

2010-2012 District of Columbia State Service Plan

Introduction and Overview

The 2010-2012 District of Columbia State Service Plan is the continuation of a significant collaboration to address citywide needs through service. For the past three years, the 2006-2009 State Service Plan guided Serve DC – The Mayor's Office on Volunteerism programming with priority areas of Disability Inclusion, Civic Engagement, and Emergency Preparedness.

The 2010-2012 District of Columbia State Service Plan is a collective vision among collaborative national and community service stakeholders. The Plan creates a blueprint for addressing needs in Washington, DC through service and expands opportunities for DC residents to serve to the fullest extent of their skills and abilities. Through addressing local and national priority areas, the intent of this Plan is to serve as an evolving and living document to guide focused activities around identified programmatic priority areas, demographic and inclusion priorities, collaboration, and accountability. Additionally, there is a supplement to this Plan, the 2010-2012 Plan for Service by Adults Age 55 and Older, which outlines goals and objectives for engaging Baby Boomers and Seniors.

About Serve DC – The Mayor's Office on Volunteerism

The mission of Serve DC is to strengthen and promote the District of Columbia's public service activities and address community needs by leveraging resources through national service, emergency preparedness, integrated community partnerships and volunteerism. Serve DC focuses on three strategies to accomplish this mission:

- Strategy 1: Become the community service nexus in the District of Columbia
- Strategy 2: Conduct community-based needs and resource assessments to make measurable and sustainable improvements in the District
- Strategy 3: Be a leader in training District residents to strengthen the ethic of service

Process for Input and Feedback

During the summer and fall of 2009, Serve DC developed the 2010-2012 District of Columbia State Service Plan through an open and inclusive process engaging partners and stakeholders in identifying local community needs. Serve DC staff sought community feedback and input through various informational sessions, formal and informal meetings with partners and stakeholders, and a widely distributed online survey. Through this process, Serve DC developed a comprehensive District of Columbia Plan for Service and the District of Columbia Plan for Service by Adults Age 55 and Older.

New and Emerging Initiatives

Building on the passage of the 2009 Edward M. Kennedy Serve America Act and national initiatives such as the President's Call to Service through "United We Serve", 2009 has been a historic year with the ushering in of a new era of National Service and momentum-building to mobilize citizens to respond to the economic downturn and community challenges through volunteerism. Locally, Washington, D.C. Mayor Adrian M. Fenty became a Founding Mayor for Cities of Service, an initiative leading service efforts at the city level to address local community challenges and matching volunteers to areas of greatest need. Serve DC is poised as the DC Commission on National and Community Service to be a lead partner and convener for these initiatives acting in a city-state capacity in the District of Columbia.

- **2009 Edward M. Kennedy Serve America Act**

The Serve America Act is landmark legislation that charges the Corporation for National and Community Service and partners to dramatically expand opportunities for Americans to serve, to focus on critical national issues, to be a catalyst for social innovation, and to support the nonprofit sector. The law both expands existing Corporation programs and creates new initiatives to increase service opportunities and strengthen civic infrastructure.¹

- **United We Serve**

"United We Serve" is a nationwide service initiative that will help meet growing social needs resulting from the economic downturn. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking citizens to come together to help lay a new foundation for growth. This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects. The President has said that the challenges America faces are unprecedented, and that we need to build a new foundation for economic growth in America.²

- **Cities of Service**

Cities of Service is a bi-partisan coalition of the mayors of large and small cities from across the United States who will work together to engage citizens to address the great challenges of our time. Washington, D.C. Mayor Adrian M. Fenty is a Founding Mayor of the Cities of Service.³

I. Program Priority Areas

In consideration of identified local and national priority areas and based on input received from Serve DC stakeholders, three programmatic priority areas have been identified in consideration of Serve DC initiatives: *Education and Youth, Emergency Preparedness, and Community Renewal/Economic Growth*. These priorities will guide Serve DC collaborative efforts and initiatives over the next three years and Serve DC will seek to collaborate with partners in further identifying community needs. The goals and objectives in each priority area reflect Serve DC efforts related to agency programming.

