

**The North Carolina Commission on Volunteerism and Community Service
Commissioners Meeting Minutes
July 21, 2009
10:00 AM
Conference Call**

10 a.m. – Chairwoman Beth Norris called the meeting to order via conference call and welcomed Commissioners and staff. There were no introductions or announcements. She extended her condolences to Darlene Jacobs for the loss of her mother.

Roll Call of Members

Commissioners Present

Colleen Clark (for Betty Platt), Beth Norris, Linda Povlich, Sandra Wyrick, Carolyn Foxx, Jane Carver, Alice Keene, Lynn Doll, Lisa Keyne, Wayne Campbell, Megan Smith, Darlene Jacobs, Mike Patterson, Darlene Smith, Michelle Collins, Zach Jakob, Helen Featherson and Axel Lluch

Commissioners Absent

Lee Riddick, Thelma Zaytoun, Jeff Clark, Sam Buie, Ed Drescher and Ray Riffe

Commission Staff Present

Kaye Gattis, Faye Stone, Alicia Hartsfield, Cathey Ector, Tim Kelly, Erica Rafferty and Hannah Autry (intern)

Adoption of 4/28/09 Meeting Minutes

Chairwoman Beth Norris made a motion to approve the minutes with edits to the following pages:

1. Page 4 – Commissioner Helen Featherson had contacted the Durham Volunteer Center, which did not have a director but said they would participate in the volunteer awards.
2. Page 1 – Commissioner Jane Carver noted that she was absent at April’s meeting due to illness.
3. Commissioner Lynn Doll clarified that the first minutes misattributed state formula applicants as recovery fund applicants.

The motion was seconded by Commissioner Linda Povlich and passed by a voice vote.

New Business

Chairwoman Beth Norris asked Executive Director Kaye Gattis to provide an overview of United We Serve.

United We Serve – Kaye Gattis

Kaye updated the Commissioners on United We Serve and how the staff, along with stakeholders, has been engaged to help launch the campaign. The President and Mrs. Obama announced the campaign’s launch in early June, followed by the official June 22 launch. The Governor also announced her staff’s, cabinet secretaries’ and the state’s participation in the initiative on the same day. The Governor extended a proclamation and press release, and the First Gentleman read to children at Heritage Park and discussed the importance of volunteerism.

The Governor and the cabinet members have committed to participating in two events during the 11-week duration of the campaign. Secretaries Cobb, Crisco and Young currently are engaged, and all secretaries are working diligently and participating in different volunteer areas from veterans to mentoring to policy issues. Kaye also noted that the Governor met with the cabinet secretaries and extended a letter encouraging all state employees to use their 24 volunteer service hours during the campaign. The Governor's focus is mentoring and reading, and the Governor's Office staff was encouraged to participate in reading activities at the Boys & Girls Club in Raleigh. In addition, the Governor's staff was asked to help with a cheerleading camp. Public Relations Manager Erica Rafferty and Press Office Intern Hannah Autry have been engaged in promoting the campaign, too. There is a United We Serve button on the Governor's Web site, as well as on the different state agency Web sites. There are photos and blogs of the secretaries and regional directors participating in service activities.

Kaye added that cabinet secretaries are selecting their own service activities unless they need help doing so. Erica is coordinating service activities and will notify the appropriate Commissioners when cabinet secretaries are in their area. Kaye also noted that the cabinet secretaries, Commission and Governor's Office are receiving good press coverage for the campaign.

Deputy Executive Director Faye Stone added that the Commission alerted all volunteer centers about www.serve.gov and United We Serve. Also, all of the United Way offices are adding the "serve" link on their Web sites. At the State Emergency Response Commission meeting last Friday, Faye presented on Citizen Corps activities and encouraged all the members to participate in the campaign.

Executive Director Kaye Gattis stated the AmeriCorps programs are involved and will participate in a national identity day on Sept. 11, which is the National Day of Service and Remembrance. The Commission will work with military components to recognize military families. The Commission also is working closely with the State Corporation and with the North Carolina Center for Nonprofits to push the campaign out as far as possible.

Chairwoman Beth Norris referred Commissioners to a handout that provided Commissioners with suggestions for supporting the campaign. Chairwoman Beth Norris suggested notifying local newspapers of participation in service activities and to have a press release that connects the event with the Commission, Governor's Office and United We Serve. She indicated that Erica could help with any media materials and asked for reaction to the campaign initiative.

Kaye added that Commissioner Lynn Doll already acted proactively by writing two editorials on behalf of the campaign. Kaye commended the editorials and thanked Lynn for helping to strengthen the Commission's role because the Governor sees the editorials when she looks at the press clippings.

Kaye noted that the Commission clips that Erica sends around each week are being used by program directors in sharing relevant excerpts with their members.

