

NORTH CAROLINA STATE SERVICE PLAN 2010-2013



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INTRODUCTION

North Carolina's State Service Plan (SSP) was developed through an open and public process that provided for maximum participation and input from the State Commission, State Corporation, State Education Agency, national service programs, government (local, county, state), health agencies/programs, nonprofit organizations, faith-based organizations and interested members of the public within the state. A web-based State Service Plan Survey was launched by Governor Perdue in a press release distributed to media outlets across the state and announced to a network of over 100 statewide organizations and agencies. In turn, many of those in the network distributed the survey to internal stakeholders and partners. Responses to the survey exceeded expectations as input from responders in 83 of the state's 100 counties participated. Survey responses have been valuable in the development of the SSP and provided insight for moving the national service and volunteerism agenda forward in the state over the next three years. Key survey results are included on pages 12-14 of this SSP.

North Carolina has a strong history and proud tradition of volunteerism and service. This engagement has served as a catalyst for meeting critical needs in local communities and enhancing the quality of life for many people in our state. Successful collaborative efforts, results from the survey and achievements from previous SSPs reinforce the need for the streams of service and key stakeholders to continue to promote civic engagement. The key values of communication, coordination, collaboration and cooperation among the State Commission, State Corporation office, State Education Agency, national service programs, the state's network of volunteer centers, NC Campus Compact, other volunteer service organizations and local and state government agencies will continue to be an important component of the SSP.

Through these values, volunteerism and service in North Carolina will:

- improve student achievement by providing mentors and tutors,
- improve the quality of the state's natural resources,
- assist organizations and agencies to survive the economic crisis without reducing services,
- support a green energy economy that leaves a reduced environmental footprint,
- harness the experience and skills of adults over the age of 55,
- prepare people and communities for disasters and emergencies, and
- provide for a healthier North Carolina.

PROGRAMMATIC AREAS OF FOCUS

The SSP embraces the five primary focus areas of the Corporation for National and Community Service (CNCS): (1) mobilizing more volunteers, (2) ensuring a brighter future for all youth, (3) engaging students in communities, (4) harnessing baby boomers' experience; and (5) disaster preparedness and response. In addition, the Plan includes an emphasis on specific national priorities of education, healthy futures, clean energy/environment, veterans and economic opportunity. Mentoring, a state priority of Governor Perdue, is also included in the SSP. The results from the survey confirmed an alignment with these programmatic focus areas and national/state priorities.

The Plan serves as a basis for considering waivers of administrative (non-statutory) requirements a State identifies as impeding efficiency of service programs. An overarching goal of all areas of focus and priorities in the SSP is to strengthen and expand the current network of key stakeholders (intermediaries) that support volunteerism and service.

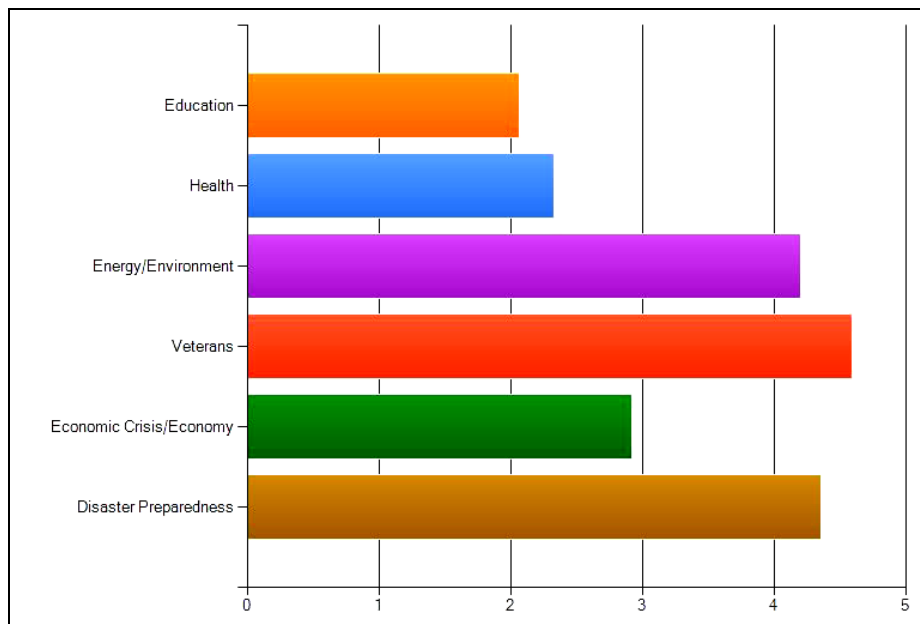
Focus Area One: Mobilizing More Volunteers

Volunteering in America research indicates that 23.9 percent of adults (1.7 million) volunteered in NC in 2008; contributing 216.6 million hours of service valued at \$4.5 billion. An additional 200,800+ individuals worked with their neighbors to fix a problem or improve a condition in their community but did not serve through a voluntary organization.

Working with a group of key stakeholders, the streams of national service are dedicated to researching new ways to mobilize additional volunteers and increasing the rate of volunteerism. With a focus on the importance and value of volunteerism, an innovative volunteer mobilization outreach plan will be developed. While 82 percent of survey responders indicated there are enough opportunities in local communities in which to serve, it is recognized that many nonprofit organizations, communities, businesses and agencies do not have the capacity or infrastructure to create volunteer opportunities or support volunteers.

Volunteer Centers are essential local resources for providing volunteer recruitment, retention and management training opportunities. It will become crucial that the volunteer center network in North Carolina include all counties in the effort to mobilize additional volunteers and increase the current 64.5 percent volunteer retention rate.

Survey responders ranked six national focus areas of importance to communities or organizations (*listed in priority order*): education, healthy futures, economic crises/economy, energy/environment, disaster preparedness/response and veterans.



Goals – Focus Area One

1. Continue to build local capacity through member and volunteer recruitment.
2. Support capacity-building and infrastructure-building by providing technical assistance and guidance for training resources.
3. Build the statewide network of Volunteer Centers to include all counties.
4. Mobilize more volunteers through AmeriCorps, Senior Corps, Learn and Serve and Citizen Corps by engaging in collaborative partnerships and outreach efforts with multiple statewide associations, organizations and agencies.
5. Improve communications and marketing tools by using technology (website, webinars, surveys, etc.) more efficiently.
6. Develop unified service and volunteerism marketing plan to enhance volunteer mobilization efforts.
7. Engage Commissioners in volunteer mobilization efforts.