¹ <http://www.nationalservice.gov/about/serveamerica/index.asp>

² <http://serve.gov>

³ <http://www.citiesofservice.org>

Education and Youth

The District's AmeriCorps, Senior Corps, and Learn and Serve America programs focus on empowering young people to become change-agents in their communities through sustained, meaningful service and development opportunities. Additionally, AmeriCorps members, Senior Corps members, and Learn and Serve America participants are actively addressing critical needs in District public schools by serving as mentors, tutors, coordinators, community liaisons, and role models to DC youth. Through developing these support systems and networks, National Service members are addressing critical needs in education through dropout prevention, promoting civic engagement in DC youth, and promoting healthy lifestyles.

- *Learn and Serve* performance measures to expand service-learning in the District of Columbia include:
 - Creating up to nineteen new service-learning courses on DC college campuses through the Learn and Serve Higher Education program
 - Engaging over 1,200 college students in high quality service-learning through the Learn and Serve Higher Education program
 - Engaging over 600 K-12 students in service-learning projects with community-based partner organizations through the Learn and Serve K12 program
- *Learn and Serve* will educate Learn and Serve participants on AmeriCorps as a post-secondary option to foster a pathway and continuum to service and civic engagement. This effort will focus on strengthening youth civic engagement.
- *AmeriCorps*State* will measure effectiveness of in-class and after-school support through sub-grantee performance measures. These measures will track progress towards identified outputs, intermediate outcomes, and end outcomes based on program goals and objectives.
- *AmeriCorps*State* will measure the number of youth engaged in sub-grantee service days and regular programming. AmeriCorps efforts will see to expand civic engagement through episodic and ongoing service opportunities.

Emergency Preparedness

DC Citizen Corps, Serve DC's Emergency Preparedness initiative, works to provide a comprehensive program to enhance service and volunteerism in every community in the District of Columbia. Serve DC's work with the general public has increased greatly, but the diverse demographics in the District require that the emergency preparedness community be equally diverse to include youth, seniors, persons with disabilities, and English as a second language populations. Serve DC programs – CERT (Community Emergency Response Team), Neighborhood Corps, and Commander Ready – in addition to sustained partnerships with non-profits and other government agencies, can and do cover the recruitment and training capacity needed to create and maintain the service team(s) needed in times of emergency or disaster.

The long term service plan for continuing to expand this is built into the plans of all our programs and partnerships.

- *CERT* will continue to increase the number of persons trained each year by at least 10% over the previous year. It will continue to work with the disability community, senior citizens, and local high schools. It will focus on increasing its impact in other minority community communities – especially those with language, communication, or cultural barriers.
- *Neighborhood Corps* works to develop emergency preparedness within a specific community. The goal is to increase the number of persons and groups trained each year by 10%. It will use more advanced training units based on the Incident Command System and specific to Corps locations. The community concept will move beyond geographical communities to include models in work, multi-unit housing, and other communal teams. There will be at least one active Corps in every Ward in the District.
- *Commander Ready* covers emergency preparedness and engages families and adults through children. It looks to expand by a minimum of eight schools per year and will reach schools in every Ward in the District.

Economic Growth and Community Renewal

In order to promote economic growth and solve social problems, Serve DC will seek out and foster innovative collaborative efforts focused on community renewal. In developing and leveraging strategic public-private partnerships and expanding professional development opportunities, Serve DC will strengthen and build the capacity of nonprofit organizations and community partners. Serve DC will seek to foster civic participation and expand volunteer opportunities focused on innovative and promising programs that have strong impacts and outcomes on community needs, clean energy, and the environment.

- *AmeriCorps*: Measure civic engagement/member development of AmeriCorps members through survey results.
- *AmeriCorps*: Measure number of programs supporting economic development, job creation.
- *Seasons of Service*: Target 25% of service projects to address environmental issues.
- *Learn and Serve Higher Education*: Starting in fall 2009, college students will support capacity-building efforts at local nonprofits or community-based organizations to address the economic downturn. By the end of Year Three, 90 University-Community partnerships (10 per university per year) will be created and documented on sub-grantee partnership letters through the Serve DC Learn and Serve Higher Education initiative.

- Serve DC will increase the number of individuals trained through National Service training opportunities by 100 each year over the next three years, starting with a goal of 300 in 2010.

II. Demographic and Inclusion Priorities: Efforts to Target and Engage

Disability Inclusion

The District of Columbia has almost 116,000 persons over the age of five who identify themselves as persons with disabilities, accounting for 21.9 percent of the District's population (U.S. Census Bureau, 2000 Census). Building on strategic efforts to increase the number of persons with disabilities engaged in service, Serve DC is working to expand resources to promote inclusive volunteer and national service recruitment and retention strategies. Serve DC will continue to promote expanding the involvement of persons with disabilities in service by providing training and technical assistance, offering reasonable accommodation funds, leveraging the Disability Inclusion Advisory Committee as a resource to national service sites, and by providing mini-grants to support Seasons of Service Days.

