

**AmeriCorps Public Meeting
December 7, 2010
1201 New York Avenue, NW
Washington, DC 20525**

Meeting Minutes

The following members of the board were present:

Kate Becker, Chair
Steven Dow, Advisory Board Member – via telephone
Elizabeth Hartsell, Advisory Board Member, Alumni Representative, via telephone
Mikel Herrington, Director, NCCC
Antonio Perez, Advisory Board Member
J. Steven Rhodes, Ambassador – Advisory Board Member
Tiffany Zapico, Advisory Board Member, Alumni Representative
John Phillips, Advisory Board Member
Rex Linder, Advisory Board Member

The following NCCC staff was present:

Charles Davenport, Director of Projects and Partnerships
Nick Zefran, Director, Member Services
Erin Dahlin, Director of Policy and Operations
Dan Milnes, North Central Region Campus Director
Barbara Lane, Southwest Region Campus Director
José Phillips, Pacific Region Campus Director
Gary Turner, Southern Region Campus Director
LaQuine Roberson, Atlantic Region Campus Director
Colleen Clay, Assistant Director of Projects and Partnerships
Kelly DeGraff, Acting Senior Advisor for Disaster
Jennifer Veazey, Special Assistant
Corinne Keel, Program Associate
Erma Hodge, Advisory Board Liaison
Katrina Mathis, Assistant Director of Recruitment & Partnerships

The following members of the public were present via telephone conference call:

Roktabija Abdul Azeez, CNCS
Rebecca Claster, CNCS
Lisa Guccione, CNCS
Jolene Harrell, CNCS, Atlanta, GA
Marcia Medina, CNCS New Mexico
Angela Volovich, CNCS
Jessie Carver, AmeriCorps NCCC
Amy Cheng, AmeriCorps NCCC
Ashley Hawkins, NCCC

Rosemary Kaleo, AmeriCorps NCCC
 Lindsay Pool, AmeriCorps NCCC
 Katie Potter, AmeriCorps NCCC
 Stephanie Taylor, AmeriCorps NCCC
 Lauren Atkinson, Alumni
 Rob Santoro, DOC, AmeriCorps Alumni
 Loinnetter Blasey, AmeriCorps Alumni
 Dan Emmons, AmeriCorps
 Annie Keonetti, AmeriCorps
 Leah Luben, AmeriCorps
 Catherine Malin, AmeriCorps
 Elaine Rowland, AmeriCorps
 Sierra Nicholson, AmeriCorps
 Ryan Koehler
 Annie Leonetti
 April Mueleher
 Laura Brewer, American Red Cross
 Nick Hericks, Habitat for Humanity International
 Thomas Howard, Matthew Sheppard Foundation
 Katherine Le Lachear, Girl Scouts of Eastern Massachusetts
 LaVera Leonard, State Program Specialist
 David Matsuda
 Scott McFarland, Service Illinois
 April Meehleder, Blue Base Consulting
 Jane Pace, LA Serve Commission

Official Actions

- (1) The bylaws were approved.
- (2) Official meeting minutes from the June 2010 meeting were approved.

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Welcome and Update from the Board Retreat (by Kate Becker, Advisory Board Chair)

(2:03 p.m.)

Chairwoman Becker began by thanking the NCCC Headquarters Team for providing their leadership to the NCCC all across the board, particularly Mikel Herrington, National Director. She acknowledged the region directors and their staff for their hard work. She also thanked the board members for their commitment.

During today's advisory board meeting we had a Director's update with Mikel Herrington, a CNCS Disaster Services update with Kelly DeGraff, and a status of federal partnerships. We have revised our bylaws for the first time since they debuted and we will be asking you to vote on them during this public session. We talked about general board strategy and the timing of our meetings for June and December 2011. It was decided that we would shift the December meeting to January. We also had some committee updates from the committee chairs of the board, Tony Pérez, Rex Linder, and Nick Zefran who covered Janet Wall's update.

The bylaws were nominated and approved.

Meeting minutes from June 2010 were nominated and approved.

Director's Update (by Mikel Herrington, Director of NCCC)

Director Herrington briefed everyone on the four priorities for the program in Fiscal Year 2011.

