



AmeriCorps State and National Commission Virtual Learning Community – 2015 Series

February 5, 2015; [Click here to access the recording.](#)



Technology Check



- To access the recording that accompanies these slides, [click here](#).
- All participants will be in a listen only mode until the operator opens the line for comments and questions.
- Use the Chat Box to ask a question at any time during the presentation. You will also be asked to type in answers to questions at several points in the presentation.

Today's Agenda



Session Focus: New Grantee Outreach

- Opening Remarks: Bill Basl
- CNCS Outreach: Oksana Jensen
- Serve Alabama Outreach: Lisa Castaldo and Christine Williams
- Commission Input and Questions
- Closing Remarks

AmeriCorps State and National

BILL BASL, DIRECTOR



William C. Basl became the Director of AmeriCorps following an 18-year tenure as the Executive Director of the Washington Commission for National and Community Service. He notes that his passion lies with “developing new strategies where service and volunteerism can be recognized as major efforts that bring our country together,” and his extensive list of accomplishments bears out that philosophy.

Bill began his national service career as a VISTA volunteer in 1970-1971 helping migrant farm workers in eastern Washington establish their own businesses and continued as a VISTA volunteer leader in 1971-1972 where he helped form a regional service network. He continued to make his mark in the national service movement by founding the Washington Service Corps in 1983, the first state-wide youth service initiative in the nation designed to address priority local education and human service needs, and helped develop national service legislation. Basl also founded the nation's first veterans' corps and is noted for establishing a collaborative regional network to provide AmeriCorps training across the Pacific Northwest. He is a past chair and board member of the American Association of State Service Commissions and was selected by the White House as a Champion of Change – Service Innovator in June 2011. A native of Pittsburgh, PA, Bill received a B.S. degree in Business Administration from the University of Rhode Island.