- Serve DC will continue to convene the Disability Inclusion Advisory Committee on a quarterly basis to expand outreach opportunities and engage experts in the field as resources to support disability inclusion at national service sites in Washington, DC.
- Serve DC will work with National Service programs to promote disability inclusion as a seamless integration into policies and procedures through ongoing professional development opportunities in the annual National Service Training and Meeting Calendar.
- All AmeriCorps*State Programs will set annual goals to integrate disability inclusion into their daily activities, policies, and procedures. First year goals may include: redesigning recruitment materials so they are fully inclusive (to include developing materials in alternative formats), ensuring all program staff are knowledgeable of Disability Inclusion topics, programs survey AmeriCorps members and encourage self-disclosure. Future goals may include: increasing the number of members who self-disclose and the number of members with disabilities in each program.

Baby Boomers and Seniors

As a supplement to the DC State Service Plan, Serve DC developed the *DC Plan for Service By Adults Age 55 and Older*. The vision for the Plan is to further engage and mobilize Baby Boomers and Seniors in meaningful service opportunities in order to address some of the District of Columbia's most pressing needs. Action steps and policy recommendations are included as a supplement to the DC State Service Plan.

- Serve DC will convene a working group on a quarterly basis with representatives from organizations that engage Baby Boomers and Seniors in service.

- Serve DC will engage Senior Corps sites in a Technical Assistance Needs Assessment annually to inform Program Development and Training activities.

Higher Education Students

In fall 2009, Serve DC was awarded a Learn and Serve America Higher Education grant by the Corporation for National and Community Service. This three-year effort will expand service-learning programming focused on economic recovery and capacity-building in the DC nonprofit community.

- By the end of Year Three, 1,200 University students will participate in service-learning courses.
- By the end of Year Three, 19 service-learning courses will be created and documented at DC institutions of higher education.

III. Ongoing Collaboration and Convening of Stakeholders

Streamline and Expand Opportunities to Serve

Serve DC will utilize social media and other online resources such as www.allforgood.org, Facebook, and Twitter to promote service opportunities in the District. In fall 2009, Serve DC launched social media outlets to better connect service-minded individuals and organizations in DC. Serve DC will also collaborate with organizations that coordinate service opportunities to better match volunteers and established community partners to the areas of greatest local need.

Serve DC will utilize outreach strategies that are inclusive and responsive to the targeted audience. Serve DC will develop alternative formats for print materials, develop and maintain relationships with print, radio, and online media outlets to promote volunteer initiatives.

Serve DC will create clear and easy access points for information (digital and non-digital) about funding opportunities, episodic days of service, and volunteer opportunities throughout the District of Columbia.

Serve DC will maintain an online volunteer database in an effort to increase Serve DC's ability to continually engage past volunteers for episodic volunteer events and emergencies.

Continue to Provide Opportunities to Lead and Serve

Serve DC provides sustained leadership opportunities for community partners and stakeholders through participation on the Serve DC Commission, Disability Inclusion Advisory Committee, DC AmeriCorps Leadership Council, Citizen Corps Council, and Seasons of Service Days working groups. Serve DC will seek to expand membership through outreach efforts to promote leadership and service opportunities.

- Number of people reached through outreach events organized or participated in to increase by 25% over three years.

Build the Capacity of National Service, Citizen Corps, and Community-Based Organizations

Serve DC offers ongoing professional development opportunities. Annually, Serve DC develops a National Service Professional Development and Training Calendar based on a Training and Technical Assistance Needs Assessment. In fall 2009, this effort extended to all National Service programs in the District.

- Serve DC will increase the number of individuals trained through National Service initiatives by 100 each year over the next three years, starting with a goal of 300 in 2010.
- The Citizen Corps CERT program will continue to increase the number of persons trained each year by at least of 10% over the previous year.

Promote National Service Cross-Collaboration

Serve DC continues to institute a culture of cross-collaboration among national service sites and community partners operating in the District.

