

New Mexico

Commission for Community Volunteerism

2013-2015 State Service Plan



NEW MEXICO COMMISSION FOR
**COMMUNITY
VOLUNTEERISM**

August 2012

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Message from the Governor and the Chair

New Mexico is rich in cultural traditions and close-knit communities. Service and volunteerism have long been part of our culture, and as a result, volunteers are contributing to their communities all over this state – assisting the elderly, tutoring students, responding to emergencies such as wildfires, and maintaining public lands. Every day these involved citizens make our state a great place to live.

The New Mexico State Service Plan before you reflects the New Mexico Commission on Community Volunteerism’s efforts to build on our civic and cultural assets and at the same time leverage the resources provided by the Corporation for National and Community Service - all to the maximum benefit of our communities. In preparing the plan, the Commission worked hard to align the priorities of our communities with national goals and key priority areas.

The plan was developed using an open and public process with special emphasis on incorporating the voice of our rural communities. It outlines goals, strategies and measurable outcomes for the next three years. Each year, we will review the goals, evaluate our performance and adjust our strategies to the rapidly changing needs of our communities.

We would like to invite all New Mexicans to review this plan closely and to work collaboratively with their communities and with our dedicated commission and its staff to make these goals become reality.

Susana Martinez,
Governor, State of New Mexico

Deborah Hartz,
Chair, NM Commission for
Community Volunteerism

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Introduction

The Edward Kennedy Serve America Act amends and expands the National and Community Service Act of 1990, and directs state Commissions to develop Service Plans for their states. These plans are to be developed through an open and public process, which provides maximum opportunity for input from a variety of sectors and stakeholders. The 3-year State Service Plans must include measurable goals and outcomes and must be approved by the governor. The law also requires states to develop service plans for adults 55 or older. The New Mexico Commission for Community Volunteerism (NMCCV) is committed to complying with the letter and the spirit of the National and Community Service Act.

The Commission is also strongly committed to New Mexico's communities, their self-identified assets, priorities and needs. The Commission values the diverse culture of our people and the formal and informal networks that already exist in each community. Many of these networks, communities and organizations engage volunteers to meet community needs and promote civic engagement of citizens of all ages. Some are supported by national service dollars, and many others do their work without this support.

New Mexico's new administration and its Governor, Susana Martinez, have shown a strong support of community volunteerism since taking over office: the Governor appointed 15 new Commissioners who bring a wealth of knowledge, community connections, and expertise from the business, public and nonprofit sectors. The Commission shows representation from both metropolitan and rural New Mexico, and reflects the diversity of our state in age, gender and ethnicity.

This strong governance, paired with a new—yet seasoned and skilled—Commission Executive Director and staff, has already led to an overhaul of financial and grant management systems. The Commission now embarks on updating its grant making process, with the aims of assuring accountability, transparency and increasing access of rural and underserved communities to national service and capacity building resources.

The State Service Plan before you outlines how the Commission plans to leverage federal resources with the unique assets and culture of our state to address community issues. Over the next three years, the Commission will add value to national service dollars, and support especially rural and underserved communities in their efforts to build capacity and to provide youth with service opportunities, job skills, and college assistance. Finally, the Commission will work with community partners to increase New Mexico baby boomers' involvement in volunteering and national service.

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Table of Contents

About the Commission	Page 5
National Service and AmeriCorps in New Mexico	Page 6
Aligning National and New Mexico Goals and Priorities	Page 8
The Process for developing the NM State Service Plan	Page 9
What we found during the Public Process	Page 10
The Community Meetings	Page 10
The Survey	Page 11
Goals, Strategies and Outcomes	Page 14
Goal 1: State Commission	Page 14
Goal 2: Community Awareness	Page 16
Goal 3: Capacity Building	Page 17
Goal 4: Volunteers Age 55+	Page 18

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

About the New Mexico Commission for Community Volunteerism

Mission

The Commission's mission is to engage citizens of New Mexico of all ages and backgrounds in community based service; such service will address New Mexico's human, educational, environmental, public safety, health, housing, and other needs to achieve direct and beneficial results.