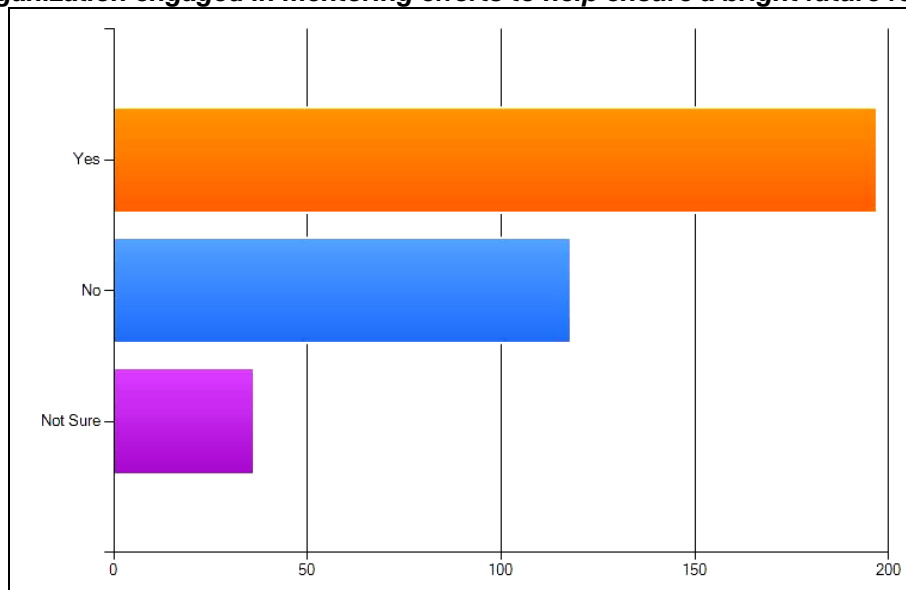
Focus Area Two: Ensuring a Brighter Future for All NC Youth

Children and youth in at-risk environments may have challenges to overcome in order to reach their full potential. Low poverty level and below grade performance could be potential at-risk factors. Data based on samples in the *US Census Bureau, 2005-2007 American Community Survey* indicates that 23.4 percent of NC children in one-parent families live at below poverty level. Likewise, 18.7 percent of children 5-17 years of age in one-parent families live at below poverty level. An October 12, 2009, press release from the NC Department of Public Instruction states “North Carolina has an overall statewide graduation rate of 71.1 percent. For specific groups of students this rate is even lower. In particular, male students and students who are Native American, black, Hispanic, economically disadvantaged, limited English proficient or with disabilities have average graduation rates that are lower than the state average.”

The streams of national service are dedicated to ensuring a brighter future for all youth in the state by focusing on Governor Perdue’s priority to ameliorate at-risk environments by ensuring that mentors are available for all children who need one.

SSP Survey Question:

Is your organization engaged in mentoring efforts to help ensure a bright future for all youth?



Goals – Focus Area Two

1. Continue to engage national service members and volunteers as mentors and tutors.
2. Collaborate with key stakeholders, including faith-based and community-based groups, to provide children and youth the opportunity to succeed and ensure a brighter future.
3. Provide targeted outreach and education to nonprofits and faith-based organizations providing quality mentoring services to youth in need (i.e. Boys and Girls Clubs).

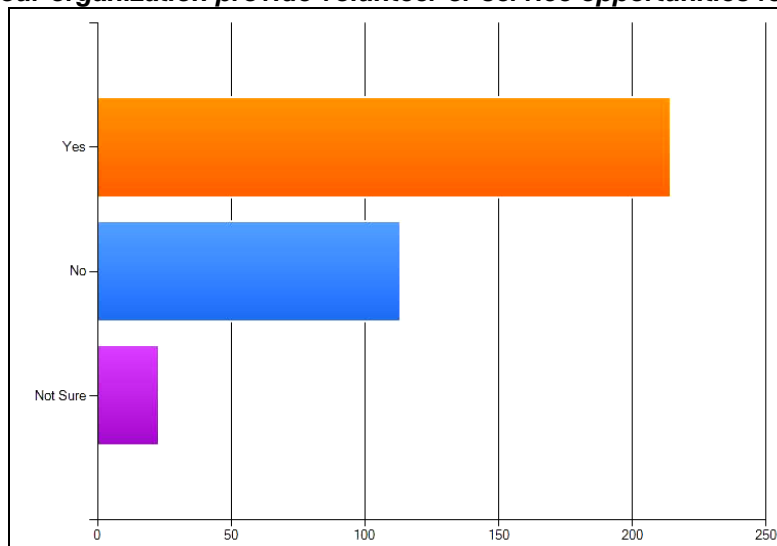
Focus Area Three: Engaging Students in Communities

National service programs and key stakeholders understand the importance of instilling an ethic of volunteerism and service in students. Providing students with rewarding service opportunities and experiences often results in their decision to be an engaged volunteer throughout their lifetime. While *Volunteering in America* research does not indicate the rate of volunteerism in 2008 for NC students under the age of 16, their research includes the following volunteerism rates: 23.2 percent for teenagers (16-19 years), 20.6 percent for young adults (16-24 years) and 32.9 percent for college students. The SSP survey indicated that 61 percent of the responders provide youth with volunteer and service opportunities.

Students participate in 34 Learn and Serve programs in the state by learning the importance of service while improving their academic performance. The State Education Agency collaborates with over 480 teachers/staff and nearly 390 partners to build knowledge, character and civic skills in more than 10,950 students.

NC Campus Compact has an AmeriCorps VISTA member on 35 community college, college and university campuses across the state. These national service members coordinate community service events, establish new community partnerships and mobilize students and faculty to get involved with service-learning courses in an effort to create sustainable change on their campuses.

SSP Survey Question:
Does your organization provide volunteer or service opportunities for youth?



Goals – Focus Area Three

1. Promote student engagement by encouraging high-school age students to participate in the Governor’s Page Program. As a Page, each student engages to two community service activities.
2. Encourage voluntary organizations to engage youth volunteers and nominate them to receive the prestigious Governor’s Volunteer Service Award.
3. Volunteer Centers and other key stakeholders will focus on engaging youth in meaningful service and service-learning activities to help increase their confidence while improving their academic and social behaviors.
4. Create survey to measure civic engagement activities of youth, promoted through the State Education Agency’s Learn and Serve programs.

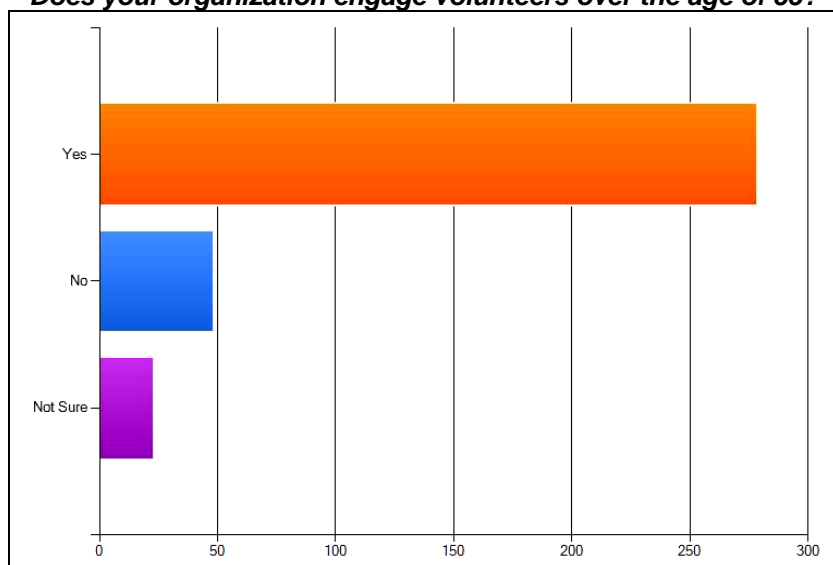
Focus Area Four: Harnessing Baby Boomers’ Experience

Baby Boomers, according to the US Census Bureau, are defined as those people born between 1946 and 1964. Data from the 2000 Census indicates more than 2.3 million (29.5 percent) people in North Carolina were born during this timeframe. *Volunteering in America* research indicates that 29 percent of North Carolina Baby Boomers are engaged in volunteer service. Eighty percent of the responders to the Commission’s survey indicate they engage volunteers over the age of 55.

