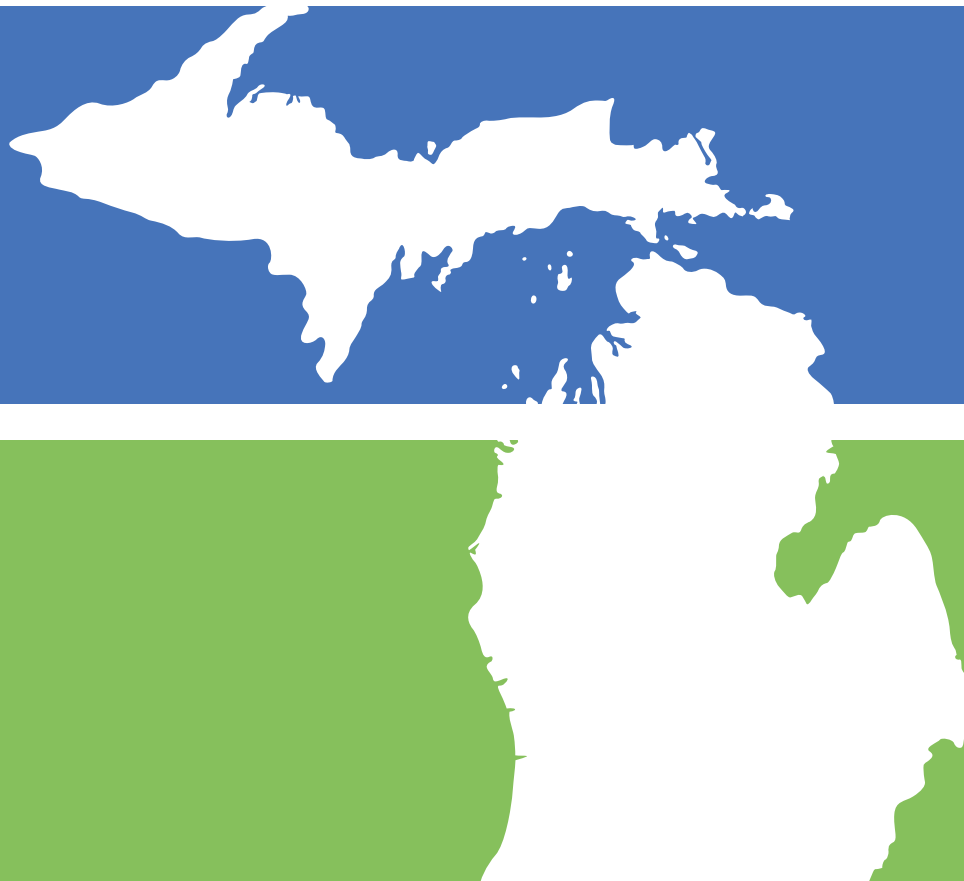


2020–2022 • MICHIGAN'S
STATE SERVICE PLAN

*Mobilizing Volunteers and National Service Members
to Address the State's Most Pressing Issues and Strengthen Our Communities*



**MICHIGAN
COMMUNITY
SERVICE
COMMISSION**

MICHIGAN COMMUNITY SERVICE COMMISSION

ABOUT

The Michigan Community Service Commission (MCSC) was established in 1991 through the Michigan Office of the Governor as the state's lead agency for volunteerism.

The Commission works to leverage and catalyze innovation and the volunteer power of Michiganders to strengthen their communities, grow the ethic of civic engagement, and build a stronger Michigan. Fundamentally, the Michigan Community Service Commission views service as a strategy for community change.

Alongside federal efforts through the Corporation for National and Community Service (CNCS), the MCSC and its community partners have engaged tens of thousands of volunteers of all ages, supported hundreds of community-based projects, and leveraged well over \$200 million dollars for issues such as disaster response, education, the environment, veteran services, health, housing foreclosure, and many other pressing issues around the state.



MISSION AND VISION

The Michigan Community Service Commission utilizes service as a strategy to address the state's most pressing issues and empowers volunteers to strengthen communities.

In addition to the overarching view of utilizing service as a strategy, there are three methods that guide MCSC's work and how it engages both Michigan communities and program partners: as a convener, connector and resource generator.

Convener

Build relationships and partnerships within state government and across the statewide philanthropic, business, labor and educational constituencies that align and grow programmatic impact across communities throughout the state of Michigan.

Connector

Identify volunteer and service-based assistance MCSC can provide to communities and leaders within Michigan Prosperity Regions to promote the power and potential of service as a strategy, and tools and support that increase the success of their potential solutions to pressing community issues.

Resource Generator

Identify the relevant application of training, technical assistance and other tools and resources, and identify, align, and leverage government, philanthropic, and business resources to advance potential community solutions to pressing community issues.

PROGRAM STATEMENT

The Michigan Community Service Commission supports four main initiatives to fulfill its mission: Michigan's AmeriCorps, Mentor Michigan+, volunteerism and disaster services. It also supports communities through National Days of Service assistance, signature service projects and the Governor's Service Awards.

STATEMENT OF INCLUSION

The Michigan Community Service Commission is firmly committed to providing access, equal opportunity, and reasonable accommodation in its programs, activities, and materials.



