**California Volunteers**

**Commission**

**Agenda**

**September 28th, 2022**

**2:00 – 4:00pm PT**

**California Volunteers**

**1400 10th Street, Room 202**

**Sacramento, CA 95814**

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| **Time** | **Subject** | **Commission Focus** |
| **2:00-2:05** | Chairperson Report | * Introduce and Welcome First Partner Jennifer Siebel Newsom |
| **2:05-2:30** | Chairperson Report | * Call Meeting to Order/Introductions * Overview of Agenda * Action Item-Adopt May 2022 Meeting Minutes |
| **2:30-2:45** | Chief Service Officer | * California Volunteers Updates |
| **2:45-3:00** | Opportunity | * Commissioner McKim to Introduce Get Connected California |
| **3:00-3:20** | Commission Discussion | * Commission Engagement * Site Visit |
| **3:20-4:00** | Highlights | * Program Directors Department Updates * December 14th Next Commission Meeting |

**LOCATION**

The Full Commission Meeting is a teleconference. The call-in information is located at the top of the agenda. Please call California Volunteers at (916) 323-7646, if you have any questions.

Join Zoom Meeting

<https://governorca.zoom.us/j/83556736271?pwd=RUFXNHpkNXJLZFZUL2pzaWlkMlFIZz09>

Join from Zoom Room

Meeting ID: 835 5673 6271

Password: 068398

**ACCOMODATIONS**

The meeting is accessible to individuals with disabilities. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five working days before the meeting by contacting Dina Bourdaniotis at (916) 323-7646 or by sending a written request to California Volunteers, 1400 10th Street, Sacramento, CA 95814. Requests for further information should be directed to Dina Bourdaniotis at the same address and telephone number.

This notice and agenda can be viewed on the internet by going to the California Volunteers website at www.CaliforniaVolunteers.ca.gov, click on About Us, Commission.

**Program Updates**

**College:**

* In August we offered three instances of a CV-led Orientation Session for College Corps community host partners, and more than 300 organizations participated.
* Partner campuses have now completed Fellow recruitment, and we are projecting statewide enrollment of approximately 3,200 Fellows.
* By early October we will be ready to share statewide statistics on the first cohort of College Corps Fellows, based on demographic information collected through the Fellow profiles on America Learns.
* Most campuses have now completed their Fellow Orientation, and all Fellows will begin their service placements by the end of September.
* College Corps Fellows are completing the Fellow Entrance Survey - designed by our evaluation partner, WestEd - as part of Fellow Orientation.
* The College Corps Launch and Swearing-in Ceremony will be held on October 7th in Sacramento. College Corps Fellows from the Sacramento region will attend in person, while all other Fellows will participate remotely via campus watch parties.

**Disaster**

* The expanded AmeriCorps Disaster Teams are actively recruiting to fill their newly expanded member slots. With the two teams and the anticipated new dedicated NCCC team, California Volunteers will have approximately 90 disaster members as deployable resources.
* Our new Emergency Support Function 17 – Volunteers and Donations Management, the annex to the State Emergency Plan, is in a review stage. We have begun socializing high level summaries of the new document and anticipate sharing the current version for stakeholder review soon.
* Our Assembly Bill 2213 work continues, so far we have conducted meetings with dozens of local governments, nonprofit organizations, and other stakeholders. We anticipate completing our information gathering work in October and working on drafting the guidance document into the end of the year.

**AmeriCorps**

* The AmeriCorps Team is wrapping up the 2021-22 program year, including closing out grants, administering Final End of Year Progress Reports, and completing due diligence reviews related to assuring NSCHC and member eligibility compliance.
* Launched the 2022-23 program year in August and have onboarded 31 of the 50 programs awarded to date. We expect to engage up to 4,485 AmeriCorps members in the 2022-23 program year.
* Partnering with UC Berkeley’s Greater Good Science Center and Othering and Belonging Institute on the Connecting Californians Through Service Pilot Initiative. This project involves creation of curriculum and training to help AmeriCorps members bridge differences and foster stronger feelings of connection with each other and their community. The project kicked off last month and we’re conducting initial meetings with participating programs to discuss ideas for the curriculum and training, including gathering their input on what they believe it should cover and the best ways to share it with members.
* Working on developing the following three AmeriCorps funding opportunities that are anticipated to be released by the end of September: 1) FY 2023 AmeriCorps Funding Opportunity; 2) FY 2023 Public Health AmeriCorps Funding Opportunity; and 3) California Climate Action Corps Expansion funding Opportunity.

**Neighbor-to-Neighbor**

* Further developing CV’s strategy for leveraging the first $10M N2N installment from the Legislature.
  + Will potentially invest in local assistance grants and training curricula.
* Will officially launch efforts November 2022 (tentative).