2015 Commissioners

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Erin Atkins, Alamogordo
JoAnn Beuerle, Rio Rancho
Curtis Cannon, Albuquerque (Ex-Officio)
Patricia L. Chavez, Albuquerque
Bernadine Dallago, Las Cruces
Joy Forehand, Albuquerque (Ex-Officio)
Michael Garcia, Santa Fe (Ex-Officio)
Alice Garza, Albuquerque
Elaine Graff, Albuquerque
Nancy Hughes, Albuquerque
Charles Humiston, Albuquerque
Wesley Jackson, Las Cruces
Georgetta Kwasniewski, Alamogordo
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**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

National Service and AmeriCorps in New Mexico

More than 7,300 people of all ages and backgrounds are helping to meet local needs, strengthen communities, and increase civic engagement through national service in New Mexico. Serving with more than 680 national and local nonprofits, schools, faith-based organizations and other groups, these citizens tutor and mentor children, support veterans and military families, provide health services, restore the environment, respond to disasters, increase economic opportunity, and recruit and manage volunteers (www.nationalservice.gov).

In 2014/2015, the Corporation for National and Community Service (CNCS) committed more than \$9,800,000 to support New Mexico communities through national service initiatives including Senior Corps, Learn and Serve America, AmeriCorps State and National, AmeriCorps VISTA, and AmeriCorps National Civilian Conservation Corps (NCCC).

AmeriCorps is the signature national service program that enables its members to provide a year of volunteer service while receiving a small living stipend. At the completion of service, members receive an Education Award to support past or future college expenses. Nationally, AmeriCorps engages 70,000 Americans in service, through more than 3,000 nonprofit organizations.

In 2014/15, the New Mexico Commission for Community Volunteerism will administer \$2,629,690 in AmeriCorps funds through formula and competitive mechanisms. This includes 10 programs, implemented by our public and nonprofit partners in New Mexico communities. This year the programs will provide 288 Member Service Years (MSYs). The following table provides an overview of the current family of New Mexico AmeriCorps programs:

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

2014/2015 New Mexico State and National AmeriCorps Programs

Program Name	Grant Amount	MSY	National Priority Area	Location	Service Area
The City of Albuquerque's Running Start for Careers Program	\$265,946	20	Economic Opportunity and Education	Albuquerque	Albuquerque
Rocky Mountain Youth Corps	\$593,671	49.09	Opportunity Youth	Taos	Taos, Mora, Rio Arriba, San Miguel, Guadalupe, Harding, Quay and Colfax Counties.
Teach For America -- New Mexico	\$56,000	70	Education	Gallup	Throughout NM
Families and Youth Incorporated	\$258,611	19.59	Education	Las Cruces	Las Cruces and Dona Ana County, New Mexico
Earth Care	\$191,034	14.76	Healthy Futures (Food Systems)	Santa Fe	Santa Fe County
EcoServants	\$276,688	24.13	Environmental Stewardship	Ruidoso	Lincoln County
NM Highlands University	\$112,895	8.54	Education	Las Vegas	Throughout NM
NM School for the Deaf	\$93,098	7	Education	Santa Fe	Throughout NM
Rio Grande Educational Collaborative	\$292,590	22	Education	Albuquerque	Bernalillo County
Capacity Builders	\$129,157	9	Education	Farmington	Newcomb
Total:	\$2,269,690	244.11			

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Aligning National and New Mexico Priorities and Goals

The New Mexico State Service Plan aligns national priorities with the cultural and community assets of our state while addressing communities' self-identified priorities.

National priorities are clearly spelled out in the Edward Kennedy Serve America Act. Based on the Act, the Corporation for National and Community Service (CNCS) has established six national key priority areas:

Disaster Services
Economic Opportunity
Education
Environmental Stewardship
Healthy Futures
Veterans and Military Families

The CNCS 2011–2015 Strategic Plan outlines the following goals:

- Goal 1: Increase the impact of national service on community needs in communities served by CNCS-supported programs.**
- Goal 2: Strengthen national service so that participants engaged in CNCS-supported programs consistently find satisfaction, meaning and opportunity.**
- Goal 3: Maximize the value we add to sub-grantees, partners and participants.**
- Goal 4: Fortify management operations and sustain a capable, responsive and accountable organization.**

The open and public process for developing New Mexico's plan was framed by the national key priority areas. The public process served to determine how New Mexico community stakeholders rank the six national priorities, and what specific community needs exist within or across priority areas. The drafting of the New Mexico State Service Plan and its goals was informed by the CNCS goals. As a result, the national goals are reflected in our state's goals for strengthening communities and growing volunteerism.