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
OFFICE OF THE GOVERNOR
LANSING

GARLIN GILCHRIST II
LT. GOVERNOR

Dear community leaders, nonprofit partners, corporate partners, grantees, and citizens,

Service and volunteerism can help build bridges toward solving pressing issues in our communities and in our state.

The Michigan Community Service Commission conducted a statewide listening tour to help identify those issues and explored ways that national service and volunteerism can make a positive impact.

The State of Michigan is committed to collaborating with your community to solve the challenges that face Michiganders face every day. The 2020 – 2022 State Service Plan is a guide for future decision-making, investment, and collaboration in efforts to improve Michigan's communities.

Last year, more than 2.3 million Michiganders volunteered. Their service has an estimated economic value of more than \$4.4 billion. More than 9,000 national service members served at 1,700 local service sites, making a tremendous impact.

Through volunteerism and service, we can help educate children, feed the hungry and provide access to health care. The Michigan Community Service Commission and the state of Michigan can help implement best practices for mentors, support volunteer management, bring AmeriCorps members to your region, help your community recover from a disaster and so much more.

Let's help each other, serve our communities and make our state a better place for all.

Sincerely,

Gretchen Whitmer
Governor of Michigan



Michigan's State Service Plan

As the Governor's Commission, the MCSC is responsible for creating a vision and plan for volunteerism and national service in Michigan for the next three years. The State Service Plan for 2020–2022 is built on the input gathered from a 12-stop statewide regional listening tour, a public online survey, and MCSC Commissioners and staff.

The Michigan State Service Plan articulates the aspirations of the MCSC and its partners to expand national service and volunteerism to strengthen Michigan communities. It may be affected by adjustments to federal or state funding and the emergence of unforeseen pressing local, state, or national issues. The MCSC and its partner organizations maintain the flexibility to respond to critical needs as they arise. The 2020–2022 State Service Plan should be considered a guide for future decision-making, investment and collaboration. Each strategy is associated with a specific measurable output and outcome for MCSC staff.

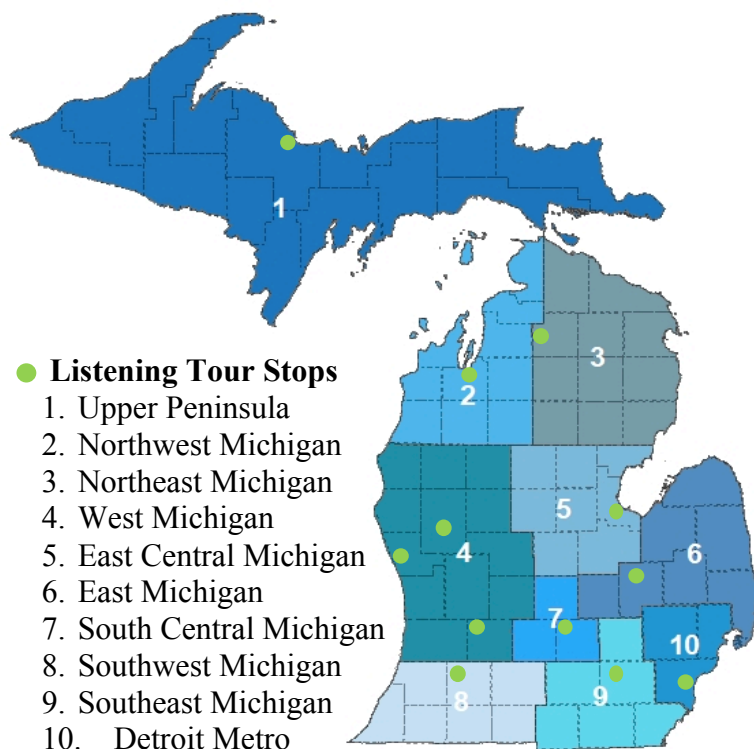
Gathering Input Process — The Listening Tour

The purpose of the listening tour was to meet local residents and community leaders in a representative diversity of Michigan communities to learn more about their pressing community issues and the role that national service and volunteerism can play to help address those issues.

With the support of regional partners, approximately 450 participants attended the statewide listening tour and generated more than 2,000 individual recorded comments. Each meeting

consisted of roundtable small group discussions on the six focus areas of CNCS: disaster services, economic opportunity, education, environmental stewardship, healthy futures and veterans and military families.

Participants shared the most pressing issues facing their communities, along with challenges, impacts and ideas about volunteerism and national service. The MCSC also conducted a public online survey, distributed through partner organizations.