**Climate:**

* CCAC is actively placing 115 Fellows to serve 9/19/22-8/17/23. CCAC received 560+ applicants from individuals wanting to join.
* CCAC will host the first in a series of Community Climate Action Days in San Jose on 9/24/22, followed by Butte County in October and Oakland in November. We will host an action day in each of our program target regions engaging thousands of volunteers across the State over the next 9 months.
* CV has contracted with 5 volunteer organizations (CORE, Hands On Bay Area, Center for Non Profit Leadership, LA Works, Food Exploration + Discovery) to host additional CCAC co-branded events across the State. The first event will be held during Climate Action Week on 9/24/22 and will engage 300+ volunteers in Los Angeles County.
* CCAC Regional staff is meeting with organizations that have ongoing volunteer opportunities within our focus areas, to promote and populate the volunteer hub to connect CCAC volunteers with opportunities.
* Since the launch of CCAC, 15,255 volunteers have been engaged, and another 4,200 have been connected through our volunteer hub.

**Communications & External Affairs Department**

* In partnership with Assembly Democratic Caucus, California Volunteers hosted a briefing for Assembly Legislative staff to provide them with an overview of California Volunteers administered programs and create opportunities for partnership.
* California Volunteers hosted our first budget briefing/webinar for our stakeholders to provide an overview of current and new investments in California Volunteers administered programs. The briefing was attended by 150 key partners.
* California Volunteers continued to hold roundtable discussions and press events to recruit and launch our #CaliforniansForAll Youth Jobs Corps program in various cities across the state including the cities of San Diego, San Francisco, Los Angeles South Gate, Maywood, Oakland; Counties of Sonoma and Marin. The events were done in partnership with local Mayors and elected officials and had participation from key Le7 Legislative leaders including Senate President Pro Tempore Toni Atkins and Assembly Speaker Anthony Rendon.
* California Volunteers in partnership with Governor’s External Affairs team hosted Roundtable Convenings in the Inland Empire and in Los Angeles to hear from key community leaders and youth in the region.
* Governor and the Legislature made the following investments through California Volunteers in prioritizing service in the state of California:
  + Continuation of #CalifornniansForAll College Corps with a $73.1 million investment through 2026 budget year
  + Continuation of #CaliforniansForAll Youth Jobs Corps program with a $25 million investment through 2023 budget year
  + Investment of $10 million through 2026 budget year to establish Neighbor-to-Neighbor program
  + $10 million investment to establish Senior Corps program for the budget year 2022-23
  + Continuation of California Climate Action Corps program with an investment of $3.86 million through 2026 budget year
* California Volunteers finished the College Corps recruitment media tour with events in San Luis Obispo and San Diego and a statewide Scholar share event that was viewed by hundreds of parents and garnered national coverage. Now that recruitment for College Corps has concluded, we have turned our attention to induction and orientation event, including the October 7th Statewide Launch and Swearing-In Celebration that will feature Governor Newsom as the keynote speaker.
* Chief Service Officer Josh Fryday spoke at a variety of events, including the Summits for America, the Philanthropic Leadership Roundtable, the Commonwealth Club, and was a keynote speaker and award recipient for the California Conference on Citizenship.
* Chief Service Officer Josh Fryday participated in a variety of live and taped interviews with outlets such as Fox 40, Hecho en Caifornia, Fox 11, USA Today, KCRA, and the San Francisco Chronicle to highlight California Volunteers programs. Earned media resulted in more than 81 articles and media hits.
* On May 18, the California Volunteers hosted a virtual statewide press conference to promote California Climate Action Corps Fellow recruitment. In June, we hosted a Climate Townhall to engage corporate partners. In August, we hosted a listening session with CCAC Fellows to hear more about their experience. And in September, we helped fellows celebrate their end of term graduation.
* Highlights from California Volunteers Social Media:
  + Instagram Reel video has helped us increase engagement by 23% since April.
  + We have doubled our engagement on Twitter since April.
  + Although we have grown our Facebook followers in the last few months, user activity and engagement have noticeable declined. This is likely a result of overall changes in Facebook user behavior in recent months and the [migration to TikTok](https://www.makeuseof.com/tiktok-vs-facebook-revenue-and-user-numbers-2022/).
  + The length of overall views on our YouTube channel has increased 24% in the last month.

**Digital Infrastructure**:

California Volunteers website & branding updates: Completed website refresh including launching of the new Disaster Volunteer Management landing page (<https://www.californiavolunteers.ca.gov/disaster-services/>) and is preparing to launch the new Education Corps landing page (<https://www.californiavolunteers.ca.gov/education-corps>).

