



# LOUISIANA SERVE COMMISSION

## Our Vision

The Louisiana Serve Commission envisions a future where the people of Louisiana are inspired to serve and are actively engaged in improving the quality of life for their fellow citizens.

## Our Mission

Our mission is to build and sustain high quality programs that meet the needs of Louisiana's citizens and promote an ethic of service.

## Our Values

### Community

We believe that strengthening Louisiana through service and volunteerism is the heart of everything we do. We believe that citizen service provides opportunities for individuals to achieve academic success, to develop job skills, to strengthen communities and to build a culture of good citizenship and personal responsibility.

### Integrity

We will be transparent in all of our decisions. We will honor our commitments.

### Diversity

We strive to reflect the full diversity of our state in Commission programs, membership and staff.

### Partnerships

We invest time in building relationships and creating innovative, entrepreneurial solutions that are mutually beneficial for Louisiana communities, for our partners and for the Commission.

### Effectiveness

We will make efficient and strategic use of resources to further the Commission's mission.

## Our Strategic Plan

### National service

**Goal 1: AmeriCorps members are mobilizing community resources, helping to develop an ethic of service and building organizational capacity in local communities**

**Objective 1.1:** Promote AmeriCorps throughout Louisiana

**Objective 1.2:** Build and maintain a diverse, strategic portfolio of AmeriCorps programs

**Objective 1.3:** Ensure adequate resources are allocated for organizations to be successful in their application and implementation

**Goal 2: School-aged children are learning an ethic of service while strengthening their educational outcomes**

**Objective 2.1:** Promote service-learning throughout Louisiana

**Objective 2.2:** Build and maintain a diverse, strategic portfolio of Learn & Serve programs

**Objective 2.3:** Ensure adequate resources are allocated for organizations to be successful in their application and implementation

**Goal 3: Other national service resources are leveraged and coordinated to build capacity within the state's nonprofit and faith-based organizations**

**Objective 3.1:** Promote other streams of national service throughout Louisiana

**Objective 3.2:** Identify national service resources that can augment the work of nonprofits and faith-based organizations

### **Volunteerism**

**Goal 4: Volunteers are strengthening communities by addressing critical needs**

**Objective 4.1:** Promote and publicize volunteerism as a strategy to address community needs

**Objective 4.2:** Recognize the contributions of volunteers

**Objective 4.3:** Build capacity within nonprofits and faith-based organizations to successfully manage volunteers

**Goal 5: Volunteers responding to disasters are able to address the most urgent needs**

**Objective 5.1:** Create and foster relationships with organizations and public entities that respond in a disaster

**Objective 5.2:** Maintain a communications strategy for managing volunteers and donated goods in disasters.

### **Social Innovation**

**Goal 6: Social innovators are advancing solutions to social issues across Louisiana**

**Objective 6.1:** Raise awareness of the impact that social innovation will have in our state

**Objective 6.2:** Identify and support organizations and individuals who are social entrepreneurs

**Objective 6.3:** Expand the capacity of social entrepreneurs through innovative and effective programming

### **Organizational Strength**

**Goal 7: The Commission has the stature, resources and stability to meet its mission**

**Objective 7.1:** Raise public awareness of the Commission and its impact in communities across the state

**Objective 7.2:** Build and engage a knowledgeable, involved board of commissioners

**Objective 7.3:** Maintain the integrity of administrative structure and policies

**Objective 7.4:** Develop adequate funding to sustain the organization

Goal 1: AmeriCorps members are mobilizing community resources, helping to develop an ethic of service and building organizational capacity in local communities