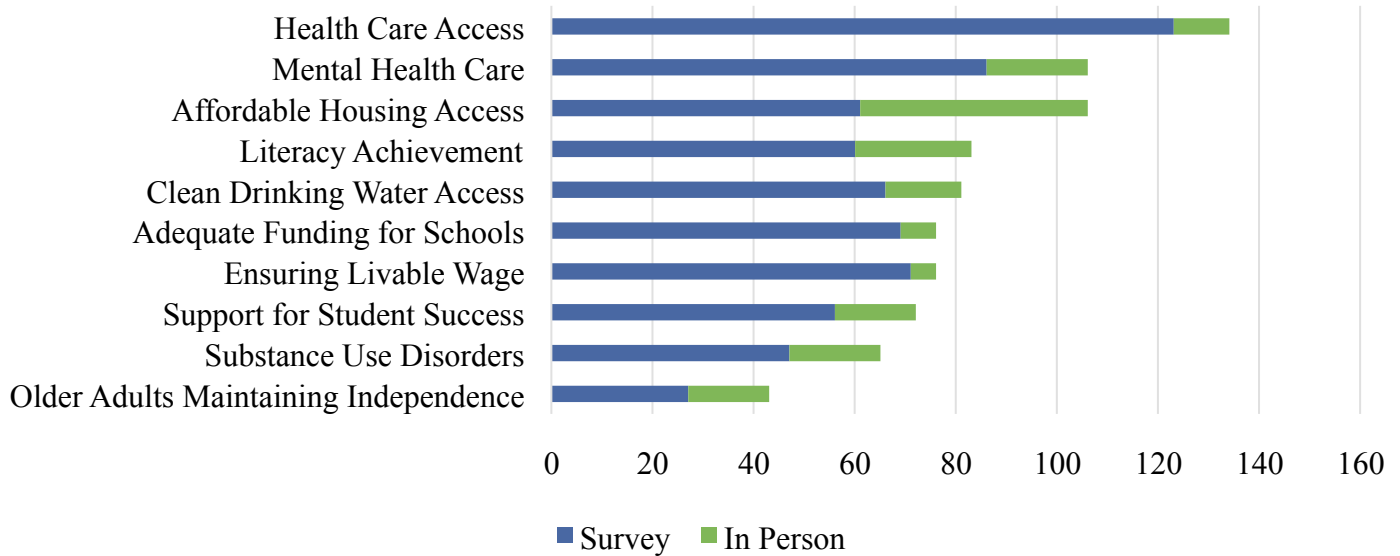
Listening Tour Discussion Questions

- What is the most pressing issue facing your community?
- What is the current impact of volunteerism and national service in your community?
- What are the challenges and barriers to volunteerism and national service in your community?
- How can volunteerism and national service make a larger impact in your community?
- How can the MCSC and your community work together to expand volunteerism and national service?

Most Pressing Issues

More than **450 responses** were generated from in-person discussions and **906 online survey replies** were collected throughout the Listening Tour, in which respondents selected their most pressing issue.

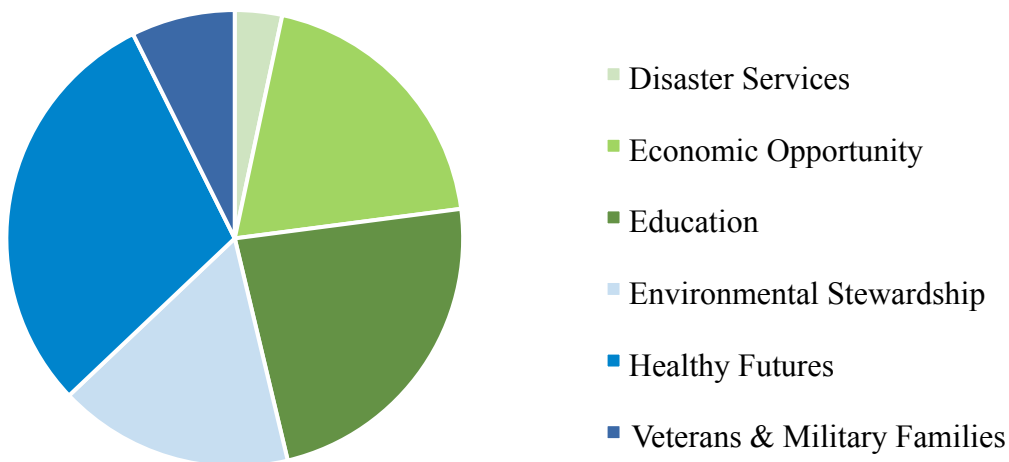
Top 10 Pressing Issues Across Michigan



“The most exciting **solutions** to today’s problems are those coming from our local communities. **Local leaders** are the ones who are closest to the problems, and the ones best equipped to solve them.”

— *Russell G. Mawby*, former MCSC chairman, President and CEO of the W.K. Kellogg Foundation

Issues by CNCS Focus Area



0.3% categorized as “Other” not displayed here.

Michigan's State Service Plan 2020–2022

Goal 1: Strengthen Statewide Infrastructure to Support National Service, Volunteerism, Mentoring and Disaster Services

Objective 1. Convener: Build relationships and partnerships with state government, philanthropy, business, labor and educational constituencies.

Strategies

- Conduct ongoing community meetings with local leaders and residents throughout the State of Michigan that strengthen partnerships and impact of national service, volunteerism, mentoring, and disaster programming.
- Establish a statewide Corporate Volunteer Partnership Network that works to support businesses and identifies avenues to expand employee volunteerism, including skills-based volunteering.
- Establish a National Service Leadership Council that regularly convenes Michigan leadership of each stream of national service programs within the state to discuss program objectives, share resources, identify unmet needs, and coordinate effective action.
- Expand higher education partnerships to share resources and explore evaluation mechanisms and data collection.
- Support diversity, equity and inclusion efforts to expand access to opportunities and assist with creating environments that respect and value individual differences.

Objective 2. Connector: Identify volunteer and national service assistance the MCSC can provide to communities and leaders within Michigan regions.

