



SerVermont Commission Meeting
133 State Street, Montpelier, VT 05641
“Basement Conference Room” (Room 021)
15 January 2015
(Approved 4/16/15)

Members in Attendance: Jason Gosselin, Guy Isabelle (ex-officio), Peter Hayward, Michelle Park, Susan Cheesman, Jim Coutts, Ryan McLaren, Dan Noyes, Christy Gallese, Betsy Ward, Doug Kievit-Kylar

Staff in Attendance: Philip Kolling, Robyn Baylor, Sharon Hearne, Clara Dempf (VISTA Leader)

Attended by Phone: Jacob Bogre

Unable to Attend: Ashley Burke, Sabina Haskell, Thomas Hark, Lisa Schold, Lee White

10:00 am Welcome and Introductions

Chair Peter Hayward brought the meeting to order at 10:05 AM. He asked those present and those on the phone to introduce themselves and to say who it is they represent.

10:20 am Approve Minutes from October

The minutes of 9 October 2014 were discussed with (several small editorial changes requested) A motion for approval was made and the motion was seconded. Approval was conferred with a unanimous vote (with one abstention)

10:30 am 2015 Officer Elections

Phil Kolling, Executive Director of SerVermont, introduced the ballot of Officers for 2015:

COMMISSION CHAIR	Betsy Ward
VICE CHAIR	Lee White
TREASURER	Shelley Park
SECRETARY	Doug Kievit-Kylar

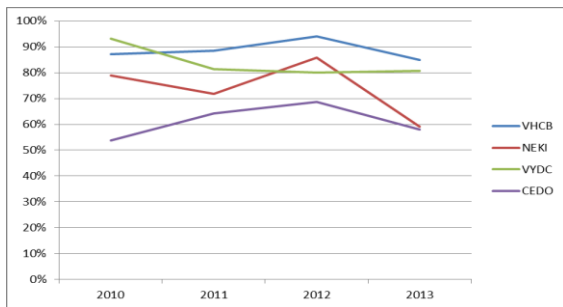
It was entertained to vote by secret ballot, but recommended that Phil collect written ballots, scan results, and offer instant feedback. Officers were unanimously elected by voting members.

NOTE: It was at this point that I assumed official responsibilities as Commission Secretary.

Peter Hayward, now officially as past commission chair, proposed that by-laws be updated to include the possibility for past commission chairs to sit as non-voting members of the executive committee in order to provide greater continuity to the board and to assist the executive committee. The proposal was discussed, offered as a motion, seconded, and approved with unanimous consent.

10:45 am New Data

Phil reported member enrollment/retention data for 2013 (see following page):



NOTE: What the chart fails to reflect is the fact that some programs had slots "forced" upon them in 2013.

ALL PROGRAMS MET OR EXCEEDED PERFORMANCE MEASURES FOR ENROLLMENT AND RETENTION!

AmeriCorps Program Progress / Compliance: Sharon reported that a recent site visit to CEDO evidenced that everyone was up to par on timesheets. Some programs were struggling with retention (but it should be noted that inevitably some members leave the program within the first few weeks – and 35% of the times these slots are refilled).

The CEDO visit evidenced a dramatic turn-around; the program has been more responsive, enrolled new members, and hasn't lost any more existing members. The program now counts 15 AmeriCorps members (despite being awarded 20). The program has hired new staff and has an interim Program Director (until a new Program Director is hired).

AmeriCorps Conference: Phil reflected on the success of the AmeriCorps Conference using various slides visually depicting participants' responses to a survey completed at the close of the conference. There were 161 registered attendees (and 40 people joined the conference via **Go To Meeting** for various sessions). Overall, the conference was well-received by attendees. Details are available from either Sharon or Robin.

Results Based Accountability (RBA) Work (Better Benchmarks VT): Phil reported survey results subsequent to training done in the Northeast Kingdom (with approximately 20 in attendance). Robin and Phil will attend the Train-The-Trainer in 2015.

Public Service Announcement (PSA) Progress: Phil presented an update on the PSA developed by CNCS (with the goal of increasing enrollment in AmeriCorps by increasing awareness of the pressing need for national service). Statistics include:

- \$105,808 in Airtime
 - up from \$62,152
- \$30,000 spent
 - up from \$15K
 - \$6,000 in-kind online services
 - \$78,000 of the big number is match
- 10,954,990 audience impressions
 - from 7,822,730
- 778 airings
 - From 445
 - 6 stations

*does not include December 2014

Phil will pursue getting the Vermont-specific PSA filmed with Governor Shumlin aired in 2015.

