

DRAFT for
CNCS Submission

A Better California . . . A Better Future
Through service and volunteering

A Blueprint for Unified Action
for
Service and Volunteering in California
2003-06

California's Unified State Plan

prepared
through the joint efforts of the

GO SERV Commission's Unified State Plan Task Force
State Network Leadership Team

Representatives from the California Service Communities Initiative

with support from the

Corporation for National and Community Service

jointly submitted by the

Governor's Office on Service and Volunteerism (GO SERV)
California Department of Education, CalServe Initiative

Corporation for National and Community Service California State Office

About the Unified State Plan: Purpose and Players

Guiding Vision behind California's 2003-06 Unified State Plan for Service and Volunteering:

Build a better and more secure future for California by mobilizing Californians, at every stage of their lives, in meaningful service and volunteer opportunities.

This *Blueprint for Unified Action for Service and Volunteering in California, 2003-06* is California's Unified State Plan for the next three years. The plan was developed to meet the Corporation for National and Community Service (CNCS) requirement to develop a "Comprehensive unified state plan that links all national and community service resources within the state." As importantly, it reflects California's longstanding tradition and commitment to broad planning and joint action to advance service and volunteerism in the state. It is intended to strengthen the use and coordination of both:

- National service resources—AmeriCorps, VISTA, Learn and Serve America, and Senior Corps—that are provided to California by the federal Corporation for National and Community Service; and
- Community service resources that are generated at the state, regional and local levels.

Its purpose is to create an improved and expanded system that engages all sectors in a joint vision and collective action for mobilizing more Californians to actively engage in service and volunteer roles that help address the state's pressing issues.

While its focus is on the "system," this system is not envisioned as a rigid structure, but rather as a more deliberate statewide effort to:

- Create an environment and forge relationships that foster innovation and improvements in service and volunteer opportunities;
- Better connect and build on assets in individuals, institutions, communities, regions and statewide entities that exist throughout the state;
- Reflect the size and diversity of the state—geographically, culturally, ethnically, and socio-economically;
- Begin to prepare for future changes, such as projected increases in California's older and younger populations and changes in the state's demographics; and
- Identify and test innovative models for more effectively integrating national service and other community service resources.

The plan builds on a foundation of coordinated action that has grown in California over the past two decades. The planning process engaged statewide associations of nonprofits, Volunteer Centers, youth service practitioners, AmeriCorps and Senior Corps; representatives of K-12 and higher education service-learning and community service; state agencies involved in service and volunteerism; philanthropy; faith-based organizations; local service corps; regional collaboratives; and the three CNCS lead agencies in California – the Governor's Office on Service and Volunteerism (GO SERV); the California Department of Education, CalServe Initiative; and, the Corporation for National and Community Service California State Office.

Three key groups served to guide the overall process and provide critical input and ideas:

1. Unified State Plan Task Force of the GO SERV Commission;
2. State Network Leadership Team; and
3. Representatives of regional networks including the California Service Communities Initiative and the Regional Service-Learning Leads.

A complete list of participants in these three groups is included as Appendix 1.

Forward: A commitment to work together to mobilize Californians for a better California

A Message from the State Network Leadership Team

AmeriCorps National
Civilian Community
Corps

California AmeriCorps
Alliance

California Association
of Local
Conservation Corps

California Association
of Nonprofits

California Association
of Senior Service
Corps Directors

California Campus
Compact

California Community
Colleges State
Chancellor's Office

California
Conservation Corps

California Department
of Education,
CalServe Initiative

California State
University
Chancellor's Office

Corporation for
National &
Community Service
California State
Office

Governor's Mentoring
Partnership

Governor's Office on
Service and
Volunteerism

Volunteer Centers of
California

Youth Service
California

This *Blueprint for Unified Action for Service and Volunteering in California* marks a significant step for service and volunteering in California. It represents our commitment to work together toward a better California by engaging Californians – in every stage of their lives – in high quality volunteer and service opportunities that address real needs in every corner of the state.

California's current economic challenges have not dampened the volunteer spirit in our state. In fact, in a recent poll conducted by the Public Policy Institute of California, more than one third of respondents indicated that they were willing to volunteer more over the next 12 months, given the economic challenges facing California. Over half (54%) indicated that they would continue to volunteer the same amount as they were already doing. For Californians, service and volunteerism are clearly an important component of civic engagement.

This represents a vast resource for California's communities, much of which is untapped. While volunteers can't solve all of California's challenges, they can make a significant contribution – if their time and commitment is secured, if they are engaged in high quality service and volunteer opportunities, and if they devote their time and energy to issues that are critical to them and their communities.

This *Blueprint* represents our promise to work together to mobilize this resource. It builds on a long-standing tradition of cooperation for service and volunteerism in California. The *Blueprint* will strengthen and expand the web of supportive connections at the state, regional and local levels among a wide range of service and volunteer practitioners, programs and promoters. It will work to ensure coordinated use of national service resources provided to California by the Corporation for National and Community Service, in concert with those that are developed at the state, regional and local levels.

Although volunteering represents simple acts of people helping one another, it is not always quite so simple to effectively engage people, whether they are a student participating in a service-learning activity, a young adult serving in a service or conservation corps, a working adult acting as a mentor to a young person, a parent contributing to a child's school, or an older adult applying a lifetime of experience to volunteering in the community.

As statewide organizations and networks that work independently in our realms of service and volunteering, we believe that we can be more effective when we combine forces. This *Blueprint for Unified Action for Service and Volunteering in California* represents both a strategy and promise to join together. It is also an invitation to others to join with us – so that we can learn from one another, share resources, and take action together.

Executive Summary: Creating an action plan for service and volunteering in California

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Over the past two decades, service and volunteer practitioners and advocates in California have come together in different venues and at different times to explore how best to advance the ethic and practice of service and volunteerism. Today, after more than a decade of growth and innovation in their programs, they face tremendous challenges, resulting from a combination of California's unprecedented economic downturn and potentially significant reductions in national service resources, particularly in AmeriCorps and Senior Corps.

However, their resolve continues to be strong. In fact, the current threats at the national, state and local levels have reinforced their commitment to work together to mobilize more Californians to address the state's pressing needs. Additionally, there are strong indications that individual Californians are eager to help, with many more expressing an interest in volunteering as a result of the current economic crisis and threats to homeland security. For California residents, service and volunteerism represent a compelling form of civic engagement as they take action to solve problems in their local communities.

It is in this context that a broad cross section of California's service and volunteerism realm, representing Volunteer Centers, youth service practitioners, AmeriCorps, Senior Corps; K-12 and higher education service-learning and community service; state agencies; philanthropy; nonprofit and faith-based organizations; local service corps; regional collaboratives; and the three Corporation for National and Community Service lead agencies (GO SERV, the California Department of Education, CalServe Initiative; and, the Corporation for National and Community Service California State Office), came together to develop this three year Unified State Plan for California.

The resulting plan, a *Blueprint for Unified Action for Service and Volunteering in California 2003-06*, represents their commitment to work together toward a joint vision:

To build a better and more secure future for California by mobilizing Californians, at every stage of their lives, in meaningful service and volunteer opportunities.

To achieve this common vision, the wide range of practitioners and programs that participated in this planning process are ready and willing to take a significant next step to structure how they work together. They believe that by linking their efforts and learning from one another in more deliberate ways, they can spread the word to more Californians, provide them with high quality opportunities to serve, and improve state-level policy to create an environment that fosters civic engagement to address pressing needs in every corner of the state.

This *Blueprint for Unified Action for Service and Volunteering in California* calls for the creation of a new mechanism for accomplishing the field's joint aspirations. The working name for this new vehicle is the *Serve California Network*. It will build on the foundation of cooperation and communication that has evolved over the past decade as a result of formal and informal relationships through the State Network Leadership Team, regional collaborations, convenings, coordinated use of CNCS resources, and other joint activities that have been carried out across the field of service and volunteerism in California. Additionally, it will work to continue to expand this circle, and to clarify the "service and volunteerism message" to a broader audience, from the general public to policymakers.

Executive Summary: continued

An expanded State Network Leadership Team will guide the work of this new *Serve California Network* as it focuses on achieving concrete results in three areas:

- Result #1: People taking informed action around service and volunteerism – both *internally* within the network of programs and practitioners and *externally* among the general public, policymakers and others.
- Result #2: Community needs being met through high quality meaningful service and volunteer activities.
- Result #3: State policies promoting and facilitating service and volunteering.

