Serve DC
(RS)

MISSION

The Mission of Serve DC, the District of Columbia's Commission on National and Community Service, is to strengthen and promote the District of Columbia's spirit of service through partnerships, national service, and volunteerism.

SUMMARY OF SERVICES

- **National Service:** Administers *AmeriCorps* and *Learn and Serve America School-Based* programs in the District of Columbia and facilitates collaboration among all national service programs including *Senior Corps*, *AmeriCorps National* and *AmeriCorps VISTA*.
- **Partnerships:** Develops partnerships among civic groups, government agencies, educational institutions, non-profit organizations, corporations, small businesses and the faith-based community to build the capacity of episodic volunteering programs, and to increase funding focused on such endeavors.
- **Volunteerism:** Encourages District residents of various demographics to address community needs through volunteerism. This includes leading the DC Citizen Corps initiative, which provides citizens the opportunity to volunteer to make their communities safer, stronger and better equipped to address threats of terrorism, crime and disasters.
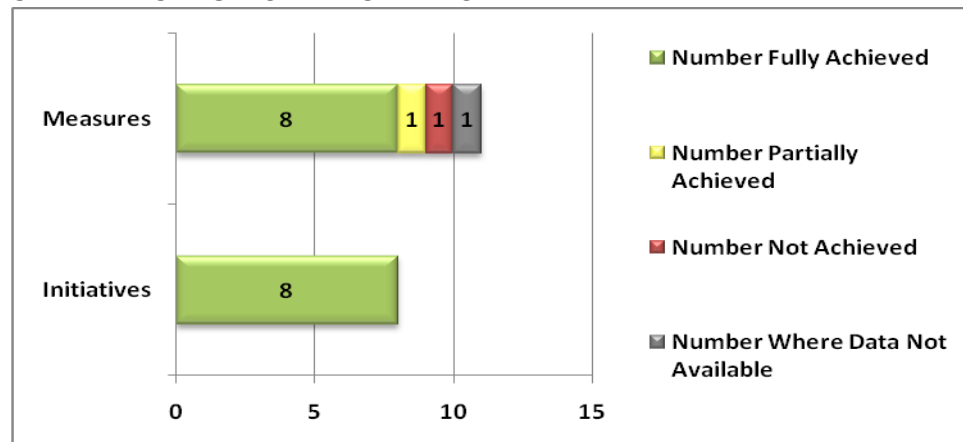
AGENCY OBJECTIVES

1. Expand the number of volunteers and service opportunities that meet critical needs in DC communities.
2. Provide Emergency Preparedness training to DC residents and raise awareness of opportunities that equip residents with the skills to assist their family, neighborhood, co-workers and First Responder community in the event of an emergency or disaster.
3. Sustain and expand grant portfolio to address the needs of DC communities.
4. Expand partnership development and general outreach opportunities.

ACCOMPLISHMENTS

- ✓ Astonishing increase in Serve DC donations from FY 2008 to FY 2009
- ✓ Obtaining the Regional Catastrophic Planning Grant – first time ever
- ✓ Obtaining the Learn and Serve America Higher Education Grant – first time ever

OVERVIEW OF AGENCY PERFORMANCE

Performance Initiatives – Assessment Details

Performance Assessment Key:

🟢 Fully achieved   🟡 Partially achieved   🔴 Not achieved   ⚪ Data not reported

OBJECTIVE 1: EXPAND THE NUMBER OF VOLUNTEERS AND SERVICE OPPORTUNITIES THAT MEET CRITICAL NEEDS IN DC COMMUNITIES.

INITIATIVE 1.1: **To accurately gauge the performance of our programs (National Service, DC Citizen Corps, and** *volunteer.)***, we will enhance our current outreach tracking system to chart progress towards volunteer engagement goals by the end of the fiscal year 2010.**
🟢 Serve DC charts all outreach and volunteer engagement data through the monthly input of Serve DC managers via our internal KPI Tracker process. Each month during Serve DC Management Team Meetings, the Communication Director and ED export all outreach and volunteer engagement data to discuss progress for the prior month and strategies to increase success, and fill gaps if identified. Serve DC hosts a portfolio of 6 Seasons of Service days throughout the year. Our annual goal is to increase volunteer engagement by 10%. Serve DC also has an annual goal to increase outreach by 10% and we regularly meet and exceed those goals. Accurately gauging performance for Serve DC programs via outreach and engagement are a top priority for all managers and progress is tracked and verified monthly via all processes listed above.

INITIATIVE 1.2: Serve DC will utilize an on-line volunteer management system in an effort to effectively recruit and manage volunteers by the end of the fiscal year 2009.
🟢 Serve DC utilizes online systems to track performance and progress for National Service sub-grantees. AmeriCorps*State programs utilize the OnCorps online reporting system and Learn and Serve America programs utilize the America Learns system. National Service team staff continuously work to improve online systems and reporting forms to ensure streamlined and accurate reporting. Further, Serve DC staff track MOAs with agency partners and sub-grantees to compile this information in internal recording systems. Serve DC worked with several partners in FY 2009 to develop the 2010-2013 District of Columbia State Service Plan and Supplemental Plan for Service By Adults Age 55 and Older. This open and inclusive process involved dialogue at several meetings and an online survey for feedback. The process for input requested community needs from partners and stakeholders in the District of Columbia.