Objective 1: Promote AmeriCorps throughout Louisiana

| Action Plan   |   |   |                  |        |          |
|---|---|---|------------------|--------|----------|
| Activity  | Responsible Party                                   | Resources Needed  | Target Date      | Status | Comments |
| Utilize promotional resources   | AMC Program Officer, LSC staff, Marketing Committee | 1) Electronic media (Facebook, website)<br>2) Press releases<br>3) Peer presentations<br>4) LANO              | Ongoing          |        |          |
| Creation of standardized message  | AMC Program Officer & Marketing Committee           | grant information, program listings and descriptions, funding charts, geographic distributions of programming | December 1, 2010 | NS     |          |
| Development of info packet  | AMC Program Officer                                 | Inclusion of talking points, program info, sample program descriptions  | January 30, 2011 | OS     |          |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG) |   |   |                  |        |          |

Goal 1: AmeriCorps members are mobilizing community resources, helping to develop an ethic of service and building organizational capacity in local communities

Objective 2: Build and maintain a diverse, strategic portfolio of AmeriCorps programs

| <b>Action Plan</b>  |                                     |  |                   |        |          |
|---|-------------------------------------|--|-------------------|--------|----------|
| Activity  | Responsible Party                   | Resources Needed   | Target Date       | Status | Comments |
| Assess statewide need and identify overlap and gaps   | AMC Program Officer / AMC Committee | Map of state with AMC operating sites  | Ongoing           | OG     |          |
| Identify possible National Direct program to recruit to geographically lean sections of the state | AMC Program Officer/ AMC Committee  | National Direct Consultation list; AMC Program Officer; AMC Committee            | ongoing; annually | OG     |          |
| Revise and strengthen fair and equitable grant award process                                      | AMC Program Officer/ AMC Committee  | 1) Reviewer selection<br>2) Reviewer training via webinars<br>3) Rubric revision | November 15, 2010 | OS     |          |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)                     |                                     |  |                   |        |          |

Goal 1: AmeriCorps members are mobilizing community resources, helping to develop an ethic of service and building organizational capacity in local communities

Objective 3: Ensure adequate resources are allocated for organizations to be successful in their application and implementation.

| <b>Action Plan</b>  |                     |  |                            |        |  |
|---|---------------------|--|----------------------------|--------|--|
| Activity  | Responsible Party   | Resources Needed   | Target Date                | Status | Comments   |
| Improved technical assistance plan for RFP                                    | AMC Program Officer | Webinars, powerpoints, RFP, CNCS NOFA and amendments           | September annually         | OG     | Has been modified to include additional tech assistance sessions due to increased interest |
| Improved technical assistance training for funded LSA programs                | AMC Program Officer | Webinars, training materials, guest speakers, program handbook | November 1, 2010 / Ongoing | OS     |  |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG) |                     |  |                            |        |  |

Goal 2: School-aged children are learning an ethic of service while strengthening their educational outcomes

Objective 1: Promote service-learning throughout Louisiana

| Action Plan  |  |  |                  |        |          |
|--|--|--|------------------|--------|----------|
| Activity   | Responsible Party                          | Resources Needed   | Target Date      | Status | Comments |
| Quarterly meetings with AmeriCorps, LSA directors/ coordinators, CNCS staff to share information, identify needs and new opportunities | LSA Program Officer                        | <ul style="list-style-type: none"> <li>1) Information on program activities</li> <li>2) Information packet</li> <li>3) Powerpoints</li> <li>4) Electronic media posts (Facebook, website)</li> </ul> | Ongoing          | NS     |          |
| Publicize Learn & Serve K-12 subgrantee activities to key stakeholders   | LSA Program Officer/<br>Executive Director | <ul style="list-style-type: none"> <li>1) Electronic media posts (Facebook, website)</li> <li>2) Press releases on upcoming workshops and grant applications</li> <li>3) News articles</li> </ul>    | Ongoing          |        |          |
| Creation of standardized message   | LSA Program Officer                        | Information sheet  | December 1, 2010 | NS     |          |
| Development of info packet, hard copy as well as online accessibility  | LSA Program Officer                        | Inclusion of talking points, program info, sample program descriptions   | January 30, 2011 | OS     |          |

Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)

Goal 2: School-aged children are learning an ethic of service while strengthening their educational outcomes

Objective 2: Build and maintain a diverse, strategic portfolio of Learn and Serve K-12 programs

