

VISION PRIORITY TEAMS

STRATEGIC GOALS & ACTIONS UPDATED FOR 2008-2009

Each Vision Priority Team will consider communication and coordination with the other five teams as they conduct their work.

1. Creating our Identity Across the State

Team Leader: Denise Hubbard

Team Members: Dale Weighill, Doris Higgins, *-could use a couple new members*

Goal #1	We will develop a clear and concise message that VCM and local volunteer centers can use to articulate their purpose and function in communities.				
	Actions	Who could be involved	Champion	Resources	Completed
a)	Develop joint tag line (look at POLF) on laminated cards; elevator speech, template for talking points-audience: general public.	Sean, marketing department Brandon-develop VCM specific templates	Doris (will contact CA)		12/07 <i>All documents are housed on the VCM Website</i>
b)	Utilize POLF communications tool kit (website)	<i>VCM Staff</i>			12/07 <i>See new HandsOn Network website for more information</i>
c)	Review/research models for marketing volunteer centers-get the message out; research volunteer messages used in the past.	MNA marketing team Doris	Denise/ <i>Lisa</i>		10/07 developed the history/fact sheet for the VCM folder which can be found at this path: M:\VCM\Marketing\VCM Folder. There's also two full history documents you can find at this path: M:\VCM\History
d)	Develop statewide marketing plan for Volunteerism and Civic Engagement (formally VCM-but it was determined that this is a more encompassing goal)	MCC, VCM, MNA, MCSC and Association of UW-other Volunteer Accord Members	Diana, Amy, Kyle -MCSC		Target date: 9/08
e)	Develop annual marketing plan for use by local volunteer centers	HandsOn Network, VCM staff	Diana & staff		Media relations kit and elevator speech available online
f)	Bring back from regional conference information on branding as member of VCM	<i>VCM Staff</i>			<i>Pending-branding decision has been complicated and has yet to be fully discussed in light of HandsOn Network</i>

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Goal #2 VCM and local VC's are viewed as key players in collaboratives working to address community needs through volunteers.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Apply conference communications workshop information learned; communication to stakeholders present at state meeting (bottom up and top down)	All attendees at regional trainings	Allison	Media relations tool kit developed and available on VCM website	10/07
b)	Identify statewide association key stakeholders	<i>All those involved in Volunteer Accord as well as those involved in the MI Registry and MIFaithinaction.org</i>	<i>Dale (Denise)and Diana, Kyle and Scott Dzurka</i>		<i>Ongoing-Volunteer Accord is reaching new levels with the discussion at the MAUW meeting in July, 2008</i>
c)	Use volunteers to broadcast message at conferences, fairs, and other venues.	<i>Local Centers</i>			<i>Ongoing(take back to committee for discussion-07/08)</i>
Goal #3 Increased prestige by VCM members- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
c)					
Goal #4 Have a new "Romney"- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
c)					

2. Define Specific Outcomes with Data to Prove our Value

Team Leader: Martha Bottomley

Team Members: Canduace Cloy, James Pearl, Chris Kanta

Goal #1 We will be an active partner at the national level in building systems for data collection.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Participate in the POLF research and measurement task force.		Diana and Amanda		7/08
b)	Participate in POLF "Impact Study."**	Chippewa County Volunteer Center	Kristina B.		7/08 <i>Key findings available from HON</i>
Goal #2 We will refine the web-based reporting system to collect valid and reliable data on key indicators. We will develop systems to share the impacts of volunteer centers with key stakeholders, creating tools to reach multiple audiences.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	See Bob Kahle's contract for action steps.**	VCM indicator task force	Amanda		3/08
b)	Develop templates to assist individual centers in communicating with funders, legislators, etc.	Amanda Schafer and Erin Skene	Bob with CMA marketing (Brandon)	Available on the VCM website and in archived Blue Print	9/07
Goal #3 Develop systems to share the impacts of VC with key stakeholders, creating tools to reach multiple audiences. - additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					

*The objective of the Impact Study is to showcase how high performing Volunteer Centers impact their communities using methods that can withstand academic scrutiny. In addition, the study will gather and report on the first ever universal study of all Volunteer Center stakeholders to understand Volunteer Center effectiveness and impact. (United Way Volunteer Center of Chippewa County is one of the nine selected nationwide).