OBJECTIVE 2: PROVIDE EMERGENCY PREPAREDNESS TRAINING TO DC RESIDENTS AND RAISE AWARENESS OF OPPORTUNITIES THAT EQUIP RESIDENTS WITH THE SKILLS TO ASSIST THEIR FAMILY, NEIGHBORHOOD, CO-WORKERS AND FIRST RESPONDER COMMUNITY IN THE EVENT OF AN EMERGENCY OR DISASTER.

🟢 **INITIATIVE 2.1: Implement the** *Commander Ready* **Emergency Preparedness Curriculum in the District of Columbia public, charter and parochial schools.**

In FY2009 Serve DC fully achieved its goal to double the impact of this program, increasing schools graduated from 8 to 16 schools across all 8 Wards of the District of Columbia.

INITIATIVE 2.2.: Serve DC will successfully train 5 community groups through its Neighborhood Corps Academies.

● In FY 2009 Serve DC trained 9 community groups in the Neighborhood Corps curriculum, fully achieving and exceeding this goal.

OBJECTIVE 3: SUSTAIN AND EXPAND GRANT PORTFOLIO TO ADDRESS THE NEEDS OF DC COMMUNITIES.

INITIATIVE 3.1: Serve DC will utilize online grants administration systems to track progress of national service grantees to produce high quality programming to meet critical needs in DC by end of the fiscal year 2009.

● Serve DC utilizes online systems to track performance and progress for sub-grantees. AmeriCorps*State programs utilize the OnCorps online reporting system and Learn and Serve America programs utilize the America Learns system. National Service team staff continuously work to improve online systems and reporting forms to ensure streamlined and accurate reporting and adhere to all nation-wide best practices as relayed through the Corporation for National and Community Service. Emergency Preparedness also utilizes and adheres to processes and systems required by local and federal Homeland Security Grantors in Serve DC's sub-granting process for those funds. Serve DC staff collect information in regular, consistent and communicated intervals recording them on the online tracking systems listed above and via Serve DC's internal KPI tracking systems monthly.

INITIATIVE 3.2: To ensure DC citizens are prepared in the event of an emergency, DC Citizen Corps will embark on on-going grant opportunities to nonprofit agencies to expand the training, outreach, and partnership efforts in the areas of emergency preparedness by fiscal year 2010.

● Serve DC established a comprehensive site monitoring visit protocol, including source documentation testing, policies and procedures review, and programmatic discussions with program and management staff. Serve DC implemented this protocol at all Emergency Preparedness grantee sites in FY09.

OBJECTIVE 4: EXPAND PARTNERSHIP DEVELOPMENT AND GENERAL OUTREACH OPPORTUNITIES.

INITIATIVE 4.1: Serve DC will work with community partners and national service sites to conduct outreach and provide opportunities in the form of training sessions and community forums to foster and increase partnership development by the end of each fiscal year.

● Serve DC hosts, coordinates, and participates in a diverse spectrum of training sessions and community forums. In FY2009, Serve DC National Service staff expanded outreach and partnership development efforts through hosting five training sessions, two Institutes, and one retreat for national service program directors. In August, Serve DC hosted the 2009 Service-Learning Institute and engaged 85 practitioners in two days of professional development focused on service-learning. In addition to local training opportunities, Serve DC encouraged sub-grantees to attend national conferences sponsored by the Corporation for National and Community Service. Six LSA sub-grantees attended the National Service-Learning Institute in Nashville, TN and eight National Service sub-grantees attended the 2009 National Conference on Service and Volunteering. The DC Conference on Service and Leadership offered 35

workshop sessions and overall attendance was 441 people. Also, Serve DC engaged 256 AmeriCorps members and program staff in the Pre-Conference: Life After AmeriCorps as part of the 2009 DC Conference on Service and Leadership. Fifteen workshop sessions covering 11 topics and two plenary sessions provided AmeriCorps members with tools to take the next big step after their year of service. Participants also explored career and education options through the "Next Steps Fair" which featured 20 exhibitors representing various colleges, universities, companies, and nonprofit organizations. In addition to training opportunities, Serve DC staff served as panelists, moderators, and speakers at several community events and local and nation-wide conferences as subject matter experts. Additionally, Serve DC worked with several partners to develop the 2010-2013 District of Columbia State Service Plan and Supplemental Plan for Service By Adults Age 55 and Older. This open and inclusive process involved dialogue at several meetings and an online survey for feedback.

