

# Michigan Community Service Commission

January 17, 2013

MCSC Board Meeting

MEA/LSEA Office, East Lansing

## MINUTES

MEMBERS PRESENT: Carolyn Bloodworth, Chair  
Breannah Alexander  
Diana Algra  
David Andrews  
Julie Calley  
Tony Campbell  
Rob Collier  
Michael Hill  
Megan Russell Johnson  
Bob Kolt  
Janet Lawson  
Fred Mester (by phone)  
Donna Niester  
David Price  
Marsha Smith  
Jerry Swartz  
Judy Watson-Olson (by phone)  
Miles Wilson  
Paula Kaiser VanDam, Ex Officio  
Cathy Sharp, Ex Officio, CNCS

MEMBERS ABSENT: Lloyd Jackson  
Lori Jewell  
Michael Lavoie  
Larry Romanelli  
John Truscott  
Ella Kate Wagner  
Larry Williamson

OTHERS: Garry Gross, Michigan Community Service Commission  
Ben Gulker, Michigan Community Service Commission  
Janice Harvey, Michigan Community Service Commission  
Megan Sargent, Michigan Community Service Commission  
Amber Troupe, Michigan Community Service Commission  
Jamie Wilson, Michigan Community Service Commission  
Jeanine Yard, Michigan Community Service Commission

- I. Welcome and Introductions – Chair Bloodworth welcomed Commissioners at 12:10 pm. MEA President Steve Cook welcomed Commissioners to their offices. Chair Bloodworth explained that beginning with the April MCSC Board Meeting, we will be moving to a consent agenda.
- II. Review & Approval of November 17, 2012 Minutes – Chair Bloodworth asked for a motion to approve the minutes from the November 17, 2012 MCSC board meeting. **Commissioner Price motioned to approve the minutes; Commissioner Lawson seconded the motion. The motion passed unanimously.**
- III. Standing Committee Reports
  - A. Executive Committee – Minutes from January 9, 2013 Meeting. **Chair Bloodworth asked for a motion to approve the Executive Committee minutes from January 9, 2013. Commissioner Lawson motioned to approve the minutes; Commissioner Niester seconded the motion. The motion passed unanimously.**
- IV. Executive Director Report – Paula Kaiser VanDam
  - A. MCSC Staff Transition – Ms. VanDam shared with Commissioners that she has permanently been named the Director of the Bureau of Community Service so we will begin the process of hiring a new Executive Director for the MCSC. The posting for the position has been shared through our network in Michigan and also nationally. A few Commissioners will be asked to participate in the selection panel/interview process for the new Executive Director. The MCSC will remain an initiative of the Bureau so Paula won't be so closely involved in the day-to-day operations of the MCSC she will be involved in the strategic way of advancing the work with the Department of Human Services and the Governor's administration. This should expand the capacity of the MCSC once we hire the new Executive Director. Commissioners recognized Paula for her many years of service to the MCSC.
  - B. Program Updates
    1. AmeriCorps – Staff recommendations for Michigan's AmeriCorps competitive funding were presented to Commissioners. Jeanine Yard and Ben Gulker walked through the application process and the recommendations. The MCSC received 27 applications from existing grantees and new applicants. The applications went through a two-step review process; first a peer review and then a staff review. The CNCS focus areas for funding which include education, health, economic opportunity, environment, veterans and their families, and disaster preparedness. There are two types of AmeriCorps funding – competitive and formula. Fourteen applications are being recommended for competitive funding (new and recompetes), three applications are being recommended to be considered for formula funding along with any of the 14 applications that are not successful in competitive funding, and 10 applications are not being recommended for funding. In addition to the 27 new and recompute applications, the MCSC also received 7 continuation applications, which are grantees that are in year one or two of their three-year grant and are seeking funding for another year.

Ben Gulker presented the AmeriCorps Competitive Application new and recompete staff recommendations. (*see January 17, 2013 memo from Paula Kaiser VanDam*).