Strategies

- Facilitate collaboration between local leaders, business representatives, public officials, education leaders, national service and volunteer program managers.
- Support and expand youth service through the use of a technology platform.
- Work with the Governor's office, Department of Education and Michigan Campus Compact to develop K-12 and college service recognition for volunteerism and service learning.
- Coordinate current and new Commission and partner volunteer recognition programs and initiatives to focus recognition on target demographics and key focus areas.
- Explore new technologies that allow identification of community need, data collection, and professional development training.
- Support existing relationship with Michigan 2-1-1 community service hotline and expand asset mapping.
- Expand National Quality Mentoring System implementation and access to mentor platform.

Objective 3. Resource Generator: Identify, align and leverage government, philanthropic and business Resources.

Strategies

- Establish and engage a priority list of relevant and high potential prospects from government, philanthropy and business to align and leverage resources for volunteerism and national service.
- Identify avenues to support best practices and provide capacity building resources for organizations.
- Partner with Aging and Adult Services Agency (AASA) to explore opportunities for collaboration with Senior Corps programs.
- Work within the Department of Labor and Economic Opportunity to help provide the connections, expertise and innovative solutions to build vibrant communities.

Michigan's State Service Plan 2020–2022

Goal 2: Support High Quality National Service and Volunteer Programming

Objective 1. Improve the impact of national service and volunteer programming.

Strategies

- Develop an asset map of current national service and volunteer programs to identify gaps and areas for expansion.
- Continue to support regional networks of national service programs to improve collaboration.
- Grow participation in MCSC national service and volunteer partner programming.
- Build the capacity of the state and local organizations to establish a collaborative community plan to support donations management and volunteers to prepare for, respond to, recover from and mitigate disasters.
- Assist mentoring programs to use national mentoring best practices to positively impact the lives of youth.
- Promote AmeriCorps NCCC, AmeriCorps VISTA and Senior Corps as a strategy to address compelling community issues.

Objective 2. Provide intentional and ongoing training and technical assistance across all programming.

Strategies

- Provide training and technical assistance to volunteer and national service programs to improve the quality of programming and support meaningful engagement of volunteers and members.
- Coordinate, grow and strengthen peer exchanges across all programming – archive documentation of peer exchanges for future use and distribution where appropriate.
- Create a train the trainer model to deliver trainings and explore an online training series.

Objective 3. Provide support for members to have a meaningful service experience.

Strategies

- Explore additional resources to support AmeriCorps members such as housing, increased stipend, matching scholarship opportunities for education award and earning college credit for service.
- Support national service networks to encourage collaboration among streams of service.

Goal 3. Broaden the Level of Statewide Public and Constituency Knowledge and Support for National Service and Volunteer Programming within the State of Michigan

Objective 1. Develop and execute a statewide awareness campaign to promote a culture of volunteerism and service with the governor's & Lt. governor's offices.

Strategies

- Educate decision-makers, stakeholders, and government officials about national service and volunteer efforts and highlight their engagement through social media.
- Identify and partner with sponsors to help create and air television, radio, and print public service announcements about Michigan's national service, volunteer, mentoring and disaster services programming.
- Develop and implement recruitment strategies for AmeriCorps and volunteerism through collaboration with various institutions and organizations.

Objective 2. Review and update MCSC communications materials and outreach efforts.

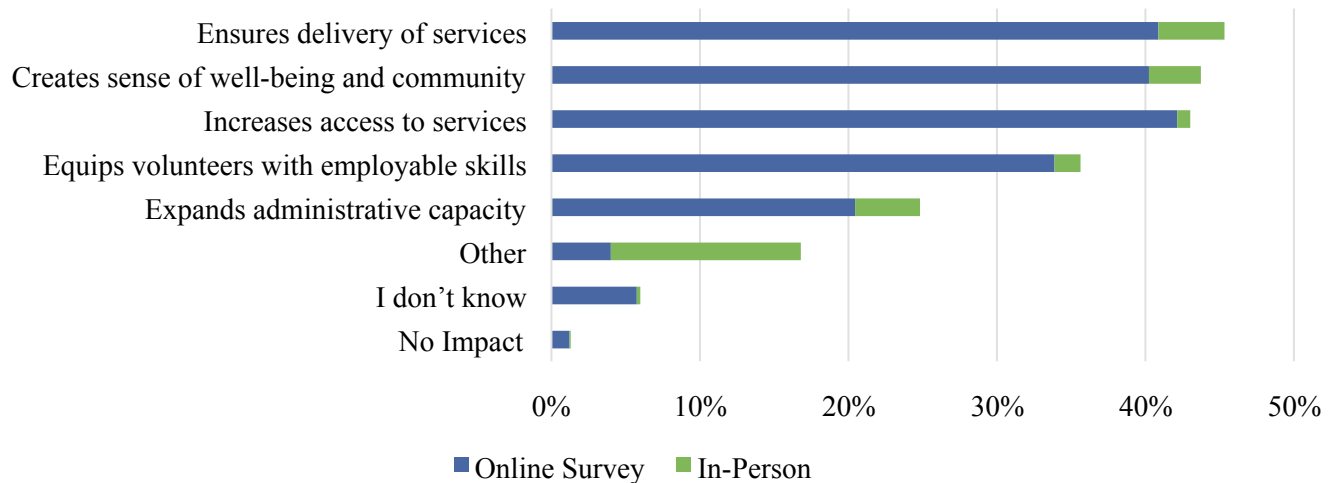
Strategies

- Conduct a review of all MCSC national service and volunteer external communications for appropriate updating, as well as creation of new materials where necessary.
- Review, update, and expand in-person MCSC national service and volunteer outreach efforts.
- Expand website and social media presence to showcase volunteer impact, tell stories of service and increase awareness and recognition of programs.