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

The Process for Developing the NM State Service Plan

In order to develop a meaningful State Service Plan that marries national, state and community priorities, strong emphasis was placed on the open and public process. Stakeholder and community input was gathered in the following ways: a technical assistance needs survey of existing AmeriCorps programs, a series of eight community meetings, and a statewide volunteerism survey administered online as well as at the meetings.

The meetings were held in eight rural communities: Farmington, Española, Raton, Santa Rosa, Roswell, Truth or Consequences, Vado, and Hobbs. These locations were selected because they do not currently feature national service programs, and/or are generally considered underserved communities. Each location also drew participants from surrounding, similarly underserved communities. The meetings were held using an appreciative inquiry approach and served to gather information in an open process to

- develop the NM State Service Plan,
- assess the assets and needs of rural communities in the state, and
- learn how NMCCV can support communities in addressing local needs through volunteerism and national service resources

The meetings were also a first step to increase NMCCV presence in rural New Mexico and begin building relationships with community stakeholders. All meetings were attended by Commissioners and Commission staff. Information on assets, barriers and technical assistance needs was gathered specific to each community. Contact lists were built for each location as well. This data will serve as the starting point to build partnerships and provide technical assistance and capacity building over the next three years.

The Volunteerism in New Mexico Survey was distributed online and on paper, and provided an opportunity for input from stakeholders who could not attend meetings, and from State and National AmeriCorps programs located in New Mexico. The survey link was distributed through NMCCV and partner mailing lists. 178 individuals responded to the survey.

The qualitative and quantitative data was then summarized in a report for Commission review. The Commissioners, staff and other stakeholders met for a strategic planning session in August of 2012, reviewed and discussed the findings and developed the goals for the State Service Plan. After a public comment period, the Commission approved the final State Service Plan on August 28th, 2012.

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

What we found during the Public Process

The Community Meetings

The review and analysis of the richness of quantitative and qualitative data captured at the eight community meetings revealed five major crosscutting issues, which each relate to promising opportunities for the work of the Commission:

1. Awareness of National Service Programs: Small communities have not had exposure to information about national service, funding opportunities and NMCCV. *Opportunity: A sustained NMCCV presence and outreach to underserved communities would be a required first step for growing rural programs.*
2. Community spirit and community capacity: There is a strong civic spirit and a culture of intergenerational responsibility - evidenced by powerful assets and capitals in each community. Still, many participants cited apathy, lack of interest, lack of civic and political participation and lack of opportunities for youth to meaningfully engage, serve their community, build skills, complement their education and create community capacity. *Opportunity: National Service is an opportunity to build community spirit and community capacity.*
3. Integration and coordination across silos and across communities: While there are strong community capitals in all communities, there is a lack of integration and coordination of these assets; participants report that too few organizations in their community collaborate with each other, or with partners in neighboring communities. *Opportunity: National Service provides an opportunity for communities to move beyond silo funding and integrate their efforts for collective impact.*
4. Start-up hurdles: Rural New Mexico communities often do not have the technical expertise or collaborative capacity to assemble a proposal for funding, or to organize a sound multi-stakeholder planning process that will lead to a sustainable program. *Opportunity: NMCCV has an opportunity to grow volunteerism and national service in New Mexico by extending its technical assistance resources to underserved and rural communities.*
5. Intermediaries: Potential intermediaries could act as the “middleman” between recipients and NMCCV, providing capacity for program coordination, administration, oversight, accountability, evaluation and sustainability, while the recipient agencies are able to focus on their missions. *Opportunity: The intermediary approach has proven successful in rural areas, among others in southwest New Mexico, and also in the context of national service. A targeted intermediary approach would facilitate developing host sites in rural areas that, over time, could establish their own regional programs.*