Of the national service programs in NC, Senior Corps currently engages most of the volunteers age 55 and over. However, with the provision in the Edward M. Kennedy Serve America Act that allows the transfer of the education award to a child, grandchild or foster child, it is anticipated that AmeriCorps State and national service programs will see an increase in participation from the Boomer generation.

The State Commission, State Corporation and State Education Agency are aware the Boomer generation will not engage in traditional retirement but will remain active as they seek to balance work, civic engagement, leisure and other personal interests. Many Boomers have valuable professional experience, talents and the motivation to help meet critical community needs through volunteerism.

**SSP Survey Question:
Does your organization engage volunteers over the age of 55?**



Goals – Focus Area Four

1. Develop a strategy, in partnership with key stakeholders, to seize the challenging opportunity to harness the experience and motivation of Baby Boomers by engaging them in service that meet the needs of the organization they serve, while keeping them connected with the community and providing a sense of personal fulfillment.
2. Collaborate with the NC Division of Aging and AARP in the execution of the Plan of Service by Adults Age 55 or Older (pages 17-21 of the SSP).
3. Include Baby Boomer civic engagement in marketing plan.
4. Provide targeted outreach and education to organizations that provide services to individuals 55 and older (i.e. AARP and Senior Centers).
5. Explore the possibility of utilizing NC Senior Corps project directors as a bridge to non-profit organizations that may unfamiliar with the wealth of experience and talent that older volunteers can offer.

Focus Area Five: Disaster Preparedness and Response

The SSP and the State Commission embrace the CNCS view that disaster preparedness and response is a priority initiative. Findings from the 2009 Citizen Corps National Survey, *Personal Preparedness in America*, indicates 30 percent of Americans have not prepared because they think emergency responders will help them and over 60 percent expect to rely on emergency responders in the first 72 hours following a disaster. Of those who perceived themselves to be prepared, 36 percent did not have a household plan, 78 percent had not conducted a home evacuation drill and 58 percent did not know their community's evacuation routes. Results from a hurricane awareness poll conducted in NC in 2007 indicate 56 percent of those polled did not have a family disaster plan.

The State Commission has taken a lead role in disaster preparedness and response since 1999. The State Commission will continue to serve as a state catalyst and coordinator for volunteer disaster preparedness and relief efforts by further building civic capacity and infrastructure across the state, but specifically in at-risk communities, to prevent and respond to the aftermath of disasters.

In a state vulnerable to hurricanes, tornadoes and severe flooding, the State Commission continues to realize the importance and relevance of creating a culture of preparedness in all people and all communities in NC. This has been evidenced by providing disaster preparedness and response training and technical assistance to AmeriCorps State programs, NC Campus Compact/VISTA, Senior Centers, AARP chapters, county Emergency Management officials and local voluntary organizations. The Commission continues to provide Donations Management, Volunteer Reception Center (managing spontaneous volunteers in disasters or emergencies) and basic disaster preparedness training across the state.

When disasters occur, it is important that people in North Carolina have access to emergency information related to evacuations, shelters for people and their companion animals, feeding sites and highway conditions. Managed by the State Commission

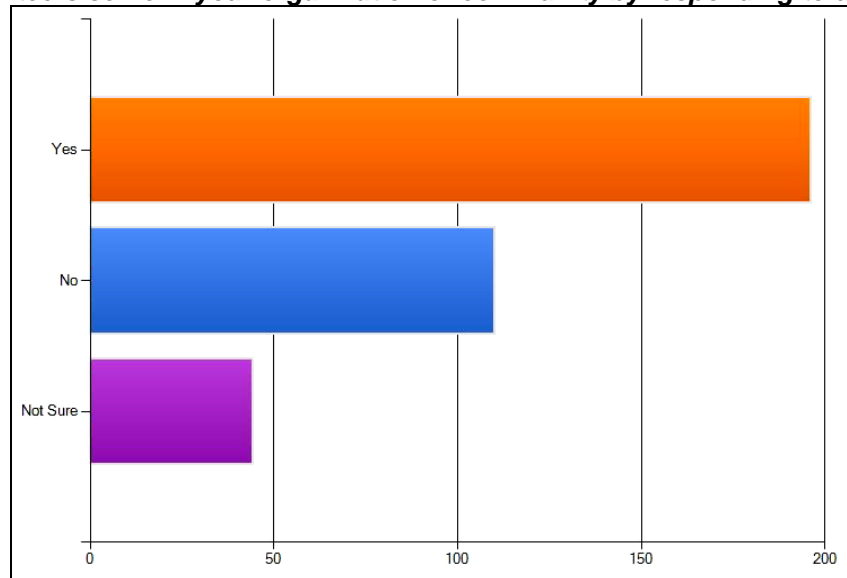
since 1999, the Governor's Emergency Information Bilingual Hotline is activated during disasters to provide callers with emergency information. The hotline is a collaborative partnership between nine cabinet-level state agencies and the Governor's Hispanic Affairs Office. State employees and community bilingual volunteers serve as telephone operators at the 24/7 hotline. Equipment is provided by NC Division of Emergency Management.

AmeriCorps State programs in NC are required to designate a percentage of their members to serve as their program's Disaster Response Team. Team members receive American Red Cross shelter management training, Community Emergency Response Team (CERT) training or other disaster preparedness training. The members become a trained resource for local Emergency Management officials in the event of disasters or emergencies.

In conjunction with NC Severe Weather Awareness Week this year, the Commission provided each of the state's 167 Senior Centers with a disaster supply kit, complete with a weather radio to provide emergency alert information about tornadoes, hurricanes, floods, ice/snow storms and other severe weather. The Commission will continue to take the opportunity to engage in these types of outreach efforts.

Disaster preparedness activities are supported in a number of Senior Corps projects, including management of the New Hanover County Special Needs Registry and development of CERT teams in several other counties. RSVP volunteers contributed more than 20,000 hours to disaster preparedness in 2008.

SSP Survey Question:
Do volunteers serve in your organization or community by responding to disasters?



Goals – Focus Area Five

1. Continue to manage NC Citizen Corps, serve as the lead agency for Volunteer and Donations Management, conduct educational outreach and provide training and technical assistance.
2. Expand successful collaborative partnerships with NC Division of Emergency Management, NC Department of Crime Control and Public Safety, State Emergency Response Commission, NC Voluntary Organizations Active in Disaster and the Federal Emergency Management Agency.
3. Serve as a peer or mentor by providing training/technical assistance to other State Commissions as they become more involved in the management and coordination of volunteers and/or donated goods after disasters.
4. Continue to require AmeriCorps State programs to designate and train Disaster Response Team members.

