



ServeNebraska Commission

Board Meeting Minutes

July 25, 2014

NOTE TAKER: <i>Janet Schmidt</i>	LOCATION: <i>700 East Stolley Park Road Grand Island, NE</i>	DATE: 07/25/14	TIME: 10:00 a.m. to 12:00 Noon	DURATION: 2 hours 10 mins
PURPOSE: Quarterly Commission Meeting	ATTENDEES Commissioners Present: Tami Bailey, Gregg Christensen, Nancy Faber, Tanya Hansen, Denise Kollath, Diane Mallette, Jamie Moore, Julie Nash, Matt Schulte, Kevin Warneke, Rose White and Lisa Willman Commissioners Present via Phone Conference: Ron Sedlacek and Jerry Sellentin (joined at 11:30 am.) Staff Present: Cathy Plager, Greg Donovan, Kim Hall and Janet Schmidt. Guests: Laura Schabloske (Clairrant Partners, LLC), Tess Mason-Elder (Franklin Project), Lisa Stutheit (Nebraska Senior Service Corps Association President) Wesley Bell and Yaseer Mohammad (AmeriCorps Vistas in South Sioux City)			

BUSINESS MEETING – CALL TO ORDER

The business meeting was called to order at 10:05 a.m. by Commission Chair Nancy Faber. Janet Schmidt called roll to determine a quorum of ten voting members of the Commission in order to conduct business. A quorum of eleven voting members was present in person with one commissioner present via phone.

Commission Chair Nancy Faber introduced a new Commissioner, Diane Mallette the Chief Operations Officer for AAA Bank. Commissioner Tami Bailey introduced her two guests, AmeriCorps Vista members Wesley Bell and Yaseer Mohammed. Lisa Stutheit was introduced. She is the President of the Nebraska Senior Service Corps Association that is headquartered in Hastings, Nebraska. Commission Chair Nancy Faber thanked the host for the Commission Meeting, Commissioner Lisa Willman, for arranging for the facility and lunch today.

PUBLIC COMMENT – None

APPROVAL OF CONSENT AGENDA – Nancy Faber, Commission Chair

1. *Approval of Minutes – April 25, 2014 Commission Meeting Minutes*
2. *Approval of Agenda – July 25, 2014 Commission Meeting Agenda*
3. *Approval of Commission Financial Report – Operation & Sub-grant Expenditures ending June 30, 2014 Administrative Match Report ending June 30, 2014*

Motion #1: Commissioner Denise Kollath moved that the items on the consent agenda be approved.

Second: Commissioner Tami Bailey seconded the motion.

Vote: 12 -Yes; 0-No, 0-Abstention Motion was carried.

STANDING COMMITTEE REPORTS

- **Executive Committee – Jamie Moore**
 - The Committee met on June 13 to approve the recommendation of the AmeriCorps Service Committee to allocate the \$1,128,140 ServeNebraska received for the 2014-15 formula funding.
 - The Committee met on July 11 to approve the appointment of Committee Chairs and Vice Chairs as follows: Sara Woods, Committee Chair with Gregg Christensen as Vice Chair of the AmeriCorps and National Service Committee; Denise Kollath, Committee Chair with Kevin Warneke as Vice Chair of the Community Volunteering Committee and Jamie Moore, Committee Chair with Tanya Hansen as Vice Chair of the Fund Advisory/Sustainable Infrastructure Committee. The Committee also approved the expenditure of funds towards a thank you gift for Volunteer Ambassadors that served this year.
 - Commissioners Nancy Faber and Jamie Moore along with Executive Director Cathy Plager presented ServeNebraska's 2013 Annual Report to Governor Heineman on July 24. Commissioner Jamie Moore and

Executive Director Cathy Plager did Commission officer orientations for newly elected Commission Chair and Vice Chair Nancy Faber and Matthew Schulte. The Committee is still working on how to incorporate commissioners' input into Cathy's performance review through DHHS's new performance evaluation system.

- **Community Volunteering Committee – Kevin Warneke**

The Committee met recently. The Committee reviewed their strategic action plan and verified that most tasks have been completed. Recently, the Committee collected the volunteer ambassadors' 2nd quarter of volunteer data. Thirty-seven out of 92 counties reported. Data reported was a total of 81,105 volunteers served 400,000 hours. The volunteer data reported for the second quarter in comparison to the first quarter revealed half the number of volunteers served and the volunteer hours amount has doubled. This information will be put on the ServeNebraska website on Monday. The Committee members will do follow up calls to the ambassadors who did not report volunteer data for either quarter. The request for volunteer data form will not be tweaked until a year's worth of data has been collected. The Committee hopes to recognize participating ambassadors with a thank you gift at the end of the year.