Volunteerism across Michigan

The Current Impact

When asked what the current impact of volunteerism in their community is, participants most often agreed that volunteerism **ensures ongoing delivery of services to community members** and creates **a sense of well-being and community involvement** for volunteers.

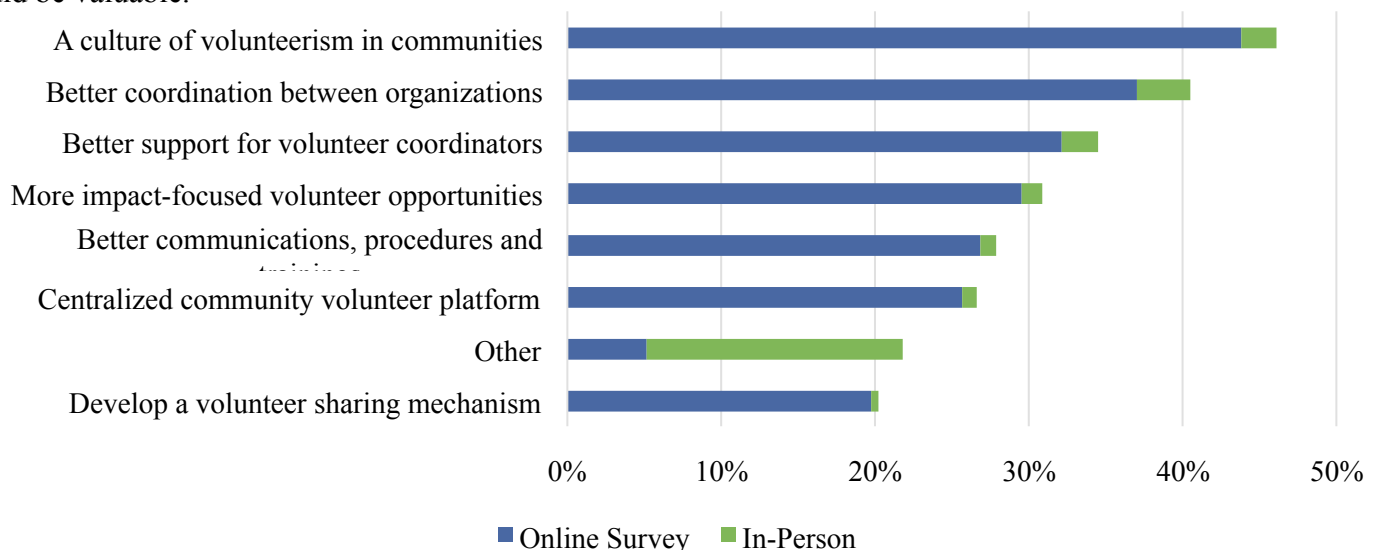


“I was very struck by the long history of **volunteerism and philanthropy in Michigan**. I think that it is at a **greater level** than in other states.”

— Michelle Engler, former First Lady and founder of MCSC

Increasing the Impact of Volunteerism

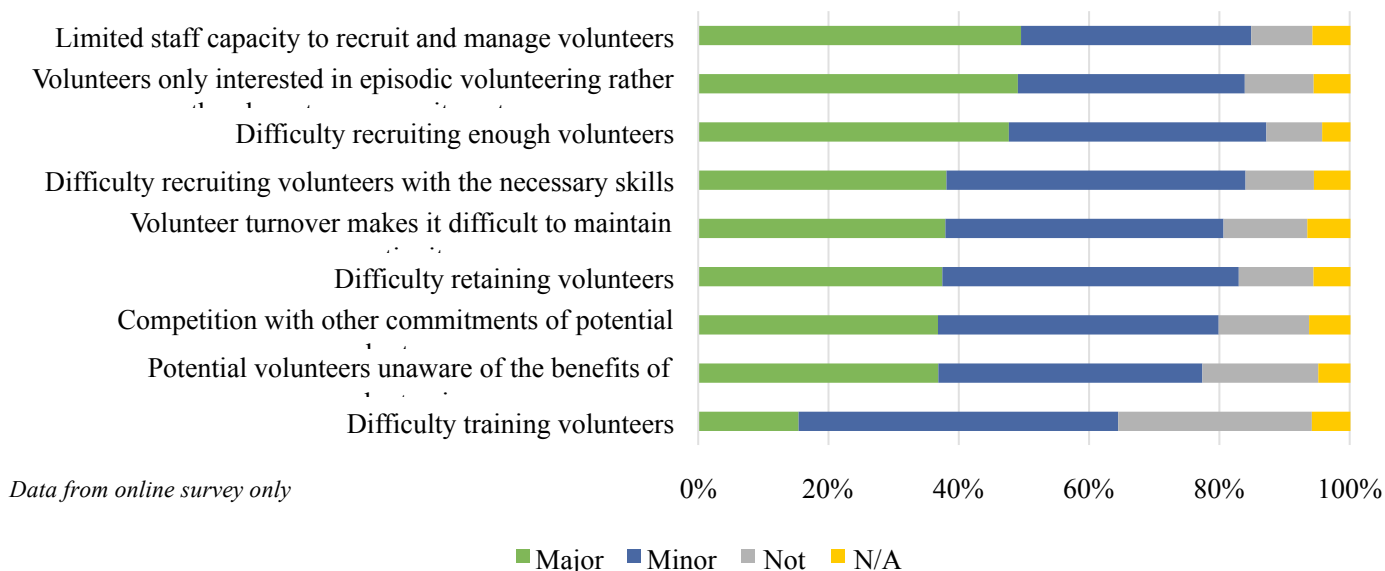
When asked what would increase the impact of volunteerism in their community, respondents indicated promoting a **culture of volunteerism and better coordination between organizations** would be valuable.