2009 Edward M. Kennedy Serve America Act

Through the Serve America Act, Serve DC's Program Development and Training initiative and Disability Inclusion initiative will now expand to all streams of National Service. Additionally, Serve DC will seek to increase collaboration efforts with AmeriCorps national direct programs applying for AmeriCorps funds in Washington, DC.

Senior Corps

In addition to expanding the role of Serve DC in providing training and technical assistance support to all streams of service, Serve DC will work with Senior Corps to implement the *DC Plan for Service By Adults Age 55 and Older*. Serve DC staff will meet with Senior Corps program staff on a quarterly basis to identify potential collaborative efforts and needs.

Learn and Serve America

Since 2003, Serve DC has managed the Learn and Serve America School-Based program on behalf of the DC Office of the State Superintendent of Education to expand service-learning programs in K-12 District of Columbia public schools. In addition to this ongoing partnership, Serve DC was awarded the Learn and Serve Higher Education grant to develop and expand service-learning programs at three local universities.

AmeriCorps*VISTA

In 2007, Serve DC launched the “Strengthening Communities through Service” AmeriCorps*VISTA program in order to build the capacity of commission programs that empower residents to address pressing needs in their communities.

DC AmeriCorps Leadership Council

The DC AmeriCorps Leadership Council convenes current AmeriCorps members serving in the District and Alums in the greater District of Columbia for service, social, professional development, and networking opportunities. In addition to monthly Council meetings, Serve DC seeks to convene members for professional development activities such as the annual Life After AmeriCorps conference.

Engaging AmeriCorps*NCCC: 2009 Mayor’s Summer of Service Program

Serve DC, in conjunction with AmeriCorps National Civilian Community Corps (NCCC), developed the Mayor’s Summer of Service as a creative opportunity to introduce more than 100 young people in Mayor Adrian M. Fenty’s 2009 Summer Youth Employment Program to meaningful community service in the District of Columbia. Participants served in every Ward of the District under the supervision of NCCC, building more than 25 community vegetable gardens at recreation centers and parks; tutoring low-income children at Amidon Elementary School through Heads Up DC, working with military families at the University of the District of Columbia summer camps; building playgrounds; clearing and cleaning trails with the National Parks Service; and sorting more than 15,000 lbs of food at the Capital Area Food Bank.

Leadership Institute

The 2009 National Service Leadership Institute is a team, course, and training-based professional development opportunity designed to build capacity of national service program staff to lead initiatives that address issues in education, public safety, environmental, and other pertinent challenges facing communities in the District of Columbia. Serve DC in partnership with the University of the District of Columbia (UDC) believes that the Institute will provide a holistic approach in administering resources and comprehensive training to connect an idea to a sustainable community program or project. The Institute will serve as the “on ramp” for new program staff and a “recharge” for others that will address the eight core competencies prescribed by the Corporation for National and Community Service while serving as a catalyst for cross program collaboration. The Institute boasts several opportunities for its participants to gain professional development skills while receiving college credit towards a B.A. degree. The main benefit is a credit-bearing Certificate of Nonprofit Leadership from UDC.

Highlight National and Community Service

Serve DC continues to recognize and highlight the service of volunteers in the District and create awareness of national service through national efforts such as AmeriCorps Week, Learn and Serve Challenge Week, and National Volunteer Week.

Promote Seasons of Service Days

Acting as a springboard for engaging DC residents in service, Seasons of Service Days have the potential to create milestones for service throughout the year and connect episodic volunteer opportunities into a continuous year of service. The Seasons of Service Days are a portfolio of

national and global opportunities for people to volunteer for service projects and activities throughout the year. Thousands of District residents volunteer each year by taking part in Seasons of Service Days a year-round action plan designed to illustrate how a single day of service can grow into an ongoing habit of helping communities. Serve DC serves as the city's lead organizer for Martin Luther King Jr. Day of Service, Global Youth Service Day and 9/11 National Day of Service and Remembrance. Serve DC also assists partner organizations with the planning and implementation of the other days of service such as Make a Difference Day, DCPS Beautification Day, and 9/11 National Day of Service and Remembrance.

Recognize and Tell the Stories of Volunteers

Serve DC manages the Mayor's Volunteer Service Award and seeks to recognize DC residents for their community contributions. Volunteer recognition events take place throughout the year and are highlighted during National Volunteer Week.

Serve DC will launch a public relations campaign to tell the stories of service participants and highlight best practices. Each year Serve DC highlights successes and stories in an Annual Report and in 2010 will increase the spotlight as it will be Serve DC's 10th Anniversary in operation.