**Action Plan**

| Activity   | Responsible Party                     | Resources Needed  | Target Date   | Status | Comments                |
|--|---------------------------------------|---|---------------|--------|-------------------------|
| Develop and maintain database for state contacts | LSA Program Officer/<br>LSA Committee | Lists of legislators, national service program contacts, LANO contacts, Dept. of Ed lists for school contacts, LPS contact, LSA program coordinators, Cities of Service directors | Ongoing       | OG     |                         |
| Identify unserved areas for outreach             | LSA Program Officer/<br>LSA Committee | Map of state with LSA program sites   | Ongoing       | OG     |                         |
| Fair and equitable grant award process           | LSA Program Officer/<br>LSA Committee | 1) Reviewer selection<br>2) Reviewer training via webinars<br>3) Rubric revision  | April 1, 2011 | OS     | Rubric revision in 2011 |

Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)

Goal 2: School-aged children are learning an ethic of service while strengthening their educational outcomes  
 Objective 3: Ensure adequate resources are allocated for organizations to be successful in their application and implementation

**Action Plan**

| Activity   | Responsible Party   | Resources Needed   | Target Date                | Status | Comments   |
|--|---------------------|--|----------------------------|--------|--|
| Improved technical assistance plan for RFP   | LSA Program Officer | Webinars, powerpoints, RFP, application guidelines from CNCS,  | December 15, 2010          | NS     | Development by target date will be determined by receipt of CNCS application guidelines                            |
| Improved technical assistance training for funded LSA programs                       | LSA Program Officer | Webinars, training materials, guest speakers, program handbook | November 1, 2010 / Ongoing | OS     | Events included will be Fall Training, Mid-Year Professional Development Training for coordinators, K-20 Symposium |
| <p>Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)</p> |                     |  |                            |        |  |

Goal 4: Use volunteers to strengthen communities by addressing critical needs

Objective 1: Promote and publicize volunteerism to address community needs

| Action Plan  |                                 |  |                   |        |   |
|--|---------------------------------|--|-------------------|--------|---|
| Activity   | Responsible Party               | Resources Needed   | Target Date       | Status | Comments  |
| Implement the Cities of Service program to coordinate and improve non-profit and government services to improve citizen's quality of life. | Director of Volunteer Louisiana | 1) Letter to 11 Muni. targeted in 2011<br>2) Resolution from City Govt.<br>3) ID Vol. Coord. to develop plans<br>4) Support their plan | December 31, 2011 | OS     | Launch<br>December 1, 2010  |
| Promote availability of volunteer search engine and establish of Volunteer Centers' websites   | Director of Volunteer Louisiana | 1) Search Engine Box already under contract<br>2) URL numbers for 8 VCs<br>3) List of VCs that are not using currently                 | Ongoing           | OS     | Dependent on State Funding  |
| Improve the multi-media outlets currently used (i.e. Facebook, Blog, website & 1-800 website)  | LA Serve Staff                  | More training and schedule into current Vol. LA Director's calendar  | December 1, 2010  | NS     | Include promotion of current Vista Project Site activities and Year of Service Programs |
| Commissioners promote Cities of Service & social media links   | Commissioners                   | A Plan   | December 8, 2010  | NS     | Approval needed from Commissioners  |
| Statewide print and broadcast campaign that inspires volunteer ethic   | Executive Director              | 1) Develop RFP to media groups<br>2) Get input from PR and Volunteerism Comm. (Nov 2010)   | February 1, 2011  | OS     | Target date for the RFP is November 15, 2010  |

Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)

