



ServeNebraska
Nebraska Volunteer Service Commission

vision

Strategic Plan Update

Commission Board Meeting ~ October 23, 2008



GROUND RULES

- **Only 1 person talks at a time**
- **Keep comments relevant to the topic at hand**
- **All are equal & have a valuable perspective**
- **If you have a thought - Share It! No idea is a bad idea**
- **Don't discount other's ideas**
- **If you need a drink or to go to the restroom... Go!**



INPUT

Fall 2008 Survey of Stakeholders

1. Please indicate the area of your primary involvement with ServeNebraska			
		Response Percent	Response Count
AmeriCorps		42.4%	25
Citizen Corps		22.0%	13
Disability Inclusion & Preparedness		3.4%	2
Training & Technical Assisance		3.4%	2
Volunteer Recognition/Awards		0.0%	0
ServeNebraska Commissioner		6.8%	4
ServeNebraska Staff/VISTA		6.8%	4
Other		15.3%	9
<i>answered question</i>			59
<i>skipped question</i>			5



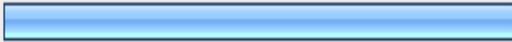
MISSION

*Mobilizing Nebraskans to
strengthen their communities
through volunteering,
collaboration, and
national service programs*



INPUT: MISSION

1. MISSION: The mission of ServeNebraska is "Mobilizing Nebraskans to strengthen their communities through volunteering, collaboration and national service programs." Do you believe that this mission accurately and fully encompasses the work of ServeNebraska?

		Response Percent	Response Count
Yes		84.4%	54
No		15.6%	10
		<i>answered question</i>	64
		<i>skipped question</i>	0

SUBSTANTIVE COMMENTS

- Replace "volunteering" with "civic engagement"
- Use "Assisting" instead of "Mobilizing"



VALUES

- Excellence
- Responsiveness
- Inclusiveness
- Collaboration
- Efficiency
- Integrity

vision



INPUT: VALUES

3. VALUES: The following are the underlying organizational values of ServeNebraska. Please indicate whether you think each should be retained or eliminated as a source of inspiration and guidance.

	Retain	Eliminate	Response Count
Excellence: Pursuing the highest standards of performance through a spirit of continual improvement	92.1% (58)	7.9% (5)	63
Responsiveness: Creatively addressing current & emerging societal challenges	96.9% (62)	3.1% (2)	64
Inclusiveness: Involving diverse parties from all sectors of the state	95.3% (61)	4.7% (3)	64
Efficiency: Producing the greatest return for the least output of resources	81.3% (52)	18.8% (12)	64
Integrity: Operating with the highest ethical & moral standards	96.9% (62)	3.1% (2)	64
	<i>answered question</i>		64
	<i>skipped question</i>		0

SUBSTANTIVE COMMENTS

- Replace “Inclusiveness” with “Diversity”
- Emphasize “Promoting Ethic of Service”
- Stress impact & outcomes
- Highlight “Local solutions to local problems”



PHILOSOPHICAL PERSPECTIVES

- Think Big

Look for ways to be involved in solutions

- Maximize Partnerships

vision



ENVIRONMENT

Internal

Strengths

Weaknesses

External

Opportunities

Threats

vision



STRENGTHS

- Strong staff & volunteer leadership
- Strong organizational structure
 - Successful Administrative Standards review
- More marketable name and logo
- Strong broad online presence
 - Redesigned website
 - Detailed program information
 - Grantee Central ● Online Resource Library



STRENGTHS (continued)

- Strong funded programming
- Diversity of programming & participants
 - AmeriCorps • Citizen Corps • Awards • Training
 - Disability Inclusion & Preparedness • New BVC
- Strong relationships within national service
 - State CNCS office • VISTA Training
 - Midwest Consortium • NE Dept. of Education
- Desire for increased breadth & relevance



WEAKNESSES (LIMITATIONS)

- Lack of diverse & stable funding/support
 - Challenge meeting administrative match
- Limited staffing → limitations on ability to pursue grants & funding
- Lack of relationships with business & state government decision makers



WEAKNESSES (Continued)

- Limited public awareness & appreciation
 - No shared central message
- Limited (but growing) presence outside of Lincoln & Omaha metro areas
- Inactivity of complementary Foundation