IV. Accountability: Strengthening Infrastructure and Ensuring Quality

In fiscal year 2010, under the guidance of the Mayor and the City Administrator, each city agency developed a performance plan, which describes new initiatives that improve the quality of their services and highlights metrics that meaningfully gauge their progress against goals. Agency performance plans and Key Performance Indicators (KPIs) define and measure progress toward goals.⁴ Serve DC developed KPIs based on the three distinct areas of work: National Service, Citizen Corps, and Communications and Special Initiatives. Serve DC KPIs are included in this Plan.

In 2009, Serve DC staff and Commissioners developed a Strategic Plan to focus agency activities around three strategies: 1. Become the community service nexus in the District of Columbia, 2. Utilize community-based needs assessments of volunteer opportunities to make measurable and sustainable improvements in the District of Columbia, and 3. Promote an ethic of service in the District of Columbia. The goals and objectives within the strategy areas are incorporated in this Plan.

Serve DC also maintains accountability measures for sub-grantees with regular reporting, performance-based monitoring, and performance measurement as identified in grant applications and grant proposals. Serve DC sub-grantees develop specific performance

⁴ <http://capstat.oca.dc.gov/PerformanceIndicators.aspx>

measures to include outputs, intermediate outcomes, and end outcomes based on program areas.

Sustainability of National Service Efforts

The Government of the District of Columbia remains committed to strengthening Serve DC and service programs in the District of Columbia. The District Government appropriates local resources that allow Serve DC to meet its federal grant match requirements. Mayor Adrian M. Fenty demonstrated his commitment to service by becoming a Founding Mayor of the Cities of Service Initiative. Mayor Fenty also provides the resources for and annually presents the Mayor's Community Service Awards. Serve DC presents these awards annually to recognize the achievements of service leaders across the Washington, DC community. In addition, Serve DC partners with the numerous District of Columbia Government Agencies, including (but not limited to) the Department of Parks and Recreation, the Metropolitan Police Department, Fire and Emergency Management Service, the Department of Disability Services, the DC Office of the State Superintendent of Education, District of Columbia Public Schools, and the Mayor's Office of Community Relations and Services to develop and deliver service opportunities for District residents.

Serve DC's strategic partnerships with District-based and located organizations provide additional resources to support service in the District of Columbia. Youth Service America provides financial and technical resources to help develop and deliver Global Youth Service Day. Major corporate partners including (but not limited to) Target and Wal-Mart provide in-kind resources in support of Serve DC volunteers and Seasons of Service Days. Organizations including (but not limited to) State Farm provide in-kind resources like meeting space for sub-grantee and partner training events. Serve DC's Commission members provide financial and in-kind resources, and partnership development support, that support implementation of Serve DC programs.

In order to ensure sustainability and expansion of programs, Serve DC and Serve DC Commissioners will seek to develop a comprehensive fundraising strategy and register an affiliated 501c3 nonprofit organization.

Beyond monetary resources, Serve DC will engage stakeholders with common service interest to build partnerships that will benefit their agencies.

Expanding Knowledge of AmeriCorps Funding

Serve DC continuously strives for a diverse portfolio of AmeriCorps programs and employs a variety of strategies to ensure far-reaching outreach to publicize AmeriCorps funding opportunities. In addition to disseminating information through Serve DC's diverse stakeholders and partners through online outlets, Serve DC utilizes outreach opportunities such as tabling, speaking on panels, and developing print materials. Specifically to target faith-based organizations, Serve DC will engage partners in the November 2009 Faith-Based and Emergency Preparedness conference: *Prevent, Prepare, Protect: Faith Communities and Disaster*. Serve

DC also disseminates information through the DC Office of Partnerships and Grants Services (DC Funding Alert) and agency listservs. Serve DC also conducted an information session outside of a funding competition to allow current AmeriCorps programs to present on the capacity needed to run an AmeriCorps program.