ONGOING PROGRAM FOCUS AREA EFFORTS

Collaboration with Other Corporation Grantees

AmeriCorps State programs have the option, and are encouraged, to schedule meetings and collaborations with other National Service programs in their communities.

The Commission will continue to collaborate with service organizations, schools, nonprofits and faith-based organizations to increase the number of individuals with disabilities serving in national service. Through the Disability Placement Plan, the Commission will collaborate with AmeriCorps, Senior Corps and Learn and Service programs to leverage training and technical assistance resources and share best practices for recruiting, retaining and providing reasonable accommodations to individuals with disabilities participating in national service programs. The Commission's Disability Advisory Committee (DAC) will include representatives from the Department of Public Instruction, NC Center for Independent Living, Senior Corps and Learn and Serve programs. The DAC serves as an advisory council to assist the Commission with disability issues for service participants.

Through the PDAT/Training Plan, the Commission will conduct quarterly meetings with State Corporation and State Education Agency staff to discuss sub grantee training needs and develop a plan to help address these needs. These partners, along with AmeriCorps National Direct programs, will be kept informed regularly (primarily through email notification) of the Commission's Training Plan (including updates) in order to determine their planned participation in scheduled training initiatives/activities (this may include face-to-face trainings, signature events, webinars and video streaming).

The Commission currently communicates regularly with the state's volunteer center network and the local coordinators for the Governor's Volunteer Service Awards. The Executive Director of the NC Campus Compact is also a Commissioner so they are aware of Commission activities and the opportunity for Campus Compact collaboration.

Disaster Preparedness and Response

This ongoing effort in the State Commission office has several components (1) managing Citizen Corps, (2) serving as the lead for Volunteer and Donations Management in disasters and emergencies, (3) serving as the lead for disaster

preparedness and response in homeland security efforts, (4) collaborating with other volunteer service organizations (NC VOAD - Voluntary Organizations Active in Disaster). Managing Citizen Corps since it was created in 2002, the Commission collaborates with a statewide network of 101 county Emergency Management Directors and over 200 local volunteer programs in an effort to use volunteerism and service as a catalyst for promoting personal and community preparedness. Since 1999, the State Commission has been the lead agency for Donations Management in disasters and emergencies. This involves having processes and plans established for managing donated goods, spontaneous volunteers and undesignated cash. The Commission has served as the lead for disaster preparedness and response in homeland security efforts since 2005. Involvement includes participation in the grant writing process for the annual homeland security grant submitted to the U.S. Department of Homeland Security and updating the State Preparedness Report. The State Commission was one of the founding members of NCVOAD. Since 1998, the Commission has coordinated, collaborated, cooperated and communicated with disaster response leaders from over 30 member organizations who commit themselves to work together toward the goal of effective service to disaster survivors. Through planning and preparation, NCVOAD equips member organizations to work in a coordinated manner in times of disasters – matching services to needs.

Governor's Page Program

The State Commission manages this year-round program for high school students age 15-18 in good academic standing, including those who may be home-schooled. Created in 1973, the program provides an opportunity for students to spend a week in the state's Capitol city and learn about the roles and functions of state government. Each Page is assigned to a Cabinet-level state agency or Council of State office within the state government complex, where they are assigned daily responsibilities. Their other activities including meeting the Governor; attending briefings at the State Supreme Court, Attorney General's Office and State Emergency Operations Center; attending press conferences, touring historic landmarks and participating in two community service projects. Participation in the Governor's Page Program is an excused absence from school, pursuant to General Assembly House Bill 1464. The Commission's collaborative network for this program includes school superintendents, high school principals, guidance counselors, Commissioners, youth organizations (Youth Council, 4-H programs) and Pages who have served and experienced a quality experience.

Governor's Volunteer Service Awards

Since 1979, nearly 16,500 people in North Carolina have been honored with the Governor's Volunteer Service Award for their commitment to volunteerism. A local selection committee in each county nominates award recipients based on their contribution to their community through service. This year, 256 volunteers from 68 counties are being recognized by the Governor by receiving a congratulatory letter, certificate and a specially-designed lapel pin. By invitation, the State Commission and Commissioners attend and participate in local volunteer recognition events. The Governor's Medallion Award for Volunteer Service, the highest level of volunteer recognition, is bestowed each year on the top 20 volunteers in the state. This year, Governor Perdue will present these awards at the State Capitol and will then host, along

with the First Gentleman, a reception at the Executive Mansion for the award recipients, a guest and the respective county coordinator for the awards program.

Inclusion Service Fair

The State Commission sponsors an annual Inclusion Service Fair which is designed to increase awareness about AmeriCorps and other national/community service opportunities to the disability community. Faith-based and other community-based organizations also promote volunteerism for people with disabilities at the Inclusion Service Fair. The Commission's Disability Advisory Committee serves as a resource for promoting AmeriCorps service and volunteerism to the disability community. The State Commission participates in career/job fairs throughout each year to promote AmeriCorps and volunteerism to the disability community.

National Days of Service

All AmeriCorps State programs are required to participate in and/or create service projects designed to observe National Days of Service. Programs are strongly encouraged to partner with other national service programs in the state and/or local organizations for National Service. Learn and Serve and Senior Corps programs are encouraged to schedule or participate in local events. The September 11 Day of Service and Remembrance was a successful joint project between AmeriCorps and the NC National Guard. National service programs participate in MLK Day events. One of the six CNCS national MLK Day grantees is located in North Carolina, and two other grantees make awards in the state. This has expanded our ability to engage more citizens on the MLK Day holiday.

NC Mentoring Partnership

The NC Mentoring Partnership, the state's advocacy group for mentoring, was created in 1998 after the state's Summit on Volunteerism and America's Promise. The mission, goals and objectives of this partnership are currently being re-defined to align with SSP programmatic focus areas and national/state priorities.

Volunteer Center Initiative

The Commission and volunteer centers in the state have been engaged in a collaborative partnership since 1998, at which time there were 18 of the state's 100 counties included in the network. At the beginning of this year, the number had increased to 49 counties. As a result of this current special initiative to expand center services, there are now 70 counties in the Commission's statewide network. To assist the inexperienced leader in the new centers, the Commission facilitates securing an experienced center Director to serve as a mentor. Several local organizations that host a Senior Corps/RSVP grant also host a Volunteer Center. The Commission has facilitated strategic planning meetings for the centers, assisted in the creation of the NC Association of Volunteer Centers, provided training and technical assistance and engaged VC directors as trainers and subject matter experts in Commission activities. With the role of local volunteer centers becoming increasingly vital as they work to mobilize more volunteers and engage students and Baby Boomers, the State Commission will continue to move forward with this important initiative by collaborating with local government agencies and nonprofit organizations.