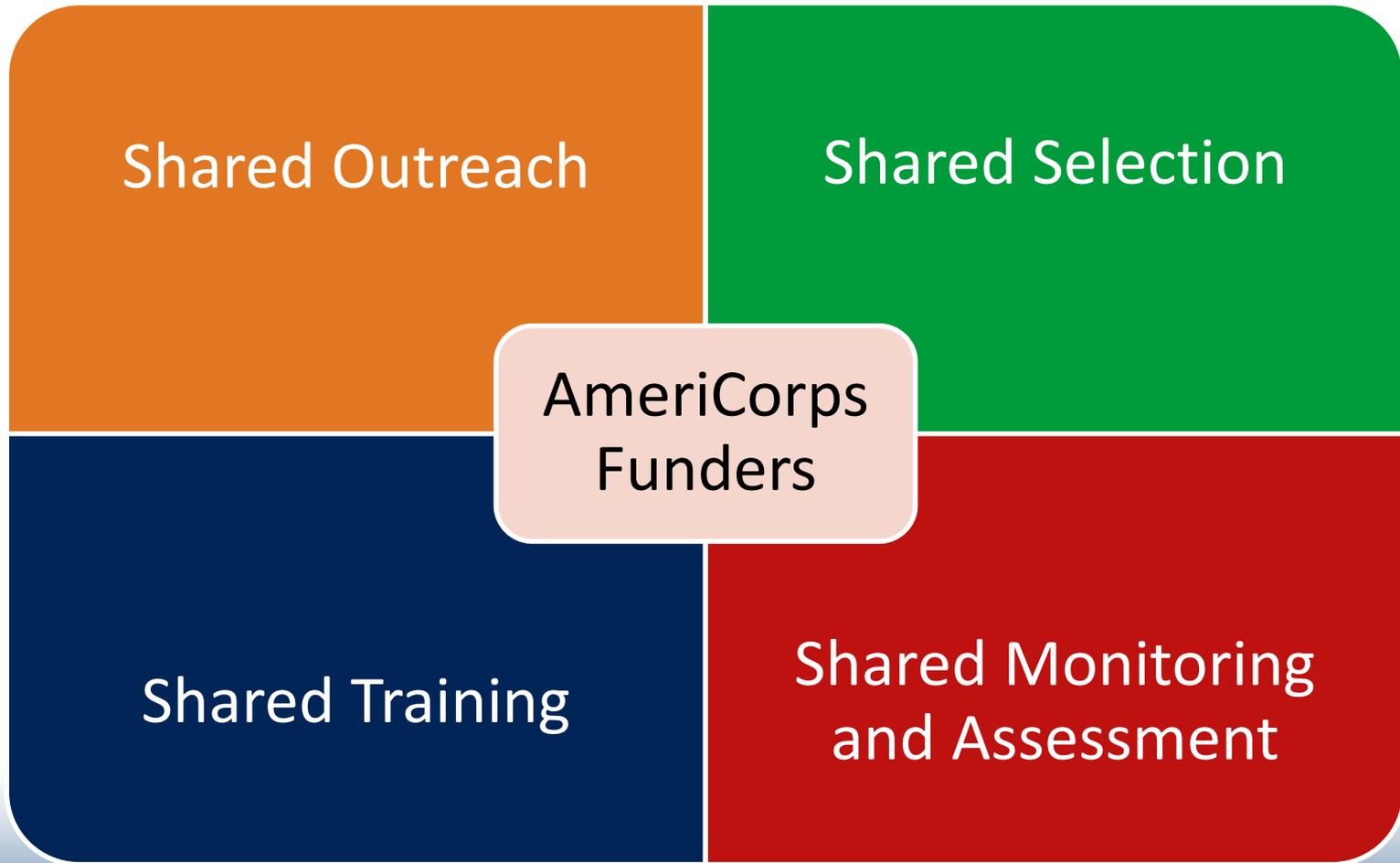
2015 Series



The 2015 Commission Virtual Learning Community is designed to support the leadership of all State Service Commissions. The topics for each webinar will focus on key areas where CNCS and commissions work as grant-making partners.

- February 5, 3:00-4:30 pm Eastern
Topic: New grantee outreach
- March 17, 3:00-4:30 pm Eastern
Topic: Subgrantee selection
- June 15, 3:00-4:30 pm Eastern
Topic: Board development and executive leadership
- August 25, 3:00-4:30 pm Eastern
Topic: Subgrantee monitoring

