

**AmeriCorps NCCC Public Meeting  
June 30, 2011  
1201 New York Avenue, NW  
Washington, DC 20525**

**Meeting Minutes**

**The following members of the board were present:**

Kate Becker, Chair  
Elizabeth Hartsell, Board Member  
Kate Raftery, Director, National Civilian Community Corp  
Tiffany Zapico, Board Member  
Susan Braun, Board Member  
Dr. Alan Gropman, Board Member  
Marty Rodgers, Board Member

**The following staff participants:**

Erin Dahlin, OPU Director  
Kelly DeGraff, Director of DSU

**The following staff was present:**

Charles Davenport, Director of PPU  
Nick Zefran, Director of MSU  
Tom Bryant, General Counsel Liaison  
Jennifer Veazey, Staff  
Corinne Keel, Staff  
Katrina Mathis, Staff  
Erma Hodge, Advisory Board Liaison  
Colleen Clay, Staff  
Iris Dooling, Staff  
José Phillips, Pacific Region Director  
Barbara Lane, Southwest Region Director  
LaQuine Roberson, Atlantic Region Director  
Gary Turner, Southern Region Director

**The following members of the public via telephone conference call:**

Ben Duda, Executive Director for AmeriCorps Alums  
Bill Bomar, Director of Moundville Archaeological Park, University of Alabama  
Douglas Hale, American University  
Retha Harrison, Corporation for National Service  
Nick Hericks, Habitat for Humanity International  
Roger Palmer, Corporation for National Service  
Marcie Skelton, MS Commission for Volunteer Service  
Marie Thompson, City of Vicksburg

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

(2:00 p.m.)

Chairwoman Becker began by introducing the new Director, Kate Raftery, who is replacing Mikel Herrington. Steven Rhodes, Ambassador, Steven Dow, Board member, and Dr. Alan Gropman, Board Member, were honored for their service and commitment to NCCC.

**The Resolution of Dr. Alan Gropman was read into the record.**

Chairwoman Becker introduced Marsha Meeks Kelly, Executive Director Emeriti of the Mississippi Commission for National Service.

Chairwoman Becker discussed several points covered at the Board Retreat. There were updates from a variety of different staff members, discussions about the extensive disaster work of the NCCC, budget and program projections, federal partnership updates, and member services updates. There was also a discussion of the proposed plan for engagement of alumni through a national alumni leadership council.

**Director's Update (by Kate Raftery, Director of NCCC)**

Director Raftery highlighted points mentioned at the Board Retreat.

(1) This is a program which is relevant to today's conversation on a national basis. In the last few years, very few points on our map of the U. S. were not hit with some type of natural disaster. The NCCC has proven itself to be a program that can respond quickly, act effectively, and can make an incredible contribution to working with communities in great need.

(2) Another piece that speaks to the amazing relevance of this program is the ongoing conversation on the national level about the need for assisting young people to become more comfortable as they move forward into work and life and into planning how they can build careers civically and politically. There are very few programs that provide young people with the support, skills, and direction necessary to feel comfortable and confident to be civically engaged and economically contributing members of society.

(3) In this funding environment we must communicate effectively so that individuals who come away from these conversations believe two things: that the NCCC takes very seriously its role as steward for its funding and resources, but also that we are clearly able to demonstrate the return on that investment.

(4) We will work very hard to address the challenge of visibility and receiving the recognition that we believe we deserve because of the contribution that our members are making around the country.

**Member Services Committee Update (by Dr. Alan Gropman):**

Dr. Gropman showed PowerPoint slides to the participants.

(1) In terms of growth, NCCC's African-American membership has grown to 19 percent.

(2) There are four outcomes that the Organization tries to achieve: be a master of change; build and sustain effective teams; demonstrate character and responsible citizenship; and commit to a life in career skills development. Polls show that the NCCC has successfully helped individuals achieve these goals.

(3) Congress has asked NCCC to spend a good deal of its effort getting disadvantaged young people into the program. Over the last several years, the NCCC has doubled this number. The goal of getting 50 percent of disadvantaged youth into the NCCC is achievable because of the leadership of the Organization.

#### **Disaster Relief Update (by Kelly DeGraff, DSU Director):**

NCCC is committed to the implementation of the Agency's strategic plan to lead the Corporation in disaster services. NCCC has developed internal goals within the Agency that has programming aimed across the disaster services continuum including activities in disaster preparation, mitigation, long term recovery, and disaster response.

Currently, the NCCC comprises approximately 95 percent of the reported current response activity in the field throughout the country. Over 700 members have responded to disasters from April 2011 to the present date. In about two months NCCC has had an army of 700 members throughout the country engaged in feeding operations, supply distribution, and warehouse operations.

NCCC is partnering with FEMA and with our very important state service commissions doing debris removal, starting home repairs, coordinating volunteers, and managing citizen information stations.