Volunteer Outreach Initiative

In May 2009, the State Commission began conducting quarterly conference calls with local community volunteer leaders to establish a communication link with them. Regular participants include the Governor's district directors (4 directors), volunteer center directors, Commissioners and county coordinators for the Governor's Volunteer Service Award. In an effort to share information and keep the leaders informed, updates are provided for various Commission programs. This outreach initiative is very important in the Commission's efforts to further promote volunteerism and service. Positive feedback continues to be received following each conference call. Each week the Governor's Press Office electronically distributes volunteerism and national service news clippings to the Commission's database, which includes all Commissioners.

NEW AND/OR SPECIAL INITIATIVES

Campus Compact/VISTA

The Commission has engaged in a collaborative partnership with NC Campus Compact for two years, serving as the facilitator for their VISTA program's Professional Development Disaster Preparedness Plan. Components of the plan include survey design and analysis, the conduct of webinars and hands-on disaster training. In the first year, Volunteer Reception Center training/exercise was provided to VISTAs who were serving on 26 college/university campuses. This year, Volunteer Reception Training will be provided to VISTAs serving on 35 campuses. In addition, Campus CERT team training will be provided that will result in five-member teams on a minimum of five campuses in the state.

Statewide Streams of National Service Initiative

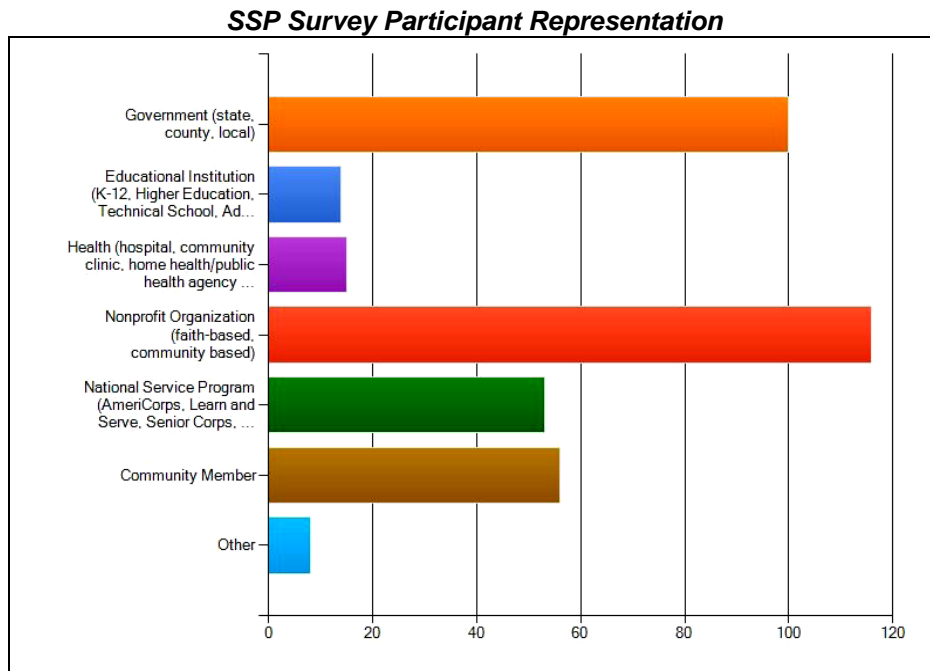
In an effort to promote communication and interaction among all national service programs in NC, the State Commission will coordinate with the State Corporation Office, State Education Agency and national direct programs to develop a plan to strengthen collaboration. Components of this plan may include a statewide national service conference, regional national service symposiums and/or the development and distribution of cross-stream materials (directory of all national service programs in the state and a training/events calendar).

United We Serve

Governor Perdue embraced the United We Serve campaign by issuing a proclamation to thank military men and women and applaud the state's community service efforts during the United We Serve campaign. The Governor encouraged all cabinet secretaries to volunteer with different nonprofits and advocacy groups throughout the summer. State employees were encouraged to use their allotted community service leave in an effort to support the initiative, which culminated on the 9/11 National Day of Service and Remembrance as members from 14 AmeriCorps State programs united with the NC National Guard in a service project to honor military families. The theme for the day was "Little Heroes Family Connection." AmeriCorps members collected a variety of items that could be used by children when creating messages for a deployed parent or family members. "Connection" packages containing stationary, cards, pens, stamps, construction paper, stickers and other items were assembled and delivered to 14 National Guard Armories across the state to be delivered to 1,211 children.

2009 State Service Plan Survey

The survey was developed by the State Commission in an effort to gain input from a variety of community organizations, government agencies, educational institutions, national service programs and community volunteers. More than 360 responders living in 83% of the state's counties provided valuable input that has been used to gauge current various volunteer and national service related activities and provide guidance for developing the State Service Plan.

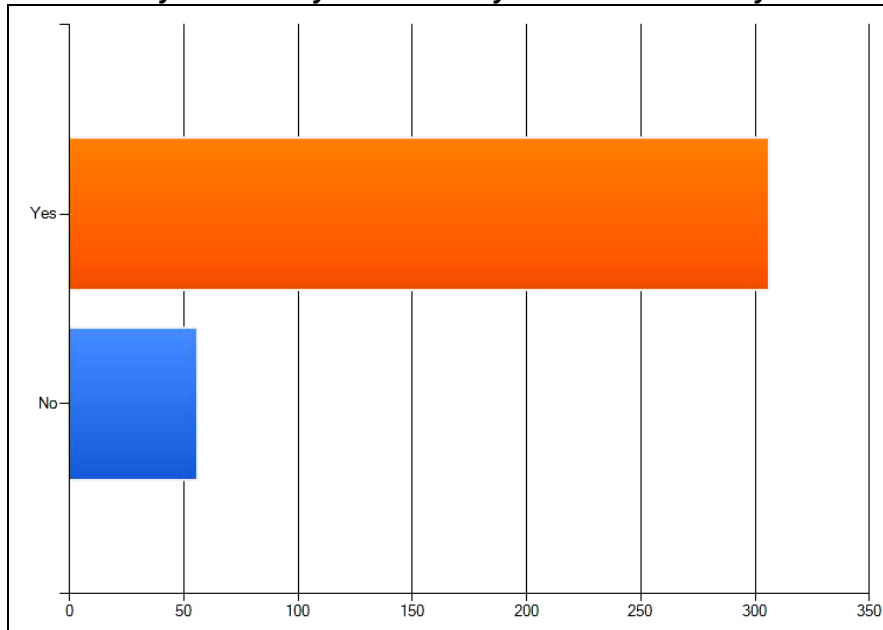


Various survey results are directly related to the focus areas and national/state priorities of the SSP.