Ensuring the Success of the State Service Plan: Non-Monetary Support the Corporation Can Provide

- The Corporation can support Grantees by developing effective and efficient electronic grant management systems with the functionality that allows data transfer from the Corporation systems to State electronic grant management systems in order to reduce the increased burdens of duplicative data entry.
- Increase the availability of experienced Corporation staff for technical assistance based on the results of annual training and technical assistance surveys distributed to all national service programs operating in Washington, DC
- Provide advanced technical assistance or training curriculum for Serve DC sub-grantees and National Service programs based on results of annual Training and Technical Assistance Surveys
- Expand resource library to include offerings that deal with more technical aspects of managing a Corporation award
- Provide additional outreach materials to promote national service programs and days of service

V. Resources

Serve DC Strategic Plan (developed 2009)
Serve DC FY2010 Agency Performance Plan

2010-2012 District of Columbia Plan for Service By Adults Age 55 or Older

Introduction

As a supplement to the 2010-2012 District of Columbia State Service Plan, Serve DC – The Mayor’s Office on Volunteerism led the development of the District of Columbia Plan for Service By Adults Age 55 or Older through a collaborative effort with national and community service stakeholders. The vision of this Plan is to further engage and mobilize Baby Boomers and Seniors in meaningful service opportunities in order to address some of the District of Columbia’s most pressing needs.

This Plan will serve as an evolving and living document to guide focused activities around building on the successes of existing programs that currently engage Adults Age 55 and Older in service; increasing service opportunities for Adults Age 55 and Older in the District of Columbia; developing a targeted outreach campaign to recruit and retain Adults Age 55 and Older in service; and generating awareness of National Service programs.

Focused Efforts

Serve DC seeks to work with community partners to engage a growing population of active, experienced, and socially-minded older adults in service. As one in four Americans is a Baby Boomer, this is the largest population group in US history. According to the US Bureau of Labor Statistics, nearly a third of all Boomers- comprising some 25.8 million people- volunteered for a formal organization in 2005.⁵ Serve DC seeks to leverage the skills, talents, abilities, and experience of this demographic to foster community problem-solving. Also, by participating as volunteers, older adults who may be at risk of becoming socially and culturally isolated have a reason to maintain and ensure their self-worth by contributing to their communities.

According to the Corporation for National and Community Service’s “Volunteering in America 2008”, the 2008 volunteer rate in Washington, DC for Baby Boomers (individuals born between 1946 and 1964) was 31.2% and the rate for Older Adults (individuals aged 65 years old and older) in Washington, DC was 24.3%. These percentages are based on a three-year moving average where responses from 2006, 2007, and 2008 are combined to increase the reliability of the estimates. According to the US Bureau of Labor Statistics, at 33.2%, the volunteer rate for Baby Boomers is the highest of any generational age group, and more than four percentage points above the national average of 28.8%.

Serve DC Partners and Lead Contributors

During the summer and fall of 2009, Serve DC staff engaged in extensive and ongoing dialogue with several key community partners representative of Baby Boomer and Senior populations in

⁵ http://www.getinvolved.gov/newsroom/programs/factsheet_boomers.asp

the District of Columbia. Feedback on the engagement of Adults Age 55 and Older was also collected through various meetings and survey efforts. The following national and community service organizations were instrumental in the creation of the 2010-2012 District of Columbia Plan for Service By Adults Age 55 and Older:

- Serve DC Commissioners
- Serve DC Staff
- District of Columbia State Office, Corporation for National and Community Service
- District of Columbia Senior Corps Programs: RSVP, Senior Companion, and Foster Grandparent
- District of Columbia Office on Aging
- District of Columbia Experience Corps
- District of Columbia AARP

Action Steps

Promote Ongoing Collaboration

Serve DC will develop a working group to focus on implementing the *DC Plan for Service By Adults Age 55 and Older* to convene on a quarterly basis. The group will engage partners beyond those identified as lead contributors to this Plan. These efforts will also foster national service cross-collaboration as directed by the Edward M. Kennedy Serve America Act of 2009 by ensuring that the State Service Commission is collaborating with Senior Corps and the DC State Office. Serve DC will also seek to align efforts with the DC Office on Aging State Plan on Aging for 2010-2012 (to be released fall 2009) and other related initiatives in conjunction with stakeholders.

Determine Needs

In 2010, Serve DC will collaborate with partners to conduct a focus group of Adults Age 55 and Older that will be representative of a cross-section of service programs in the District to gauge volunteer motivation and outreach strategies for engaging Baby Boomers and Seniors in service. Additionally, Serve DC will engage this focus group to determine special needs based on the diversity within this population to include disability inclusion and potential language barriers. Senior Corps, AmeriCorps, DC AARP, and DC Office on Aging volunteers and members will be engaged in the focus group. The needs identified will be considered in addressing recommendations outlined in this Plan.