Volunteerism across Michigan

The Challenges Facing Volunteerism

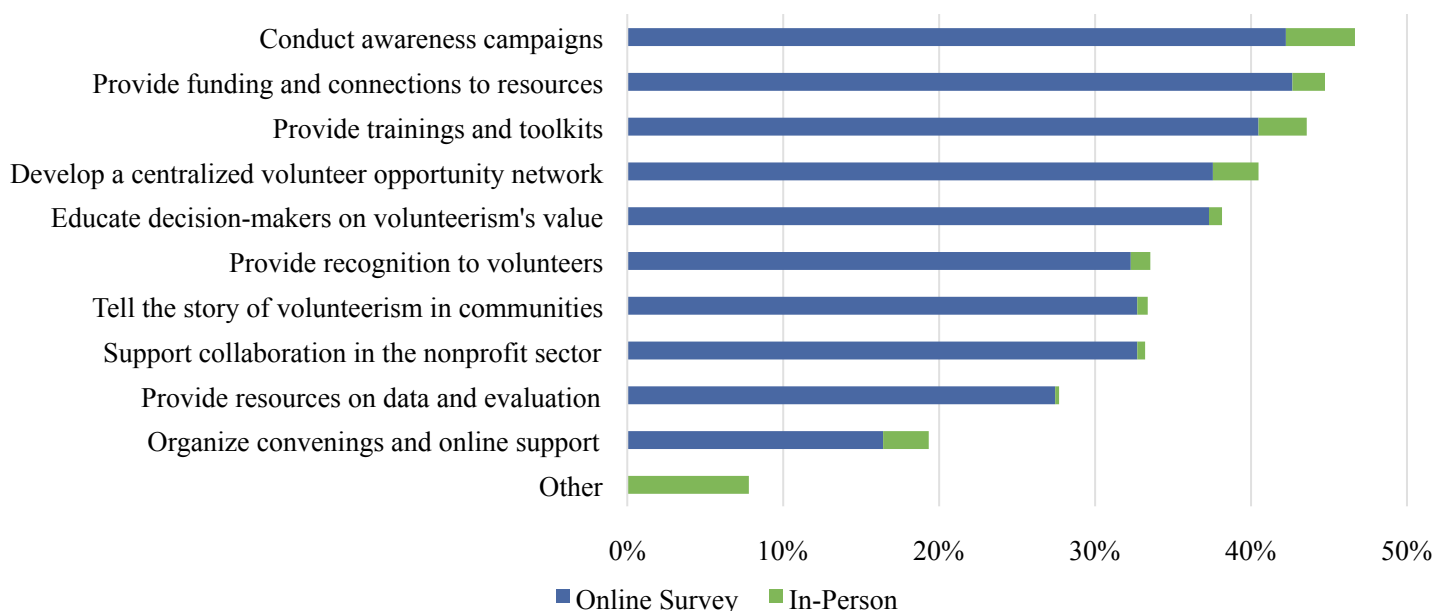
When considering the challenges facing volunteerism, respondents noted that **limited staff capacity to recruit and manage volunteers** is a major challenge. Respondents agreed that every option listed was at least a minor challenge in their positions.



“Mentoring is one of the most meaningful ways you can volunteer because you can significantly impact the life of a young person.” — Dan Mulhern, Former First Gentleman