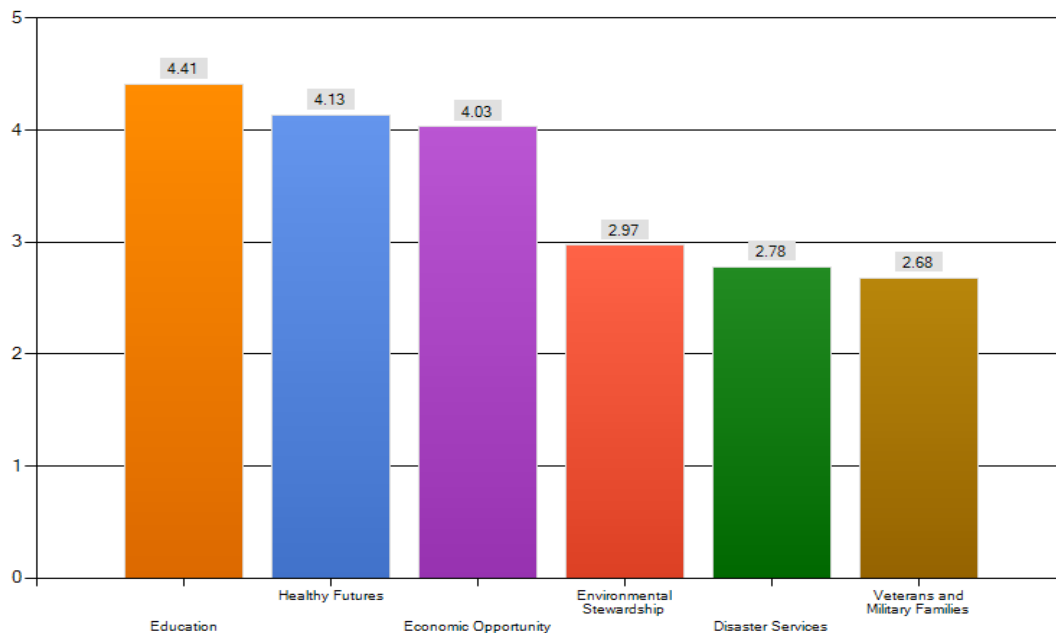
New Mexico Commission for Community Volunteerism 2013-2015 State Service Plan

The NM Volunteerism Survey

The statewide volunteerism survey was distributed in Spanish and English to existing programs and a variety of other stakeholder across the state, including private nonprofits and public entities. A total of 178 responses provided a snapshot of volunteerism in the state, as well as of community priorities and technical assistance needs. Respondents were from 40 NM zip codes, 37 communities; 57% were staff of organizations; top three areas of organizational focus were human services, community improvement and education; 52% respondents represented nonprofits (community and faith-based); 12% government, and 12% community members. Major findings included:

1. Use of Volunteers
 - Majority of respondents are not engaging national service volunteers
 - 30 respondents administered national service programs
 - 79% use other volunteers
 - 50% use 55+ volunteers
2. Ranking of nation key focus areas:
 - Respondents ranked 3 areas each in two distinct groups:

Rank the six national focus areas below in terms of their importance for your community.



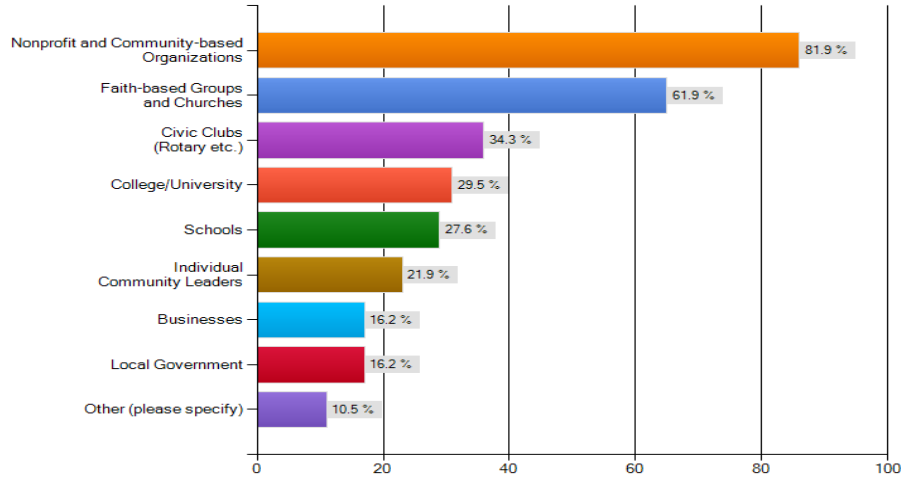
3. When asked for their own community priorities to be addressed with volunteerism, respondents provided a wealth of detail, which the highest number of mentions categorized in the following groups:
 - #1 Youth
 - #2 Community Development
 - #3 Education

