



State Service and Strategic Plan 2022-2025

OVERVIEW

Louisiana is a state with many entrenched social and environmental challenges; challenges that have been exacerbated by recent record hurricane seasons and a global COVID-19 pandemic. As the state service commission, Volunteer Louisiana is uniquely positioned to promote national service, civic engagement, and volunteerism as a solution to our most pressing problems and connect our citizens with service.

ABOUT VOLUNTEER LOUISIANA

Housed in the Office of Lt. Governor, Volunteer Louisiana oversees AmeriCorps State programs, promotes volunteerism statewide, and is charged in the state's Emergency Operations Plan with coordinating spontaneous, unaffiliated volunteers statewide in times of disaster.

As established in Louisiana RS 49:1112, the purpose of the Volunteer Louisiana Commission shall be to:

- (1) Encourage community service as a means of community and state problem solving.
- (2) Promote and support citizen involvement in government and private programs throughout this state.
- (3) Develop a long term, comprehensive vision and plan for action for community service initiatives in this state.
- (4) Act as the state's policymaking body for the Corporation for National and Community Service.
- (5) Serve as the state's liaison to other national and state organizations which support its mission.

MISSION

Volunteer Louisiana's mission is to help meet the needs of Louisiana's citizens through volunteerism and national service.

2019-22 STATE SERVICE AND STRATEGIC PLAN

CFR 45 2550.80 requires that State Commissions, such as Volunteer Louisiana, develop and annually update a statewide plan for national service covering a three-year period consistent with the broad goals of the AmeriCorps agency. Our 2022-25 State Service and Strategic Plan identifies the following goals, objectives, and strategies for the Volunteer Louisiana Commission.

Goal 1: Promote national service in Louisiana and develop a portfolio of innovative, high-quality AmeriCorps State programs	
Objective 1: Increase geographic, focus area, and organizational diversity in the AmeriCorps portfolio	<p>Strategy 1: Conduct broad-based public outreach through multiple platforms</p> <p>Strategy 2: Conduct targeted outreach to organizations in underrepresented geographic and focus areas about AmeriCorps and national service resources</p> <p>Strategy 3: Provide training and technical assistance for potential applicants relating to AmeriCorps operational and planning grants</p> <p>Strategy 4: Develop and implement strategies that mitigate barriers to service for smaller, newer, and rural organizations</p>
Objective 2: Improve program quality through compliance standards and opportunities for learning	<p>Strategy 1: Implement a timely, responsive monitoring schedule using improved assessment tools</p> <p>Strategy 2: Ensure that subgrantees fully expend AmeriCorps grants awards and maintain fidelity to deadlines and requirements</p> <p>Strategy 3: Provide ongoing training and technical assistance, including program-specific TTA, relating to all aspects of program management</p> <p>Strategy 4: Support service and training opportunities for subgrantees that foster leaning, innovation, peer to peer networking, and connections to the larger national service field</p>

Goal 2: Maximize the efficiency and effectiveness of volunteers in times of disaster	
Objective 1: Improve pre-event preparedness	<p>Strategy 1: Support and promote pre-event volunteer affiliation and the development of CERT teams statewide</p> <p>Strategy 2: Develop a comprehensive communications plan for disaster-related volunteerism that leverages Office of the Lt. Governor affiliation</p> <p>Strategy 3: Develop internal communications and contact management plan that cultivates strategic relationships with VOADs, non-profit organizations, and emergency officials</p> <p>Strategy 4: Provide leadership and/or administrative support function for key emergency preparedness initiatives and organizations</p> <p>Strategy 5: Facilitate the development of specific roles and responsibilities for subgrantees and A-DRTs in times of disaster</p>
Objective 2: Improve post-event response and recovery	<p>Strategy 1: Maintain and develop relationships with national, state, and other organizations that assist with post-event response and long term recovery</p> <p>Strategy 2: Provide leadership and/or administrative support function for key emergency response initiatives and organizations</p> <p>Strategy 3: Host an online volunteer management system to coordinate event-specific spontaneous, unaffiliated volunteers</p> <p>Strategy 4: Collaborate with the Governor’s Office of Homeland Security and Emergency Preparedness (GOHSEP) on strategies that improve the documentation and collection of volunteer hours to reduce state cost share in times of disaster</p>