Commissioner Helen Featherson said she also appreciates receiving clips because it makes her aware of how many service activities are occurring across the state, and more specifically, in Durham.

Commission Site Visits

Chairwoman Beth Norris directed the staff and Commissioners attention to the 2009-2010 Commissioner Site Visit attachment, which was revised on July 1. She asked the Commissioners if they had any questions.

Commissioner Darlene Jacobs said she and Commissioner Megan Smith had scheduled a site visit for Project CARE in Kinston on Aug. 10 and wanted to know if they needed to cancel and reschedule. Senior AmeriCorps Program Director Alicia Hartsfield advised that if the site visit was already scheduled, they should proceed with the visit. Alicia mentioned that if Commissions had not scheduled their site visit for the 2008-09 program year they should not schedule the visit since the program year was ending. The site visit schedule for each program year is from August 1 through July 31.

Chairwoman Beth Norris asked Alicia to encourage AmeriCorps program directors to contact the Commissioners prior to the October Commissioner meeting to discuss scheduling site visits

Appointment of Nominating Committee

Chairwoman Beth Norris said that Commissioner Alice Keene agreed to chair the committee. Commissioners Darlene Smith and Thelma Zaytoun will serve on the committee, which will make its report at the October meeting.

Reports

Commissioner Site Visits

Alicia Hartsfield said that Commissioner Thelma Zaytoun visited ACCESS last month and was very pleased with her successful site visit. Commissioners Carolyn Foxx and Axel Lluch have scheduled site visits for Aug. 7.

Western Team Leader – Zach Jakob

Commissioner Zach Jakob reported that Commissioner Lynn Doll continues to work with the program management committee, and there are some monitoring issues with certain AmeriCorps programs. She also sent United We Serve information to local colleagues, and two editorials were published in local newspapers. Commissioner Jane Carver is working to secure county coordinators for four western counties and will be attending the Project POWER graduation at the Governor's Western Residence. Jane also is working with a volunteer group to organize a food drive with a local food pantry. Commissioner Mike Patterson shared Commission information with other stakeholders and volunteers, including working with people internally at The Salvation Army. Commissioner Darlene Jacobs has an Aug. 17 site visit with Project Care. Zach worked with local volunteer organizations and community development organizations to promote volunteer awards and continued to seek out information on volunteer centers, volunteer opportunities and how to best coordinate the two. He will make a site visit by October.

Central Team Leader – Lisa Keyne

Commissioner Helen Featherson contacted the Durham Volunteer Center for nominating and participating in the volunteer programs. She also contacted them about the Page program. Commissioner Michelle Collins is contacting organizations for new ideas on which to focus. Lisa reported that N.C. Campus Compact had its first ever summer associate program, which ends at the end of July. There were 12 first generation college students who worked on campuses and learned professional development. On July 20, there were 31 VISTA members who started serving on 29 campuses statewide.

Wake County Team Leaders – Axel Lluch, Carolyn Foxx

- Commissioner Axel Lluch has been working with underserved populations and promoting the Page program at three Latino events (Venezuelan, Peruvian-American and Puerto Rican). Axel also promoted United We Serve through various Latino associations. For the campaign, he will be volunteering at the Boys & Girls Club in Raleigh, where 80 percent of the children are Latino. Axel also visited a Hispanic liaison in the Wake County school system to promote the Page program through ESL teachers and school counselors, and he is planning a promotion event in October for the Page program. Axel also was invited to the AmeriCorps startup training by Kaye and Alicia last week, and he said the program directors seemed excited about the meeting and networking opportunities.
- Axel reported that Commissioner Thelma Zaytoun was ill last week, and Thelma wanted everyone to know that she is working on her action plan but has no new information to share at this time.
- Commissioner Carolyn Foxx reported that she has been processing applications and one area of particular concern is whether underserved populations are represented. Carolyn said the numbers look promising in the applications.
- Colleen Clark reported for Commissioner Betty Platt. The State Corporation Office is working on MLK day projects and will get ideas out in the next week or two.
- Chairwoman Beth Norris reported that she is playing phone tag with the Sampson County coordinator for volunteer awards program, but the program does have someone to nominate and she will put her name forward.

Eastern Team Leader – Jeff Clark

Commissioner Jeff Clark was not on the call, so Commissioner Sandra Wyrick made the report.

- Commissioner Wyrick went to every high school in Onslow County and left Page program information with the guidance counselors. Nominations for the volunteer awards have been submitted. She spoke with several Onslow County groups, including the senior center, about volunteering.
- Commissioner Linda Povlich went to Pamlico County High School to meet about the Page program. She also met with a fairly new nonprofit in Pamlico County called Heart Works, and she hopes that she and Alicia can visit the site in August.
- Commissioner Alice Keene said she is excited about Wellness Corps and commends Dr. Betty Beacham and her team for doing a great job at getting the program off the ground so quickly. Alice also has been encouraging award nominations. Last week, there was a United We Serve project – the ECU wellness team assembled more than 300 backpacks at an elementary school in Robersonville.