College Corps Charter Cohort Launch: Successfully onboarded 3,100 *Cohort 1* College Corps Fellows, 400 staff members, and 800 Community Host Partners into the new application America Learns.  America Learns is the application which manages operational information (e.g. time tracking) about the program.

Completed construction of *Service Force*: Service Force is the internal name CV has given to the consolidation of previously different/disparate Salesforce databases. These were consolidated over the last few months realizing real cost savings on license fees while realizing new synergies. Once Service Force was created, a new internal ticketing system was deployed to capture and resolve technical and functional support tickets from end users promoting greater cooperation between internal End Users and Salesforce technical support.

Transition from old (GovDelivery) to new (Marketing Cloud) email communications and marketing platform: This project began in May and is nearly complete.  This transition results in more capabilities for targeted communications since it is powered by and tightly integrated with our aforementioned Salesforce powered *Service Force*.

Alumni Network: Immense progress has been made on creating the framework within CV’s *Service Force* which will be the Alumni Network repository. This CRM (Customer Relationship Management) function will allow us to connect, communicate and create new touchpoints with those who have participated in a CV administered program. We are currently defining and gathering information needed for current and future Civic Action, AmeriCorps, Youth Jobs Corps, College Corps, Climate Action, Disaster and College Corps participants.

**Marketing:**

Department Highlight

In response to recruitment challenges service programs are experiencing in California (and nationally) and recommendations for enhancing the value proposition to prospective members, the role of the marketing department is expanding. Hiring is currently underway for the newly established Marketing and Member Engagement Department, focused on building a recruitment strategy to support AmeriCorps programs throughout the state, building service-to-career pathways for members transitioning out of service, and engaging program alumni in myriad efforts to promote the mission of California Volunteers.

Key Updates

1. California Volunteers is assisting the American Academy of Arts and Sciences in outreaching to young people currently engaged in California Climate Action Corps, College Corps, and Youth Jobs Corps about an opportunity to participate in a series of virtual focus groups aimed at better understanding motivations to serve. The focus groups are tentatively slated for late September to early October, depending on recruitment.
2. With financial support from the California Volunteers Fund, Propper Daley (a social impact agency based in L.A.) is developing a marketing and behavior change campaign focused on volunteer engagement for the program’s five major Community Climate Action Days. The initial intake workshop was in late August; audience review and analysis is underway and campaign development is slated for October.
3. As College Corps partner campuses shift from planning to implementation of the inaugural cohort of Fellows, Mozaic Media + Communications is outlining paid media and digital activations to uplift Fellow and Community Host Partner stories, planning for listening sessions with campus partners to understand recruitment challenges and successes, and strategizing for year 2.

**Operations:**

**Grants & Budget**

* California Volunteers is currently closing out one federal grant, the 18ACHCA001 prime grant. This competitive prime grant ended in August and staff are currently reconciling payments and compiling final reports for AmeriCorps.
* AmeriCorps has released notices of funding opportunity (NOFO) for the Commission Support Grant and Commission Investment Fund. These annual grants support California Volunteers general commission operations. Staff are currently preparing the grant applications for both funding opportunities. The deadline to submit applications is October 4, 2022.
* Due to a considerable increase in funds from the federal AmeriCorps agency, as a result of American Rescue Plan Act appropriations, California Volunteers' federal awards for AmeriCorps have exceeded traditional total grant awards by over $30 million. As such, California Volunteers submitted a formal letter to the California Legislature to increase our federal authority to the new award level. Once this request is approved, our Finance and Administration team will be able to continue with AmeriCorps contracting.
* California Volunteers continues to work towards closing the 18VGHCA001 monitoring efforts. California Volunteers' previous Volunteer General Fund (VGF) prime grant, 18VGHCA001, was randomly selected for compliance monitoring. As a result of some findings from these activities, California Volunteers is working on corrective action steps to complete the monitoring efforts. This includes updating internal processes and providing additional documentation to AmeriCorps.
* California Volunteers recently participated in two rounds of Payment Integrity Information Act (PIIA) testing with AmeriCorps. Formerly the Improper Payments Elimination and Recovery Improvement Act (IPERIA) process, California Volunteers was selected for the PIIA testing, which includes reviewing invoices and expenses incurred by subrecipients.
* Contracting and procurements continue for the CaliforniansForAll College Corps Fellowship and the CaliforniansForAll Youth Jobs Corps Program. Additionally, the Finance and Administration staff are also sending out California For All (CFA) Education Award contracts to AmeriCorps programs for eligible full-time members who served in the 2021-22 program year.
* California Volunteers has submitted budget change proposals (BCPs) to the Department of Finance for consideration for the Fiscal Year 2023 budget. BCPs are confidential until they are released by the Department of Finance and the Governor. As soon as the BCPs are made public, we will share them with the Commission.
* Quarterly reports for our State Fiscal Recovery Fund (SFRF) programs are due in October. SFRF funded programs include part of the CaliforniansForAll College Corps Fellowship and all of the CaliforniansForAll Youth Jobs Corps Program.