Recommendations

Recommendations for policies to increase service for adults age 55 or older.

Build on Success: Expand and Enhance What Works

Highlight quality programs that effectively engage Adults Age 55 and Older in service through outreach, media efforts, and utilize program staff and volunteers as trainers and presenters.

Leverage existing programs as sources of best practices for replication and resource development.

Recognition: Highlighting Individual Volunteers and Effective Models

Develop and further publicize recognition opportunities for Baby Boomers, Seniors and the organizations that support their service endeavors.

Expand knowledge about the Mayor's Community Service Award (seek to develop a category for Adults Age 55 or Older), the President's Volunteer Service Award, and develop outreach opportunities that highlight the cost-effectiveness of Baby Boomer and Senior volunteers, impact of service, and the positive effects that service has on the health and well-being of Adults Age 55 and Older.

Incentive Programs: Volunteer Support

Identify sources of support to address the challenge of out-of-pocket costs for volunteers such as transportation, meals, and physicals related to service requirements. Expand opportunities for Adults Age 55 and Older to learn about tax incentives for volunteering. Further develop DC Office on Aging resources to include information on volunteering opportunities.

Targeted Marketing and Outreach

Ensure that outreach efforts are responsive to and reflective of the target community. Utilize appropriate media formats such as print (the "Senior Beacon" newspaper and mailings) and television to promote service opportunities. Utilize media formats such as websites and listservs that reach the targeted audience. Develop an outreach campaign that is "energetic and inviting" to active Baby Boomers and Seniors and includes photographs of Adults Age 55 and Older. Additionally, seek to use widgets to put on websites to share volunteer clearinghouse resources (which can limit searchers on other websites to produce appropriate resources).

Conduct targeted outreach to entities, networks, and communities engaging Baby Boomers and Seniors such as the DC Office on Aging, Senior Corps, Experience Corps, DC AARP, Ward Mini-Commissions on Aging (organized grassroots group of seniors in Washington, DC wards), "Senior Villages" (network of support for seniors in a designated neighborhood), online resources (such as the AARP "Create the Good" website and its Do-It-Yourself Kits for community service ideas), Alliance for Senior Citizens, DC Chapter of the Retired Teachers and Federal Workers Association.

Continuing Education and Training

Expand and promote continuing education opportunities to develop pathways to "encore" careers and service by identifying appropriate training and professional development opportunities as provided by Serve DC and other community partners.

Explore the feasibility of expanding and creating certification programs for Adults Age 55 and Older related to service.

Establish tiered levels of leadership in volunteering through models such as a Senior CERT (Community Emergency Response Team) training program and developing Neighborhood Corps programs at retirement communities.

Volunteer Management: Clear Roles and Responsibilities

Work with organizations that recruit Adults Age 55 and Older to ensure that volunteer roles for Baby Boomers and Seniors are flexible, appropriate and provide clear descriptions for expectations, time commitment, availability, and acknowledgement of ability level. Serve DC will develop training sessions to highlight best practices of agencies engaging Adults Age 55 and Older in service.

Targeted Service

Ensure that annually at least 10% of Seasons of Service Day projects coordinated in the District of Columbia focused on Baby Boomers or Seniors through 1. Engagement as volunteers or 2. In having Adults Age 55 and Older as beneficiaries of Seasons of Service projects.

Further develop emergency preparedness at residential communities through developing projects focused on emergency go-kits.

Serve DC will organize at least two Senior CERT trainings per year.

Enhance professional and personal development opportunities at residential communities by targeting volunteers to teach classes.

Resource Development

Expand the DC Office on Aging Resource Guide to include additional information on volunteer opportunities and resources.

Expand the use of online volunteer recruitment websites (www.allforgood.org, AARP Create the Good, social media, etc.). However, Serve DC will continue to participate in regular mailings to ensure that all District residents interested in service opportunities have access to information in a variety of formats.

Recommendations to the District of Columbia Office on Aging

Marketing Outreach Plan to Businesses

Serve DC will work with the DC Office on Aging and other stakeholders to develop a marketing outreach plan to make the case to expand and enhance existing programs targeting Adults Age 55 and Older in service and to build on best practices to develop new service opportunities. Additionally, this plan will explore the feasibility of developing a volunteer support fund for out

of pocket expenses and to identify other means of supporting volunteers, such as bringing service opportunities to the volunteers by expanding opportunities within their own neighborhoods. Other identified needs to include in the marketing outreach plan to businesses are ongoing in-kind support and general organizational capacity building for programs. The emphasis on current success and opportunities to expand will be highlighted.