CNCS and Commission Grant-making Shared Functions



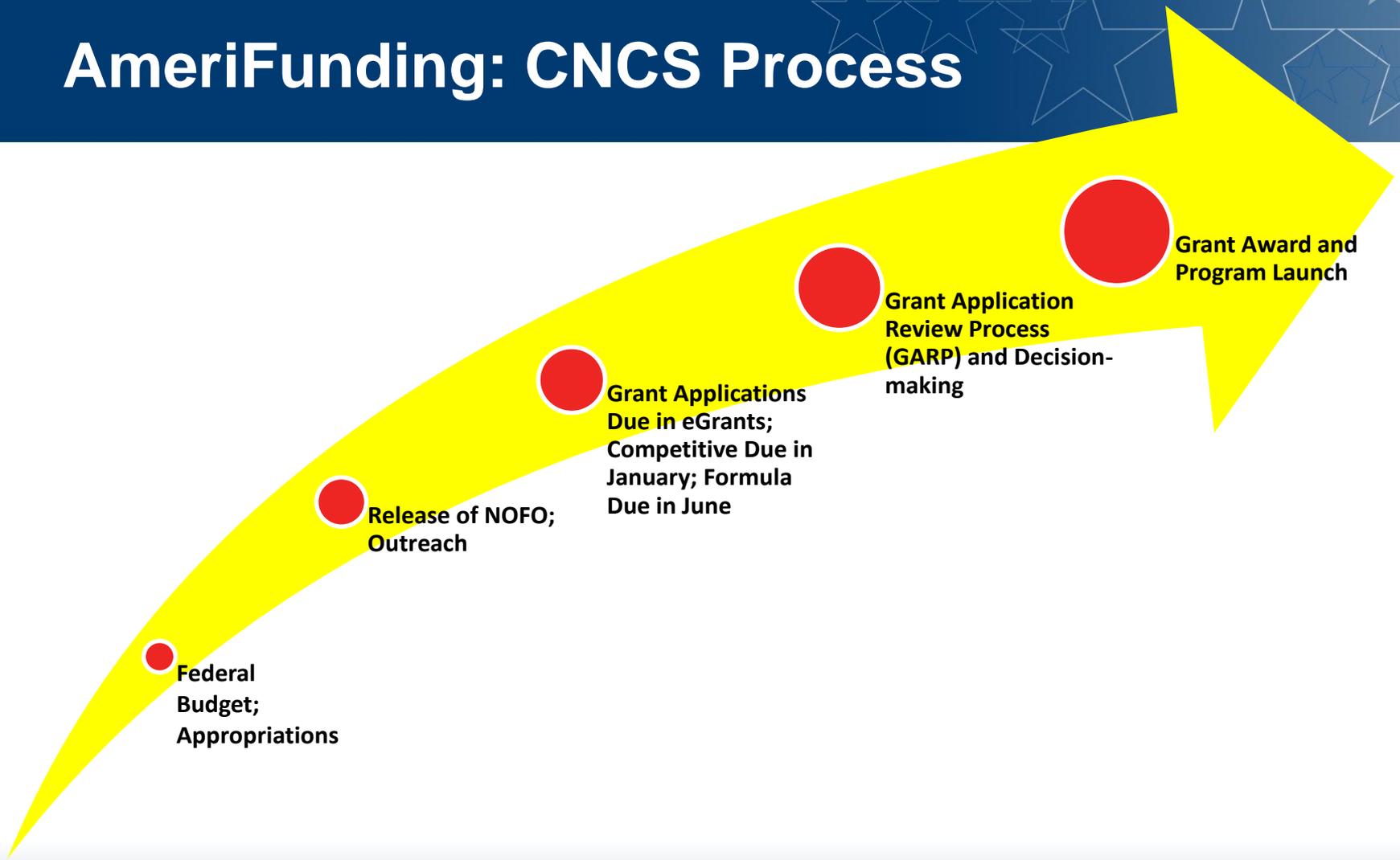
AmeriCorps State and National

OKSANA JENSEN **PROGRAM OFFICER AND** **CHAIR OF OUTREACH** **COMMITTEE**

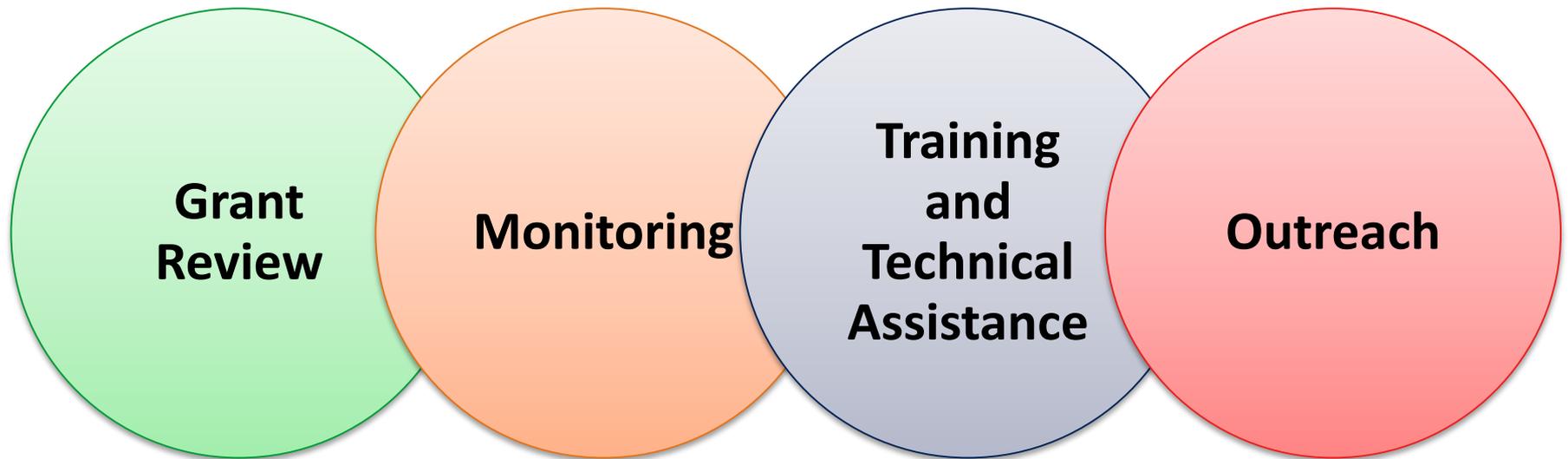


Oksana Jensen has been a CNCS Program Officer since 2011, where she has worked with a diverse portfolio of commissions and national direct grantees. Prior to joining the AmeriCorps team, Oksana spent nine years at international development organizations, where she managed youth development, civic engagement, human trafficking, and international education programs in Europe, Asia, and Latin America.