Goal 4: Use volunteers to strengthen communities by addressing critical needs

Objective 2: Recognize the contributions of volunteers

| Action Plan   |  |   |                   |        |                     |
|---|--|---|-------------------|--------|---------------------|
| Activity  | Responsible Party  | Resources Needed  | Target Date       | Status | Comments            |
| Improve the Louisiana Volunteer Service Awards by increasing the standards and recognition of Volunteers to the public      | Director of Volunteer Louisiana  | 1) Plan developed by Volunteerism & DS Comm<br>2) Budget for Awards | December 15, 2010 | OS     |                     |
| Promote external awards (Presidential Volunteer Service Award, Jefferson Award, etc.) to increase the efforts of volunteers | LA Serve Staff   | Need to develop one-pager of awards websites for distribution       | Ongoing           | OS     |                     |
| Post activities/events of organizations on website & Facebook   | LA Serve Staff/Director of Volunteer Louisiana                                     |   | Ongoing           | OS     |                     |
| Commissioners and Volunteer Centers present Louisiana Volunteer Service Awards when possible                                | Commissioners and Volunteer Centers Coordinated by Director of Volunteer Louisiana | A Plan  | February 1, 2011  | NS     | Part of PR Campaign |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)   |  |   |                   |        |                     |

Goal 4: Use volunteers to strengthen communities by addressing critical needs

Objective 3: Build capacity within the nonprofit and faithbased orgs to successfully manage volunteers

| Action Plan  |                                 |  |                            |        |  |
|--|---------------------------------|--|----------------------------|--------|--|
| Activity   | Responsible Party               | Resources Needed   | Target Date                | Status | Comments   |
| Organize Commissioners to use their position in community to promote VCs and the LA Serve Commission           | Commissioners                   | A Plan   | December 8, 2010           | NS     | Part of PR Campaign  |
| Develop and update a training calendar and conduct training for nonprofit and faith-based organizations        | Director of Volunteer Louisiana | <ul style="list-style-type: none"> <li>1) List of classes we offer</li> <li>2) Classes from other sources (working)</li> <li>3) Scheduling input from VCs and Orgs who want/need training</li> </ul> | November 1, 2010 / Ongoing | OS     |  |
| Volunteer opportunity search engine inclusion on VC website and promoted to the general public                 | LA Serve Staff                  | <ul style="list-style-type: none"> <li>1) Search Engine Box already under contract</li> <li>2) URL numbers for eight VCs</li> <li>3) List of VCs that are not using currently</li> </ul>             | Ongoing                    | OS     | Review capacity and costs with soon-to-launch HandsOn Connect technology |
| Develop VISTA positions to support the Cities of Service Program as well as Volunteer Centers across the state | Director of Volunteer Louisiana |  | Ongoing                    | OS     |  |

Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)

Goal 5: Ensure volunteers responding to disasters are able to address the most urgent needs

Objective 1: Create and foster relationships with organizations and public entities that respond in a disaster

| Action Plan  |                                 |   |                   |        |          |
|--|---------------------------------|---|-------------------|--------|----------|
| Activity   | Responsible Party               | Resources Needed  | Target Date       | Status | Comments |
| Coordinate inclusion of LAVOAD organizations within Supplement 6 within the State EOP.   | Director of Volunteer Louisiana | Crosswalk of LAVOAD members and working understanding of ESF requirements on VOADs                          | June 1, 2011      | OS     |          |
| Assist Regional VOADs with their agencies inclusion within local and regional EOPs.  | Director of Volunteer Louisiana |   | June 1, 2011      | OS     |          |
| Foster collaborative efforts between LAVOAD and Non-Governmental Organizations (NGOs) to ensure working relationship during an emergency | Director of Volunteer Louisiana | Develop basic communications structure within the NGO community   | June 1, 2011      | OS     |          |
| Develop volunteer curriculum for the Command College training program offered through GOHSEP   | Director of Volunteer Louisiana | 1) List of classes we offer<br>2) Classes from other sources (working)<br>3) review other course curriculum | December 31, 2010 | OS     |          |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)  |                                 |   |                   |        |          |

Goal 5: Ensure volunteers responding to disasters are able to address the most urgent needs