Expanding Volunteerism with the MCSC

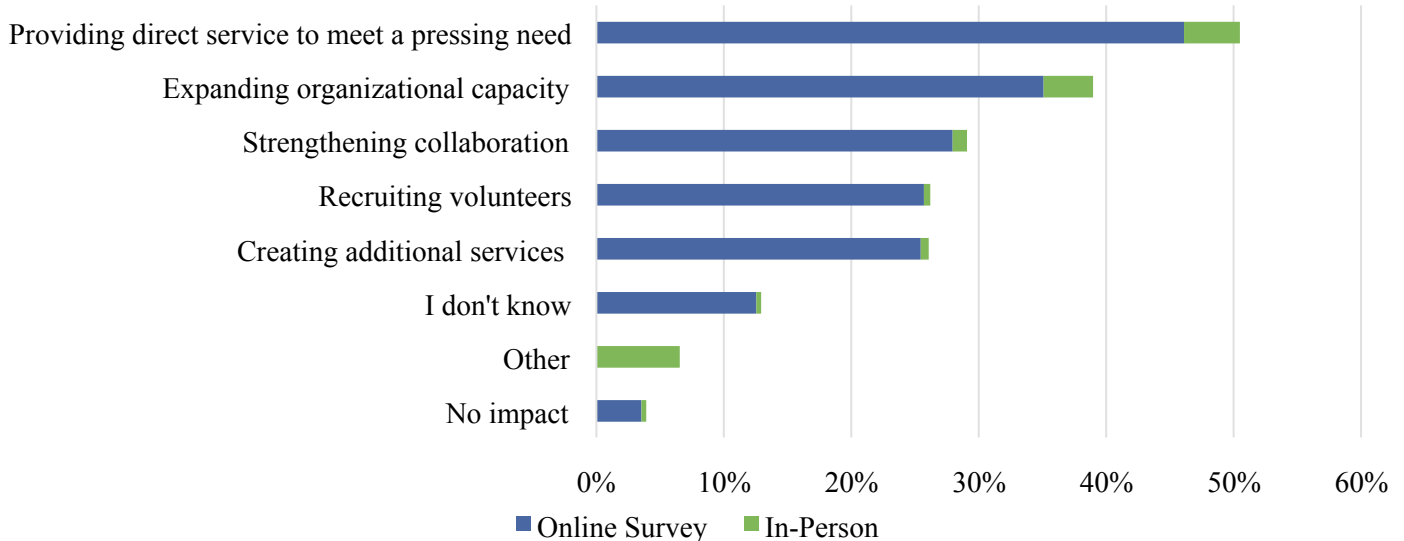
Respondents liked many ideas of expanding volunteerism, including **conducting an awareness campaign**.



National Service across Michigan

The Current Impact of National Service

When asked about the current impact of national service in their communities, respondents generally agreed that members **provide direct service** to previously underserved communities and/or expand organizational capacity.

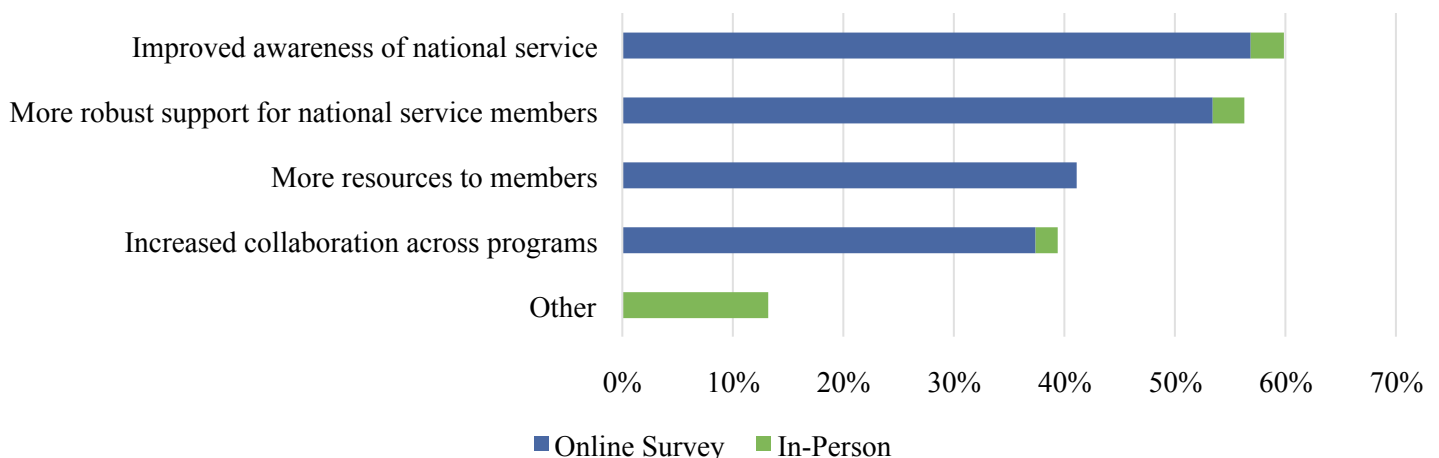


“When you have an AmeriCorps member that generates ten additional volunteers by their work in a community, and you multiply that by the number of AmeriCorps members that we can have in the country – can you imagine that power?”