Goal 3: Build a culture of service and volunteerism in Louisiana	
Objective 1: <i>Recognize outstanding Louisiana volunteers and national service participants</i>	<p>Strategy 1: Promote and expand Volunteer Louisiana- determined awards (Louisiana Volunteer Service Award and Champions of Service)</p> <p>Strategy 2: Share information related to external volunteer recognition awards, such as the Community Service Diploma Endorsement, and highlight winners</p>
Objective 2: <i>Promote volunteer and service opportunities throughout Louisiana</i>	<p>Strategy 1: Promote VolunteerLouisiana.gov as a resource listing of organizations in need of volunteers</p> <p>Strategy 2: Support and promote national days of service such as MLK Day, National Volunteer Week, 9/11 Day of Service and Remembrance</p> <p>Strategy 3: Promote volunteerism and share volunteer stories in each region of the state</p>

EXTERNAL AFFAIRS

Successful implementation of the 2022-25 state service and strategic plan will require an effective external affairs strategy to engage, inform, and educate partners, funders, policy makers, prospective AmeriCorps members, and the general public.

External Affairs	
Objective 1: <i>Build awareness and support from elected officials</i>	<p>Strategy 1: Develop annual policy and engagement goals for the Louisiana Congressional delegation, Louisiana Legislature, statewide elected officials, mayors, and education leaders</p> <p>Strategy 2: Develop and implement a strategic engagement plan for elected officials and other leaders</p>
Objective 2: <i>Increase public awareness of agency brand and programs/initiatives through a statewide communications plan</i>	<p>Strategy 1: Ensure a clear, accessible, up to date public interface at VolunteerLouisiana.gov</p> <p>Strategy 2: Implement year-round “AmeriCorps Louisiana” Campaign</p> <p>Strategy 3: Develop comprehensive media plan that features AmeriCorps members/programs, disaster messaging (pre&post), and Volunteer Louisiana awards</p> <p>Strategy 4: Engage local press to cover agency programs and initiatives in their community</p>

MAINTENANCE OF OPERATIONS

The 2022-25 state service and strategic plan represents a forward-facing vision for the next three years that is intended to complement core business functions. Volunteer Louisiana recognizes the primacy of core commission functions and the importance of maintaining effective and efficient operations.

<i>Maintenance of Operations</i>	
Objective 1: <i>Exercise responsible grants management and stewardship of resources</i>	<p>Strategy 1: Fully expend all grant awards, state general funds, and other revenue streams</p> <p>Strategy 2: Maintain compliance with grant requirements and reporting deadlines</p>
Objective 2: <i>Maintain continuity of operations readiness</i>	<p>Strategy 1: Annually review and update state service plan</p> <p>Strategy 2: Annually review and update Commissioner duties and responsibilities</p> <p>Strategy 3: Annually develop a pool of high-quality commission nominees consistent with statutory membership requirements</p> <p>Strategy 4: Annually review and update Volunteer Louisiana Policy and Procedure manual</p> <p>Strategy 5: Annually update working group responsibilities and personnel-specific position descriptions</p>
Objective 3: <i>Ensure strategic focus and continuous improvement</i>	<p>Strategy 1: Establish expectations for Executive Director and conduct an annual performance review</p> <p>Strategy 2: Establish expectations for all staff positions and conduct annual performance reviews</p> <p>Strategy 3: Establish (collective) expectations for commissioners and conduct an annual performance review</p>

The Volunteer Louisiana 2022-2025 State Service Plan was developed using data from the following sources:

- (1)** A series of 3 Statewide Listening Sessions conducted online on April 19 and 20, 2022. These sessions engaged 68 participants representing nonprofit, faith-based, and governmental organizations throughout Louisiana.
- (2)** Volunteer Louisiana staff and commissioner input via a strategic planning session conducted on May 10, 2022.