(1) In May of last year the NCCC CEO Patrick Corvington designated the NCCC as the agency lead for coordination of agency-wide disaster services management. Since that time the NCCC has taken a large role under the helm of our now acting senior advisor for Disaster Services, Kelly DeGraff, in working in response to the oil spill which was happening at about the same time this transition was taking place. The board is now considering disaster services as a strategic focus for the new strategic plan that the NCCC demonstrate our management quality and capacity to do this job well. It is important not only for the agency, but for our constituents, grantees, our networks in the field, and the communities we serve.

(2) Another focus this year will be the development and implementation of performance measures. The president and our CEO have made it clear that we need to be certain that our investments in federal programming are having impacts on the communities, that we can talk about what those impacts are, and that the value of national service needs to be evident in the work that we are doing.

NCCC has engaged in a process that was started six/seven months ago in the development of pilot performance measures in the areas of both community impact through our service and impact of member development. In 2011 the campuses will be testing these measures in demonstrating our impact so that by the end of this fiscal year and going into 2012 we will have a limited set of credible measures that can be applied to the program.

(3) Our third priority is the continued diversification of the corps. The Serve America Act gave us a very specific target – 50 percent enrollment of youth from disadvantaged circumstances. We have formed partnerships with several organizations to aid in this diversification and have enjoyed burgeoning success from the pilot that we started last February at our Atlantic Region campus with the National Guard Youth Challenge. We have also grown that with YouthBuild, Casey Family Program, Job Corps, and Covenant House. We anticipate even greater success as our numbers grow.

A large part of the focus of our program this year will be ensuring that our program model sustains the diversification and success of members, and to that end we are looking at training for both staff members and the team leaders who are our core support for corps members in the field.

(4) The fourth priority is one that is fundamental to the justification of efficiency for the program. It is also most vulnerable to the varieties of appropriation and funding. We have an optimization plan that demonstrates what the NCCC needs to do to demonstrate efficiency and cost effectiveness. This is based on the use of our facilities and because of our high fixed costs we need to utilize and exploit our fiscal resources to the greatest extent. We have a plan in place to do that over the next few years and to

increase our enrollment so that our cost per member is driven down so that we can provide more service to the communities.

It is no secret that there is an economic crisis in this country, so the speed in which we implement this plan is in question. However, the program has prepared a number of scenarios to accommodate whatever situation or appropriation level we receive.

Update of Policy Operations (by Tony, Perez, Committee Chair)

The optimization plan is literally a strategic plan to bring efficiencies and cost containment to the operation. Some of these matters have to take possibly a different timeline given the circumstances surrounding the availability of funds.

Perry Point meetings have been taking place. The GSA has contracted the new facility to remain in Maryland and there are some dollars that have been requested in the budget in order to sustain the redeployment of that site. Part of the optimization plan includes visiting the campuses at Vinton, Vicksburg, and Sacramento.

The committee has also been having conversations about efficiencies and effectiveness that could be achieved by specializing some of the centers depending on the areas of where they are called upon to serve. It could be fire suppression or the need for specialized equipment and training for the participants in areas like the Pacific Northwest and California; Tornado Alley; hurricane zones.

The agency operates on a one-year budget as it stands right now, which is a change from the past. There are challenges that accompany a budget like this: flexibility, in terms of being able to have rolling classes; the optimization and planning itself; the acquisition of equipment; the continued operations. In terms of availability of funding, there is a limited amount of time in which to deploy these dollars and make them the most effective. This committee is hard-pressed to think of a better team to be in charge at this challenging time.

Member Services Committee Update (by Nick Zefran, Director, reporting for Janet Wall, Committee Chair)

Mr. Zefran started the update by discussing NCCC application numbers. Since Class 15 (2008/2009) we've gone from 3,622 applicants to 7,460 applicants. As part of that demographic we have seen a fairly significant increase in the number of high school graduates or those that have completed some high school, roughly around 24 percent of our population.