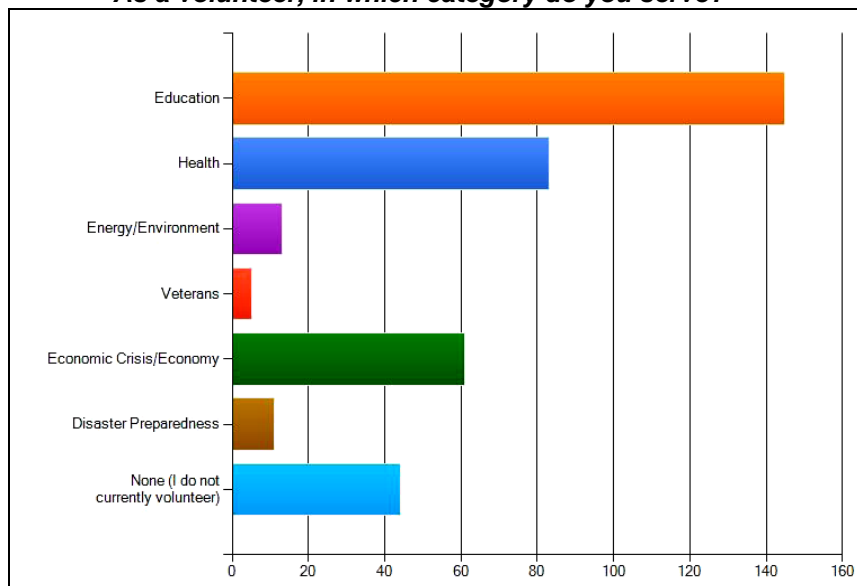
Of those responding,

- 76% engage volunteers or national service members in their organization
- 80% engage volunteers in their organization over the age of 55
- 56% engage in mentoring activities
- 61% provide youth with volunteer or service opportunities
- 56% have volunteers in their organization or community who respond to disasters or emergencies
- 53% agreed that they know who to contact in their community to learn about local volunteer opportunities
- 85% volunteer in their local community - with 45% serving less than 5 hours/week and 24% serving 5-10 hours/week

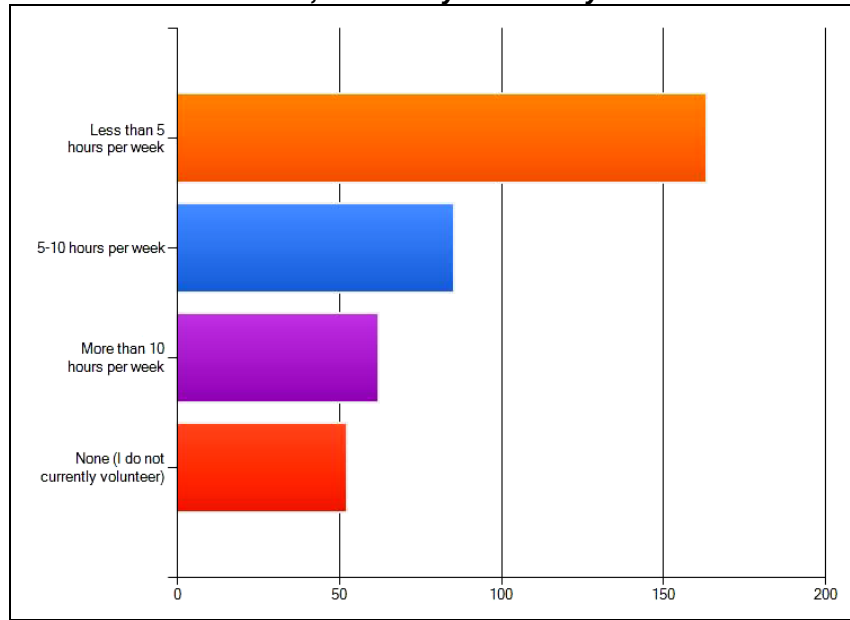
**SSP Survey Question:
Do you currently volunteer in your local community?**



**SSP Survey Question:
As a volunteer, in which category do you serve?**



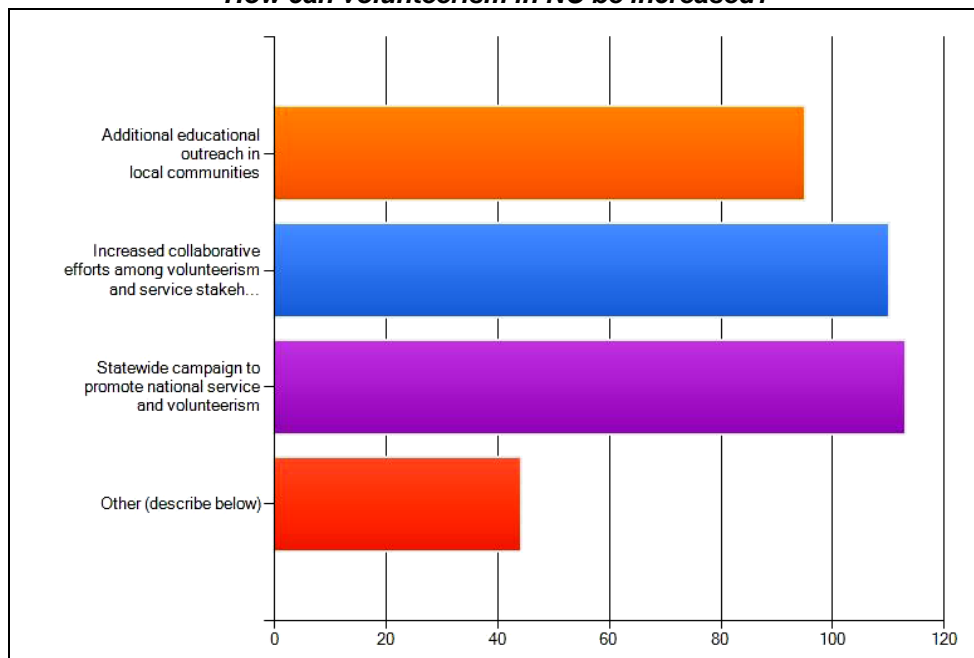
**SSP Survey Question:
As a volunteer, how many hours do you donate?**



Open-ended survey questions provided the Commission with:

- 45 suggestions for increasing volunteerism in the state
- 204 suggestions for ways in which the Commission could provide non-monetary support to organizations in their efforts to recruit and manage volunteers
- 66 general comments about the survey

**SSP Survey Question:
How can volunteerism in NC be increased?**



Next steps for the survey

1. Conduct a detailed analysis of individual responses, suggestions and comments and develop a strategy that supports the findings and the SSP.
2. Continue to expand the statewide network of stakeholders used in the survey.
3. Conduct a minimum of one annual survey that will continue to track volunteerism and national service trends in the state.

STRATEGIES OR APPROACHES FOR OUTREACH TO COMMUNITY AND FAITH-BASED ORGANIZATIONS AND INTERMEDIARIES THAT MAY BE INTERESTED IN OPERATING AN AMERICORPS PROGRAM

Through AmeriCorps statewide grant writing training and technical assistance sessions, conferences, E-trainings and other networking opportunities, the Commission will partner with the Governor's Office of Citizen and Faith Based Outreach, nonprofits, foundations, advocacy groups identified by the Governor's Policy Office, Campus Compacts and volunteer centers to educate stakeholders about national service funding and member service opportunities. Targeted outreach and education will be provided to organizations providing services to individuals 55 and older (i.e. AARP and Senior Centers) as well as nonprofits and faith-based organizations providing quality mentoring services to youth in need (i.e. Boys and Girls Club) and service to veterans (i.e. Office of Veterans Affairs). Additionally, outreach will be provided to these stakeholders by way of press releases and electronic news clippings, social media networks, emails, phone calls and face-to-face meetings.