These results will be achieved by carrying out actions in three key interrelated areas:

1. Communications and Visibility

- Developing and implementing mechanisms for internal communications across the network.
- Developing a unified message that can be tailored to different audiences.
- Undertaking polling to learn about public interest and perception.
- Planning and carrying out a communication strategy that reflects public interest and informs Californians.

2. Connections and Collaboration

- Sharing resources and expertise to strengthen the field.
- Conducting outreach to widen the network to reflect California's diversity and scope.
- Increasing coordinated use of Corporation for National and Community Service resources at the statewide, regional and local levels.
- Coordinating field building to enhance program quality in a manner that responds to public interest.
- Collaborating on other activities that build common vision, address common needs, and contribute to common learning.

3. Policy Coordination

- Developing clear and unified messages for policymakers and others.
- Planning and implementing well-coordinated responses to state and national policy that affects service and volunteering.
- Engaging in joint efforts to make state policy more “volunteer friendly” for all sectors of service and volunteering.
- Developing and implementing strategies to have state policy incorporate service and volunteerism in state agencies.

The full *Blueprint for Unified Action for Service and Volunteering in California* demonstrates how the plan will build on the solid foundation that has already been established through past cooperation and draw on a combination of resources from the Corporation for National and Community Service and from network participants.

The State of the State: Volunteering in good times and bad

Results from a February 2003 statewide survey¹:

47% of Californians responding to a statewide survey indicated that they volunteered for at least 1 to 2 hours per week during the past 12 months.

93% indicated they believe it is very important or somewhat important to volunteer to help community organizations, given the economic challenges facing California.

90% indicated they were willing to volunteer more (34%) or the same (56%) over the next 12 months, given the economic challenges facing California.

Just three years ago, as California entered the twenty-first century, the state was in a period of tremendous growth with a booming economy. The economic expansion of the late 1990s resulted in increases in California's state budget of 44% over a four-year period. This allowed the state to boost spending for high priority programs, particularly education, and to reduce taxes.

But things have changed dramatically. Today California, like most of the nation, is facing unprecedented fiscal crisis – a stagnant economy with a state budget deficit of close to \$38 billion. At the same time, federal funding cuts are negatively impacting California schools and human needs. State-level policymakers are considering many options for cutting spending on public programs and raising additional revenues through taxes and bonds.

The public, private and nonprofit sectors are all reeling from the effects of this major economic downturn. At the same time, they are being faced with new demands for resources, particularly as a result of homeland security concerns, changing age demographics as the proportion of younger and older Californians grows, and increasing diversity. They are rethinking and restructuring their work, looking for ways to build on the strength of California's diversity and to fill the gaps that are resulting from financial shortfalls in public agencies, private businesses, and nonprofit organizations.

Californians throughout the state are also deeply concerned. As part of its regular series of public opinion polls, the Public Policy Institute of California (PPIC) found in its February 2003 survey¹ that:

- 71% of residents believe that the state will face financially bad times in the coming year, compared to 47% one year ago, and
- 60% believe their region of the state is in an economic recession, compared to 47% three months before in November 2002.

PPIC's poll also asked questions about civic engagement, with the responses showing that Californians are still volunteering in large numbers and that they are willing to volunteer even more in light of the state's current economic challenges. Additionally, there has continued to be heightened public interest in civic engagement in the aftermath of September 11th.

Everyday thousands of diverse Californians can be found generously giving of themselves through kind, caring and compassionate acts that address community problems. People from all walks of life and through various volunteer, community, nonprofit, public, private, and faith-based efforts give of themselves so that others may face a brighter and more equitable future. They tutor or mentor; provide food, clothing, or housing to those in need; mobilize others to address community issues; supply elder care; assist the dying; conserve energy resources; sustain our lands; volunteer at youth or domestic violence centers; build playgrounds; encourage voter registration; or provide avenues for all people to learn about the importance of service and civic engagement.

In good times and bad, Californians are called to service by different motivations and participate in service in different ways, but they share much in common. They believe in the importance of individuals stepping up to the plate to help their neighbors, to participate in their schools, to contribute to the environment, to make a difference as individuals in their communities.

¹ Baldassare, Mark. PPIC Statewide Survey February 2003: Californians and Their Government. Public Policy Institute of California. http://www.ppic.org/content/pubs/S_203MBS.pdf

Lifetimes of Service: Volunteering through every stage of life in California

Children & Youth:

- K-12 service-learning and community service – in public and private elementary, middle and high schools
- After-school service-learning and community service
- Youth clubs
- Family volunteering
- Intergenerational

Early Adulthood:

- Higher education service-learning and community service – in public and private colleges and universities
- College work study
- Conservation and service corps
- AmeriCorps
- VISTA
- Community volunteering

Middle Adulthood:

- Community volunteering – public agencies, nonprofits, schools, faith-based and community-based organizations
- Work-place volunteer programs
- Nonprofit boards
- VISTA, AmeriCorps

Late Adulthood:

- National Senior Service Corps – Foster Grandparents, Senior Companions and Retired Senior Volunteer Programs
- Experience Corps
- VISTA, AmeriCorps
- Community volunteering
- Intergenerational
- Activities sponsored by AARP, Elderhostel, etc.

A Few Facts & Figures

A few facts and figures, primarily from the 2001-02 program year, paint a rich picture of how Californians participate in service and volunteerism in different ways and at different stages of their lives.

Children and Youth: K-12 school (5-18 years old)

CalServe-funded K-12 School-based Service-Learning and Community Service:

Annually involves over 84,000 students and approximately 8,000 community volunteers in urban, rural and suburban communities throughout California.²

School Districts: Twenty percent, or 202 of California's 994 school districts have community service or service-learning requirements.³

After-school: The California After School Service-Learning Initiative, a Learn and Service Community-Based program, engaged 435 young people in service-learning. Additionally, organizations such as the YMCA and Boys and Girls Clubs of California have begun to integrate youth service as part of elementary, middle and high school programs.³

Cesar Chavez Day of Service and Learning: Sixty-four programs engaged 210,000 K-12 students in service-learning activities focused on the life and work of labor leader Cesar E. Chavez. These 64 programs also collaborated with approximately 800 community partners, including schools, school districts and community-based nonprofit organizations.⁴

Volunteer Centers: Thirty-eight Volunteer Centers partnered with K-12 and higher education, referring 94,000 youth in 2000 (the K-12 and higher education breakdown is not known).³

Early Adulthood: In school and out (late teens through mid 20s)

California State University: over 135,000 students at 23 campuses perform a total of 33.6 million hours of community service annually.³

Private Colleges: California Campus Compact estimates that 20,205 students at 10 private colleges participate in community service or service-learning.³

Community Colleges: 1,745 AmeriCorps members; of them, 961 are between the ages of 17-25.⁴

University of California: All 8 campuses offer community service and service-learning opportunities for students.³

California Conservation Corps: The statewide California Conservation Corps has 2,250 corpsmembers, ages 18-23, in 11 residential centers and more than 30 nonresidential satellite facilities located throughout the state.⁵

Local Conservation Corps: The state's 11 local independent conservation corps engage over 2,000 young adults annually.⁶

² California Department of Education, CalServe Initiative. www.cde.ca.gov/calserve/

³ Youth Service California. www.yscal.org

⁴ Governor's Office on Service and Volunteerism (GO SERV). www.goserv.ca.gov

⁵ California Conservation Corps. www.ccc.ca.gov

⁶ California Association of Local Conservation Corps

Lifetimes of Service: *continued*

Early Adulthood: *Continued*

AmeriCorps*VISTA: An estimated 400 VISTA members served in California in 2001.⁷

AmeriCorps: Almost two-thirds, close to 4,000 of the 6,000 members serving in California's 60 AmeriCorps programs, are between the ages of 17 and 24.⁴ Additionally, another 2,000 members participate in nationally run AmeriCorps programs that operate in California.⁷

AmeriCorps National Civilian Community Corps: Almost 250 AmeriCorps members serve in California's one residential center in Sacramento.⁸

Middle Adulthood: Working, family life, etc. (late 20s/mid 30s – mid 50s)

Nonprofits: According to the California Secretary of State, there are over 135,000 nonprofits in California, including public benefit, religious and mutual benefit organizations. These organizations engage volunteers in their governance and in carrying out their missions.⁹

Public Agencies: Throughout the state, more and more agencies at the city, county and state levels are providing release time for employees to volunteer in their communities.