**Operations**

* California Volunteers is growing and we’re looking for talented team members to join our team! We currently have 68 team members, 9 candidates pending, and 15 open positions that we’re actively recruiting for right now.  If you know someone who is looking to make a positive impact in their community and beyond, tell them about California Volunteers. Visit the California Volunteers [website](https://www.californiavolunteers.ca.gov/careers/) to explore our open positions.

**Full Commission Zoom Call**

**May 25, 2022**

**2:00 - 4:00pm**

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| **Commissioners Present** | **Commissioners Absent** | **Staff Present** |
| Chair Lindsay Fox | First Partner Jennifer Siebel Newsom | Josh Fryday |
| Gregory Bradford | Benji Carvajal | Mark Skidmore |
| Kathy McKim | Rene Jones | Jacqueline Yannacci |
| Rodrego Byerly | Jesse Melgar | Anthony Chavez |
| Ben McCue | Darren Dow | Kaitlin Meyer |
| Karla Crawford | Tony Thurmond | Ia Moua |
| Chrysanthy Demos | Araceli Mohamed | Cristina Valdivia |
| Richard Goldman | Jeff Hoffman | Khydeeja Alam |
| Eddie Valero | Michael Lynch | Mary Martin-Mabry |
| Tim Strauch | Rita Holiday | Dina Bourdaniotis |
| Yvette Radford | Dan Newman | Marlissa Hernandez |
| Catherine Milton |  | Erica Willett |
| Kaira Sturdivant Rouda |  | Danielle Gaxiola |
|  |  | Katie Vavao |

**Chairperson Report**

Commissioner newly elected Fox introduced herself and wanted to take a moment of silence for the mass shooting that occurred just hours before. Chair Fox introduced Commissioner Ben McCue to our Commission and asked that he introduce himself to the panel as well as every Commissioner took turn introducing themselves.

Asked to take up a motion to adopt the February minutes, Commissioner’s Valero and McKim voted.

**Chief Service Officer’s Update**

Chief Service Officer Fryday welcomed Commissioner Fox and McCue to our Commission. Wants to call on people to serve and we have to invest in the infrastructure to allow people to engage in their community. We are launching many programs here at CV and we are working with 48 Universities as well. Over the next two years in California we will have over 20,000 service opportunities.

Commissioner Fox suggesting in September that we hold our next September in person Commission meeting as well as holding a retreat for Commissioners, more details to follow. Wants Commissioners to think about who their community partners are and business leaders, other civic leaders and so forth.

Commissioner Fox asked that all Commissioners go into their breakout rooms assigned by their Counties to discuss and strategize next steps on how to get their stakeholders together, pulling people in to come together and locations as well as in person vs zoom were some of the suggestions. Commissioner Fox thanked all Commissioners for their hard work in the breakout rooms and the work that lies ahead on this planning session!

**Staff Highlights**

Pushing a recruitment tour right now from the Governor and the Legislature. Continuing to hire very aggressively if anyone knows incredible talent to add to our team please reach out to us. We have three items that were proposed in January in the Budget to fund three programs for CV they are Climate Corps, Neighbor to Neighbor and to support more resources for Seniors. Proposed to the Legislature ongoing funding for College Corps. Sitting in the Legislature now and we should know by the end of June.

Jacqueline Yannacci Programs Department reported out that our disaster team has been working hard finalizing a document on what CV’s role and Office of Emergency Services in a disaster setting.

Our Neighbor to Neighbor has evolved and to grow the number of neighbors to help.

Climate Corps. we will be sharing high profile events starting in the fall, please stay tuned.

Ia Moua AmeriCorps Department reported out we have really enhanced current investments in service. 50% is supporting Education and strengthening new partnerships. Building out our Agency capacity in responding to Emergency Response Corps. Provide more resources to programs and working very closely with our Disaster Team.

Katie Vavao Communications Department reported out the road show is the big news. We have had over one hundred hits with media. June 10th will be College Corps/Youth Jobs Corps working with the cities participating in these programs. We surpassed every metric on every platform especially on Instagram where the numbers are climbing.

Khydeeja Alam External Affairs Department reported out we are working on engaging Elected Officials. Members have joined us at some of our events. Governor proposed in the May revise more funding for College Corps as a permanent program. Josh presented to three Committees and three of our proposals have made it through.

Commissioner Fox ended meeting and letting everyone know that next scheduled Commission meeting is in September and working on getting some groups together to strategize. Thank you all for attending today’s meeting.