Objective 2: Maintain a communications strategy for managing volunteers donated goods in disasters

| Action Plan  |                                 |                  |  |        |  |
|--|---------------------------------|------------------|--|--------|--|
| Activity   | Responsible Party               | Resources Needed | Target Date  | Status | Comments   |
| Develop a communications plan for the LA Serve Commission staff to ensure business continuity.   | Director of Volunteer Louisiana |                  | September 30, 2010                                     | OS     | This is part of the Business Continuity Plan for LA Serve  |
| Develop and maintain a system to coordinate volunteer opportunities and donated resources during local or state emergency declarations | Director of Volunteer Louisiana |                  | September 30, 2010/<br>Ongoing                         | OS     | Volunteers piece is dependent on State General Funds. Donations piece is through the National Donations Management Network |
| Communicate activities to the Commission and Volunteer Centers of all NGO efforts during a disaster                                    | Director of Volunteer Louisiana |                  | Quarterly presentation at LA Serve Commission Meetings | OG     |  |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)  |                                 |                  |  |        |  |

Goal 6: Social Innovators are advancing solutions to social issues across Louisiana.

Objective 1: Raise awareness of the impact that social innovation will have in our state.

| Action Plan   |   |  |               |        |          |
|---|---|--|---------------|--------|----------|
| Activity  | Responsible Party   | Resources Needed                                     | Target Date   | Status | Comments |
| Improving website support and presence through social media outlets. (Posting events/activities/awards of Innovators) | Director of Social Entrepreneurship   | Training and access to edit crtl/serve/social-e site | Ongoing       | OG     |          |
| Highlight/Feature a Social Innovator's program monthly through website (CRT & FB)                                     | Director of Social Entrepreneurship   | Program details & photos                             | Ongoing       | OS     |          |
| Creation and promotion of a brochure/monthly newsletter.  | Director of Social Entrepreneurship   | Funding  | Jan. 2011     | NS     |          |
| Continue the Changing LA Seminars w/ updated evaluation study.  | Director of Social Entrepreneurship, SI Committee, Exec. Dir. LA Serve Commission | Alumni Support Contract completed/Funding            | April 1, 2011 | NS     |          |
| Have CNCS member present to State Legislature the importance of S/SE and present LA SII Evaluation                    | Director of Social Entrepreneurship, SI Committee, Exec. Dir. LA Serve Commission | CNCS Contact   | April 1, 2011 | NS     |          |

Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)

Goal 6: Social Innovators are advancing solutions to social issues across Louisiana.

Objective 2: Identify and support organizations and individuals who are social entrepreneurs.

| Action Plan  |   |  |                  |        |                                 |
|--|---|--|------------------|--------|---------------------------------|
| Activity   | Responsible Party   | Resources Needed                       | Target Date      | Status | Comments                        |
| Identify and create relationships with organizations willing to partner w/ LAOSE to provide funding, in-kind resources, or innovative/effective programming                        | Director of Social Entrepreneurship, SI Committee, Exec. Dir. LA Serve Commission | Contacts, a vetted sponsorship package | Ongoing          | OS     |                                 |
| Create an online SI/SE forum/blog to help locate, identify, and foster Social Innovation across the state to provide network/resources to state's most promising social innovators | Director of Social Entrepreneurship, SI Committee, Exec. Dir. LA Serve Commission | Training, Web-designer, funding        | January 1, 2011  | NS     |                                 |
| Create an online SE Curriculum making it more easily accessible for current innovators and to provide an ongoing enrollment of new innovators to utilize the Social E system       | Director of Social Entrepreneurship, SI Committee, Exec. Dir. LA Serve Commission | Training, Web-designer, funding        | February 1, 2011 | NS     |                                 |
| Continue Alumni Implementation Support to social entrepreneurs to help them scale and expand their models across the state and nation  | Director of Social Entrepreneurship, CWV  | Contract                               |                  | NS     | Contract being held up by state |
| Searching for funding opportunities to write/apply for   | Director of Social Entrepreneurship, SI Committee, Exec. Dir. LA Serve Commission | 501 c3 Status                          | January 1, 2011  | OG     |                                 |

Status: Not Started (NS) On Schedule (OS) Complete (C) On Going (OG)

Goal 7: The Commission has the stature, resources and stability to meet its mission