INITIATIVE 4.2: Develop an effective system to target potential strategic partners in order to increase resources that will build the capacity of current funding.
Serve DC has developed a context-based approach to identifying strategic partners and growing resources. Serve DC staff, led by the management team, regularly reviews the Agency's calendar, identifies specific ways to enhance individual and sets of activities, and plans partnership conversations based on specific, identified needs. We block off time on our calendars to regularly reach out to new and existing partners. Serve DC staff also attend community meetings across the city reaching the entire spectrum of issue areas and demographics to ensure that the agency's mission, vision, and ongoing initiatives are consistently impacting the highest priorities in the District of Columbia. We track all formal partnerships via MOU/MOA's which are tracked by Managers with Serve DC's internal tracking systems as we systematically continue to grow our resource pool via strategic partnerships and funding to ensure agency sustainability.
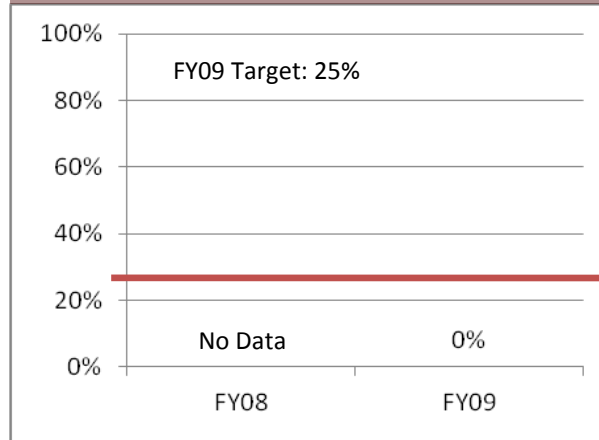
Key Performance Indicators – Highlights

From Objective 3: Number of grant applications received during grant competitions across all programs

FY09 Target: 20

No Data	62
FY08	FY09
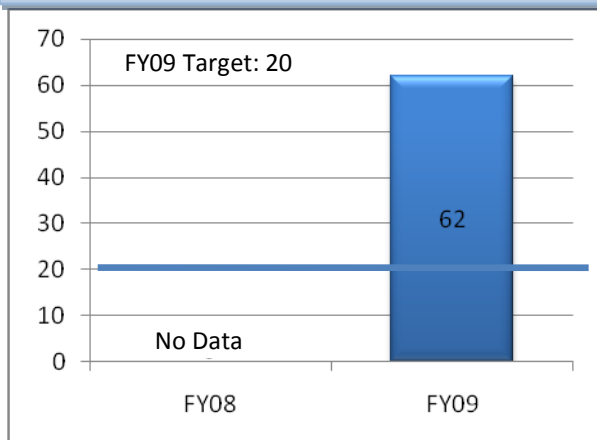
FULLY ACHIEVED

From Objective 1: 25% annual increase in the number of community groups training in the Neighborhood Corps Academy

FY09 Target: 25%

No Data	0%
FY08	FY09

NOT ACHIEVED

More About These Indicators:

How did the agency's actions affect this indicator?

- Used ARRA Funding and sought sub-grantees generating job opportunities to apply for those funds via AmeriCorps.
- Re-established sub-granting through the Emergency Preparedness Division seeking partners to train, coordinate and mobilize volunteers specifically related to Emergency Support Function 16 responsibilities.

What external factors influenced this indicator?

- Local entities are seeking to partner more with the DC Government via grants obtained by Serve DC. Serve DC is educating and outreaching on the power of service as a strategy to meet critical needs of the community, and partners are discovering authentic ways to utilize volunteers through Serve DC funded initiatives.

How did the agency's actions affect this indicator?

- In FY 2009 Serve DC hired a full-time staff member to specifically over-see this initiative. This staff member and his division regularly meet with local partners in the field of, and with an interest in Emergency Preparedness to get this initiative off the ground.

What external factors influenced this indicator?

- The Neighborhood Corps curriculum requires training of this initiative to come solely from outside partners who are subject matter experts in the field in the technical and diverse trainings offered. Serve DC has taken steps to identify funding to support the needed subject matter experts in addition to continuing to work through local agencies who are standing members of the Citizen Corps Council but receiving no funding for this partnership.

Key Performance Indicators – Details

		Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
🟢	1.1	Increase the number of volunteers engaged in service	0	58000	63155	108.89%	NATIONAL SERVICE
🟢	1.2	Increase the number of AmeriCorps members by 5% per year	0	5	22.46%	449.20%	NATIONAL SERVICE
🟢	2.1	Number of Individuals Trained in CERT	0	3665	3838	104.72%	CITIZEN CORPS, DC
🟢	2.2	Increase the number of individuals trained in Citizen Corps Programs	0	4865	5655	116.24%	CITIZEN CORPS, DC
🟡	2.3	Percent of returned copy of Family Readiness Plans from Commander Ready	0	76	73.62%	96.87%	CITIZEN CORPS, DC
🔴	2.4	25% annual increase in the number of community groups training in the Neighborhood Corps Academy	0	25	0%	0%	CITIZEN CORPS, DC
🟢	3.1	Number of AmeriCorps grantees in competitive grant portfolio	0	6	6	100%	NATIONAL SERVICE
🟢	3.2	Number of grant applications received during grant competitions across all programs	0	20	62	310%	INITIATIVES
🟢	4.1	25% annual increase the number of partnerships based on MOUs, Donation and Grant Agreements and Project Information Forms	0	323	413	127.86%	INITIATIVES
🟢	4.2	Number of people reached through outreach events organized or participated in	0	1000	75534	7553.40%	INITIATIVES