New Mexico Commission for Community Volunteerism 2013-2015 State Service Plan

- #4 Health
- #5 Family and Social Services
- #6 Elders
- #7 Hunger and Food Systems

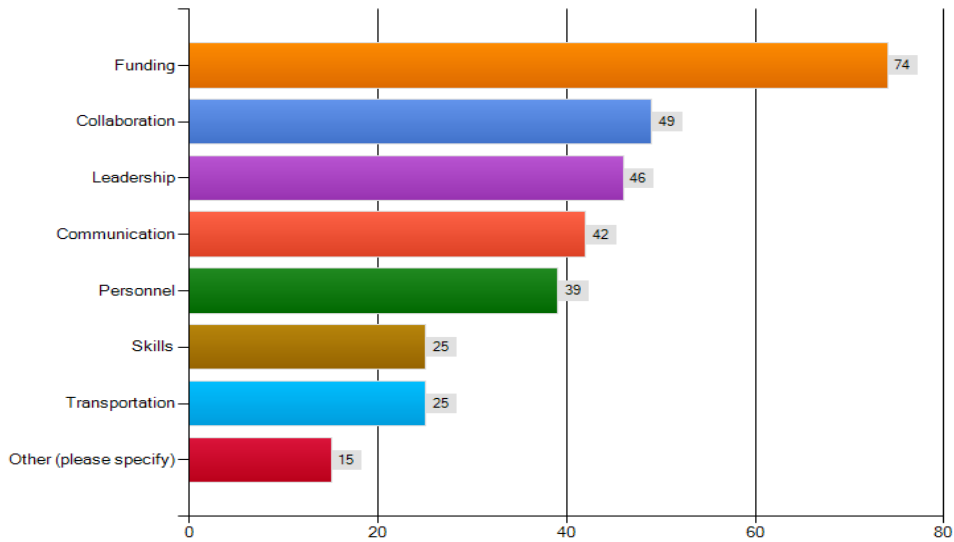
4. Community Assets

What are the top three assets and resources in your community that would support volunteerism projects?



5. Barriers

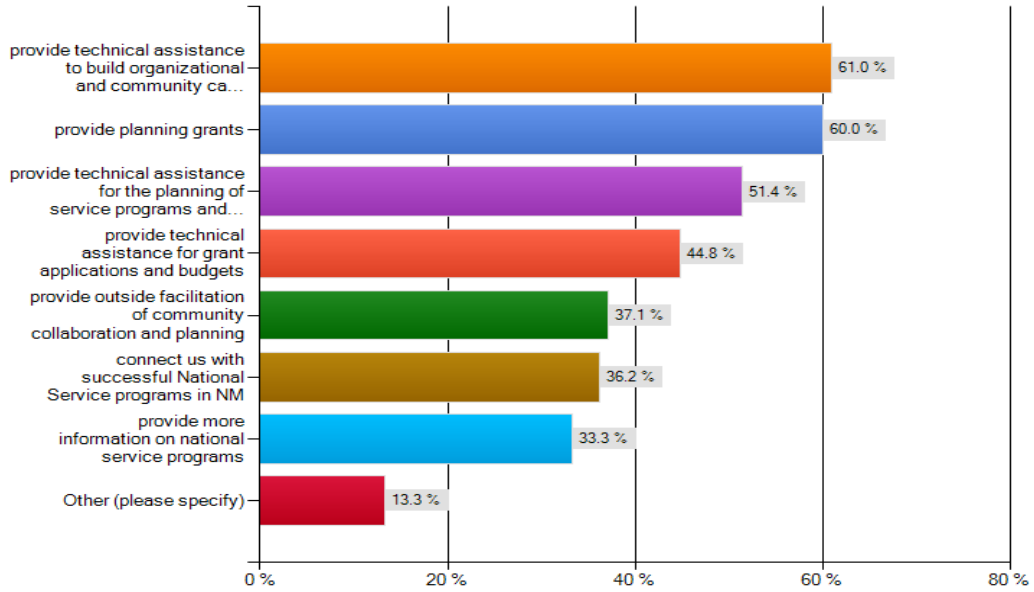
What are the top three barriers, gaps and challenges preventing your community from maximizing its volunteer potential?