NON-MONETARY SUPPORT REQUESTED FROM THE CORPORATION (HEADQUARTERS AND/OR STATE OFFICES) TO ENSURE SUCCESS OF THE NC STATE SERVICE PLAN

The following are offered as suggestions for non-monetary ways that CNCS can help support and promote collaboration between the streams of service.

- Ensure that the State Commission and State Corporation Office are aware of locations of all national service placements in the state. This would include permanent and time-limited assignments in National Direct and Education Award programs.
- Ensure the timely release of marketing materials, information and guidance promoting national days of service, National AmeriCorps Week and special initiatives launched by CNCS.
- Support grantees by developing effective and efficient electronic grant management systems (AmeriCorps portal and e-grants) with the functionality that allows data transfer from the Corporation systems to State electronic grant management systems in order to reduce the astronomical increased burdens of duplicative data entry caused by the Corporation and imposed on States and grantees.

SUSTAINABILITY OF NATIONAL SERVICE EFFORTS

State support for Commission (financial, in-kind, bi-partisan political support, supportive legislation)

- Financial support from the Governor's Office for partial state salary for four staff members
- Financial support from NC Department of Crime Control and Public Safety for partial state salary for one staff member
- Financial support from the Department of Administration for the living allowance stipend for students who participate weekly in the Governor's Page Program
- In-kind support for office space, phones, utilities, technology and partial time from staff in the Governor's Office who have duties that support State Commission programs
- In-kind support for the Governor's Page Program is provided to include the use of a state vehicle and partial time from staff at the State Supreme Court, Office of the Attorney General, Department of Correction and Division of Emergency Management who meet with Pages each week.
- Political support includes the engagement of Governor Perdue through her support and promotion of the State Commission and its programs.
- Political support includes the engagement of Congressman David Price, a member of the National Service Caucus.

Other support for Commission (financial, in-kind, private sector support including that from foundations and other entities and individuals.

- Financial support includes Department of Homeland Security grant funding from two federal grants annually: Citizen Corps Program Grant and State Homeland Security Program Grant (these grants support Citizen Corps and all disaster preparedness and response outreach, training and technical assistance activities performed by the State Commission)
- A companion 501c3 organization provides financial support to the Governor's Volunteer Awards program and awards grants to the state's AmeriCorps Alum Association and to support MLK Day activities.

To provide additional sustainability of national service and volunteerism, the State Commission will develop a NC Business Volunteer Council for private sector entities, including businesses, associations and professional organizations. The Council will promote, coordinate and support private sector involvement in volunteering to strengthen communities and businesses.

NATIONAL SERVICE ENDORSEMENT

The State Commission, State Corporation and State Education Agency in North Carolina continue to enjoy a strong working relationship. The three offices were involved in the development of this State Service Plan. The Director of the State Corporation Office and the Learn and Serve Program Coordinator at the State Education Agency serve as Commissioners.

GOVERNOR APPROVAL

Pursuant to the Edward M. Kennedy Serve America Act (Public Law 111-13), the 2010-2013 State Service Plan has been approved by North Carolina Governor Bev Perdue.

PLAN OF SERVICE BY ADULTS AGE 55 OR OLDER

CURRENT KNOWLEDGE BASE ON THE ECONOMIC IMPACT OF THE ROLES OF WORKERS AGE 55 OR OLDER IN THE ECONOMY

Governor Perdue's proclamation for "Employ Older Workers Week in NC" (September 20-26, 2009) declared it was the state's goal to improve the economic security and well-being of older workers through employment. Over 670,000 North Carolinians age 55 and older represent 17 percent of the state's total workforce. Employers rate older workers high on characteristics such as good judgment, commitment to quality and attendance.

As discussed in *The Aging Workforce in Carolina: Challenges and Opportunities*, the state benefits when older workers continue working rather than retiring or otherwise leaving the workforce. Workers at all ages pay taxes on earnings. Continued work contributes to needed tax revenues, and at the same time, continued work lessens claims for public services. Older workers are more likely to have employment-based health insurance coverage and less likely to go on Medicaid. Continued work can help address labor shortages in certain regions or industries within the state. The implication exists that the percentage of older persons in the workforce is higher than the number of younger persons available to fill the jobs when the older persons leave the workforce. If this implication is accurate, the shrinking labor pool will not support sustained economic growth. Delaying the departure of older workers, therefore, helps economic growth. Finally, there is some evidence that continued work provides economic and psychological benefits to older workers.

A Deloitte Research study entitled *Serving the Aging Citizen* confirms that the longer elderly workers can be encouraged to remain in the work force, even as part-time workers, the more taxes they pay to contribute to the revenues needed to meet the burgeoning expenditures for Social Security and health care systems.

Boomers dominate North Carolina's workforce in terms of participation and income levels. Work force participation levels within age cohorts rise until age 45, at which point they begin to decline. Given this pattern, North Carolina can expect the Boomers' work force participation level to decline as they age. In fact, because 85 percent of North Carolinians aged 65 and over chose to exit the work force, the impending retirement of the Boomer generation may deprive North Carolina of the workers needed to compete economically. As the NC Commission on Workforce Development stated in a 2007 report, the "retirement of one-quarter of the state's workforce...has the potential to leave a gaping hole in the supply of workers over the next two decades."

The NC Division of Aging and Adult Services notes, "Many have speculated that Boomers will work longer, even beyond the increased ages to qualify for Social Security, primarily because they have done a poorer job of saving for their retirement. Whether or not this is the case, it is likely that working for pay will remain a viable option only for a very small portion of those over age 75. So, although Boomers' dominating presence in the work force serves the state well at the moment, their retirement could burden state resources as they become economically dependent until the state

encourages them to stay in the work force longer or provides arenas outside the work place in which they can contribute.”

The passage of the *Federal Pension Protection Act*, as well as changes in employers’ pension plans, may make it possible for older workers to phase into full retirement through reduced work hours and job responsibilities.

SOCIAL IMPACT OF THE ROLES OF WORKERS AGE 55 OR OLDER IN THE COMMUNITY

The rising mature population brings knowledge, experience, civic-mindedness and other resources that are critical elements of the State’s social capital that can improve the well-being of everyone in the state. Social benefits include a positive feeling, increased trust in others and increased social participation.

Older North Carolinians are making significant contribution to the vitality and livability of the state. Older adults are involved in building livable communities as spokespersons and agents of change, as service providers to drive innovation in the marketplace and as citizen participants on planning boards, bringing the voice of the 50+ consumer to influence local decision making.

AARP research indicates the primary reason people don’t volunteer is that no one has asked them. Nearly 7 in 10 non-volunteers have never been asked. The AARP research is consistent with results from the 2001 *Volunteerism in NC* survey sponsored by the State Commission and conducted by N.C. Central University. Approximately 65 percent of those surveyed indicated one of the reasons they don’t volunteer is no one has asked them.

