



## The Governor's Commission on Service and Volunteerism 2024 - 2027 State Service Plan

The **Governor's Commission on Service and Volunteerism** is a body of Arizona citizens appointed by the Governor to support national and community service and volunteerism in Arizona. Federal AmeriCorps resources available to Arizona through the Corporation for National and Community Service are awarded to organizations seeking to deliver services using effective approaches to solving identified community needs. The Commission will support organizations using delivery system models that address one or more of the six national focus areas, including: Disaster Services, Economic Opportunity, Education, Environmental Stewardship, Healthy Futures, Veterans and Military Families

<b>GOAL 1: Invest in sustainable national and community service solutions that are supported by responsive to community need. Identified opportunities.</b>		
<b>OBJECTIVE 1:</b>	Map community assets and identify gaps.	(Possible) Action Steps <ul style="list-style-type: none"> <li>Review existing data sources</li> <li>Survey communities for input</li> </ul>
<b>OBJECTIVE 1:</b>	<p>Increase the number of rural intermediaries from 2 to 4 by December 2021.</p> <p>Expand the reach of current national service programs that operate or propose to operate as rural intermediaries.</p>	(Possible) Action Steps <ul style="list-style-type: none"> <li>Bring in current intermediaries to educate the commission on program model successes/challenges</li> <li>Rural and Tribal outreach regarding the opportunity for AmeriCorps resources to support community initiatives.</li> <li>Identify potential future partners rural organizations that could partner with currently funded programs.</li> <li>Commissioners work with staff/current programs to dialogue with organizations identified about opportunities</li> </ul>
<b>OBJECTIVE 2:</b>	<p>Create a strategy for National Service Alumni engagement in Arizona</p> <p>Reasons for alumni engagement: support current members &amp; programs, recruitment/outreach efforts, networking opportunities.</p>	(Possible) Action Steps <ul style="list-style-type: none"> <li>Engage current members in some way and then build up.</li> <li>Come up with some way of capturing alumni information... maybe a Google Form on the website where alumni can self-identify?</li> <li>Partner with local Peace Corps Alumni Assoc?</li> <li>Get VISTA support in developing the model</li> </ul>
<b>OBJECTIVE 3:</b>	<p>Engage Commissioners in supporting programs by providing training in a variety of areas such as recruitment/retention, member supervision and training, etc.</p> <p>Training opportunities for national and community service programs operating in Arizona</p>	(Possible) Action Steps <ul style="list-style-type: none"> <li>Develop an inventory of Commissioner skills/experience</li> <li>Survey current programs/members to identify additional needs</li> <li>Learn best practices from other industries</li> <li>Compile database/listserv of training opportunities</li> </ul>
<b>GOAL 2: <del>Create a business and sustainability plan for the Service Enterprise Initiative in Arizona</del> (achieved)</b>		
<b>OBJECTIVE 1:</b>	Determine the sustainability of the existing business model (achieved)	Action Steps <ul style="list-style-type: none"> <li></li> </ul>
<b>OBJECTIVE 2:</b>	Determine the value of Service Enterprise and Identify financial backers (achieved)	Action Steps <ul style="list-style-type: none"> <li></li> </ul>
<b>OBJECTIVE 3:</b>	Create an online model for delivering curriculum in order to expand reach. (achieved)	Action Steps <ul style="list-style-type: none"> <li>Discover what currently exists in other states</li> <li>Identify Hub(s) with capacity to deliver online training</li> </ul>

<b>OBJECTIVE 4:</b>	Build the brand of Service Enterprise in Arizona. <b>(Drop under Goal 3- Marketing/Outreach)</b>	Action Steps <ul style="list-style-type: none"> <li>• Develop a cohesive marketing strategy.</li> <li>• Develop Arizona case studies</li> </ul>
<b>GOAL 3: Support the promotion of National Service and volunteerism in Arizona.</b> (Marketing and Outreach)		
<b>OBJECTIVE 1:</b>	Create a defined strategy for affirming/recognizing volunteers and the organizations that engage them.	Action Steps <ul style="list-style-type: none"> <li>• Revise, refine and/or expand the Governor’s Volunteer Service Awards program</li> <li>• Create media content for AmeriCorps Week, National Service Recognition Day and National Volunteer Week</li> <li>• Provide organizations with tools for engaging citizens</li> <li>• <b>Volunteer of the Week or Month Social Media/Website highlight (just simple)</b></li> <li>• <b>Rename Governor’s Awards to Arizona Service Awards</b></li> </ul>
<b>OBJECTIVE 2:</b>	Develop a marketing strategy for the Commission	Action Steps <ul style="list-style-type: none"> <li>• <del>Create social media, print, PSAs</del></li> <li>• <b>Asset mapping: 1) where are current resources expended (both geographically &amp; demographically), 2) who are our champions? 3) who/what can be leveraged to advance the work?</b></li> <li>• Define ‘AmeriCorps’, ‘Volunteerism’ and ‘Service Enterprise’</li> <li>• Engage media outlets to assist in creating content and in airing it</li> </ul>
<b>OBJECTIVE 3:</b>	Partner to promote volunteerism and National Service opportunities in the community: <b>Stimulate/Highlight an ‘Ethic of Volunteerism’.</b> (Recruitment)	Action Steps <ul style="list-style-type: none"> <li>• AmeriCorps presence at Youth Leadership Day</li> <li>• Participation in college/career fairs</li> <li>• <b>Campaign to change public perception: Service is for everyone</b></li> <li>• <b>“Replace Yourself” – engage members/volunteers in recruiting</b></li> <li>• <b>Volunteer Hours Challenge for the Community at large (reminder of the 100-hours for the State Centennial challenge)</b></li> <li>• <b>Engage members/volunteers in outreach – sharing their story</b></li> </ul>
<b>OBJECTIVE 4:</b>	Strengthen the Commission on Service and Volunteerism	Action Steps <ul style="list-style-type: none"> <li>• <del>Enhance capabilities for digital participation (achieved)</del></li> <li>• Host Commission meetings in rural areas/visit rural areas</li> <li>• Review of bylaws/executive order <b>(in process)</b></li> <li>• Needs Assessment</li> <li>• <del>Training for Commissioners– Big Picture for commission, education on the impact areas of the GOVFF (achieved; re-work for ongoing)</del></li> </ul>