In the area of member development, we are looking to retool our training and member development program into what we call the service leadership program, which will have four new outcomes: Being a master of change; building and sustaining effective teams; demonstrating character and responsibility; and a commitment to life and career skills development. We are hoping to pilot the new 10-month service leadership program in 2011.

We continue to provide a variety of member development opportunities to our corps. We have added a new undergraduate credit course this past year in Diversity and Service. Now our team leaders are eligible for nine undergraduate credit hours and our corps members for six credit hours. In addition, we offer the certificate in nonprofit management and the Congressional and Presidential awards for service. We have specialty team roles for our members to actually hone in on and develop some leadership skills as part of their team experience in the corps.

Mikel Herrington brought up training for the staff and team leaders as well as working with some of our new populations. We are currently working with a contractor to design the Face to Face online and what we are calling an E-community of Practice: an online social media network for our corps and staff around the issue of working with members from disadvantaged circumstances.

Projects and Partnerships Committee Update (by Charles Davenport, Director, reporting for Rex Linder, Committee Chair)

Mr. Davenport read his report into the record. Four areas that were focused on:

(1) Social Media. NCCC is one of the programs leading the way in the use of social media outreach. The program has taken a dynamic approach to reaching all customers including recruits, applicants, alumni, and sponsor organizations. NCCC actively uses Facebook, Twitter, YouTube, and the NCCC blog for outreach. Social media outreach is being facilitated on all levels of the program's operation including headquarters staff, field staff, and member contributions.

Since launching last year, the NCCC Facebook fan page has attracted over 6,300 fans. New recruitment print ads and posters will direct recruits to our Facebook page encouraging them to interact with other applicants, current members, and alums. Other plans in development for social media include LinkedIn, Blog Talk Radio, and an interactive deployment map.

(2) Sponsor outreach materials. NCCC has revamped sponsor outreach materials to compliment member recruitment materials. In addition to a new project sponsor presentation packet, there are also templates that can be designed to provide a customized set of outreach materials that can be changed with the program and used for more targeted outreach within different issue areas and regions.

(3) The pipeline. At the start of the pipeline initiative, in our winter 2010 placement cycle, eight percent of the corps members came from the first pipeline partner, National Guard Youth Challenge. One year later in our winter 2011 placement cycle, 29 percent of our corps members came from pipeline organizations. Of the members selected to serve in winter 2010, fall 2010, and winter 2011 cycles 14 percent have come from recruitment pipelines. These numbers represent a great progress towards diversifying our program and meeting the goals set forth by Congress.

(4) Performance measures. The Office of Management and Budget has specifically charged NCCC with developing at least one outcome-based performance measure for the 2012 fiscal year and NCCC expects that several qualified outcome measures will be ready for implementation. As part of the performance measure, sponsors will be asked to respond to a survey regarding NCCC working with their project

and with their organization. The draft of this survey is currently available for public comment through January 24, 2011 on www.regulation.gov.

Public Questions and Commentary (by Kate Becker, Advisory Board Chair)

NCCC alum, Ryan Koehler, spoke about the positive impact AmeriCorps and NCCC have had on his life and how it prepared him for work with Greater D.C. Cares, an organization that does service projects in the greater D.C. area. NCCC has helped Greater D.C. Cares to reach as many people as they have by working together in teams.

NCCC alum, Annie Leonetti who works largely with ex-offenders, spoke about how engaging youth into programs like AmeriCorps would be instrumental in helping them feel a sense of ownership for their community and their schools. Programs like AmeriCorps instill this sense of ownership in youth so that they can then grow to be civically engaged adults.

NCCC alum, April Mueleher stressed the importance of education and working with younger individuals and individuals from higher risk areas. Team leader and corps member training will instill in every individual the importance of taking ownership of their communities and becoming leaders themselves.

Eilizabeth Hartsell, Advisory Board Member, NCCC, spoke briefly about the difficulty the corps has in attracting people who are not already engaged in service. She stressed the importance of talking with fellow corps members about finding ways for the alumni to be more engaged with current teams that are in the field. The general population can get an idea of how effective NCCC is in the long term by creating effective and highly adaptable employees, community members, and leaders. **Chairwoman Becker adjourned the Public Meeting at 2:44 p.m.**