

## Volunteer Wisconsin Steering Committee

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**Date:** Monday, May 23, 2016  
**Time:** 10-11 AM  
**Attendees:** Shelly Kaiser, Michael Schwartz-Oscar, Gavin Luter, Rachel Jensen, Richard Engel, Jessica Kessler, Brian Blahnik, Denise Brickheimer-Reichart

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1. Commitments and decisions
  - a. Shelly will work on contacting volunteer centers and getting data sharing agreements, as well as promoting centers to link to Volunteer Wisconsin on their websites
  - b. Rachel will connect with agencies about maintaining active opportunities on the Volunteer Wisconsin website
  - c. Richard will get the domain name and DNS login credentials from Betty Wilcox
  - d. Steering committee members will help with promotion for the website and Volunteer Wisconsin, as well as help develop strategies to more effectively accomplish our goals
  - e. Richard will continue working on a homepage template
  
2. Volunteer Wisconsin website development updates
  - a. Discussed two options for the homepage: BIRC's template (used by other CCO programs) or template designed by Richard. Two BIRC templates were shown (<http://hopeconsortium.org> & <http://marshfield4youth.org>).
  - b. The interactive volunteer center map will be prominent on the homepage once it has been developed and testimonials will be interspersed throughout the homepage and website. On the Get Connected site, volunteers will be automatically redirected to their local volunteer center's website when searching for opportunities or agencies in their area. A pop-up message will appear, verifying if the volunteer wants to leave the Volunteer Wisconsin website and continue on to the volunteer center's site.
  - c. Reviewed website goals discussed at January meeting. Members were asked to consider how expansion into three counties would be defined and ways to measure an increase in volunteerism in Wisconsin. It was suggested that we consider reaching out to specific subgroups, such as college students or retirees in our efforts to increase volunteerism.
  - d. For the 2016 year, the Volunteer Wisconsin website had 6,600 views, a 20% increase from last year. Our goal is 20,000 visitors to the website.
  - e. 48 of 118 websites on the current Volunteer Wisconsin website have no active opportunities, roughly 40% of the agencies. Rachel will contact agencies about opportunity listings throughout the transition to Get Connected in an effort to bring that number closer to zero.

3. Get Connected
  - a. We are on track for our anticipated live date of June 1. Agencies have been asked to log in and update their listings with new opportunities and logos, as well as check for any errors. Our current domain is <http://volunteerwisconsin.galaxydigital.com> but once we have the DNS login information, it will be changed back to [www.volunteerwisconsin.org](http://www.volunteerwisconsin.org)
  - b. An override request will be sent to Galaxy Digital so we can change the phrase “needs” to “opportunities” to keep with the language used on the Truist website
  
4. Volunteer Center Association of Wisconsin (VCAW) Dissolution & Wisconsin Volunteer Coordinators Association (WVCA)
  - a. VCAW dissolved on 3/11/2016, primarily due to low attendance at meeting. An articles of dissolution was filed with the state on May 16, 2016. The cash assets (approximately \$4,800) will be donated to Volunteer Wisconsin to be earmarked for statewide volunteer promotion.
  - b. It was suggested that Volunteer Wisconsin considers becoming a WVCA affiliate group, somewhat replacing the affiliate held by VCAW. Requirements of being an affiliate can be fulfilled through scheduled Volunteer Wisconsin AmeriCorps trainings (eight—4 regional and 4 webinars), contact with AmeriCorps host sites, meetings with volunteer directors and regular steering committee meetings. Shelly is on the WVCA board as the concerns and actions chair to help maintain statewide presence and connections with volunteer coordinators statewide. Other steering committee members are members of affiliates elsewhere in Wisconsin and believe there are benefits to having a statewide affiliate, as well as having local affiliates.
    - i. An affiliate is defined by the WVCA to be a group of five or more volunteer managers from different organizations that gather on a regular basis to discuss volunteer management. An affiliate is allowed one representative on the WVCA board, but does not hold voting rights.
  
5. Volunteer Wisconsin AmeriCorps updates
  - a. Current Year (2015-2016)
    - i. 8 of 40 members are returning members from previous years. 25 host sites are returning sites. 3 members exited early and were replaced, 3 more members exited early and left vacancies. 2 of the members that left vacancies exited early due to job offers. All members are on track to complete their 1700 hours by August 31, 2016.
  - b. Next Year (2016-2017)
    - i. The AmeriCorps term will begin September 12, 2016.
    - ii. Host site recruitment began in March. 63 applications were received for 45 spots. 4 were rejected, leaving 59 nonprofits to recruit members for the 45 spots in an open recruitment process. Campus Compact collaborated with Volunteer Wisconsin to recruit host sites, filling 5 positions in higher education organizations. 30 of the 2015-2016 host sites applying were returning host sites.

- iii. Member recruitment began mid-April. So far, 24 of the 45 available spots have been filled, 10 by returning members. Member recruitment is scheduled to end August 1, 2016.
- iv. Jessica will give more details about the Opening Ceremony for AmeriCorps and National Service members in Wisconsin as plans firm. The National Opening Ceremony will be on October 7, 2016.

#### 6. Other Projects in Progress

- a. Needs Analysis survey: questions have been formulated and drafted for survey based on input from our previous meeting.
- b. 2015 Volunteer Center Impact Report: 20 volunteer centers were polled, 14 responded. Steering committee members were given an overview of data received from the surveys. The report will be put into readable form and distributed around the state, as well as posted on the Volunteer Wisconsin website.
  - i. There was a question about the Volunteering in America report, regarding who gathered the data and how. Jessica informed the steering committee that the Department of Labor gathered most of the information from the census.
- c. Webinars: There will be five webinars, held weekly starting on Monday, June 20. The webinars will be held on varying days of the week but all will be held at 11:00 am to keep some consistency. Topics include Using Community Service Volunteers, Time Management, Report on the State of Volunteering in WI and Indications for Recruitment, Working with Problem Volunteers, and Why Pursue the CVA-Certification in Volunteer Administration.

#### 7. Other Business

- a. Bonnie Andrews will be receiving the 2016 Governor's Volunteer Engagement Award on June 2, 2016 in Madison.
- b. Tom Devine will be retiring. His last day is scheduled for January 5, 2017.

The next meeting will be held in October in the Wisconsin Dells area. Steering committee members should expect a Doodle poll regarding possible dates and an Outlook invitation and reminder will be sent once a date is determined.