**Chair Bloodworth asked for a motion to approve the staff recommendations for the AmeriCorps Competitive funding. Commissioner Algra motioned to approve the staff recommendations; Commissioner Lawson seconded the motion. The motion passed unanimously with the following Commissioners abstaining: David Price (Peckham, Goodwill, MNA), Breannah Alexander (MNA), Diana Algra, (MNA), Tony Campbell (Heart of West Michigan United Way), Rob Collier (Michigan Association of United Way and MNA), Carolyn Bloodworth (MNA).**

Commissioners requested information on grantee past performance in the staff recommendations for funding. The CNCS will notify the MCSC in May/June with the programs that will be funding competitively. Once we receive that notification, the MCSC will prepare the formula funding recommendations for Commissioner approval.

Megan Sargent shared additional AmeriCorps updates. The AmeriCorps LeaderCorps retreat will take place in late January. The LeaderCorps is comprised of one member from each program who serves as a liaison between the program and the MCSC. There are three leadership teams: Outreach and Communications, Alumni and Member Engagement, and Diversity and Inclusion. This year the LeaderCorps will focus on alumni and member experience. They are also champions for AmeriCorps in general and help connect members from their programs to members from other programs. AmeriCorps Week will be March 9-17 and is an opportunity to shine the light on what AmeriCorps members are doing. Michigan's AmeriCorps programs will plan awareness and recognition events along with service projects during this week. It is also a good opportunity to education legislators. Commissioners are also invited to attend events that take place during that week in their communities. The 2013 Russ Mawby Signature Service Project will be held May16-17 in Lansing. The MCSC brings AmeriCorps members from around the state together for this two-day service project which is a good way showcase the power of AmeriCorps. We will holding the kickoff event on the steps of the Capitol.

Commissioner Mike Hill updated Commissioners on Michigan Reading Corps. He thanked Commissioners Tony Campbell and Julie Calley for their leadership on this initiative. Thirty-two percent of Michigan third graders are not reading at grade level. Third grade reading proficiency is a key indicator of high school drop-out rates. The Heart of West Michigan United Way is a pilot site for the program in Michigan. The MCSC is looking at developing a three-year program. The Heart of West Michigan United Way would serve as the fiscal agency. There would be an RFP process for schools/buildings to apply to participate. We are looking at 75 AmeriCorps members in the first year that will be coached on how to tutor young children in literacy. They would work with at-risk children for 20 minutes every day. The MCSC has requested just over \$1 million in our

AmeriCorps Competitive application for Michigan Reading Corps (Heart of West Michigan United Way). We would like to launch this during the 2013-14 school year so will need the 75 AmeriCorps members ready to start. The challenge is that the MCSC will not hear back on the competitive funding request until June. That will make the launch in August/September very tight. The Michigan Reading Corps Commissioner Advisory Committee is recommending the Commission designate \$666,000 in formula funds for Michigan Reading Corps in case it is not awarded competitive funds. If the program is funded competitively, then the \$660,000 of formula funds would be used to support other AmeriCorps formula applications. This approval will allow the program to proceed with the selection of sites and assignment of member slots to be able to begin in September. Commissioner Hill stated that the Advisory Committee will be meeting with Superintendent Mike Flanagan in February to share information on the Michigan Reading Corps along with a meeting with DHS Director Maura Corrigan. We are also discussing ways to raise the required match dollars. Start-up match requirement estimates are \$10,000 per AmeriCorps member. We know schools are not in the position to pay \$10,000 per member. They will make a contribution to the program through in-kind by providing a staff member who will serve as an internal coach to the members in their building and will be working with those members on an on-going basis in coaching them in their tutoring and problem solving skills. The MCSC will be strategic in choosing the geographic areas served, overall growth, and assist with raising the required match dollars. Where we can raise the match dollars may impact where the program will be in the first couple of years because funders may have specific geographic interests. Ms. VanDam stated that in order to demonstrate the value of the MCSC and the power of national service, it is going to be really important for us to think critically about a critical issue that we want to use the resources that we have to make a difference and to be able to demonstrate that. The last couple of years, the small amount of general funds that the MCSC receives (approximately \$700,000 has been called into question from the legislature. We are at a critical point that we have to be able to demonstrate the value of the MCSC and particularly what we do around critical issues in our state. Funding a model like the Minnesota Reading Corps, which has been in existence for 10 years and has great data to show the difference they are making, will give us the data to demonstrate the value of national service around a particular issue.