General Volunteering: According to a February 2003 statewide survey, 47% of responding adults indicated that they volunteered for at least 1 to 2 hours per week during the past 12 months.¹⁰

Volunteer Centers: In 2000, Volunteer Centers referred over 500,000 volunteers, including at least 50,000 corporate volunteers.¹¹

AmeriCorps: Over 2,100, or a little more than one third of California's 6,000 AmeriCorps members, are between the ages of 25 and 54.⁴

Citizen Corps Councils: California's system is growing and now includes 2 state councils, 8 county councils, and 27 local councils – all of which are beginning to engage volunteers.⁴

Late Adulthood: Retirement, still working, etc. (55 and beyond)

Retired Senior Volunteer Program (RSVP): Over 33,000 Californians participated in RSVP.⁷

Senior Companion Program: Close to 1,300 participated in the Senior Companion Program.⁷

Foster Grandparents Program: Over 1,600 participated in the Foster Grandparents.⁷

General Volunteering: In a 2001 statewide survey, about half (45.8%) of respondents, 50-86 years old, were volunteering or had volunteered within the last two months.¹²

Volunteer Centers: In 2000, at least 50,000 seniors were referred. Additionally, 22 Volunteer Centers had in-house programs for older adults.¹¹

⁷ Corporation for National and Community Service California State Office

⁸ AmeriCorps National Civilian Community Corps

⁹ California Association of Nonprofits (CAN). www.canonprofits.org

¹⁰ Baldassare, Mark. PPIC Statewide Survey February 2003: Californians and Their Government. Public Policy Institute of California. www.ppic.org/content/pubs/S_203MBS.pdf

¹¹ Volunteer Centers of California. www.volunteercenterca.org

¹² LaFrance Associates, California Assessment of Seniors and Service. July 2001

The State of Service and Volunteerism: *Uncertainty, but still moving forward*

What next?

An expanded and coordinated system for service and volunteerism in California.

Over the past 20 years, service and volunteer practitioners and advocates in California have come together in different venues and at different times to explore how best to advance the ethic and practice of service and volunteerism to improve the lives of all Californians. Their aspiration has remained the same: to close the gap between the potential of California's civic resource—in numbers, diversity and range of interests—and its direct involvement in solving problems, whether they result from crisis, economic uncertainty, or ever-present education, environment, health, public safety and other human service needs.

When the Unified State Plan process was launched a year and a half ago, the field had experienced a decade of significant change and growth that included:

- Expanded federal, state and local roles
- Increased state-level leadership and commitment
- Renewed interest in the civic mission of education
- Service-learning and community service more deeply engrained in schools from kindergarten through higher education
- New approaches in business and philanthropy
- Shifting roles for faith-based organizations, particularly their link with public funds
- More efforts to collaborate at the community, regional and statewide level around service
- Changing demographics and economic circumstances of those who can serve and those who are served

Today, this period of momentum appears to have slowed, as there are greater demands on declining financial resources. Budget and staff cuts threaten the full spectrum of California's service and volunteer efforts: AmeriCorps, Senior Corps, service-learning from kindergarten through college, mentoring, youth service and conservation corps, Volunteer Centers, regional networks, nonprofits, faith-based organizations, businesses, schools, and public agencies. State funding cuts have already affected Senior Corps, and AmeriCorps is in jeopardy due to federal budget issues. Other pressures, such as the drive for K-12 school standards, make service-learning vulnerable (despite research that demonstrates its positive influence on academic performance and school participation).

At the same time there is a demand for more volunteers and more people indicate an interest in serving and volunteering. However, many nonprofits, schools and other institutions have less capacity to manage volunteers and ensure that they have a high quality volunteer experience. They are seeing their community partners going out of business and major cuts in programs and services.

Despite the current challenges, the momentum of the last decade is still evident. The range, diversity and quality of service and volunteer opportunities in California is still growing. The interest in the civic mission of education continues to expand in K-12 and higher education. California continues to reach out to incorporate faith-based and community-based organizations in its system of national service.

The Unified State Plan process reaffirmed the importance of working together, avoiding duplication and sharing resources to ensure that this momentum is sustained, even in fiscally strained times.

A New Vehicle: The Serve California Network

Participant comments from a May 2003 Unified State Plan meeting:

“Need to streamline, be more efficient”

“Don’t duplicate”

“Think smarter, more strategic”

“Look for ways to cooperate and fill gaps”

“Think systemically”

“Work to keep service a priority”

“Focus attention and energy where there is success and strength”

“Lay foundation for the next good times”

“Get beyond talking”

“Get the message out”

From its inception, the Unified State Plan process focused on three areas that have consistently been identified as high priority needs by a broad spectrum of service and volunteer programs and practitioners in California. These include:

1. **Communications & Visibility** – The need to increase public awareness and engagement.
2. **Connections & Collaboration** – The need to improve systems and strategies that connect and support the field.
3. **Policy Coordination** – The need to streamline, and in some cases, reform public policy to make it more “volunteer friendly.”

The consensus on the importance of these three areas remained constant throughout the Unified State Plan process. However, the means to tackle each of these areas has been far more elusive, particularly given the current public and private funding environment.

Throughout the planning process, it was clear that there needs to be a more structured framework for the coordinated efforts of California’s broad range of service, volunteering and mentoring efforts. However, it was also clear this structure needs to be cost effective, that it needs to add value, and that it cannot demand a lot of new resources at a time of scarce public and private funding.

To fill this need, the Unified State Plan proposes the creation of a new mechanism for accomplishing the field’s joint goals in California. The working name for this new vehicle is the **Serve California Network**. The *Serve California Network* will build on the foundation of cooperation and communication that has evolved over the past decade as a result of formal and informal relationships, structures such as the State Network Leadership Team and the regional collaborations, convenings that have taken place, and joint activities that have been carried out across the field of service and volunteerism in California. Additionally, it will work to continue to expand this circle, and to clarify the “service and volunteerism message” to a much wider range of audiences, from the general public to policymakers.

An expanded State Network Leadership Team will guide the work of this new *Serve California Network*. Although it is not a radically new way of organizing the field, it will result in substantially strengthening the system of connections through:

- Visible presence on GO SERV’s website, with links to *Network* members at the statewide, regional and local levels – both CNCS programs (AmeriCorps, Senior Corps, Learn and Serve) and the broader range of community service and volunteer programs
- Directory of *Network* members – an evolving on-line tool that can be easily expanded to encompass a broader range of service and volunteer efforts
- Regular meetings and other convenings – to learn from one another, coordinate work, and build the field
- Regular internal communications tools, such as e-newsletters – to exchange information and provide regular updates
- Shared training and technical assistance efforts – to share expertise across the *Network*
- Exploration of joint research and evaluation strategies
- Joint annual *State of Service in California* report – to reflect a common message and build broader awareness among policymakers and the general public
- Coordinated use of VISTA leaders for implementation at the statewide and regional levels

The new *Serve California Network* will be launched at a statewide conference that is set to take place in October 2003. Over the next three years, it will serve as the vehicle for implementing this *Blueprint for Unified Action for Service and Volunteering in California*, and for continuing to broaden and build the field of service and volunteerism in the state.

The Blueprint Approach: How will the Unified State Plan advance the system of service and volunteerism in California? What will be different in three years as a result?

Communications & Visibility

Goal: Increase public awareness of and engagement in serving and volunteering.

Connections & Collaboration

Goal: Improve the quality of the volunteer experience by better connecting and supporting the field.

Policy Coordination

Goal: Advance public policy efforts that will promote service and volunteering in California.