Program Management Report – Commissioner Lynn Doll

Commissioner Lynn Doll sent out an attachment, which outlined funding for the 2009-10 AmeriCorps State Formula Programs, 2009-10 AmeriCorps State Competitive Programs and the 2009-10 Recovery AmeriCorps Programs. There were some changes in funding. There is a new site visit list, and in the start-up training, all the programs were instructed to invite the Commissioners to visit sites by April. Lynn reminded the Commissioners to limit themselves to one site visit because of budgetary restrictions and make sure to see members in action.

Funding for UNC-Greensboro, ECU and Children First of Buncombe County are all set. Approval has not been received for the state formula program grants, but Alicia is hoping to receive the award letter by the end of next week. Lynn said she does not anticipate any problems with receiving the grants. In April, Public Allies was approved as an applicant, but after the financial pre-award conference call, there were some concerns about their financial management model. Public Allies elected to withdraw their recommendation rather than meet the financial model guidelines set forth by the NC Commission. Because of this there were extra dollars available. Some were re-allocated to other AmeriCorps programs, reflected in the revised 2009-2010 chart.

Chairwoman Beth Norris asked Lynn to clarify which programs received an increase in dollars. Project CARE, Partnership to End Homelessness and N.C. Literacy Corps are the three state formula programs that received minor dollar increases based on their requests.

Alicia reported that the recovery programs submitted their first financial status reports, and their first programmatic reports are due in October. There were 99 slots for the recovery program. The projects have separate budgets, and Alicia said the recovery projects have separate program staff. Lynn added the recovery programs were awarded to existing AmeriCorps program and legal applicant, as stipulated in the American Recovery and Reinvestment grant application instructions.

Report on ReadyNC – Faye Stone, Deputy Executive Director

Faye said she has been working on the statewide ReadyNC billboard campaign, which will last six months from June to November, and coincides with hurricane season. Faye updated the logo and billboard design with the help of the public information officer at Crime Control and Public Safety and Emergency Management. All of the billboards were installed by June 26, and there are 26 billboards in 20 counties. Six of the counties that are high risk for hurricanes have two billboards, and it is projected that more than 600,000 vehicles pass all 26 billboards each day. Over the six-month campaign, more than 100,000,000 will pass the billboard. Faye already has received emails and phone calls from North Carolinians who have seen them. Agency for Public Television (APT) was the project's collaborative partner and helped with contract negotiations. The total costs of the campaign were \$145,000, which APT projected was \$1.45 per 1,000 people, which is the least expensive advertising available. At last week's meeting of the State Emergency Response Commission, all the commissioners were excited to learn about the campaign, and some of them indicated they have seen the billboards. Next year, the Web site can be updated using Homeland Security and Citizen Corps monies. The Web site is in Spanish too, and has an English version accessible for the deaf and hearing impaired.

Next year, it is hopeful that ReadyNC's English and Spanish websites will be updated. Faye added that the English website is also accessible for the deaf and hearing impaired.

Report on Governor's Volunteer Service Awards – *Tim Kelly, Training Officer*

Tim Kelly expressed his appreciation to Commissioners for their efforts in promoting the Governor's Volunteer Service Awards program and finding county coordinators. The deadline for counties to submit their nominations for the award is August 28. As in the past, Commission staff will ask Commissioners to volunteer to serve as peer reviewers in the selection process to award 20 recipients for the Medallion Award. The Medallion Award ceremony is Monday, November 2, in Raleigh. The decision will be made to determined it the process will be conducted via conference call or in conjunction with the October 6 Commission meeting.

Kaye said the Medallion Awards will be paid for using private funds. Commissioner Lynn Doll wants to make sure the Commissioners who serve Volunteer NC understand the compliance of ethics guidelines and standards in any fund raising activities on behalf of the Commission.

The AmeriCorps Launch is Tues., Oct. 27, in Greensboro.

Report on NC Mentoring Partnership – *Linda Harrill, Director*

Linda Harrill said the Graduation Summit is Oct. 22. There will be mentoring sessions in Gaston, Cleveland and Lincoln counties and in Charlotte on Oct. 19, 20 and 21.

The Partnership also has planned three Open Net Live TV shows to discuss mentoring, volunteerism with the Hispanic community and volunteerism in general.

Linda said the summer months are slower due to a lack of budget, and there is a big concern is losing the state-funded mentoring program.

Linda reported the spring and summer Partnership newsletter is available and can be read on www.ncmentoring.net.