AmeriFunding: CNCS Process



AmeriCorps State and National Committee Structure



AmeriCorps State and National Outreach Committee

- **Outreach Strategy**
- **Email/Social Media Announcements and Updates**
 - GovDelivery
 - Press releases
 - Facebook, Twitter

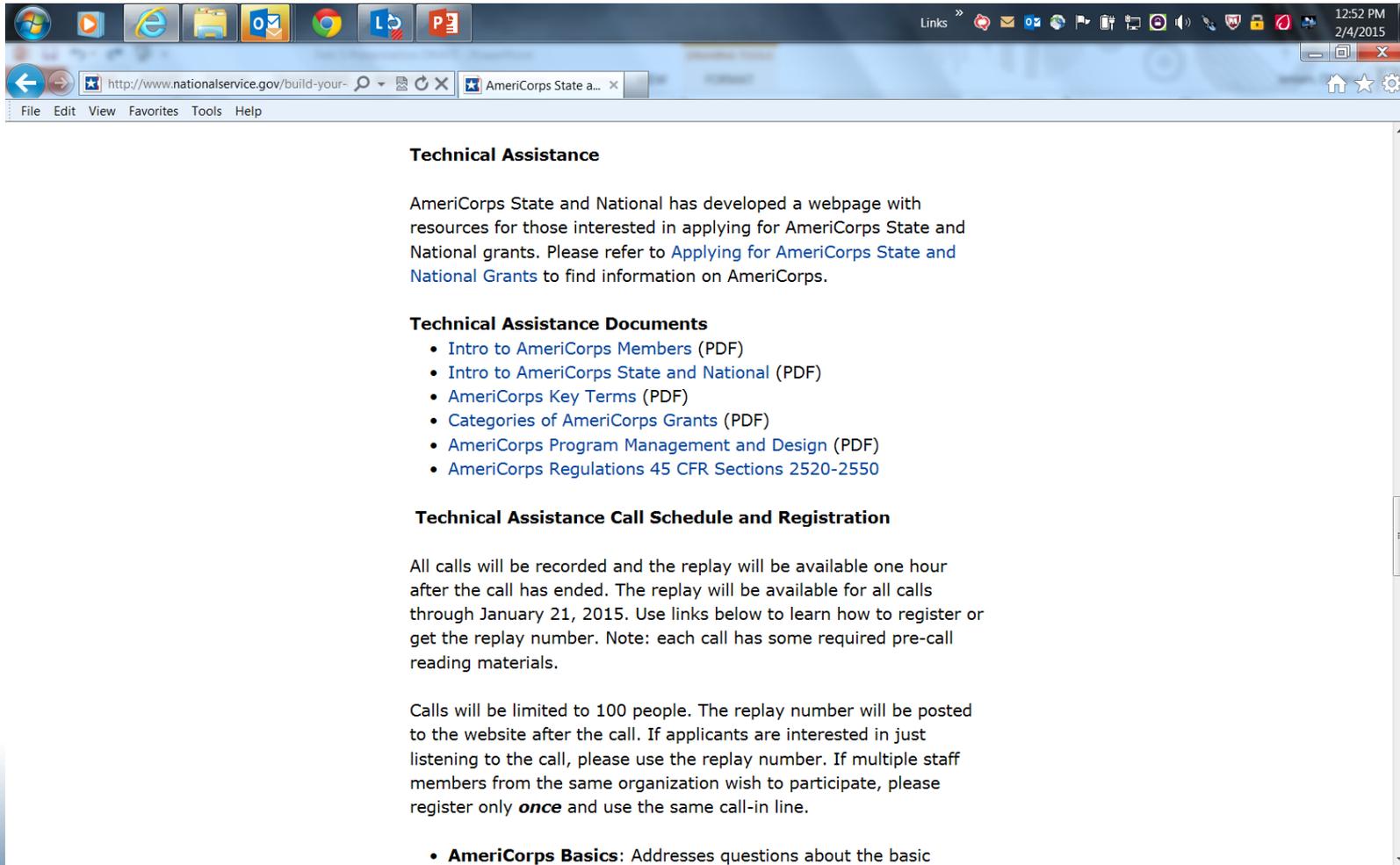
AmeriCorps State and National Outreach

- **Training and Technical Assistance to Potential Applicants**
 - NOFO Page and Application Resources
 - AmeriCorps Presentations
 - Technical Assistance Call Schedule
 - Performance Measurement and Evaluation Resources
 - Technical Assistance Calls: October–January
 - Email Inquiries – americorpsgrants@cns.gov
 - Frequently Asked Questions (FAQs)