California's 2003-06 Unified State Plan is focused on achieving results in the following three goal areas:

1. Communications and Visibility

<i>What will be done?</i>	<i>What will result?</i>
Internal Communications Mechanisms	Well-connected network of service and volunteer programs and practitioners
Unified Message	Clear and consistent message across a broad spectrum of service and volunteerism
Public Interest Polling	Understanding of Californians' attitudes about serving and volunteering
Coordinated External Communications	Increased public interest and participation in volunteer opportunities

2. Connections and Collaboration

<i>What will be done?</i>	<i>What will result?</i>
Shared Resources & Expertise	Well-informed service and volunteer efforts at the local, regional and state levels
Outreach	Broad service and volunteer network
Coordinated use of CNCS resources	Efficient and effective use of resources
Field Building	Higher quality volunteer and service opportunities
Other Collaborative Activities	Better knowledge base for new and existing initiatives

3. Policy Coordination

<i>What will be done?</i>	<i>What will result?</i>
Coordinated Policy Responses	Innovative program implementation that maximizes field expertise
Legislative Outreach	Well-informed and committed state leadership
"Volunteer-friendly" Policy Reforms	Barriers to service and volunteerism reduced
State Agency Volunteer Promotion	Citizen involvement utilized as strategy to meet state needs

The following sections—on Communications & Visibility, Connections & Collaboration, and Policy Coordination—illustrate how each of these goal areas will be played out in action, particularly in the first year. This action will build on past and ongoing collaborative efforts, retool some, and launch some new ones.

A detailed three-year Action Plan is included as Appendix 4.

Communications and Visibility: How will the plan increase public awareness of and engagement in serving and volunteering?

Key Action Areas:

- Develop and implement mechanisms for internal communications across the network.
- Develop a unified message that can be tailored to different audiences.
- Undertake polling to learn about public interest and perception.
- Plan and carry out a communication strategy that reflects public interest and informs Californians.

Desired Outcome:

People are able to take informed action around service and volunteerism – both internally within the network of programs and practitioners and externally among the general public, policymakers and others

What communications steps have been taken that provide a foundation for implementing the Unified State Plan?

Launched statewide efforts to increase visibility and streamline public information on volunteer opportunities

Over the past two years, significant steps have been taken to increase visibility and better connect Californians to volunteer opportunities.

In 2001, Governor Gray Davis changed the name of California's national and community service commission to GO SERV, the Governor's Office on Service and Volunteerism. In 2002, GO SERV:

- Introduced its new identity with a logo and branding campaign
- Launched its new website
- Established the *Spotlight* program as a weekly feature on its website and in press releases to recognize individuals, groups or organizations that are involved in service and volunteer activities and are making a difference in California's communities
- Established a partnership with VolunteerMatch to link Californians to volunteer opportunities

In 2003 through the efforts of the statewide association, the Volunteer Centers of California, its network of forty-one Volunteer Centers and their fifty-six branch sites agreed to use one common on-line volunteer database system to get the word out about volunteer opportunities throughout the state.

Additionally, several other statewide organizations are focusing on communications in their strategic plans. For example, Youth Service California, a statewide nonprofit that promotes the involvement of young people in community service and service-learning, has made communications and visibility a high priority and is committed to establishing stronger partnerships to move forward in this arena.

The Unified State Plan will build on these efforts to develop a well-coordinated approach to increasing public awareness and involvement.

What communication steps are in the works or being planned for the first year of the Unified State Plan?

Collaborate with the Public Policy Institute of California (PPIC) to better understand Californians' attitudes about service and volunteerism

In 2002, GO SERV began discussions with the Public Policy Institute of California (PPIC) to ask questions on service and volunteering as part of its exploration of civic engagement through regular public opinion polling in California. PPIC's polling efforts are designed to develop an objective, in-depth profile of the social, economic, and political forces affecting public policy preferences in California. While PPIC has historically focused on voting as a key indicator of civic engagement, it is also interested in public interest in service and volunteerism and how this interest shifts over time.

PPIC began to field test some questions in 2002 and included three key questions in its February 2003 statewide survey. Mark Baldassare, PPIC Senior Fellow and Director of Research, will present initial findings at the October 2003 Governor's Conference on Service, Volunteerism and Mentoring. These findings will be critical to the development of a coordinated communications strategy and to informing program development.

Communications and Visibility: *continued*

Establish the Serve California Network

As part of establishing the new *Serve California Network*, an improved system of communications among programs and practitioners will be created and launched at the October 2003 Governor's Conference on Service, Volunteerism and Mentoring. This internal information system will expand the communications efforts that have previously been established through the State Network Leadership Team (SNLT), and will work to:

- Feature the *Serve California Network* on the GO SERV website
- Develop a directory that includes member profile and links to member websites
- Create an e-newsletter with regular updates from the network

Initial Statewide Members: The initial members of the network will be the current members of the SNLT:

AmeriCorps National Civilian Community Corps
California AmeriCorps Alliance
California Association of Local Conservation Corps
California Association of Nonprofits
California Association of Senior Service Corps Directors
California Campus Compact
California Community Colleges State Chancellor's Office
California Conservation Corps
California Department of Education, CalServe Initiative
California State University Chancellor's Office
Corporation for National and Community Service State Office
Governor's Mentoring Partnership
Governor's Office on Service and Volunteerism
Volunteer Centers of California
Youth Service California

Regional Links: The network will also include descriptions of and links to the state's regional networks, including:

California Service Communities Initiative grantees
Regional Service-Learning Leads
Governor's Mentoring Partnership Local Mentoring Coalitions
Civic Mission of Education Regional Collaboratives
Connect America Collaboratives
Citizen Corps Councils
California Campus Compact Regional Centers for Civic Engagement (being developed in the coming year)
Other regional program collaboratives

Issue the first State of Service in California Report

Working with the new *Serve California Network*, a first *State of Service in California* report will be developed and released at the October 2003 Governor's Conference on Service, Volunteerism and Mentoring. This will provide an important first step in developing a unified message and increasing visibility for service and volunteerism in California.

As part of the first and subsequent *State of Service* reports, the *Network* will explore how best to highlight specific issues (e.g., education, public safety, health and human services, and environment) that are being effectively addressed through service and volunteerism in California. The focus will be on issues that are a high priority for policymakers as well as the general public.

Connections and Collaboration: How will the plan improve the quality of the volunteer experience by better connecting and supporting the field?

Key Action Areas:

- Share resources and expertise to strengthen the field.
- Conduct outreach to widen the network to reflect California's diversity and scope.
- Increase coordinated use of Corporation for National and Community Service resources at the statewide, regional and local levels.
- Coordinate field building to enhance program quality in a manner that responds to public interest.
- Collaborate on other activities that build common vision, address common needs, and contribute to common learning.

Desired Outcome:

Community needs are met through high quality meaningful service and volunteer activities.

What connection steps have been taken that provide a foundation for implementing the Unified State Plan?

Established the State Network Leadership Team

In 1998, as a result of California's first Unified State Plan, the State Network Leadership Team (SNLT) was established to bring together state, federal and nonprofit organizations that work on a statewide level to promote service and volunteerism. Since then, it has become the primary networking vehicle for statewide entities involved in advancing service and volunteerism in California. SNLT members meet regularly, share information about their individual programs, plan and implement joint activities, and participate in a wide range of formal and informal linkages that ensure better coordination for service and volunteer activities in the state.

During the 2002-03 Unified State Plan process, the SNLT was expanded to include three new critical members: California Association of Nonprofits, California AmeriCorps Alliance, and AmeriCorps National Civilian Community Corps.

The SNLT will continue to expand in the coming years and will provide leadership for the development of the new *Serve California Network*. Its structure, meetings and communications systems will be redesigned to support this new collaborative vehicle.

Developed and implemented joint technical assistance and training activities

Over the past five years, there has been significant collaboration and sharing around service and volunteerism training and technical assistance. Some of GO SERV's federal Program Development and Training (PDAT) funds have been dedicated to support the full spectrum of CNCS-funded service activities in California. This has included three statewide *United in Service* conferences that provided training and technical assistance to national service programs throughout California. Program directors and project sponsors come together to participate in program-specific training (e.g., AmeriCorps, Senior Corps, VISTA, Learn and Serve America) and cross-stream activities. Regional networking has been advanced through joint development efforts for the California Department of Education's Regional Service-Learning Leads and the California Service Communities Initiative collaboratives.

Additionally, the State Network Leadership Team has become an important vehicle for coordinating and sharing technical assistance and training resources and opportunities. SNLT members regularly engage each other in activities they sponsor individually or collaboratively; examples include Youth Service California's annual forums, statewide and regional meetings around the civic mission of education, Volunteer Center events, community college conferences, and other higher education activities.

Over the next three years, with the establishment of the *Serve California Network*, there will be an effort to develop a more fully integrated system of technical assistance and training that effectively draws on the strengths of the broad range of players in the service and volunteer field in California. One important step in 2003 will be the Governor's Conference on Service, Volunteering and Mentoring, scheduled to take place in Los Angeles in October.