11:15 am Partners and Plans: Activities and Updates

CNCS Site Visit Follow Up: Phil has not yet responded to the report prepared by Margaret Martinson (AmeriCorps Program Officer) but intends to do so soon (despite not having a response from Doug (AmeriCorps Grants Officer); responding in particular to...

- The fact that the State Service Plan was never officially endorsed/adopted by the Governor ("not finalized or approved"). It was endorsed by the Board, however. Phil will forward to commissioners the State Service Plan for review and will ask for participation on an Ad Hoc Committee to update and further evolve the existing plan – for eventual approval by the Governor.
- The Board yet needs a Dept. of Ed. Appointee

- The Website requires further investment. One recommendation from the Board was to look into the possible assistance of the Essex Technical Center.

Employee Classification: Phil explained how SerVermont was put at risk with a change in Governor. To create greater stability for the program, it was decided to pursue a classified service position (within AHS) for a Program Officer. Sharon Hearn currently fills this position as an exempt state employee. The classified service position was created and there were twelve (12) applicants for the position. After interview, Sharon Hearn was made a verbal offer of the position.

Service Enterprise (Points of Light Initiative): Phil described the goal of developing a Service Enterprise Center was to leverage volunteers in an effective manner for Vermont businesses interested in promoting community service in their corporate culture.

Service Enterprise: Organization that leverages volunteers and their skills to successfully deliver on the social mission of the organization. These high-performing organizations have deeply integrated volunteers into their strategic plan and organizational infrastructure, allowing them to reduce costs, and increase efficiency and effectiveness.

- The volunteer ecosystem is more effective when all sectors participate in its evolution.
- Make volunteering a core strategic function, not an add-on.
- Focus volunteer engagement on true community needs.
- In order to get a return you have to invest.

Phil attended training in 2014 and has offered to assist any business wishing to become certified as a Service Enterprise Center. SerVermont could also become a Service Enterprise Hub but has not yet invested the \$3,500 fee necessary to make this happen. Phil will keep this on the radar and may resubmit an application that would fund the effort to become a Service Enterprise Hub.

Keurig Green Mountain has awarded SerVermont a grant (\$13,500) to further engage corporate volunteers in AmeriCorps member led projects and to promote volunteer engagement strategies. SerVermont is looking to fill the position.

New Applications: Phil described efforts by he and Sharon to strengthen new applications before submittal. January 21 is the deadline for completed applications. CNCS makes funding announcements in April or early May.

Gov. / Mayor Initiative
UVM
Capstone

11:45 am Finances 2015

Phil presented the financial situation for SerVermont approaching the end of 2014:

TOTAL CASH FUNDS \$2,223,809
which consists of:
TOTAL Pass Through \$1,676,309
TOTAL Federal Funds \$1,981,319
TOTAL Match Funds \$160,000*
TOTAL State Funds \$73,500
TOTAL Private Funds \$10,000
which consists of:
\$600,000 AmeriCorps State Formula Funds (pass through)
\$576,809 AmeriCorps State Competitive Funds (pass through)
\$337,500 AmeriCorps VISTA Living Allowances (accessed through the VISTA Supervision Grant as pass through)
\$266,000 Federal Commission Operations Funds
\$162,000 VISTA Cost Share Funds (pass through)
\$160,000 Commission Support Match
\$73,500 State General Funds
\$25,000 VISTA Supervision Grant
\$14,000 Federal Disability and Inclusion Funds

He also presented findings from the Fall 2014 State of Grantseeking Report (for Medium Organizations with budgets of from \$100K to \$1M). SerVermont, reliant as it is upon Government grants doesn't quite fit the mold (so to speak), but the point was made that additional effort could be made to diversify funding in order to decrease reliance upon Government grants.

11:50 am Program Funding 2015

Phil reviewed program funding for 2015. In brief, there is a \$1.9M “ask” of CNCS (with a \$1.9M match) leaving a \$789,356 “ask” above available funds (see table to right).

Program	CNCS	%	Match	%	TOTAL	Cost/MSY
VYDC	\$ 325,000.00	46%	\$ 376,161.00	54%	\$ 701,161.00	\$ 12,500.00
CEDO	\$ 205,952.00	60%	\$ 134,551.00	40%	\$ 340,503.00	\$ 13,675.00
Capstone	\$ 212,640.00	44%	\$ 272,850.00	56%	\$ 485,490.00	\$ 14,176.00
UVM	\$ 183,597.00	76%	\$ 57,977.00	24%	\$ 241,574.00	\$ 12,240.00
VCC	\$ 63,997.00	73%	\$ 23,943.00	27%	\$ 87,940.00	\$ 3,839.00
VHCB	\$ 392,352.00	39%	\$ 605,230.00	61%	\$ 997,582.00	\$ 12,257.00
LEAP	\$ 272,269.00	52%	\$ 248,518.00	48%	\$ 520,787.00	\$ 13,459.00
ECO	\$ 264,501.00	55%	\$ 217,287.00	45%	\$ 481,788.00	\$ 13,225.00
TOTAL	\$ 1,920,308.00	50%	\$ 1,936,517.00	50%	\$ 3,856,825.00	
CONT.	\$ 530,952.00					
ABOVE	\$ 1,389,356.00					
FORM	\$ 600,000.00					
ABOVE	\$ 789,356.00		This is the ask above available funds			

12:00 pm Lunch Break (Brown Bag) (20 mins.)