**Chair Bloodworth asked for a motion to approve the Commissioner recommendation for supporting Michigan Reading Corps with \$660,000 in formula funding if it is not funded competitively. Commissioner Smith motioned to approve the recommendation; Commissioner Lawson seconded the motion. The motion passed unanimously with Breannah Alexander and Tony Campbell abstaining.**

2. Mentor Michigan – Amber Troupe shared updates on Mentor Michigan. The DNR Fisheries Division employees hosted a silent auction with the proceeds donated to Mentor Michigan. The funds will be distributed through mini-grants to mentoring organizations to do fishing-related activities including transportation to fishing events or to purchase fishing poles to have at their office that

mentee/mentor matches can borrow for a match activity. She also shared that the National Mentoring Summit will take place on January 24-25 in Washington DC. The Lt. Governor Brian Calley and Commissioner Julie Calley will join the Michigan delegation, including Paula and Amber, at the Summit. He will speak during a plenary session to highlight the importance of mentoring and the great work we are doing in Michigan. Also, January is National and Michigan Mentoring Month. Mentor Michigan has provided the field with a variety of tools and resources to promote mentoring and recruitment event mini-grants. Nearly \$10,000 was awarded to 19 organizations to support mentor recruitment events.

3. Volunteer Michigan – Ms. VanDam shared that Angelia Salas, the MCSC program officer for Volunteer Michigan, has left the MCSC staff for another position. We have made the strategic decision to not replace this position immediately until we see how the federal appropriations play out. In the interim Diana Algra and the Volunteer Centers of Michigan, who have been an important partner in this work, will take on some additional responsibilities, specifically related to the Volunteer Generation Fund Grant. We will also expand the work of Bob Kahle, the evaluator for this initiative, to take on some of the site visit work. The MCSC and partners will promote MLK Day and will award 21 grants (approximately \$8,000) to organizations that will coordinate service projects. There are 44 registered service projects for MLK Day. DHS Director Corrigan will participate in a project hosted by one of our AmeriCorps programs in Detroit.

Commissioner Algra updated Commissioners on the Reimaging Service initiative which is looking increasing the social impact of effective volunteer engagement and increasing the impact of volunteers through practice, research, and funding. The Michigan partners are trying to bring the model (created in California) to Michigan and using the curriculum to train nonprofits in how to effectively engage volunteers. The training is not on volunteer management and best practices, it is on training nonprofits to understand in engaging volunteers as a central focus of that agency's work. There will be a national rollout of this work with an RFP process to State Commissions and other affiliates interested in the implementation of this initiative. Ms. VanDam also shared that there is a possibility that the MCSC will need to raise funds to support this initiative and there is not funds available in the MCSC and VCM budget to support it.

Ms. VanDam also shared information on this year's Giving and Volunteering Celebration which will take place on Wednesday, April 24, on the lawn of the State Capitol. The event is held during National Volunteer Week. During the event the key partners (MCSC, MNA, CMF, VCM, MCC, CNCS and The LEAGUE Michigan) will bring awareness and recognition of the impact that volunteering is having in our state. We will also unveil the first Michigan Civic Health Index Report and will do a call to action as a result of some of the indicators from the report. We will also be recognizing an AmeriCorps Alumn and Senior Corps volunteer. The State of Michigan Social Media office approached the MCSC in rolling out a statewide social media "pay it forward" campaign called #MiGoodDeeds and will encourage people to volunteer.

We convinced them to launch in April during the Giving and Volunteering event. Recourses will be available to find information on volunteering, and we will be profiling the Governor's Service Awards finalists, Global Youth Service Awards, and then conclude with our Signature Service Project in May.