Connections and Collaboration: *continued*

Forged strong connections at the regional level

Since 1998, GO SERV has invested close to a half million dollars in the California Service Communities Initiative. Working closely with the State Network Leadership Team, GO SERV provides support to eleven California Service Communities Initiative grantees that are local and regional partnerships of Volunteer Centers, schools, colleges and universities, CNCS programs, nonprofit organizations, and businesses. These partnerships work at the regional level to promote and coordinate service and volunteer activities.

In addition to the California Service Communities Initiative, regional collaboration is supported through the California Department of Education Regional Service-Learning Leads, the Governor's Mentoring Partnership Local Mentoring Coalitions, the Citizen Corps Councils, the Connect America Collaboratives, and the Civic Mission of Education Regional Collaboratives. Additionally, California Campus Compact plans to provide funding in five regions (Los Angeles, San Diego, Northern California - Humboldt, Central Valley - Fresno, and San Francisco Bay Area) to develop California Campus Compact Regional Centers for the Study, Promotion and Documentation of Student Civic Engagement.

Because of the size, scope and diversity of California, a regional approach needs to continue to be strengthened and expanded to areas where service and volunteerism collaborations do not currently exist. As part of the implementation of this *Blueprint*, the State Network Leadership Team state-level members will assist regional partners in more effectively connecting to their networks. In turn, the regional collaboratives will help to bring their partners to statewide efforts.

Two examples of California Service Communities Initiatives include the North Coast Regional Network for Service and Volunteerism and the Delta Sierra Regional Network. A list of each of their key collaborators follows:

The North Coast Regional Network for Service and Volunteerism takes in California's North Coast, specifically Humboldt and Del Norte Counties. Its community partners include:

- Access Careers in Teaching (AmeriCorps)
- California Conservation Corps
- Hoopla AmeriCorps on Native Lands Program
- Humboldt Area Foundation
- Humboldt State University – Service-Learning
- McLean Foundation
- Northcoast Mentor Project
- Project Service – Service-Learning, Eureka City School
- Redwood Community Action Agency
- Retired & Senior Volunteer Program
- Sera Group – for-profit consulting business
- Straight Up AmeriCorps
- Top of the State Service-Learning Network – Regional Service-Learning Lead
- Tribal Civilian Conservation Corps
- Volunteer Center of the Redwoods
- YouthServe AmeriCorps
- Watershed Stewards Project (AmeriCorps)
- Youth Education Services – on campus at Humboldt State University
- United Way of Humboldt County
- VISTA

Connections and Collaboration: *continued*

Forged strong connections at the regional level (continued)

The Delta Sierra Regional Service Network includes Amador, Calaveras, San Joaquin, Stanislaus and Tuolumne Counties. Its leadership team includes representatives from:

- Amador-Tuolumne Community Action Agency (AmeriCorps)
- California Human Development Corporation (AmeriCorps)
- California Conservation Corps - Delta Center
- City of Stockton
- Family Resource and Referral (AmeriCorps)
- Foster Grandparents, California Youth Authority
- Foster Grandparent/Senior Companions Programs, Valley Mountain Regional Center
- Modesto Junior College (AmeriCorps)
- RSVP, San Joaquin County Human Services Agency
- San Joaquin Delta College (AmeriCorps)
- San Joaquin County Office of Education, Regional Service-Learning Co-Lead
- Sierra Area Nonprofit Support Center
- Stanislaus County Office of Education, Regional Service-Learning Co-Lead
- Stockton-San Joaquin County Public Library, Reach Out & Read Program
- United Cerebral Palsy
- University of the Pacific
- Volunteer Center of United Way, Stanislaus County

These regional efforts will be integrated into the *Serve California Network*.

Outreach to faith-based organizations

Over the past four and a half years, GO SERV has worked to involve faith-based and community-based organizations that have not historically been engaged in national service or seen themselves as connected to the broader spectrum of volunteer organizations. To accomplish this, GO SERV:

- Compiled a database of faith-based service organizations in California;
- Researched state and federal legal ramifications of faith-based organizations receiving public funds;
- Targeted technical assistance to faith-based and community-based organizations;
- Awarded eighteen 2002 AmeriCorps planning grants to programs that proposed to involve faith-based and/or community-based organizations; and
- Included in the 2003-06 AmeriCorps Request for Proposals the involvement of faith-based and secular community organizations as one of four priority areas.

Key advisors in the development and implementation of GO SERV's work in this area include representatives from the California Council of Churches, University of Southern California Center for Religion and Civic Culture, Claremont School of Theology, California Association of Nonprofits, and California Employment Development Department. In addition, in 2002, California was selected as a Faith and Communities Engaged in Service (FACES) champion state. As a result of this designation, GO SERV is working with other state commissions, CNCS and the National Crime Prevention Council to explore ways to make AmeriCorps and other national service resources more accessible to faith-based organizations.

Connections and Collaboration: *continued*

Mobilized Californians for Homeland Security

In 2002, GO SERV was designated as California's point of contact for Citizen Corps, a new federal initiative designed to promote volunteer service activities that support homeland security and community safety. Citizen Corps encompasses a number of existing and new programs, including Neighborhood Watch, Volunteers in Police Service, Citizen Corps Councils, Community Emergency Response Teams (CERT), and the Medical Reserve Corps.

To help develop Citizen Corps in California, GO SERV has worked closely with and gathered input from state, county and local agencies, nonprofit organizations and groups. Examples of these connections include:

- Developed a memorandum of understanding with the Governor's Office of Emergency Services for GO SERV to administer funding for Citizen Corps Councils and CERT;
- Outreach to existing emergency response structures, including the county Operational Areas, Red Cross agencies and local fire departments in an effort to develop one Citizen Corps Council and CERT program in each of California's 58 counties;
- Working with the California Emergency Medical Services Authority and other state and local agencies to examine issues and policies related to implementing Medical Reserve Corps programs in California;
- Soliciting input and feedback from emergency management and first responder agencies, the state's two Voluntary Organizations Active in Disaster (VOADs), CERT providers, non-governmental relief organizations, Intertribal Council of California and others; and
- Collaborating with local fire departments, county emergency service offices, and others to provide CERT training throughout the state.

Statewide partners are also collaborating to engage the full spectrum of Californians in basic community preparedness through an initiative known as *FLASH: A California Partnership for Safety and Preparedness*. California has established *FLASH* as a statewide partnership dedicated to providing California's K-12 students, families and educators with preparedness and safety education and training. The Red Cross will develop a curriculum and work with schools to deliver these lessons utilizing a variety of methods, including service-learning. Other major partners include GO SERV, the California Department of Education, the California Office of Homeland Security, the Governor's Office of Emergency Services, the California Broadcasters Association, AmeriCorps programs, Citizen Corps Councils and CERT programs.

FLASH's initial goal is to engage students in 4,600 schools in various aspects of local community preparedness. The Red Cross curriculum will enhance younger students' awareness of basic community health and safety. In addition, partners such as Citizen Corps Councils and CERT programs will offer a role to high school students seeking a more active role in their communities.

FLASH and Citizen Corps relationships have allowed GO SERV to forge new connections with a broader range of state, local and regional entities that see volunteering as a critical component of accomplishing their goals, specifically in the arena of homeland security.

Connections and Collaboration: continued

What connection steps are in the works or being planned for the first year of the Unified State Plan?

Gather the field together in the first Governor's Conference on Service, Volunteerism and Mentoring in October 2003 in Los Angeles

This statewide conference titled, *the Power of Service: Answering the Call*, will engage the full spectrum of service, volunteerism and mentoring including leaders and practitioners from all professions, ranging from philanthropy; business; nonprofits; schools, colleges and universities; faith-based organizations; and state, county and local government. Planning for the conference has involved extensive outreach to new players that have not previously seen themselves as part of the service and volunteer movement in California.