New Mexico Commission for Community Volunteerism 2013-2015 State Service Plan

6. Technical Assistance/Capacity Building Preferences

How could the NM Commission for Community Volunteerism assist your community to maximize its volunteerism potential? (check at least one, and all that apply)



More detail on the information collected at the community meetings and through the survey can be found in the detailed report, at www.newmexserve.org .

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Goals, Strategies and Outcomes

Goal 1:

Further develop and sustain a capable, responsive, accessible and accountable state commission that effectively leverages national services resources with community assets.

Strategies:

1. Develop and implement a comprehensive, accessible and transparent AmeriCorps award process in compliance with federal and state requirements that reflects the unmet needs and priorities of New Mexico communities and the key focus areas of the Corporation for National and Community Service.
 - a. Develop improved 2013 request for proposals (RFP) and contract template incorporating:
 - i.* Qualitative and quantitative data collected in 2012 community meetings and survey.
 - ii.* CNCS focus areas, CNCS Strategic Plan goals, and NMCCV Strategic Plan goals
 - iii.* CNCS performance measures
 - iv.* State of New Mexico Procurement Code
 - b. Develop, launch and evaluate improved review and selection process with possible review criteria and funding preferences around
 - i.* Addressing identified community priorities aligned with CNCS focus areas;
 - ii.* Collaborating among communities, across sectors and between organizations for collective impact;
 - iii.* Incorporating volunteers and members 55 and older;
 - iv.* Incorporating veterans and military families as members and or beneficiaries; and
 - v.* Demonstrating impact of re-competing programs.
2. Assure community outreach and technical assistance for proposal development.
 - a. Provide RFP launch workshops in rural communities (utilize mailing lists and locations developed through town hall process)
 - b. Identify community technical assistance needs
 - c. Match applicants with local and regional TA/capacity building resources (see also Goal 3) to develop strong proposals
 - d. Tie proposal development TA to mid-and long term capacity building activities (see Goal 3)
3. Assure NMCCV and sub-grantee compliance with CNCS performance measures.
 - a. Closely monitor evolving CNCS performance measurements standards.
 - b. Utilize effective NMCCV tools for monitoring sub-grantee performance and compliance, and for data capture and analysis.

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

- c. Support sub-grantees in their efforts to gather data and measure performance.
- d. Include performance and outcome evaluation data and analysis in further state planning and quality improvement efforts.

Outcome Measures:

1. 33% increase in overall number of proposals (baseline: # 2012 proposals)
2. Increase proposals funded by competitive funding category, and resulting increase in Member Service Years (MSYs) through formula funds.
3. 95 % of proposals submitted to the NMCCV for review and approval are compliant with new RFP guidelines and criteria and aligned with community needs identified by the NMCCV.
4. Proposals submitted show an increase in geographic diversity, and an increase in proposals submitted by organizations located in rural communities
5. Increase in proposals submitted that include adults 55+ as participants.
6. Increase in proposals that address veterans and military families key focus area
7. 100% Compliance with CNCS performance measurement and reporting requirements.

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Goal 2:

Increase community awareness of national service, NMCCV and its AmeriCorps programs through a comprehensive, sustained multi-media marketing, communications and public relations strategy.