AmeriCorps State and National Notice of Funding Opportunity (NOFO)

The screenshot shows a web browser window with the URL <http://www.nationalservice.gov/build-your-...> and a tab titled "AmeriCorps State a...". The page content includes a navigation menu on the left under "Build Your Capacity" with links for Grants, Learning and Best Practices, New to National Service, and FAQs. The main heading is "AmeriCorps State and National Grants FY 2015". Below this, it states "NOFA/NOFO End Date: Wed, 01/21/2015" and "CFDA number: 94.006". A "Contact Information" box contains the email americorpsgrants@cns.gov. A "Table of Contents" section lists various links such as "Application Deadline", "Intent to Apply", "State Commission Competition Contacts and Due Dates", "Funding Announcement, Glossary and Application Instructions", "Frequently Asked Questions (FAQS)", "Performance Measure Instructions", "Technical Assistance Information", "Technical Assistance Documents", and "Technical Assistance Call Schedule and Registration". A paragraph below states: "In the FY 2015 AmeriCorps competition, CNCS seeks to prioritize the investment of national service resources in:" followed by a bullet point: "Disaster Services -- improving community resiliency through".

AmeriCorps State and National Technical Assistance Presentations



The screenshot shows a web browser window with the URL [http://www.nationalservice.gov/build-your-](http://www.nationalservice.gov/build-your-...) and a tab titled "AmeriCorps State a...". The page content includes:

Technical Assistance

AmeriCorps State and National has developed a webpage with resources for those interested in applying for AmeriCorps State and National grants. Please refer to [Applying for AmeriCorps State and National Grants](#) to find information on AmeriCorps.

Technical Assistance Documents

- [Intro to AmeriCorps Members](#) (PDF)
- [Intro to AmeriCorps State and National](#) (PDF)
- [AmeriCorps Key Terms](#) (PDF)
- [Categories of AmeriCorps Grants](#) (PDF)
- [AmeriCorps Program Management and Design](#) (PDF)
- [AmeriCorps Regulations 45 CFR Sections 2520-2550](#)

Technical Assistance Call Schedule and Registration

All calls will be recorded and the replay will be available one hour after the call has ended. The replay will be available for all calls through January 21, 2015. Use links below to learn how to register or get the replay number. Note: each call has some required pre-call reading materials.

Calls will be limited to 100 people. The replay number will be posted to the website after the call. If applicants are interested in just listening to the call, please use the replay number. If multiple staff members from the same organization wish to participate, please register only **once** and use the same call-in line.

- **AmeriCorps Basics:** Addresses questions about the basic

AmeriCorps State and National Outreach

- **Other Activities**

- Targeted Outreach in Priority Areas

- e.g., veterans, disaster, partnership initiatives, new applicants, tribal competition, etc.

- Conferences/Workshops

- Program Officer Technical Assistance

AmeriCorps State and National Outreach

- Successes:
 - Streamlined Notice of Funding Opportunity (NOFO)
 - Commission deadlines published
 - FAQs
 - Technical assistance presentations
 - General and targeted trainings

AmeriCorps State and National Outreach

- Challenges:
 - NOFO timeline
 - AmeriCorps “learning curve”
 - Quality applications in key priority areas
 - Large footprint and ability to reach out to remote markets (key role for commissions here)
 - CNCS federal budget uncertainty/changing priorities

Commission Input



- What CNCS outreach resources or activities are most useful for your commission outreach?
- How can CNCS better help you with outreach?

***Please answer in the Chat Box
or on the phone.***

Q&A



- What questions do you have?