4. Governor's Service Awards – Ms. VanDam explained that the nomination forms have been distributed for the 2013 Governor's Service Awards and are due March 1. The Executive Committee requested that the event be moved to a different location as it is been in Detroit for the past three years. The 2013 event will be held in Grand Rapids at the Meijer Gardens at the end of July. We will begin the fundraising for the event and will do additional outreach to organizations in Grand Rapids since the event will be there this year. Commissioners will be asked to assist with the fundraising. There was one change to the Corporate category. The rule has been that once you have won an award in a category, you cannot win again in that category. After some feedback from some corporations, the Executive Committee has changed the policy to allow Corporations to win again as long as they haven't won in the last 5 years.

C. Financial Report – Garry Gross shared the financial statement for FY13 first quarter. The MCSC is waiting to see how VGF funding will be and whether there will be disability and PDAT funding. Fortunately we have some carry over of our federal funds from past years which will help carry us through this year.

D. CNCS/National Service Update

1. Funding Update – Ms. VanDam explained that we are still operating under a Continuing Resolution (CR). If there is a CR for the rest of the fiscal year, this could hurt the MCSC because last year state commissions took a cut in terms of the overall appropriation for state commission admin. Then if the sequestering hits, it would be an additional 7-8% cut for commissions. The MCSC has some unspent carry over federal dollars due to some of the staff transitions last year so should be fine this year.

2. CNCS Update – Cathy Sharp shared the CNCS Michigan profile with Commissioners. There are more than 7,700 Senior Corps members and 1,800 AmeriCorps members in Michigan this year. The profile highlights where the members serve. The CNCS is also working on a city profile. AmeriCorps\*VISTA issues an annual NOFA process. The CNCS State office will not be issuing a request for concept paper this year because they are at their resource maximum. There will be a VISTA PSO training (pre-service orientation) in Detroit in February for approximately 40 VISTA members. There will be approximately 70 summer associates which is a short term VISTA program (8-10 weeks). Cathy explained the CNCS has a new initiative, Mayors Day of Recognition, where Mayors will sign on to commit to acknowledging a National Day of Service in their city on April 9<sup>th</sup>. It can be a proclamation or an event. The Michigan City of Service Mayors have all signed on (Detroit, Flint, Grand Rapids, Kalamazoo, Muskegon). The Michigan Association of Mayors are meeting on April 9<sup>th</sup> so are hoping they will commit to doing something on that day.

E. Partner Update – Diana Algra shared that Kyle Caldwell, former CEO of the Michigan Nonprofit Association, has moved on to the C.S. Mott Foundation. Kelley Kuhn will be the acting CEO until a replacement has been identified.

V. New Business

A. Mission Statement – Chair Bloodworth explained that the MCSC would like to update the mission statement. Draft MCSC Mission Statements were shared and Commissioners were asked for their feedback. Ms. VanDam shared that we wanted to Commissioners to have a discussion about the mission statement and to have a statement that is more in line with where we are today and the direction we are heading, including using the service as a strategy language because that is important. A subcommittee was set up with Commissioners Miles Wiles and David Price offering to serve on the committee.

B. Blue Cross Blue Shield - Commissioner Bob Kolt offered up an additional item on the agenda. He served as the Chair of AARP and the restructuring of Blue Cross Blue Shield was a major issue for them. Part of the restructuring included discussion around the nonprofit assets that they had. The idea was that a trust fund could be created (similar to the Natural Resource Trust Fund) in which money would be allocated to support seniors and youth (50% for senior support programs and 50% for youth initiatives). The Governor ended up vetoing the legislation. Bob feels that because of the MCSC leadership role and the intention to focus on the big fix, that the MCSC should be part of the conversation around these public assets. Commissioner Collier explained that CMF has been involved in protecting the charitable assets. The focus is on creating a health endowment fund through the Health and Wellness Foundation. The MCSC could focus on the health aspect of volunteering when the Health Committee meets.

VI. Public Comment – Commissioner Collier suggested that we get Michigan Reading Corps on the agenda at the Governor’s Education Summit and also have AmeriCorps involved in education attend and talk about the value of AmeriCorps.

Ms. VanDam shared that Jocelyn Vanda, the DHS representative that has been attending the MCSC Board meetings, retired in December.

Adjourn: 3:26 pm