ServeNebraska Week has been scheduled for April 11-18, 2014. This period of time of eight days was determined so that two Saturdays for service could be included. Commissioners were asked to participate in a volunteering opportunity in their communities during that week. The Committee has approached Blue Cross Blue Shield for a corporate sponsorship for ServeNebraska Week and has not heard back from them as of today. The Committee also has reached out to Keep Nebraska Beautiful to serve as a community sponsor and asked them to provide some volunteering opportunities for those persons who are uncertain about what type of volunteer activity to do during that week. Some financial incentives will be offered to encourage people to volunteer during this week of service.

In the past, Points of Light and the First Lady's Awards on Outstanding Community Service has been two separate awards programs sponsored by ServeNebraska. The Committee recommends that the two award programs be combined into one event to be held in the fall. Advantages: Advantages for making the changes are less cost, possible increase in nominations with emphasis on youth nominations, and awards ceremony could be included with Commission signature event. New award categories proposed are: Adult Volunteer, Volunteer Group, Lifetime Achievement, Corporate Volunteer, National Service Volunteer and Veteran Volunteer. A suggestion was made to send information about the awards to the Chamber of Commerce locations across the state and media contacts,

Motion #2: The recommendation of the Community Volunteer Committee is to combine the current two awards programs, the quarterly Points of Light Awards and the annual First Lady's Awards for Outstanding Community Service into one award program.

Vote: 12 -Yes; 0-No, 0-Abstention Motion was carried.

- **AmeriCorps & National Service Committee—Nancy Faber**

No major concerns came to light during this program year with Staff monitoring site visits and desk audits. Staff began this year the closer monitoring of expenditure patterns and match. The 2014 Symposium Celebration of Service allowed AmeriCorps programs to finish the service year on a high note. 2014-15 competitive funding and formula funding has been approved by the Executive Committee. A new program, Vets Success, will begin soon on the campuses at Bellevue University and University of Nebraska Omaha.

ServeNebraska staff member, Greg Donovan, serves on the VOAD Executive Committee. He participated in coordinating the disaster response to the recent tornado damage Nebraska communities experienced. Greg stated that the coordination of faith and nonprofit groups in disaster response was amazing. NCCC Teams responded to disasters that occurred in Pilger and Beaver Crossing. NCCC is an opportunity available to any nonprofit or governmental agency to help meet a need.

- **Fund Advisory/Sustainable Infrastructure Committees—Tanya Hansen**

The Committee has been working on proposed changes to the bylaws. Currently, the Commission Bylaws read more as a policy and procedure manual. The bylaws were revised to be a simpler document. Commissioners were given a copy of the proposed bylaws for review and comment. At the October Commission meeting, commissioners will vote on the proposed bylaws along with a new policy and procedure manual. If there are questions or concerns, Commissioners were asked to email Commissioner Hansen directly. After the review and comment period, Commissioner Hansen plans to update commissioners about any additional changes she has received.

October 3-2014 20th Anniversary Celebration Event – Executive Director Cathy Plager found there were no event planners available to do the event. Commissioner Tanya Hansen requested commissioners to volunteer and help with this event in some manner. The time for this event is scheduled for 6:15 – 8:45 p.m. at the Center for People in Need in Lincoln. Social time, dinner and program are planned. Governor Dave Heineman, Ben Nelson, John Bridgeland and Wendy Spencer will be speaking at this event. It is critical this event is done well because the plan is to do it on an annual basis. Commissioners were requested to provide names of possible corporate sponsors they know about. Sponsorships are set at \$1,000 and \$2,000. Commissioners were asked to consider who they

could invite to the event. The event is being planned for 200 persons to attend. All commissioners/staff will be assigned to a table and expected to engage persons at the table, create awareness of ServeNebraska and Nebraska volunteerism. Discounted tickets may be offered to those attending the AmeriCorps Conference which will be held the day before this event. The expectation is that all commissioners will attend this event. A suggestions was that a local area hotel could be negotiated with to offer a discounted rate block of rooms for those conference attendees and guests that will need overnight accommodations. Commissioner Hansen asked for commissioners to email her any ideas they may have for the event.