Through the North Carolina Senior Corps programs, more than 8,500 volunteers serving in 1,200 organizations are already making a difference in their communities. Their activities address the needs of school-age children, homebound elderly, and a host of other social needs in counties across the state.

HEALTH AND SOCIAL BENEFITS OF ACTIVE ENGAGEMENT FOR ADULTS AGE 55 OR OLDER

Research in the CNCS document *The Health Benefits of Volunteering* describes a positive relationship between volunteering and better health. As volunteers age, they often have lower mortality rates, greater mobility and lower rates of depression later in life than those who do not volunteer. “Comparisons of the health benefits of volunteering for different age groups have also shown that older volunteers are the most likely to receive greater benefits from volunteering, whether because they are more likely to face higher incidence of illness or because volunteering provides them with physical and social activity and a sense of purpose at a time when their social roles are changing. Evidence suggests that volunteering has a positive effect on social psychological factors, such as one’s sense of purpose. In turn, positive social psychological factors are correlated with lower risks of poor physical health. Volunteering may enhance a person’s social networks to buffer stress and reduce risk of disease.”

RECOMMENDATIONS FOR POLICIES

Increase Services for Adults Age 55 or Older

Identify labor market needs in both volunteer and paid positions, update policies affecting older adults who choose to stay or rejoin the workforce, improve ways to connect older adults with job and volunteer openings, enhance both training and employment opportunities for older workers and ensure that the state serves as a role model for promoting the civic engagement of older adults.

Develop a state certification program for employers that are committed to an age-diverse workforce and a “mature worker-friendly work environment.” Promote the certification program.

Utilizing Adults Age 55 or Older as Sources of Social Capital

Create a policy that will leverage Boomer talent to improve the quality of life in communities across NC. Establish methods for assisting older workers looking for meaningful employment and volunteer work and helping public agencies and nonprofit organizations that need the volunteers.

Utilizing Skills and Experience to Address Community Needs

Create a policy that will launch the state’s efforts to prepare for an aging workforce by taking advantage of the resources and talents of this growing population to meet critical needs at the state and local levels.

RECOMMENDATIONS TO NC DEPARTMENT OF HEALTH AND HUMAN SERVICES, DIVISION OF AGING AND ADULT SERVICES

The Division of Aging and Adult Service Plan for 2007-2011, “Putting the Pieces Together”, sets forth an agenda to better help North Carolina respond to the aging of our population. It includes 40 objectives in eight components to be addressed over a four-year time period. State agencies, the State Commission, 17 Area Agencies on Aging, consumers, service providers and educators collaborated with the Division during development of the Plan. The Division’s Plan specifically mentions AmeriCorps, Citizen Corps, the Governor’s Volunteer Service Awards and the NC Mentoring Partnership as initiatives in which older adults can serve or volunteer. The recommendations below are meant to be in concert with the objectives of the Division’s Plan.

1. Outreach to Businesses - Develop a marketing outreach and awareness plan targeted to North Carolina businesses and corporations to help them understand the value of older workers. Convene regional business roundtable discussions to brainstorm ways to further a civic engagement agenda through the business community. Create a statewide initiative with employers to include the topic of civic engagement in exit interviews for retiring employees.
2. Senior Service in State Programs - Through a collaborative effort with the State Commission and other state agencies, weave senior service into state programs by harnessing the time and talents of older adults to expand and enhance public services provided and supported by state government.
3. Outreach to Address Workforce Needs - Conduct outreach to nonprofit organizations, the State Education Agency, institutions of higher education and other state government agencies. Collaborate with community foundations, nonprofits,

Area Agencies on Aging, community colleges and the Governor's Office to address the special workforce needs of the nonprofit community.

4. Collaborate with National Organizations - Provide collaborative stakeholders with existing research, innovative tools, effective practices and training and technical assistance by collaborating with national level organizations such as Civic Ventures, The American Society of Aging's Civic Engagement Program, The National Council on Aging's RespectAbility Program, Experience Wave (led by Harris Wofford, former US Senator and CNCS CEO) , The Gerontological Society of America's Civic Engagement in Older America, National Governors Association Center for Best Practice and the Urban Institute's Retirement Project.
5. Capacity and Infrastructure Building – Explore methods for expanding the capacity and infrastructure of nonprofit service organizations to engage the growing Boomer civic resource.
6. Match Interests with Needs - Match volunteer interests with community needs by launching a communications campaign and a volunteer matching network to increase awareness, interest, and access to service opportunities.

RECOMMENDATIONS FOR CIVIC ENGAGEMENT AND MULTIGENERATIONAL ACTIVITIES – ADULTS AGE 55 OR OLDER

North Carolina should tailor initiatives and activities to specific diverse adult population demographics, such as African Americans, Latino, American Indians, Asian Americans and other ethnic groups. An overarching recommendation for civic engagement and multigenerational activities is the development of a marketing plan to include outreach efforts to specific groups of professional Baby Boomers who can support early childhood education and care, family literacy, after-school programs and respite services.

Early Childhood Education and Care, Family Literacy and After-School Programs

Mobilize and engage retired Baby Boomers in intergenerational activities to help ensure at-risk pre-school children are ready for school. Engage retired Boomer educators in mentoring or tutoring during the school day or after-school programs. These activities are in alignment with Governor Perdue's state priority of mentoring.

Respite Services

Engage Baby Boomers to deliver critically needed services to support independent living by providing respite services to alleviate caregiver burnout. While family and other informal caregivers play a critical role in providing long-term care, Baby Boomers can provide respite service.

Transition to Purposeful Work in their Post-Career Lives

Due to the high levels of education, wealth, skills and talents, the Baby Boomer generation will provide volunteer service that goes beyond what may have been provided by previous generations. Many Baby Boomers will volunteer their skills and talents as they serve in an opportunity related to their professional career, while others will volunteer their skills and talents in other areas. Nonprofits, organizations, businesses and government should maximize the impact of their Baby Boomers by ensuring they are effectively engaged with meaningful service. This should have an impact on retention rates. CNCS research indicates that each year about three in ten

Baby Boomer volunteers do not return to service. Meaningful service and recognition provide Boomers with self-worth and community connectivity

RECOMMENDATIONS FOR ENCOURAGING THE DEVELOPMENT OF ENCORE SERVICE PROGRAMS IN THE STATE

To increase the number of seniors involved in service, the State Commission will host an AmeriCorps grant writing session targeting organizations that provide services to individuals 55 and older (i.e. AARP and Senior Centers). Additional outreach and follow-up will be provided through emails, list-serves and phone calls. Outreach efforts may increase the number AmeriCorps grant applications received from organizations that serve seniors. Targeted outreach will be made to programs with the potential capacity for enrolling a significant number of AmeriCorps members age 55 or older that take advantage of the skills and experience members offer in program design and implementation.

Given their expertise in engaging volunteers who are 55 and older, we will explore the possibility of utilizing NC Senior Corps project directors as a bridge to non-profit organizations that may unfamiliar with the wealth of experience and talent that older volunteers can offer.