



Minutes of June 5 Meeting

Volunteer Wisconsin Steering Committee

Date: Friday, June 5, 2015
Time: 10 AM – 3 PM (lunch 12-12:30 PM, provided)
Location: Appleton Alliance Church, 2693 W Grand Chute Blvd, Appleton
Attendance: Bonnie Andrews, Tom Devine, Richard Engel, Greg Engle, Shelly Kaiser, Jessica Kessler, Ron Kuramoto, Ronda Kopelke, Barb Mlodzik, Michael Schwartz-Oscar, Kathyryne Smieja, Gwen Taylor, Brian Blahnik, Denise Brickheimer-Reichert, and Kristine Seim

Strategic plan:

- We reviewed the strategic plan and agreed that each goal needs to have measureable outcomes.
 - If we are going to build the organization capacity of nonprofits, we need to determine how we are going to do that and how we are going to determine when we reach that goal. We also need to adapt a common language because “building organization capacity” will mean something different to each organization.
Action: Bonnie will define what building capacity is.
- We need to promote a common language and common definitions to ensure comprehension, by referencing exiting terms used in Points of Light, Hand On Network, Corporation for National and Community Service, and other National initiatives.
- We also discussed what the Volunteer Wisconsin strategic plan should be focused on, such as:
 - Our customers are primarily the nonprofit organizations that utilize volunteers, but also volunteers who use our website to find opportunities
 - Helping counties that are not served by a volunteer center find resources and recruit volunteers through the website
 - Market and promote the message of that volunteerism is critical to our state, nonprofits, communities, and individuals
 - Volunteer Wisconsin needs to be the voice that tells the story by developing a consistent message, taking points, and elevator speech, and basic print (material) flyer
 - Move Wisconsin up in the national ranking**Action:** Bonnie will define what moving up in position for volunteerism will specifically entail.



Funding:

- We discussed diversifying our funding.
Action: Michael will research grants. Brian and Marshfield Clinic Development will examine the grants. Steering committee will help write the grant proposals. Also, steering committee will look for corporate funding such as Associated Bank, insurance companies, and regional companies (located in areas with no volunteer center) such as the Otto Bremmer Foundation and explore possible promotional opportunities with the Packers, Bucks, and the Badgers.
- Currently there is no dedicated staff, but we need at least one committed staff person. We need a staff member to look for ways to promote Volunteer Wisconsin and volunteerism throughout the state and to find volunteer champions.
Action: Staff member will recruit, contacts, and engage with volunteer champions in counties/regions not served by a volunteer center.
- Should Volunteer Wisconsin give presentations, trainings, grants/source of funding, and guides to counties and/or regions not being served by a Volunteer Center?

Website:

- The Volunteer Wisconsin website needs to be enhanced with a secure directory and programmable tabs, pages, and portals. We will have a dedicated spot on the website for disaster volunteering.
- Also, we need to increase traffic to the website to make more volunteer-nonprofit connections.
Action: Richard Engle offered to enhance the website with input from all steering committee members.

Marshfield Clinic's Volunteer Wisconsin Work plan:

- Reviewed Marshfield Clinic's Volunteer Wisconsin Work plan. The current work plan identifies the activities that Marshfield Clinic can commit to as the manager of Volunteer Wisconsin.

Volunteer Wisconsin AmeriCorps:

- It was proposed that the steering committee advise the Volunteer Wisconsin AmeriCorps program. Committee agreed that AmeriCorps is an important part of Volunteer Wisconsin but should not be the primary focus.
- The Volunteer Wisconsin AmeriCorps grant can be modified to require AmeriCorps members to promote Volunteer Wisconsin, volunteerism within their community, and to help meet the goals and mission of the Volunteer Wisconsin.

Subcommittees:



- We discussed the possibility of creating subcommittees, as needed, made up of community members with at least one steering committee member. That member will report on subcommittee activities back to the steering committee. One idea for a subcommittee is a committee on faith based volunteering.

Additional Steering Committee Members

- A representative for the Wisconsin Volunteer Coordinators Association
- Steering Committee members are welcome to make suggestion for additional members at any time
- A representative for the Wisconsin Nonprofit Association
- Recruitment should be on-going

What do we want to accomplish? Flip chart

- Enhance website with secure directory
 - Increase traffic to make more volunteer connections
- Move up in ranking/position
- Capacity for nonprofits to engage volunteers
- Training including disaster response
- Regional volunteerism increase in underserved areas
- Hire staff
- Secure funding for staff and growth
- Statewide promotion.

Committee Actions Flip Chart

- Grant Source (Michael)
- Input on Website (all)
- Utilize and provide feedback on secure directory (all will be notified)
- Recommendation of new members
- When needed, lease a subcommittee and report to larger steering committee (need at least one steering committee member on it
- Website update
- Letter of intent
- Define "build capacity, increase website use, and moving up in position (Bonnie)

Potential Future Agenda Items

- Crosswalk between the State Service Plan/Volunteer Wisconsin Strategic Plan/ Marshfield Clinic Work Plan
- Review of the definition of the common terms
- Volunteer Wisconsin taking points
- Roles if Steering Committee Member
 - Concrete actions and critical issues to address



- Charge for trainings
- Volunteer Wisconsin become a membership organization
- Best practice document area on the website
- Define technical assistance
- Otto Bremmer Foundation
 - Historical information with Volunteer Wisconsin and the future
- Website development and how to tie to emergency management
- In-service on Volunteer Wisconsin AmeriCorps
 - Performance Measures
 - Breakout of the training: date, time, place, topics, attendees
 - Breakout of the technical assistance CCO provides
 - What are we doing to the nonprofits that host an AmeriCorps member?
The answer to this question will help Volunteer Wisconsin expand beyond the AmeriCorps grants, In other words, what are we doing for AmeriCorps host sites that could be done for other nonprofits that use volunteer?
 - Use the steering committee to think about ways to connect the AmeriCorps performance measures to the Volunteer Wisconsin Strategic Plan and Work Plan

Doodle poll will be sent to determine next meeting date and location.