— Diana Algra, First Director of AmeriCorps for Michigan and for CNCS nationally

Increasing the Impact of National Service

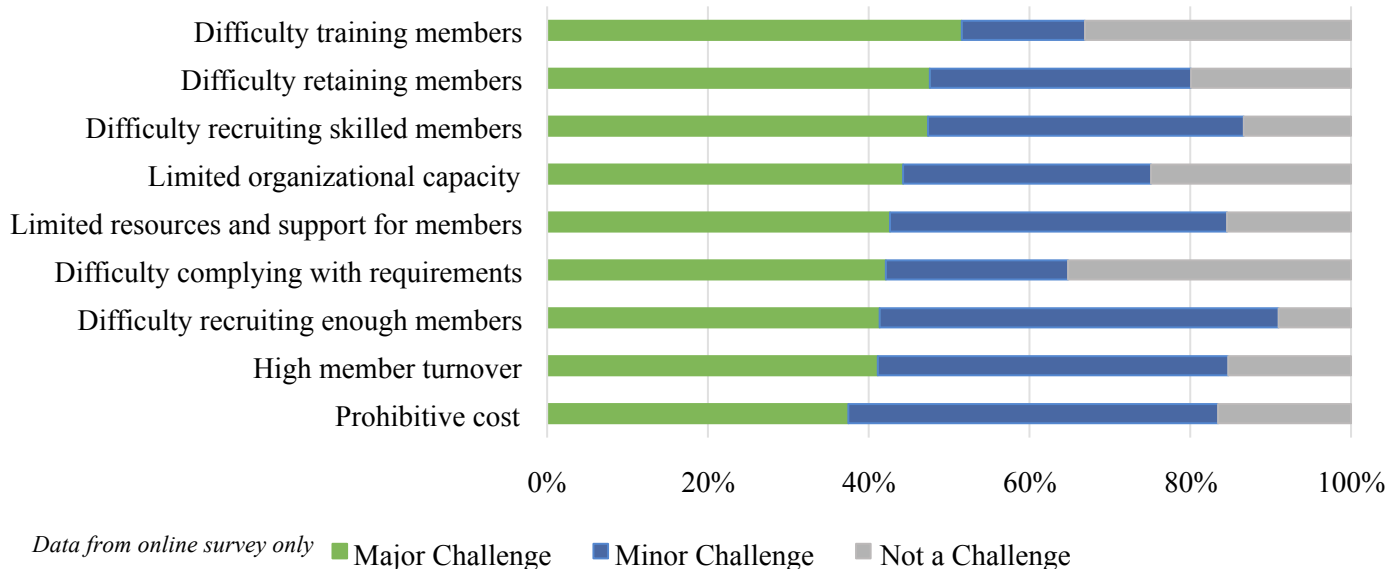
Respondents believed that **expanding the awareness of national service programs** is crucial to increase the impact.



National Service across Michigan

The Challenges Facing National Service

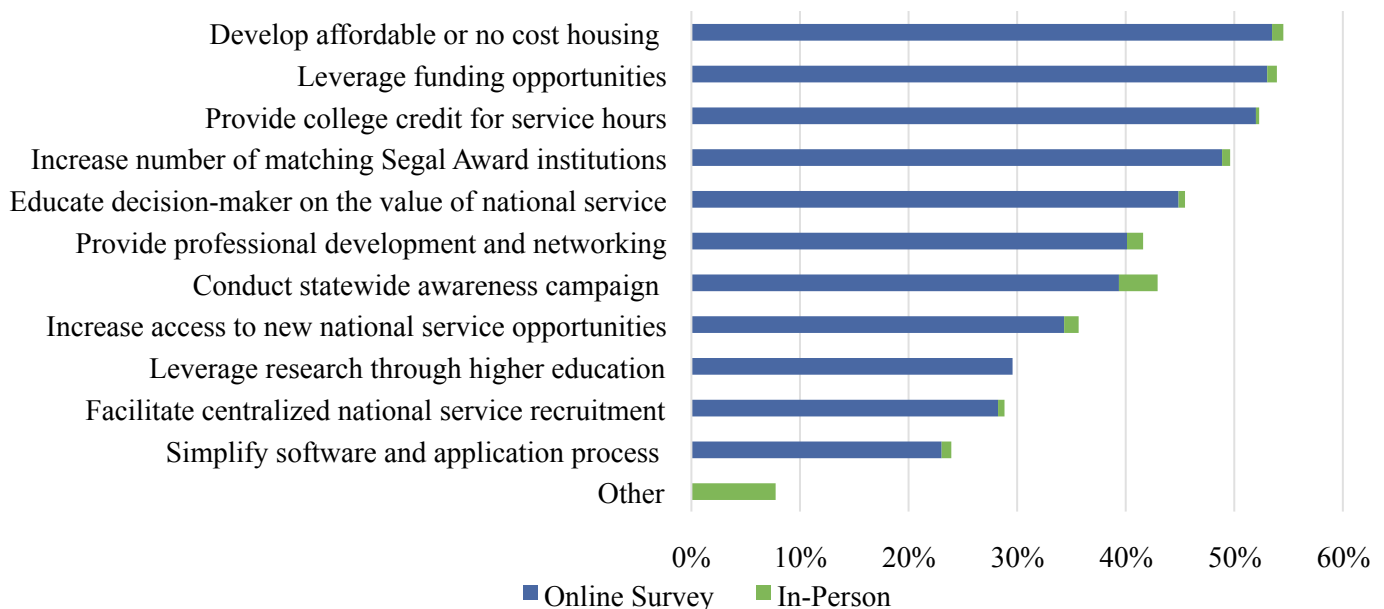
Respondents listed that major challenges in national service included **recruiting, retaining and training** national service members.



“Volunteerism and national service provide **cohesiveness, compassion and cooperation** within a community.” — Listening Tour Participant

Expanding National Service with the MCSC

Survey respondents listed many possibilities to expand national service in Michigan communities across the state, including **affordable housing, fund opportunities and college credit** for service hours.





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