Outreach Efforts to Engage Nonprofit Organizations, the DC Office of the State Superintendent of Education, Institutions of Higher Education, and Other DC Government Agencies

Serve DC will leverage existing partnerships and collaborative efforts to purposefully focus on the engagement of Baby Boomers and Seniors in service opportunities.

Serve DC will highlight and provide a forum to share best practices from existing programs through professional development opportunities through the National Service Training and Meeting Calendar workshops, institutes, and conferences. Representatives will be engaged as trainers, presenters, panelists, and guest speakers.

Serve DC will engage Adults Age 55 and Older in leadership opportunities to shape programming and events such as the Disability Inclusion Advisory Committee, Citizen Corps Council, and working groups developed for Seasons of Service Days. Baby Boomers and Seniors will also be recruited to serve as grant reviewers for Serve DC funding opportunities.

For 2010-2011 AmeriCorps*State funding, Serve DC designated “Engagement of Baby Boomers and Seniors” as an identified program priority area in the Request for Application.

In 2010, Serve DC will ensure that annually at least 10% of Seasons of Service Day projects as focused on engaging or benefitting Adults Age 55 or Older.

As Serve DC manages the Learn and Serve America School-Based and Learn and Serve Higher Education programs in the District, Serve DC has a direct connection with the DC Office of the State Superintendent of Education in regard to service-learning programming in schools. Serve DC will engage programs for Adults Age 55 and Older in promoting intergenerational service-learning activities. Serve DC conducted a panel on intergenerational service-learning at the 2009 Service-Learning Institute to share expertise on engaging Baby Boomers and Seniors in service.

Recommendations for Civic Engagement and Multigenerational Activities

Baby Boomers and Seniors in the District are already serving in a variety of capacities and addressing a range of issues. Serve DC will seek to expand current high quality programming and build the capacity of organizations to expand civic engagement and multigenerational activities.

Professional Development and Capacity Building

Serve DC will work with partners to foster civic engagement and multigenerational activities by building on the successes of existing programs and creating a forum for sharing best practices. Through the Edward M. Kennedy Serve America Act, Serve DC as the DC Commission on National and Community Service will conduct a training and technical assistance needs assessment to determine appropriate training modules to promote capacity-building for all streams of national service (to include the needs of Senior Corps, Learn and Serve America, AmeriCorps*State, and AmeriCorps National Direct programs). The results of this assessment will inform the development of the annual National Service Training and Meeting Calendar.

In addition to focusing on professional development for program managers, Serve DC will work with programs to identify appropriate training resources for Adults Age 55 and Older (such as certification programs to promote “encore careers”).

Cross-Collaboration

Serve DC convenes community partners and stakeholders in professional development training sessions, special events, Seasons of Service Days, leadership opportunities on committees/councils, and other vehicles to promote collaborative efforts around service. These opportunities for partnership can be leveraged to promote the expansion and enhancement of effective service programs engaging Baby Boomers and Seniors.

Recommendations for encouraging the development of Encore service programs (i.e., programs enrolling a significant number of AmeriCorps members age 55 or older that takes advantage of the skills and experience that the members offer in the design and implementation of the program) in Washington, DC.

Serve DC seeks to ensure that service opportunities are inclusive and engage all District residents that want to serve. As the DC Commission on National and Community Service, Serve DC works to ensure that national service programs such as AmeriCorps represent a diverse cross-section of the community. In efforts to encourage multigenerational service teams in AmeriCorps, Serve DC will work with AmeriCorps*State and AmeriCorps*National Direct programs to train program staff on recruitment strategies and resources for Baby Boomers and Seniors. Additionally, Serve DC will promote the transferability of the Eli Siegel Education Award to grandchildren, children, and foster children as an incentive for AmeriCorps service. Serve DC will create awareness of appropriate media outlets such as the AARP “Create the Good” website to target AARP members. Serve DC will also seek to work with AmeriCorps programs such as Experience Corps that are currently engaging Adults Age 55 and Older in order to identify strategies for recruitment and retention of members as well as schedule information site visits to promote peer-to-peer exchanges among national service sites.