PRESENTATIONS

- **Fund Development Plan – Laura Schabloske**

Her proposal details the creation of a support system for ServeNebraska and to create a long-term funding plan in correlation with the new strategic plan with fund diversification. The proposal has been sent and received by ServeNebraska. A contract for \$10,000 is being developed in collaboration with DHHS. August 1 through December 31, 2014 will be the contractual period for 20 hours a month. Some of the deliverables include: Funding and donors identified. Development of a toolbox for commissioners and staff. Mentoring to Cathy about fund development and soliciting donations. Identifying and developing a case statement. Identification of foundations to apply for funding opportunities. Identification of individuals to solicit donations. Identification and cost of a tracking database. It was suggested and accepted that the Fund Advisory/Sustainable Infrastructure Committee will sit on conference calls between Laura and Cathy. Laura has past experience as the College Possible Executive Director and Fund Developer. She has solid knowledge of AmeriCorps and fund development. She is very passionate about AmeriCorps national service.

- **Marketing Support – Kim Hall**

ServeNebraska staff Kim Hall presented her information in a timeline to inform commissioners as to what has occurred with securing marketing support for the Commission.

- **(January 2014)** The Commission approved the hiring of a marketing firm/professional to provide the Commission assistance in creating a comprehensive marketing plan and allocated \$10,000 toward the services.
- **(April 2014)** In the process, staff met with the DHHS public information officer seeking input regarding a marketing RFA. Their office shared a marketing campaign questionnaire that staff completed and would drive the RFA.
- **(June 2014)** ServeNebraska was referred to UNL's College of Journalism and Mass Communications by Jen Rae Wang, Director of Media Relations for the Governor regarding being a candidate for the fall 2014 semester Senior Capstone Class, Advertising & Public Relations Campaign.
- **(July 2014)** Phyllis Larsen, professor contacted Cathy Plager about the opportunity and upon completion of questions ServeNebraska was chosen as the client. The class has worked with hundreds of organizations over the years, and many implemented the students' work with great results.
- **(September 2014)** Twenty students will be divided among 2-3 teams and will spend 15 weeks conducting research, developing a strategy and creating prototypes of communication tools before presenting their plan to ServeNebraska at the end of the semester.
- **(September-December 2014)** With initial input from ServeNebraska staff, the students will focus on creating a campaign with the over-all identity and messaging of the organization, and will review current marketing collateral.
- **(January 2015)** Following the students' recommendations, ServeNebraska will determine how to best allocate the \$10,000 for the ServeNebraska brand.

NEW BUSINESS

- **Annual Report/Meeting with the Governor – July 24, 2014**

Commissioners Jamie Moore and Nancy Faber along with Executive Director Cathy Plager met with Governor Heineman at 11:00 a.m. on July 24th. The 2013 ServeNebraska Annual Report was provided to the Governor along with general information about ServeNebraska. They also spoke to him about how DHHS support has been invaluable, ServeNebraska's accomplishments, budget, in-kind match and fundraising efforts. They pitched an idea about the possible creation of a state-wide Give to Nebraska event. Governor Heineman was concerned that it would not be successful because many communities in Nebraska currently have designated fundraising events. They also discussed future projects with the Governor as well. There was some discussion regarding the Governor's transition team and he was asked about how ServeNebraska can be part of that team. All participants thought it was a very good meeting.

Commissioners were pleased with the 2013 ServeNebraska Annual Report mailer format. Staff reported that it cost less to print, was an effective tool to use and would push people to the ServeNebraska website for further information.

- **Volunteer Generation Grant submitted.** ServeNebraska staff has submitted a grant application for \$100,000 from the Corporation for National and Community Service. Fifteen thousand dollars of confirmed matching funds out of a required \$28,000 in matching funds has been identified for this grant. ServeNebraska staff has also applied for a VISTA grant to expand youth volunteerism. Focus areas of this grant are establishment of a state-wide network to count volunteers, provide volunteer coordinators with the skills they need to continue to bring volunteers into their community and expanding youth volunteerism. ServeNebraska staff Kim Hall will be attending a train the trainer training in the October – November timeframe to obtain the knowledge base needed to begin a Service Hub through ServeNebraska. If ServeNebraska does not get this grant, Executive Director Cathy Plager would like the Service Hub portion of the grant be funded another way and move forward.

Question: There was a question regarding commissioner attendance at Corporation regional meetings. No funding has been provided to state commissions to send their commissioners to regional events. Currently, CNCS provides grant dollars for state commissions to develop and host a regional training events. The proposal deadline has passed and submitted proposals are being reviewed currently.

PRESENTATION—Transformative Experience by Tess Mason-Elder

Tess said the word “service” for the Franklin Project is defined as: A significant time period of service in full-time service positions and the civic engagement of people to be part of the solution. More than a million young people can engage into service.

