



AMERICA'S
SERVICE
COMMISSIONS

**AmeriCorps Recruitment/Retention
and State Service Plan Discussion
Serve Washington Grantee Training**



Agenda

Introduction

Overview of ASC

Setting the Stage – Recruitment and Retention Conversation

Group Discussion and Report Outs – Solving the Recruitment and Retention Riddle

Break

State Service Plan Overview

Framing the Discussion – Raising Awareness and Leadership Development

Group Discussion and Gallery Walk – Informing the State Service Plan

Closing



Introduction

Topics of today's discussion informed by survey completed by 34 AmeriCorps program staff members in various roles

Goals:

Identify underlying challenges and strategies for increasing member recruitment and retention; and,

Provide feedback to inform the development of the Washington State Service Plan



ASC Overview

Established in 1997 by commissioners and staff

Association representing the network of 52 state service commissions

Provide support to state commissions and their programs in developing high-quality service and volunteering programming

Serve Washington staff have been critical leaders in ASC since its inception

Increasingly, ASC is facilitating sessions with commissioners and programs to address emerging issues surfacing throughout the country



About ASC

Mission: To lead and elevate the state service network

Vision: All states will embrace service as a strategy to build community in solving local challenges

Values: Bi-partisanship, Unity, Devolution



Setting the Stage – Recruitment and Retention

Nationally – increasing conversation regarding recruitment challenges, especially in states that typically have not faced recruitment challenges

CNCS data for 2017-18 generally does not note major changes in actual enrollment numbers

Programs across the country have anecdotally shared that they are receiving fewer applications for each available position

CNCS is revamping its online presence to assist with recruitment

Further, CNCS recently revised the retention policy requirement



Setting the Stage – Recruitment and Retention

WA – 99% recruitment rate – 115% high, 72% low

WA – 86% retention rate – 100% high, 60% low

Recruitment – 90% of survey respondents indicated that recruitment was very challenging or challenging

Retention – 87% of survey respondents indicated that retention was very challenging or challenging

Coaching from Serve Washington

Program working group

Additional context regarding recruitment and retention conversations to date?



Group Brainstorm

What factors have changes in the last two years that have impacted your recruitment and retention efforts?



Small Group Discussions

Which recruitment strategies are most effective for your program?

What, if any, elements of your program design may be impacting your recruitment and retention efforts (member position type, living allowance, service activities, member development activities, etc.)?

What type of support from your peers would assist your program with member recruitment and retention?

What support could Serve Washington provide to assist with your member recruitment and retention efforts?



Serve Washington

Changing Communities. Changing Lives.

State Service Plan 2016-18

Vision	National service, volunteerism, and civic engagement are the foundation for caring communities and a thriving Washington.
Mission	Serve Washington advances national service, volunteerism and civic engagement to improve lives; expands opportunity to meet the local critical needs of residents of Washington; and strengthens community capacity while creating healthy and resilient communities.
Beliefs	<ul style="list-style-type: none">★ National service, volunteerism, and civic engagement are fundamental to achieve equity, strengthen communities, and improve lives.★ National service resources are accessible to all communities to help meet their critical needs.★ Volunteerism promotes bonds across various races, cultures, beliefs, backgrounds and experiences.★ Service is a pathway to education and employment.
Goals	<ul style="list-style-type: none">★ Catalyze opportunities for participation in national service, volunteerism, and civic engagement in Washington communities.★ Promote, educate and be a voice for service in the public and private sectors.★ Provide effective administration and oversight of AmeriCorps resources.



State Service Plan Priorities (Survey)

Leadership Development – Program Staff and AmeriCorps Members

Promoting/Improving Awareness of National Service in Washington



Small Group Discussions

What activities/roles could members, program staff, Serve Washington staff, commissioners, elected officials, and other stakeholders in elevating awareness regarding national service in Washington?

What leadership development options can you/your organization provide?

What type of leadership development activities would be valuable for program staff and members (beyond what is already available)?



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