Objective 1: Raise public awareness of the Commission and its impact in communities across the state

| Action Plan  |  |   |                  |        |          |
|--|--|---|------------------|--------|----------|
| Activity   | Responsible Party  | Resources Needed                                  | Target Date      | Status | Comments |
| Target volunteers through a statewide marketing/outreach plan with a call to volunteer and how to connect to opportunities | Executive Director/<br>Marketing/PR Comm<br>Contract PR firm | Marketing/PR firm<br>Volunteer Generation<br>Fund | February 1, 2011 | NS     |          |
| Target civic associations and business groups through a Speakers Bureau  | Executive Director/<br>Marketing/PR Comm                     | Prepared talking<br>points and PPs                | March 1, 2011    | NS     |          |
| Target legislators through annual visits to provide updates on strategic issues and activities                             | Executive Director/<br>Governmental<br>Relations Comm        | List of key legislators<br>and committees         | December 1, 2010 | NS     |          |
| Target key stakeholders through a monthly newsletter and social media  | Executive Director/<br>Staff                                 | Template for<br>newsletter<br>Facebook            |                  | NS/OG  |          |
| Target media and the public through a comprehensive communications plan  | Executive Director/<br>Marketing/PR Comm<br>OLG Comm Team    |   | January 1, 2011  | NS     |          |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)  |  |   |                  |        |          |

Goal 7: The Commission has the stature, resources and stability to meet its mission

Objective 2: Build and engage a knowledgeable, involved board of commissioners representative of Louisiana

| Action Plan  |   |                  |             |        |                                    |
|--|---|------------------|-------------|--------|------------------------------------|
| Activity   | Responsible Party                                     | Resources Needed | Target Date | Status | Comments                           |
| Annually review, update and implement the Commissioner Education Plan  | Executive Director/<br>Governmental<br>Relations Comm |                  |             | OG     |                                    |
| Provide each Commissioner the opportunity to attend at least one national, regional or statewide conference during a three-year tenure | Executive Director/<br>Executive Comm                 |                  |             | OG     | Dependent on available Admin funds |
|  |   |                  |             |        |                                    |
|  |   |                  |             |        |                                    |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)  |   |                  |             |        |                                    |

Goal 7: The Commission has the stature, resources and stability to meet its mission

Objective 3: Maintain the integrity of administrative structures and policies

| Action Plan  |   |                                      |             |        |          |
|--|---|--------------------------------------|-------------|--------|----------|
| Activity   | Responsible Party                                       | Resources Needed                     | Target Date | Status | Comments |
| Ensure equitable RFP application processes   | Executive Director/<br>Commissioners                    |                                      |             | OG     |          |
| Ensure timely and accurate reporting to the Corporation for National and Community Service and the state | Executive Director/<br>Fiscal Officer/<br>Commissioners |                                      |             | OG     |          |
| Ensure regularly scheduled program oversight and site visits   | Staff   | Travel funds through<br>CNCS budgets |             | OG     |          |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)                            |   |                                      |             |        |          |

Goal 7: The Commission has the stature, resources and stability to meet its mission

Objective 4: Develop adequate funding to sustain the organization

| Action Plan  |   |                  |                 |        |   |
|--|---|------------------|-----------------|--------|---|
| Activity   | Responsible Party                                       | Resources Needed | Target Date     | Status | Comments                                |
| Revive/create a companion 501(c)3  | Executive Director/<br>Fiscal Officer/<br>Commissioners |                  | January 1, 2011 | OS     | Need okay from Lt. Governor to proceed. |
| Maintain continued/increased State General Funds allocation for federal match requirements | Executive Director/<br>Commissioners/<br>Lt. Governor   |                  |                 | OG     |   |
| Develop a funding strategy to compete for/leverage federal, state or private funds         | Executive Director                                      |                  |                 | OG     |   |
| Status: Not Started (NS)    On Schedule (OS)    Complete (C)    On Going (OG)              |   |                  |                 |        |   |