Conference Advisory Committee: Planning for the conference has been guided by representatives from:

Cal EPA	Community-Campus Partnerships for Health
California AmeriCorps Alliance	Corporation for National & Community
California Association of Senior Corps Directors	Service State Office
California Campus Compact	Governor's Mentoring Partnership
California Community Colleges State Chancellor's Office	Governor's Office of Planning & Research
California Department of Education, CalServe Initiative	Governor's Office on Service and Volunteerism
California Friday Night Live Partnership	Jumpstart Western Region
California State University Chancellor's Office	Jumpstart at California State University, Fresno
CSU Northridge – Center for Community Service-Learning	La Casa de Maria
Catholic Big Brothers Big Sisters	Office of the Secretary for Education
Center for Experiential Education & Service Learning (CEESL)	Orange County Mentoring Partnership
	Sonoma Regional Service Collaborative
	Volunteer Centers of California
	Volunteer Center of Sonoma County
	Youth Service California

Sponsorship: So far, the following businesses, foundations, associations and organizations have contributed over \$200,000 in cash and in-kind support for the conference.

Verizon	PG&E
Washington Mutual	Hollywood Renaissance Hotel
Bank of America	Safeway
California Journal	Southern California Edison
California Wellness Foundation	The James Irvine Foundation
PacificCare	Anonymous
California Endowment	Southern California Gas Company
David & Lucile Packard Foundation	California Collaborative of Big Brothers Big Sisters Affiliates
Milken Family Foundation	Cesar E. Chavez Foundation
Walter and Elise Haas Fund	Youth Service California
Northern California Grantmakers	
Jenkins, Gates & Martinez, Inc.	

What connection steps are in the works or being planned for the first year of the Unified State Plan? (continued)

Gather the CNCS family of programs together to target specific areas for joint planning and joint action

As part of the Unified State Planning process, most of the staff of the three lead CNCS agencies – GO SERV, California Department of Education (CDE) and CNCS State Office – met in May 2002 in a “CNCS Family Retreat.” The purpose of this retreat was to strengthen staff-to-staff relationships in order to better understand and coordinate CNCS resources in California. The suggestions that were raised at this meeting were consistent with the ideas developed across the broader field of service and volunteerism in California and have been incorporated into this plan – in the communications, connections and policy activities that are being recommended.

However, there are some issues and opportunities that are specific to CNCS-funded programs. During the next year, the CNCS-funded programs will continue to meet and to identify ways to best link their resources – to strengthen not only the CNCS programs in California, but also the broader field. The following activities are being considered:

- **Annual CNCS family retreat:** This convening would continue to build the staff-to-staff working relationships among the CNCS State Office, CDE and GO SERV, and provide an opportunity to check in on progress on this plan.
- **Joint needs assessment:** A technical assistance/training survey of CNCS programs would provide valuable information on national service program needs. GO SERV has the ability to conduct this survey through its website and disseminate information to other partners. Responses would highlight needs of specific programs, but would also enable CNCS lead agencies to examine general trends among all national service programs in California and plan training sessions accordingly.
- **Combined CNCS technical assistance and training resources:** CNCS lead agencies have collaborated on training and technical assistance in the past and anticipate doing so again over the next three years.
- **Focused effort to engage more CNCS programs in the regional collaborations:** This effort would work to bring the full spectrum of CNCS programs into the regional collaboratives, specifically into the California Service Communities Initiative.
- **Exploration of common measures:** National service programs and CNCS lead agencies have an interest in providing their multiple stakeholders (e.g., Congress, private funders, state legislators, program partners, the general public, etc.) with compelling information about the impact of AmeriCorps, Senior Corps and Learn and Serve programs. This information would be especially valuable and compelling if CNCS lead agencies could develop common measures and indicators for activities that cut across CNCS-funded programs (e.g., tutoring program with VISTA, AmeriCorps, Senior Corps, etc.). This would lead to better documentation of results and impact of CNCS funds in California.
- **Coordination on "life after" strategies:** California's CNCS programs could assist participants who are transitioning out of CNCS programs – AmeriCorps, NCCC, VISTA and Senior Corps – by providing coordinated information and assistance. Additionally, the CNCS program alumni could serve in a unique communication role by disseminating information about value of national service.

Policy Coordination: How will the plan work to advance public policy efforts that will promote service and volunteering in California?

Key Action Areas:

- Develop clear and unified message for policy makers and others.
- Plan and implement well-coordinated responses to state and national policy that affects service and volunteering.
- Engage in joint efforts to make state policy more “volunteer friendly” for all sectors of service and volunteering.
- Develop and implement strategies to have state policy incorporate service and volunteerism in state agencies.

Desired Outcome:

Strong state-level commitment to service and volunteerism that is promoted by solid state policies and engaged state leadership.

What policy steps have been taken that provide a foundation for implementing the Unified State Plan?

Increased state-level leadership and vision

In 2001, Governor Gray Davis signed an Executive Order that restructured and renamed the state commission as the Governor’s Office on Service and Volunteerism (GO SERV), designated California’s First Lady as GO SERV’s honorary chair, and appointed new commission members who reflect the diversity and strength of California’s service activities. These acts highlighted the Governor’s commitment to service and volunteerism in California, and have laid the groundwork for establishing a state-level coordinated service and volunteerism system. As such, they have strengthened the foundation for the Unified State Plan.

Implemented a new state policy around service-learning and Cesar Chavez Day

In 2000, the California state legislature established Cesar Chavez Day as a state holiday to honor the life, values and work of labor leader Cesar E. Chavez. As part of this legislation, it created the Cesar Chavez Day of Service and Learning to support the engagement of K-12 students in service and learning activities that honor the legacy of Chavez. The legislation designated GO SERV to administer these grants.

Over the first three years of implementing Cesar Chavez Day (2001, 2002, 2003), GO SERV has provided close to \$12 million in grant funds – an average of \$4 million per year to 64 programs including those that host AmeriCorps, AmeriCorps Promise Fellows and VISTAs; the California Conservation Corps, local conservation corps, and nonprofit organizations. In addition to engaging a wider diversity of California children in service-learning, this new state policy has resulted in connecting approximately 800 community partners. Cesar Chavez Day of Service and Learning has been an important step in linking schools and school districts, nonprofit and faith-based organizations, and Corporation for National and Community Service programs, including Learn and Serve, AmeriCorps, VISTA and Senior Corps.

GO SERV’s key partners in the design and implementation of this program include:

- California Department of Education, CalServe Initiative
- Volunteer Center of Orange County
- The Cesar E. Chavez Foundation

The State Network Leadership Team has provided assistance with the development and implementation of this new service-learning initiative.

Developed coordinated program responses to state and national policy

Since the early 1990s, California’s service programs and networks have worked closely together to share information and coordinate efforts to respond to state and federal policy that affects the world of service and volunteerism. Over the past five years, the State Network Leadership Team members have provided input regarding the Governor’s Call to Service in California’s institutions of higher education, Cesar Chavez Day of Service and Learning, senior service planning study, legislative changes to fingerprinting and other security checks for volunteers, the waiver of the minimum wage requirement for AmeriCorps members, and others. With the expansion of the SNLT to include the California AmeriCorps Alliance and the California Association of Nonprofits, this will increase understanding and participation in a broader range of policy affecting service and volunteerism in California.

Policy Coordination: continued

What policy steps are in the works or being planned for the first year of the Unified State Plan?

Continue to plan for increasing senior service in California

Over the past three years, the California legislature has passed and the Governor has signed two pieces of legislation that include planning efforts to increase senior service in California – the Senior Service Planning Study in 2000 and the plan for Elder Corps in 2002. The Senior Service Planning Study was carried out in cooperation with the National Senior Service Corps, AARP and Civic Ventures and engaged close to 100 people who represented federal, state, and local programs that involve senior volunteers; school districts; Volunteer Centers; advocacy organizations; and staff of elected officials. At the same time, there has been increased federal interest in engaging older adults in AmeriCorps and VISTA.

Despite recent cuts in state funding for Senior Corps programs, these planning efforts have clearly identified California's aging population as a rapidly growing resource that can be tapped to help tackle many of California's needs. The California Wellness Foundation has agreed to provide \$50,000 to continue these planning efforts and to explore a coordinated strategy for engaging more of California's seniors in service. Additionally, the California Department of Education, CalServe Initiative is participating in a new CNCS program, *Seniors Assisting Youth Engaged in Service (SaYES)*, to engage older adults through AmeriCorps and Seniors Corps to support student service activities and service-learning programs around the country.