#### **Projects and Partnerships Committee Update (by Elizabeth Hartsell, Board Member):**

This committee has been working on five areas of focus:

(1) Pipelines. In response to the Serve America Act mandate, 50 percent of NCCC's members must be youth from disadvantaged circumstances and the program has created recruitment pipelines with organizations who already service this population. Our national pipeline partners are KC Family Programs, Covenant House, Job Corps, Youth Build USA, and National Guard Youth Challenge. Of the members selected to serve in our winter 2010, fall 2010, and winter 2011 cycles, 11 percent have come from these recruitment pipelines. These numbers represent great progress toward diversifying our program and meeting the goal set forth by Congress, but there have been challenges throughout the application process in converting pipeline youth to NCCC members, such as 61 percent of applicants referred by pipeline organizations have dropped out of the application process prior to arrival on the campus. We're looking at ways to mitigate this issue by streamlining our processes and communication around this initiative.

(2) Federal Partnerships. In recent years the Projects and Partnerships unit has placed increased emphasis on connecting with federal partners to enhance project development and recruitment opportunities. One area of interest has been developing projects with other agencies that support NCCC's newest issue areas mandated by the Serve America Act of 2009, including energy, conservation, infrastructure improvement, and urban and rural development. Several collaborative projects have emerged from

these efforts for Classes 17 and 18. The unit will continue to build upon these partnerships.

(3) Alumni Engagement. There are three key objectives to strengthen relationships with over 16,000 alumni of the NCCC; namely, supportive outreach strategies to communicate systematically and on an ongoing basis with alumni; supportive awareness strategies to provide knowledge to alumni about NCCC programs and activities; support engagement strategies to involve alumni at all levels of program activities, initiatives and opportunities. In addition NCCC looks forward to developing a national alumni leadership council, introduced and created by Tiffany Zapico.

(4) Social Media. The program is taking a dynamic approach to reaching customers of every type, including recruits, applicants, alumni, and sponsor organizations. NCCC currently engages users via Facebook, Twitter, YouTube, LinkedIn, and the NCCC blog. NCCC continues to seek new and innovative ways to reach out to our stakeholders and general public with information on the program and its activities. One project development is an interactive mapping tool that would show where NCCC projects are taking place and increase opportunities to interface directly with applicants, alumni organizations, and community members.

(5) Performance Measures. NCCC has developed new tools to measure short and long term performance outcomes of the NCCC program. These new performance measures will be used to determine program effectiveness, community impact, and will inform program evaluation and program development. NCCC has completed the development of the project sponsored measures and survey instrument and is ready to launch the survey. The pilot measures for the projects will evaluate the overall success of the given project and specific issue areas of disaster, volunteers, environment, and housing, and eventually longer term community impact. NCCC has completed the member services measures, launched the pilot member services survey and completed analysis of the initial responses. The member services pilot has shown significant positive results in the pilot phase. The results of this pilot project will be assessed in August and NCCC will select sound measures from the pilot for implementation in FY2012. The office of Management and Budget has charged NCCC with developing at least one outcome-based performance measure for the 2012 fiscal year. NCCC expects that several quality outcome measures will be ready for implementation in FY2012.

#### **Operations Committee Update (by Erin Dahlin, OPU Director)**

With respect to the budget, in 2011 the NCCC experienced a 0.02 rescission which resulted in an overall budget of \$28,942,000. At the end of Quarter Two the program had spent 87 percent of the funds apportioned to us.

In 2012, the president's request for the NCCC is \$35 million, which is essentially the same funding we received this year with adjustments for inflationary costs as well as \$5 million for the relocation of the Atlantic Region campus. At this point we have done what we can do until we are certain of our FY2012 appropriation and know whether or not those funds will be included for the relocation. The development of the 2013 budget will begin shortly; we are awaiting guidance from OMB at this point.

It's important to have five regional campuses that allow for the rapid development of teams that meet local and national needs, making it the cornerstone of the Corporation's disaster services strategy.

AmeriCorps NCCC's flexible structure enables the program to partner resources with poor communities that lack the financial human capital and organizational capacity to manage grant programs. The structure also enables us to strategically partner with other national service programs to magnify the impact on communities in which they serve. With respect to disaster relief, we play an important niche in that ability to deploy members quickly to disasters around the country.

The Operations and Policy Unit, in partnership with the campus, remains committed to the operational integrity of the NCCC. We continue to try to improve our systems to make sure that we are good stewards of the taxpayers' money. This year we experienced an Inspector General audit of our property and vehicle leases, and are happy to report that the audit was clean with no significant findings. We've also hosted internal control visitors at two of our campuses this year and have assessed four of the five campuses, with the fifth campus assessment due in August.

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

Bill Bomar, Director of Moundville Archaeological Park with the University of Alabama spoke briefly about sponsoring multiple NCCC teams, including how 135 members of the NCCC were housed and rotating in and out of Tuscaloosa to help with disaster relief. He commended these members for doing an outstanding job and also expressed his gratitude for these young men and women.

Ben Duda, Executive Director for AmeriCorps Alums commented on meeting all five campus directors as well as the new national director, Kate Raftery, in New Orleans during the national conferences. He expressed feeling inspired and eager to be a very strong, reliable, and innovative partner with the NCCC in all the work they do.

**Chairwoman Becker adjourned the Public Meeting at 2:40 p.m.**