Higher Education Service Models:

- Tufts (1 year of service plus 4 years of school Model)
- Tulane (4 years of school plus 1 year of service Model)
- William & Mary (Service Fellowships available)

Private Sector Service Models:

- Professional Corps: Engaging young people in service related to professional experiences
- Employers of Service: Encouraging employers to recognize and reward service experience.

President’s Task Force on Expanding National Service:

- FEMA Corps, NCCC – 1,600 service corps members devoted to disaster preparedness, response & recovery
- 21st Century Conservation Corps – Engage young people & veterans to conserve public lands and waterways (DOI, USDA, CEQ, EPA, DOL, DOC, Army, CNCS)
- School Turnaround AmeriCorps – Dedicated cadre of AC members serving in persistently underachieving schools (Dept. of Education & CNCS)
- Justice AmeriCorps (DOJ) – Engage lawyers and paralegals to provide legal services to unaccompanied minor children.

State Exec Orders & Legislation:

- Iowa: Expand national service to more effectively carryout the work of gov’t and engage a new generation of Iowans.
- California: Enable cities, counties and other municipalities to apply to host one or more California AC members. Create a state fund to fund AC positions.
- Minnesota Reading Corps: Improve grade-level reading of pre-school and elementary school students. State legislature was instrumental in launching the corps. This program has been replicated in 8 states

Service Year Platform has been created to grow & democratize national service using 21st century tools so a year of service can become a common expectation and opportunity. It is to be an integrated system.

- Certified as a service year organization and post positions. Any nonprofit, college or university, public agency or school with at least one paid employee can use the platform.
- Search for prospective members function can be used by national service organizations. They can find individuals that fit their needs by skills and interest areas.
- Funders can support people or programs that fit into their philanthropic goals.

ANNOUNCEMENTS – Nancy Faber

- Partnership AAA and Nebraska Game & Parks/Omaha YouthBuild AmeriCorps and ServeNebraska
- AmeriCorps: AmeriCorps Program Leader Launch – August 7, 2014
AmeriCorps 20th Anniversary Pledge – September 12, 2014
AmeriCorps Conference: October 2, 2014, Center for People
- ServeNebraska Birthday Party Gala: October 3, 2014 in Lincoln at the Center for People in Need

- Next Commission Meeting: October 31 – Omaha, Sara Woods Host
- ServeNebraska Week: April 11-18, 2015
- Reminders
 - Commission Meeting Hosts: Please arrange for conference call option
 - Reminder to submit in-kind including mileage to meetings on In-Kind Donation Forms to and give to staff.

ADJOURN – Nancy Faber, Commission Chair

There was no further business to come before the Commission and the meeting was adjourned was adjourned at 1:15 p.m. The voting record is attached to these minutes.

Submitted by, _____
Janet L. Schmidt, Fiscal/Operations Officer

Approved by, _____
Jamie Moore, Chair

ServeNebraska Commission Meeting
VOTE RECORD
 Date: 07-25-2014

*Ex-Officio Non-voting Commissioners

NAME	Attendance	Motion 1	Motion 2	Motion 3	Motion 4	Motion 5
Commissioner Name	P = Present NP = Not Present NV = Non-Voting AB = Abstain	Motion to Approve Items on Consent Agenda.	Recommendation from Community Volunteering Committee to combine ServeNebraska current two awards program into one award program.;	---	---	---
Bailey, Tami	P	Y	Y			
Christensen, Gregg	P	Y	Y			
Faber, Nancy	P	Y	Y			
Ganem, Sally	NP—EXC					
Hansen, Tanya	P	Y	Y			
Kollath, Denise	P	Y	Y			
Mallett, Diane	P	Y	Y			
Moore, Jamie	P	Y	Y			
Schulte, Matthew	P	Y	Y			
Sedlacek, Ron	Via Phone	Y	Y			
Sellentini, Jerry	NP - Joined @ 11					
Warneke, Kevin	P	Y	Y			
White, Rose	P	Y	Y			
Willman, Lisa	P	Y	Y			
Woods, Sara	NP--EXC					
TOTAL	12	12	12			
Heriot, Jean *	NP—EXC					
Nash, Julie *	P					

- Rep of Corporation for National & Community Service, Not Present
- Rep for Service Learning in Higher Education (vacant)
- Rep of Senior Corps National Service Program – Julie Nash

QUORUM REQUIRED by BYLAWS: **10**
 NUMBER PRESENT in Person: **11 including plus 1 non-voting = 12**
 NUMBER PRESENT by Teleconference: 1