Engage state employees in building for the community

Through leadership from California's executive branch, the California State Employees Partnership joined with Sacramento Habitat for Humanity in a collaborative effort to revitalize urban neighborhoods and assist inner city families in achieving home ownership. It is a prototype project with an initial goal of building one home in the Oak Park neighborhood of Sacramento in 2003. It is being supported through several state agencies and local organizations in Sacramento, California's state capitol.

Key Collaborators:

- Business, Transportation and Housing Agency
- California State Employees Partnership
- Department of Personnel Administration
- GO SERV
- Health and Human Service Agency
- State and Consumer Services Agency
- Technology, Trade and Commerce Agency
- Sacramento Habitat for Humanity
- Sacramento News and Review
- Various state employee trade unions

This project will provide a learning opportunity for strengthening state policy around engaging state employees in volunteer efforts. Additionally, the state sponsors the Mentoring Leave Program in which state employees, with approval from their supervisors, may be eligible for up to 40 hours of release time to mentor at state approved projects. Employees must match their release time with an equal number of hours of personal leave time devoted to mentoring.

Resources for Implementation:

Guiding Principles:

Build on what's already in place

Make creative use of existing resources

Avoid duplication

Strive for cost effectiveness – look for new ways to do more with less

CNCS integration – make better use of national service resources by creating a more seamless system

Build structure, but stay flexible in order to respond to changing circumstances and new opportunities

From the inception of the Unified State Planning process, the participants had a strong commitment to work together and to build on the individual and collective endeavors that already existed in service and volunteerism in California. As the process continued, and the prospects for maintaining existing resources, let alone expanding them, became dimmer and dimmer, the need to collaborate became even more imperative. As such, the bulk of responsibility for implementing this plan resides with existing resources and organizations.

GO SERV will take the lead on implementing this plan and will:

- Serve as convener of the new *Serve California Network*;
- Build a *Network* presence on its website and establish links to collaborators through a directory; and
- Link with GO SERV efforts that reach out to the broader field (e.g., Citizen Corps, faith-based organizations, senior service planning, etc.).

The **State Network Leadership Team** will be expanded to include representation from the GO SERV commission and other entities with an interest in service and volunteerism. To assist with implementation of this plan, it will:

- Collect and disseminate information;
- Share responsibility for specific tasks (e.g., meeting organization, newsletter development, other activities, special initiatives such as research and evaluation);
- Tie the Unified State Plan and the *Serve California Network* into their strategic plans;
- Provide leadership from their networks;
- Share trainings and other resources; and
- Provide access points for dissemination of information to their networks, members and associates.

California's leads CNCS agencies (California Department of Education, GO SERV, and CNCS State Office) will continue to work closely together in order to:

- Tap CNCS resources, particularly technical assistance and training, in an integrated way to support the broad field of service and volunteerism; and
- Establish new ways to collaborate and work together on responses to new CNCS priorities, including performance measurement, civic education, and homeland security.

The **regional collaboratives** will help to link statewide efforts to the regional level, and bring a regional voice to the state level.

In addition to the commitment of existing players, the implementation of this Unified State Plan will be supported by several new **VISTA leaders** who will:

- Be placed with statewide and regional entities to help with outreach, relationship building and capacity building focused on fostering collaboration in key issue areas across multiple program streams;
- Identify and facilitate regional and local training and technical assistance resources;
- Map service and volunteerism at the regional level to foster collaboration, resource sharing and reduce duplication; and
- Outreach to new partners and players to promote volunteer and service opportunities.

The implementation of the *Serve California Network* will not only lead to implementation of the Unified State Plan, but will also provide a working framework to help facilitate new initiatives and changing circumstances for service and volunteerism in California.

Appendices

- Appendix 1. Participants in the Unified State Plan Process
- Appendix 2. Serve California Network Organizations & Links
- Appendix 3. SNLT Member Snapshots (*one draft sample included*)
- Appendix 4. Three-Year Action Plan for Communications & Visibility, Connections & Collaboration, and Policy Coordination

Participants in the Unified State Plan Process

Unified State Plan Task Force

- Todd Clark, *Task Force Chair (through February 2003)* – Constitutional Rights Foundation
- Karla Crawford, *Task Force Chair (current)* – Foster Grandparent Program - Sacramento
- Wade Brynelson – California Department of Education
- Kristen Haggins – Corporation for National and Community Service
- Ken Martinet – Catholic Big Brothers Big Sisters
- Alex Reid – Humboldt Area Foundation

State Network Leadership Team

- Mike Brugh; CalServe Consultant; California Department of Education
- Brad Duncan; Coordinator, AmeriCorps/Service-Learning Programs; State Chancellor's Office – California Community Colleges
- Marilee Eckert; Executive Director; Marin Conservation Corps – *representing the California Association of Local Conservation Corps*
- Shaune Edinboro; Assistant Projects Director; AmeriCorps*NCCC
- Debbie Genzer; Executive Director; Youth Service California
- Elaine Ikeda; Executive Director; California Campus Compact
- Diane Johnson; Program Director; Long Beach RSVP – *representing the California Association of Senior Service Corps Directors*
- Ken Larsen; Director of Public Policy; California Association of Nonprofits
- Erika Randall; Director of Community Service Learning; Chancellor's Office - California State University
- Ellen Reay; Executive Director; Volunteer Centers of California
- Carol Stone; CEO/President; Volunteer Center of Greater Orange County
- Susan Thompson; Manager; California Department of Education
- Dawn Valadez; Consultant; California AmeriCorps Alliance
- Oscar Villegas; Deputy Director; Governor's Mentoring Partnership
- Marty Weinstein; Co-Chair; California AmeriCorps Alliance

Regional Representatives

- Veray Wickham, Delta Sierra Regional Network and Regional Service-Learning Lead – Region 6
- Pam Zeutenhorst, North Coast Regional Network

GO SERV Staff

- Chuck Supple, Executive Director
- David Muraki, Deputy Director
- Kaira Esgate, Director of Development
- William Ing, Development Assistant
- Nancy Peterson, Consultant

Serve California Network

Statewide Organizations	Service and Volunteerism Links													
	AmeriCorps		Senior Service Corps			Children, Youth & Young Adults					Community & Other Volunteers			
	AmeriCorps	VISTA	Foster Grandparents	Senior Companion Program	RSVP (Retired Senior Volunteer program)	Pre-K	K-12 students	College students	College Work Study	Out-of-school	Older Adults	Nonprofit boards & other support	Public agencies	Other Community Volunteers
California AmeriCorps Alliance	x						x	x	x	x	x	x	x	x
California Association of Local Conservation Corps	x						x			x				
California Association of Nonprofits											x			x
California Association of Senior Service Corps Directors			x	x	x						x	x		
California Campus Compact	x	x						x	x					
California Community Colleges State Chancellor's Office	x	x						x	x					
California Conservation Corps	x									x				x
California Department of Education, CalServe Initiative	x	x					x	x			x	x	x	x
California State University Chancellor's Office	x							x	x					
Corporation for National and Community Service California State Office		x	x	x	x									
Governor's Mentoring Partnership								x			x			x
Governor's Office on Service and Volunteerism (GO SERV)	x						x			x	x	x	x	x
National Civilian Community Corps	x													
Volunteer Centers of California	x										x	x	x	x
Youth Service California						x	x	x	x	x				

DRAFT SAMPLE

Snapshot

*Office of Community Service-Learning
California State University (CSU)
Chancellor's Office*

Mission: To ensure that all California State University students have the opportunity to participate in service prior to graduation.

Organization: The Office of Community Service-Learning, within the CSU Chancellor's Office, provides leadership and coordination for a broad range of student service opportunities throughout the CSU system. CSU is the largest system of senior higher education in the country, with 23 campus and six off-campus centers, nearly 400,000 students and 44,000 faculty and staff.

Local and Regional Connections:

- Advances community service, service-learning, and national service on all 23 CSU campuses

Facts and Figures:

- Student participation: A 2001 CSU survey revealed that over 151,000 CSU students, or 42 percent of the student body at that time, reported involvement in community service in 2000.
- Service-Learning: During the 2002-03 academic year, over 1,650 courses with service-learning components will be offered, providing more than 51,000 students with opportunities to participate in service-learning. Currently, more than 12% of the CSU student body participates in service-learning.
- Federal Work Study: In 2001-02, CSU campuses devoted an average of 22 percent, more than \$4.5 million, of their federal work study funding to community service placements, well above the national average of 14 percent and triple the minimum requirement of 7 percent.