12:20 pm 2015 Plans Discussion

Bylaws: Phil explained that there exist now two (2) versions of the Bylaws (2002 and 2008). The question of to what extent the Bylaws took into account the Open Meeting Law was posed...and it appears that they are currently taken into account (although they lack specific procedures describing what the board will do to comply with the law). A copy of the bylaws will be forwarded to commissioners with a request for feedback regarding possible changes/updates. Peter will develop language for the bylaws regarding his proposal to have former board chairs sit as non-voting members of the executive committee in order to provide greater continuity to the board and to assist the executive committee. An Ad Hoc committee will be created to review and recommend changes to the bylaws (as well as for the Commission Policy & Procedures Manual) before filing with the Secretary of State.

State Service Plan: Phil followed up the earlier discussion of the State Service Plan to reiterate that he will forward to commissioners the State Service Plan for review and will ask for participation on an Ad Hoc Committee to update and further evolve the existing plan – for eventual approval by the Governor.

Evaluation of Our Work / RBA / Results Scorecard: Phil described AHS’s role as state leader on RBA and development of a Results Scorecard. SerVermont will contribute indicators such as member enrollment and enrollment retention – that would also be linked to the State Service Plan. Discussion by board members also broached upon somehow beginning to quantify and track the larger picture of the degree to which Vermonter’s engage in community service. Again, an Ad Hoc committee will be formed and tasked with looking at possible indicators to be incorporated in the Results Scorecard.

Annual Report: Phil explained that SerVermont last released an Annual Report for the 2011 calendar year...in 2013 (to great fanfare and acclaim). Commissioners questioned who the targeted audience for the report was. Phil explained that it serves to promote SerVermont as a partner by describing accomplishments and intents. It was decided to seek the digital file for the 2011 report in order to use this as a template for its successor.

Funding: Phil posed the question of whether there was interest in exploring fund raising opportunities for SerVermont, Inc. It was decided to create a Finance Committee to explore (a) the benefits, (b) the challenges, and (c) the objectives of fund raising. The committee would also clarify its role, the role of the treasurer, and to explore fund raising opportunities.

Orientation: Peter and Guy offered to pair experienced board members with new board members in order to conduct a phone orientation.

Standing Committees: Phil explained that he would send to commissioners a request for their first and second choices for Standing Committee assignments to...

- The Program Committee
- The Communications Committee
- The Finance Committee

1:40 pm Upcoming Events

- January 19 – MLK Day
- January 21 – Submit AmeriCorps Applications
- April 7 – National Service Mayor’s Day
- April 16 – Commission Meeting

1:45 pm Public Comment Period

No comments were offered.

Meeting Roster for 2015

Thursday, April 16

Thursday, July 16

Thursday, October 15

All meetings take place at *133 State Street, Montpelier, VT 05641*

"Basement Conference Room" (Room 021)

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Doug Kievit-Kylar', with a stylized flourish at the end.

Doug Kievit-Kylar
Secretary

Subsequent to this meeting, committee assignments were made:

2015 Committee Assignments

Program Committee

Christy Gallese
Jason Gosselin
Guy Isabelle
Ryan McLaren
Sharon Hearne

Finance Committee

Betsy Ward
Shelley Park
Thomas Hark
Lee White
Phil Kolling

Communications

Doug Kievit-Kylar
Dan Noyes
Peter Hayward
Susan Cheesman
Phil Kolling

In addition an updated calendar for 2015 was shared with Commissioners:

SERVERMONT CALENDAR FOR 2015

January 15 th	Commission Meeting*
January 19 th	MLK Day
April 7 th	National Service Mayor's Day
April 16 th	Commission Meeting*
May 19-20 th	May Conference (End of Service)
July 16 th	Commission Meeting*
September	Governor's Service Awards
October 15 th	Commission Meeting*
October	Launch Conference
December	Commission Retreat

*All commission meetings are scheduled for 10am to 2pm at 133 State Street, Montpelier, VT in the "Basement Conference Room", Room 021.