volunteer Service Award**

www.presidentialserviceawards.gov

The President’s Volunteer Service Award is issued annually by the President’s Council on Service and Civic Participation to recognize the best in American spirit, and to encourage all Americans to improve their communities through volunteer service and civic participation. Any individual, family or group is eligible.

- **MLK Day Toolkit and Marketing Materials**

www.mlkday.gov

The Corporation provides free toolkits on how to organize volunteer projects that honor Dr. Martin Luther King Jr.’s dream of equality, freedom, and justice for all. The King Day of Service transforms Dr. King’s life and teachings into community service that helps solve social problems – it can also serve as an entrée for new volunteers. The Corporation also provides marketing materials, including PSAs, posters, T-shirts, and more.

ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- **AmeriCorps**

www.americorps.gov

Promote AmeriCorps opportunities to youth in your community! You can request recruitment materials and use the online application system. AmeriCorps opens the door for young adults to serve while learning life lessons that foster the values of community and civic responsibility as adults. AmeriCorps inspires young people to be more confident and improve their academic and social behaviors.

Marketing and Media Resources continued

ENGAGING STUDENTS IN COMMUNITIES

- **Learn and Serve America Marketing Materials**

www.servicelearning.org/resources/bring_learning

Service-learning helps students across America perform better while improving their communities. Classroom lessons connected with service projects bring learning to life! Learn and Serve America offers free new promotional tools — a program video, television PSAs, brochures, and posters to spread the word about the benefits of service-learning. The Corporation aims to grow service-learning from 30 percent of K-12 schools to more than 50 percent in the next five years.

HARNESSING BABY BOOMERS' EXPERIENCE

- **Get Involved Marketing and Public Awareness Tools**

www.getinvolved.gov

“Get Involved” is a national awareness and recruitment campaign aimed at the nation’s 77 million Baby Boomers. Launched by the Corporation for National and Community Service, in collaboration with nonprofit and private-sector organizations committed to civic responsibility, the campaign features bilingual newspaper, magazine, radio, and television public service announcements (PSAs).