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Communications & Visibility

Three-Year Action Plan

Action Areas	Year 1 (7/03-6/04)	Year 2 (7/04-6/05)	Year 3 (7/05-6/06)
<p>Internal Communications Mechanisms</p> <ul style="list-style-type: none"> • <i>Serve California Network</i> Directory on GO SERV website • Monthly e-newsletter • SNLT meetings • Linkages to wide range of networks, regions, programs 	<ul style="list-style-type: none"> - Expand the SNLT - Identify new players to engage and determine how best to engage them - Gather and organize information to create a <i>Network</i> directory, e-newsletter, etc. - Revamp SNLT meetings to connect new participants and put more in line with the goals of the Unified State Plan 	<ul style="list-style-type: none"> - Continue to expand SNLT - Continue to expand the circle of people and programs connected to the <i>Network</i>, encouraging different types of participation - Update and expand the directory, e-newsletter distribution, etc. - Assess effectiveness of revamped SNLT meeting format 	<ul style="list-style-type: none"> - Assess composition of SNLT and its leadership role in the <i>Serve California Network</i> - Continue to expand connections to the <i>Network</i> - Assess effectiveness of the <i>Network</i> – what’s working, what needs to be changed, etc.
<p>Unified Message</p> <ul style="list-style-type: none"> • Common vision and language that can be used by broad range of service and volunteer players and programs 	<ul style="list-style-type: none"> - Determine what elements can be part of a common message that reflects the broad range of service and volunteer activities in California 	<ul style="list-style-type: none"> - Test and refine the message - Get the message out 	<ul style="list-style-type: none"> - Assess the effectiveness of the unified message
<p>Public Interest Polling</p> <ul style="list-style-type: none"> • PPIC public opinion polling • Other state and national survey efforts 	<ul style="list-style-type: none"> - Work with PPIC to incorporate service and volunteerism-related questions into regular polling - Report to the field at the October 2003 Governor’s Conference on Service, Volunteerism and Mentoring 	<ul style="list-style-type: none"> - Explore how to get ongoing public opinion data - Track efforts other than PPIC (e.g., higher education surveys, Census Bureau, Urban Institute, etc.) 	<ul style="list-style-type: none"> - Develop strategies to continue to track public opinion and incorporate into planning and action for service and volunteerism in California
<p>Coordinated External Communications Strategy</p> <ul style="list-style-type: none"> • Annual “state of service and volunteerism” report • Joint public information and awareness activities 	<ul style="list-style-type: none"> - Produce the first annual “state of service” report to be released at the October 2003 Governor’s Conference on Service, Volunteerism and Mentoring 	<ul style="list-style-type: none"> - Produce second annual “state of service” report - Identify other opportunities for joint external communications 	<ul style="list-style-type: none"> - Design and implement a broader coordinated communications effort – targeted to different audiences - Produce third annual “state of service” report

Connections & Collaboration

Three-Year Action Plan

Action Areas	Year 1 (7/03-6/04)	Year 2 (7/04-6/05)	Year 3 (7/05-6/06)
<p>Shared Resources & Expertise</p> <ul style="list-style-type: none"> • <i>Serve California Network</i> • Regional and local network tie-in • Access to expertise in the nonprofit, volunteer management, and other fields specific to volunteer roles 	<ul style="list-style-type: none"> - Establish the <i>Serve California Network</i> as the statewide mechanism for information exchange and coordination - Incorporate local and regional components 	<ul style="list-style-type: none"> - Serve as venue for substantive resource sharing - Link to communication activities such as conferences, meetings, newsletters, etc. 	<ul style="list-style-type: none"> - Expand opportunities to learn from one another as the <i>Network</i> grows
<p>Outreach</p> <ul style="list-style-type: none"> • Expand to create more inclusive <i>Network</i> with different options for participation • Connections at the state, regional and local level • Link with GO SERV initiatives (e.g., Citizen Corps, senior service planning, faith-based organization outreach, etc.) 	<ul style="list-style-type: none"> - Build on outreach for the Governor’s Conference on Service, Volunteerism and Mentoring to expand the <i>Network</i> - Integrate GO SERV’s work on faith-based outreach, homeland security and other planning efforts that help to broaden the players at the table 	<ul style="list-style-type: none"> - Continue to identify new areas for outreach and participation in the <i>Network</i> 	<ul style="list-style-type: none"> - Assess effectiveness and determine remaining gaps - Develop strategies to fill gaps
<p>Coordinated Use of CNCS Resources</p> <ul style="list-style-type: none"> • Create common measures across CNCS programs • Coordinate life after and civic education strategies for participants 	<ul style="list-style-type: none"> - Develop common standard for performance measures in one service activity across all CNCS programs in the state. - Develop/deliver common Life After AmeriCorps programming for VISTA and AmeriCorps. 	<ul style="list-style-type: none"> - Adopt common performance measure in programs; develop additional common measures in other areas. - Revise life after strategies and civic education curriculum based on lessons learned. 	<ul style="list-style-type: none"> - Continue to develop and adopt common performance measures across CNCS programs.
<p>Field Building</p> <ul style="list-style-type: none"> • Technical assistance and training 	<ul style="list-style-type: none"> - Develop a coordinated technical assistance and training strategy that taps existing resources and identifies new ones 	<ul style="list-style-type: none"> - Implement coordinated technical assistance and training strategy - Assess needs and effectiveness on an ongoing basis 	<ul style="list-style-type: none"> - Undertake ongoing efforts to identify technical assistance and training resources to benefit the entire field
<p>Other Collaborative Activities</p> <ul style="list-style-type: none"> • Evaluation and research • Complementary recruitment efforts • New initiatives 	<ul style="list-style-type: none"> - Use the <i>Network</i> to identify, design and implement other collaborative activities that respond to needs and/or enhance the field 	<ul style="list-style-type: none"> - Engage in ongoing efforts to identify areas of collaboration 	<ul style="list-style-type: none"> - Continue efforts to identify areas of collaboration

Policy Coordination
Three-Year Action Plan

Action Areas	Year 1 (7/03-6/04)	Year 2 (7/04-6/05)	Year 3 (7/05-6/06)
<p>Coordinated Policy Responses</p> <ul style="list-style-type: none"> • Ongoing policy dialogue and exchange of ideas • Informed implementation of state and national policy initiatives 	<ul style="list-style-type: none"> - Institute policy updates & dialogues as part of SNLT meetings - Distribute policy updates through e-newsletter to increase awareness and readiness to respond 	<ul style="list-style-type: none"> - Continue dialogue and information dissemination - Develop joint strategies to assess and implement new policy initiatives 	<ul style="list-style-type: none"> - Assess effectiveness of coordinated efforts
<p>Legislative Outreach</p> <ul style="list-style-type: none"> • Educational efforts to state legislators and staff 	<ul style="list-style-type: none"> - Encourage legislative and staff participation in the 2003 Governor’s Conference on Service, Volunteerism and Mentoring - Distribute briefing packets to state and congressional representatives 	<ul style="list-style-type: none"> - Launch coordinated education campaign that engages field representatives - Provide regular communication to legislators 	<ul style="list-style-type: none"> - Identify legislative advocates that emerge - Recognize legislative leadership
<p>“Volunteer-friendly” Policy Reforms</p> <ul style="list-style-type: none"> • Joint analysis of state policy affecting service and volunteerism • Targeted reform efforts 	<ul style="list-style-type: none"> - Survey participants at the Governor’s Conference on Service, Volunteerism and Mentoring - Classify barriers as administrative or legislative – to determine strategies to change them 	<ul style="list-style-type: none"> - Forge common legislative agenda among advocacy groups and representatives - Seek administrative change where it is identified as high priority 	<ul style="list-style-type: none"> - Review progress and identify remaining barriers - Monitor legislative initiatives that impact service, volunteerism and mentoring
<p>State Agency Volunteer Promotion</p> <ul style="list-style-type: none"> • Integrate volunteer opportunities more fully into state agency service delivery systems 	<ul style="list-style-type: none"> - Identify pilot agency and develop inventory of current opportunities within state agencies - Provide technical assistance to expand opportunities 	<ul style="list-style-type: none"> - State leadership to require agency participation - Develop grantmaking criteria that requires volunteer involvement 	<ul style="list-style-type: none"> - Produce an agency report card that evaluates agency efforts