Serve Alabama



LISA CASTALDO, DEPUTY DIRECTOR

Prior to serving at the Alabama State Service Commission, Lisa worked in public health in pediatric clinical services, immunizations, and as a Program Manager of the TEEN Center. The TEEN Center is designed to reduce infant mortality through multi-dimensional programming for teens. Lisa also served at the Department of Child Abuse and Neglect Prevention as a Program Director, Grants Manager, and Legislative Liaison. She has been with Serve Alabama since 2004, serving as a Program Officer and Deputy Director. Serve Alabama manages the AmeriCorps State program in addition to being the lead agency for Ready Alabama, a public preparedness initiative, Volunteer and Donations Management, and FEMA Disaster Case Management.

Serve Alabama



CHRISTINE WILLIAMS, SENIOR PROGRAM OFFICER

Prior to joining the Alabama State Service Commission, Christine's experience included serving in the U.S. Army as a combat medic, program/project management, training and facilitation, event planning, and healthcare. Christine served as an AmeriCorps member and an assistant AmeriCorps Program Director for TenneSenior in Nashville, Tennessee at Vanderbilt University. In addition, she has been employed with the State of Georgia-Department of Community Affairs where she provided training and technical assistance to regional downtown revitalization managers, helped local communities conduct Leadership Development Programs, and supported the Regional Advisory Council and the Georgia Academy for Economic Development. Christine was a part of the team that developed and launched the SMART Governing Initiative that is designed to improve Alabama State Government by requiring organizational planning, linking plans to budget requests and appropriations, and creating meaningful performance measurements for each state agency. Currently, Christine manages all aspects of the Alabama AmeriCorps State program including outreach, the grant process, compliance, technical assistance, and training.

Serve Alabama Overview

- ✓ Alabama State Service Commission
- ✓ 9 staff members
- ✓ Staff appointed by the Governor – except the Senior Accountant
- ✓ Leads Volunteer and Donations Management, Ready Alabama, and FEMA Disaster Case Management Program
- ✓ Serves as the state voluntary agency liaison
- ✓ Portfolio of 7 AmeriCorps State programs and 300 AmeriCorps State members
- ✓ Program focus areas: capacity building, education, and health disparities

www.ServeAlabama.gov

Serve Alabama Outreach Activities



- Alabama is a small, rural state; identifying viable nonprofits to apply for AmeriCorps funding is a challenge.
- Commission provides annual outreach workshops across the state that include AmeriCorps application overview and capacity building components.
- Commission provides many online resources that are available at no cost to interested applicants at all times.
- Commission has no restrictions on technical assistance allowed throughout the outreach and application processes.

Staffing for Outreach—AmeriCorps Only

- ❖ 1 Senior Program Officer
 - ❖ 1 Program Officer
 - ❖ Deputy Director
 - ❖ Accountant
 - ❖ Office Manager
- ❖ Public Information Officer

Serve Alabama Formula Timeline Example

- AmeriCorps Outreach/Capacity Building Workshops October-January
- 1:1 Consultations (Upon Request) October-January;
and year-round
- Web-based Resources (with Organizational Assessments) On-going
- Letter of Intent Due January 26
- Formula Grant Due March 25
- Commission Staff Compliance Review Upon Receipt
- Commission Staff, Program Committee, and Peer Reviews April 1-May 18
- Commission Meeting and Vote June 15
- Revised Grants Due to Commission June 25
- Formula Submission to CNCS June 29

Lessons Learned: Recommendations

- ***Partnerships are key:*** Find a strong trusted local partner to aid with outreach and venue location for outreach and training events.
- ***Embrace the reality of AmeriCorps outreach:*** The majority of the participants at the events will not be viable host organizations or grant applicants. However, they may be good candidates to be service sites for an existing or new AmeriCorps program.
- ***Play the long game:*** Alabama's strategy is to dedicate resources with the goal of increasing the baseline capacity of small-to-medium nonprofits in the state. This will help the nonprofits secure private and state funds and build capacity for larger federal grants in the future.

Q&A



- What questions do you have?

Commission Input



- What lessons have you learned about outreach to new grant applicants in your state?

***Please answer in the Chat Box
or on the phone.***

Wrap Up



- Find CNCS resources at www.nationalservice.gov
 - NOFO presentations and materials
 - Media and marketing tools
- Learn more about Serve Alabama at www.servealabama.gov
- Next Commission Webinar: March 17, 3:00 – 4:30 pm Eastern; Subgrantee Selection

Thank you!