Commissioner Helen Featherson told people in Durham about the Choice Bus, which is coming to Durham in October.

Report from Learn and Serve School-Based – *Commissioner Carolyn Foxx*

Commissioner Carolyn Foxx said she is finishing the analysis of her three-year grant and reported that more than 30,000 North Carolinians participated in service learning, and 1,600 staff members served 600,000 hours. There were 1,200 community volunteers and 1,000 community partners. These numbers have increased from last year. Because of budgetary restrictions, there were no site visits or meetings, and most work was completed via teleconference. Carolyn still is gathering data about at-risk populations and will share with the Commission.

Report from the State Corporation – *Colleen Clark*

There has been lots of interest in national service, and the staff has been engaged in a number of critical activities. On the national level, the Corporation co-sponsored one of the largest national conferences ever in San Francisco, with more than 5,000 attendees, including First Lady Michelle Obama. Mrs. Obama announced the United We Serve initiative. CNCS staff in North

Carolina is working with the Commission staff to engage national service projects and other volunteers in service between June 22 and Sept. 11.

Listening sessions concerning the new Serve America Act were held in five locations across the country to receive input from stakeholders and the public about how the act should be implemented. Since then, work teams have been established to begin the process of writing regulations for each of the new programs authorized by the act.

The President's FY2010 budget for the Corporation has begun to move through Congress.

In North Carolina, the Corporation has seen some wonderful developments: 1. Two new staff members have joined the CNCS office: Tynetta Darden and Colleen Clark. A successful Senior Corps training was held in conjunction with the NCAVA in May. The Corporation has met with a number of organizations to discuss the launch and/or development of new VISTA projects. These include the Center for Participatory Change in Asheville, the Foundation for the Carolinas in Charlotte, Rockingham District Partners in Ministry in Laurinburg, the Guardian ad Litem Foundation in Charlotte, and the Tuscarora Nation of Indians of the Carolinas. FY 2009 resources are committed, but the corporation expects to be able to open several new projects in the new fiscal year.

The number of people expressing interest in serving in AmeriCorps has increased significantly. Since mid-March, NC VISTA projects have received applications from nearly 1,800 people. North Carolina is sixth in the country for number of applications submitted. By September, North Carolina will have placed approximately 80 new members with seven Recovery VISTA projects. This represents about \$2 million in resources for North Carolina.

The Corporation completed the review and award of 26 Senior Corps project applicants. They are planning a drive for school supplies among staff in the federal building as means of participating in United We Serve.

Chairwoman Beth Norris referred to a congressional apportionments attachment. She encourages all Commissioners to contact Senators Hagan and Burr regarding the Corporation's request for \$17 million for state commission dollars in the budget. She urges everyone to take action.

Executive Directors Quarterly Report - Kaye Gattis

Executive Director Kaye Gattis thanked Commissioners Beth Norris, Lynn Doll and Linda Povlich for their support and patience. An executive order to reestablish the Commission is being reviewed by the legal counsel and she will share that with the Commissioners who reviewed the order. Jane Carver will update the bylaws once the Executive Order is finalized. The Commission is in compliance with ethics training, and Tim Kelly has worked with the Commissioners for trainings. By the end of July, we will be in full compliance.

In regards to AmeriCorps, National Program Officer Damien Frierson will be leaving at the end of this month.

Kaye invited everyone to participate in the next statewide volunteer conference call and will email them when it is scheduled.

The Page program continues to evolve and the Governor is hands on. The Governor sends a welcome letter with her card attached and a personal thank you note to the Pages. If the governor is unavailable, she sends them a different letter apologizing for not being able to meet with them. Kaye mentioned that the Commission will need help in distributing Page applications in the fall and winter. She also added that the Commission has created a Facebook page and Flickr photo account and encouraged everyone to visit those sites, which can be accessed by way of www.volunteernc.org.

Kaye recently received the Volunteering in America announcement and will distribute that to everyone. On Tuesday, July 28, the Corporation will release the Volunteering in America research. The research project is a partnership between the Corporation, the U.S. Census Bureau and U.S. Labor Statistics.

Volunteer NC Inc – Commissioner Lynn Doll

Commissioner Lynn Doll said there is a meeting next week, and it will focus on ethics compliance and making sure there is no confusion between the Commission and Volunteer NC's role – a name change might be necessary. The current fund balance is \$6,053.01, and Commissioner Wayne Campbell has been added as a board member. Commissioner Lynn Doll said that the conference call is Thursday, July 30 at 10 a.m. Board members from the Raleigh area were invited to meet in the Governor's press conference room for the call.

Next meeting

The next meeting will be Oct. 6, and time and location are forthcoming. With no other business to be discussed, there was a motion for the meeting to be adjourned, and it was passed by a voice vote.

11:42 a.m.