OPPORTUNITIES

- Nebraskans strong record of volunteering & community involvement
 - CNCS Studies: 2nd in nation in volunteerism for last 3 years
- New national administration in 2009
 - Strong campaign language in support of national service
- No other statewide advocate in Nebraska for national & community service



OPPORTUNITIES (continued)

- Growing awareness of needs of those with disability and other special populations
 - subpopulation well served by AmeriCorps and Citizen Corps
- Growing Hispanic & New American populations
 - focus of ServeNebraska AmeriCorps programs
- New and social media → better promotion



THREATS

■ Economics

- Cut in Administration grant funds
- Limited current funds & potential future CNCS cuts
- Limited state general funds
- Potentially more limited private resources
- Potential for individuals to have less time for community involvement due to need to assure household incomes

- Inactivity could create vacuum that would be filled by another group



GOAL: Managerial Excellence

AREAS OF ACHIEVEMENT

- Ongoing professional development of Commissioners & Staff
- Engaged Commissioners with strong community roles & relationships
- Maximized accountability among Commissioners
- Compliance with CNCS Administrative Standards



GOAL: Managerial Excellence

AREAS FOR GROWTH

RESPONSIBILITY: COMMISSIONERS & STAFF

- Diversify resource base - \$ and in-kind
 - Consistently meet administrative Match

- Strengthen relationships with state decision makers
 - Governor's Office
 - Legislators

- Energize Nebraska Volunteer Foundation



GOAL: Refine & Cement AmeriCorps Protocols

AREAS OF ACHIEVEMENT

- Compliance and widespread understanding of rules & regulations
- Programs meet locally identified needs
- Expanded outreach to underserved communities
[demographic & geographic]
- Strengthened qualitative reporting
- Strong recruitment & retention
- Incubator model [strong lead agency - rotating partners]



GOAL: Refine & Cement AmeriCorps Protocols

AREAS FOR GROWTH:

RESPONSIBILITY: STAFF

- Enhanced sustainability of funded programming
- Strengthen notion of Lifetime of Service
 - Bridge to post-AmeriCorps success
 - Enhance AmeriCorps Alums
- Creative expansion to rural & frontier communities



GOAL: Inroads into New Communities Citizen Corps

AREAS OF ACHIEVEMENT

- Strong relationship with Nebraska Emergency Management Agency (NEMA)
- Active involvement of Lt. Governor
- Increased presence statewide
- Regional collaboration: 8 region structure
- Strong networking with disaster preparedness professionals & related groups
- Leadership in Disability Preparedness
 - Disability Preparedness Summit
 - Special Populations Preparedness Pilot Projects



GOAL: Inroads into New Communities Citizen Corps

AREAS FOR GROWTH

RESPONSIBILITY: STAFF

- Continued development & expansion
- Nurture regional model
- Develop collaborations



GOAL: Enhance Marketing

AREAS OF ACHIEVEMENT

- New trade name & logo – ServeNebraska
- Greatly enhanced online presence
- Coherent strong materials for specific use
 - Materials created on an as-needed basis

vision



GOAL: Enhance Marketing

AREAS FOR GROWTH

RESPONSIBILITY: COMMISSIONERS & STAFF

- Clear succinct shared message [elevator speech]
- Marketing plan
- Marketing collateral [brochures, fliers, etc.]
- Legislative plan
- Aggressive co-marketing with partners
- Use of e-newsletters and social media
- Presentations to civic & other groups
- Statewide Business Volunteer Council



GOAL: Re-Engineer Approach to Trainings/Technical Assistance

AREAS OF ACHIEVEMENT:

- **Expanded scope of Governor's Conference on Community Service [esp. Disaster Preparedness]**
- **Increased breadth of national service trainings**
- **Partnership with VISTA re: training**
- **Active solicitation of potential audiences for training topics**
- **Utilization of past evaluations in planning**
- **Online Resource Library**
- **Utilization of new technology**
 - Registrations: RegOnline • Evaluations & Surveys: SurveyMonkey



GOAL: Re-Engineer Approach to Trainings/Technical Assistance

AREAS FOR GROWTH:

RESPONSIBILITY: STAFF

- Continue to broaden scope of offerings
- Continue to broaden audiences, including some fee-for-service attendees
- Continue to expand methodologies and utilize new technology (i.e. webinars)



GOAL: Unify Nebraska National Service

AREAS OF ACHIEVEMENT:

- Strengthened operating partnerships:
 - CNCS State Office
 - Nebraska Department of Education
 - Midwest Consortium for Service Learning in Higher Education
- Involvement of other “Streams of Service” on ServeNebraska Commission
- Strong relationships with key CNCS leaders

AREAS FOR GROWTH:

- Continue progress

RESPONSIBILITY: STAFF



GOAL: Support – Don't Duplicate – Volunteerism Efforts

AREAS OF ACHIEVEMENT

- Linkage to online volunteer clearinghouses
- Linkage to online volunteerism resources
- Expanded Awards portfolio
 - Governor's Points of Light • 1st Lady's Community Service
 - Lt. Governor's BE PREPARED • ServeNebraska Impact
- Strengthened partnerships with state's volunteer centers & non-profit community
- AmeriCorps & Citizen Corps focus on volunteer management
- Promotion of Days of Service



GOAL: Support – Don't Duplicate – Volunteerism Efforts

AREAS FOR GROWTH

RESPONSIBILITY: COMMISSIONERS & STAFF

- Statewide Business Volunteer Council
- Enhanced marketing of Awards opportunities & recipients
- Continued posting of opportunities & strong practices
- Continued development of partnerships



GOAL: Engage Youth

AREAS OF ACHIEVEMENT

- Global Youth Service Day lead agency:
 - 2007 • 2008 • 2009
- Appointment of youth Commissioner
- Youth focus of AmeriCorps programming
 - City of Lincoln • Omaha Healthy Kids • MMI • LFS

AREAS FOR GROWTH

RESPONSIBILITY: STAFF

- Assure continued youth involvement
- Market aggressively to youth



GOAL: Engage “Baby Boomers”

AREAS OF ACHIEVEMENT

- “Baby Boomer” AmeriCorps & Citizen Corps participants

AREAS FOR GROWTH

RESPONSIBILITY: STAFF

- Increased collaboration with Senior Corps
- Increased marketing to mature populations
- Collaboration with retiree networks

INPUT: GOALS

5. PRIORITIES: The following are the identified goals of ServeNebraska. For each please indicate the relative importance as ServeNebraska develops over the next two years.

	Vital	Important	Neutral	Not Important	Needless	Rating Average	Response Count
Excellence & Sustainability: maximize effectiveness & efficiency	43.8% (28)	51.6% (33)	4.7% (3)	0.0% (0)	0.0% (0)	4.39	64
AmeriCorps: grow & diversify this national service initiative	46.9% (30)	40.6% (26)	12.5% (8)	0.0% (0)	0.0% (0)	4.34	64
Citizen Corps: expand volunteer-led disaster preparedness	35.9% (23)	45.3% (29)	17.2% (11)	1.6% (1)	0.0% (0)	4.16	64
Training & Technical Assistance: broaden offerings & audiences	35.9% (23)	46.9% (30)	14.1% (9)	3.1% (2)	0.0% (0)	4.16	64
Marketing: aggressively promote service	51.6% (33)	37.5% (24)	9.4% (6)	1.6% (1)	0.0% (0)	4.39	64
Volunteerism: share resources & celebrate volunteer activity	48.4% (31)	43.8% (28)	7.8% (5)	0.0% (0)	0.0% (0)	4.41	64
National Service in Nebraska: promote unity	35.9% (23)	42.2% (27)	20.3% (13)	1.6% (1)	0.0% (0)	4.13	64
Engage Youth	53.1% (34)	39.1% (25)	7.8% (5)	0.0% (0)	0.0% (0)	4.45	64
Engage "Baby Boomers"	39.1% (25)	42.2% (27)	17.2% (11)	1.6% (1)	0.0% (0)	4.19	64
	<i>answered question</i>						64



INPUT: GOALS

SUBSTANTIVE COMMENTS

- Employee Volunteer Programs: Heavily promote and assist employers
- Focus on expanding service and opportunities for high need populations, including recruiting low income AmeriCorps members
- Organize communities to address the emerging issues of hunger, homelessness and unemployment during these difficult economic times
- Engage retirees
- Service Learning K - Grad School. Public & private. Work with local schools and colleges to encourage volunteerism and community service to become a part of learning curriculum.



So? Now What?

2008-2010 Prioritization – Small Groups

- Review the SWOT Analysis
- Review Achievement & Growth Area Summaries
- Identify the 3 Most Dramatic Goals

Dramatic = Most urgent + ability to impact

- Create 3 action steps for each Goal identified including who is responsible



Thanks