Strategies:

1. Engage Governor's Office in promoting volunteerism and national service.
2. Engage Cabinet Secretaries and legislators in promoting volunteerism and national service.
3. Create a Commissioners' "Speakers Bureau".
 - a. Educate commissioners on all aspects of the NMCCV programs;
 - b. Create set of presentation and outreach materials available to commissioners;
 - c. Commissioners schedule and speak at events to groups in their geographic areas and areas of influence;
 - d. Commissioners report back to staff on events attended, contacts made and follow-up needed.
4. Engage a PR firm/consultant to work with staff to create a basic set of marketing tools, including, but not limited to
 - a. State Service Plan, executive summary, State Service Plan for adults 55+
 - b. Community strategies for engaging adults 55 and older in national service
 - c. Presentation outlines/communication protocols
 - d. Public Service Announcements
 - e. Press Releases
 - f. PowerPoint presentations
 - g. NMCCV Website
 - h. Social media (Facebook, Twitter)
 - i. Print materials/handouts, fact sheets, FAQs.
5. Assure that NMCCV staff has the resources, skills and time to constantly update and deploy marketing tools, by
 - a. Providing social media and desktop publishing training if needed;
 - b. Keeping log of media contacts and outreach events.
6. Assure sub-grantee participation in marketing of National Service by
 - a. Reviewing sub-grantee contract language regarding media messages and brand/logo placement; and
 - b. Monitor press/media generated by sub-grantees to assure AmeriCorps contract compliance.

Outcomes:

1. 100% Increase in # media/outreach contacts
2. 33% increase in overall number of proposals (baseline: # of 2012 proposals)
3. Improved sub-grantee compliance with contractual branding/message obligations

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Goal 3:

Support rural communities as they build capacity to address local needs and priorities through volunteerism and national service.

Strategies:

1. Identify rural community leaders both formal and informal, building on contacts established through 2012 Town Hall Meetings.
2. Identify informal community networks, community capitals and non-national service volunteer structures and respectfully engage them.
3. Identify local/regional resources for assistance on grant proposal writing and other community capacity building needs.
4. Provide outreach and technical assistance to rural community entities for proposal development (see Goal 1).
5. Engage current sub-grantees in providing peer support to potential applicants
6. Identify, support and/or assist with development of regional backbone entities and/or intermediaries for providing rural capacity building beyond NMCCV provided technical assistance, assuring
 - a. Utilization of promising/best practices in rural capacity building;
 - b. Maximum utilization of existing local and regional community capitals such as those identified in the town hall meetings;
 - c. Cultural competency, respect for local informal networks and local self-determination;
 - d. An emphasis on engaging adults 55 and over in national service and rural capacity building.

Outcome Measures:

1. 33% increase in overall number of proposals (baseline: # of 2012 proposals).
2. Proposals submitted show an increase in geographic diversity, and an increase in proposals submitted by organizations located in rural communities.
3. At least five newly identified community leaders/organizations receive technical assistance.
4. Within 24 months, there is significant progress in implementing capacity building Strategy #5 above, as evidenced by capacity building services provided in at least three rural communities with an existing national service program, or with potential to develop a national service program.

**New Mexico Commission for Community Volunteerism
2013-2015 State Service Plan**

Goal 4:

Increase the number of adults 55 and older who are meaningfully engaged in their communities through volunteerism and national service.

Strategies:

1. Finalize and submit the State Service Plan for adults 55 and older by
 - a. Completing knowledge base on adults 55 and older through reviewing and compiling relevant data and research;
 - b. Collaborating with NM Aging and Long-term Services Department and other appropriate partners on development of policy recommendations.
2. Integrate 55+ desired outcomes into RFP process (See Goal 1), outreach and PR activities (see Goal 2), and rural capacity building activities (see Goal 3).
3. Partner with NMALTS, AARP, PERA, ERA, Senior Centers, and insurance companies to identify potential members and volunteers 55 and older for placement in national service programs.
4. Identify unmet community needs that 55 and older volunteers may assist with.
5. Engage adults 55 and older in service.

Outcome Measures:

1. Submit completed State Service Plan for Adults 55 and older by 01/31/2012
2. Within 24 months, increase number of New Mexico based national service programs that engage individuals 55 and older in volunteerism by 20%.