**Action Steps:

1. Carefully assess the usability of the new VCM website to ensure that the data entry and data analysis capabilities meet the needs of VCM and its member Centers. Understand why/why not Center Directors are inputting their data (timing: early 2007)

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2. Listen carefully to center directors in a formal and structured way to assess progress and challenges with collecting the agreed upon output indicators. Seek insight as to the assistance/training that may be required for some Center Directors. Assess the degree to which the “success story” and other training conducted on 2005/06 have “stuck” and is being used and implemented by VCM and its member centers (timing: Spring 2007).
3. Process, review, analyze, and report the findings from the first year of data collection using the new website and the agreed upon output indicators (timing: Summer 2007).
4. Provide training and tools as needed to ensure that most Volunteer Centers are utilizing the output data for the development needs of their individual centers (timing: Fall 2007).

3. Create and Implement Professional Development

Team Leader: *need to fill*

Team Members: Bonnie Hogoboom, Pegg Clevenger, Janet Fergin

Goal #1 We will develop and implement an annual professional development needs assessment for network input.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Review past recent offerings and survey data on needs for training including '06 retreat.	VCM Staff, Robin Lynn Grinnell	Robin, Diana	POLF \$ VIG \$	March 2006
b)	Survey members regularly on desired training and evaluation	VCM Staff			<i>Ongoing</i>
c)	Review available trainings/resources from POLF, MNA, VCM, VC's, United Way, corporate.	VCM Staff, VC directors	VP team	Limited VCM scholarships to VC directors to attend MNA/POLF trainings (VIG \$)	ongoing
d)	Develop list or schedule of offerings for next several years consistent with <i>POL&HON membership requirements and benefits</i> .	VCM, <i>POL&HON</i>	VP team	Conference calls, POL&HON trainers in MI	ongoing
e)	Conduct evaluation of training programs impact on volunteer center operations.	VCM	Diana, Amanda		ongoing
Goal #2 We will develop and implement a new VC director/coordinator mentoring program.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	<ul style="list-style-type: none"> • Review, redefine and evaluate current program • Develop goals of mentoring program • Define eligible mentors/mentees & their characteristics • Determine commitments of each and responsibilities of each • Annually review impact of program with new volunteer center directors/coordinators. 	<i>Past Mentor/Mentee Partners</i>	Diana, Amanda	Survey Monkey	<i>Summer 08</i>
b)	Identify and develop printed resources for mentees: financial resources, partnerships, relationships, role of local volunteer centers.	VCM staff		Staff time	<i>Ongoing</i>
Goal #3 Provide resources and opportunities to support the professional development of VC directors and their staff- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					

Goal #4	Develop and promote opportunities for VC directors to enhance their leadership skills at the local, state and national levels.- additional goal added to document 07/08				
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					

4. Obtain Sufficient Resources – This vision priority will be taken up by the sub-committee later in the year. (need to convene to create actions)

Team Leader: James Pearl

Team Members: Canduace Cloy, Martha Bottomley, Chris Kanta

Goal #1 Cultivate money- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
Goal #2 Legislators know our message clearly- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Develop strategy to engage legislators	<i>Diana, Erin, Tiffany</i>			
b)					
Goal #3 Demonstrate value to funders- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
Goal #4 Leverage funding outside Michigan- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
Goal #5 VIG- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
Goal #6 Maximize partnership with United way- additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed

a)	Development of the MI Volunteer Accord	<i>Diana, Kyle and Scott Dusurka</i>			
b)					

5. VC Use of Up-to-Date Technology

Team Leader: Judy Huth

Team Members: Mona Keeley, Amy Town, Jane Royer

Goal #1 We will ensure that every center has the capacity to capture and report on key indicators.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Find out what information NPower has regarding technology needs.	Andy, Molly, Diana, Judy	Judy	Time and NPower data	
b)	Develop and conduct a survey to the volunteer center field to identify technology barriers in capturing & reporting indicators.	Amanda, Judy, Mona, Amy, Jane, Molly			
c)	Identify potential funding sources to support technology upgrades.	Diana & entire network	Andy		
d)	Web-based reporting: current and searchable website	<i>Diana will talk w/Judy Huth on this addition</i>			
Goal #2 We will provide technology training opportunities to new and current volunteer center directors to support best practices.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Identify a list of technology skills that support best practices.	VP team	Amy		
b)	Survey volunteer center field (same as survey goal 1-b) to identify gaps and needs.	VP team			
Goal #3 Develop connections to resources that support Volunteer Centers. - additional goal added to document 07/08					
	Actions	Who could be involved	Champion	Resources	Completed

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a)					
b)					
Goal #4	Ensure that information about volunteering is easily accessible to the public at large. - additional goal added to document 07/08				
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
Goal #5	Develop a searchable system that displays volunteer opportunities throughout the state. - additional goal added to document 07/08				
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					
Goal #6	Provide access to information for individuals interested in volunteering outside Michigan (e.g. disaster response). - additional goal added to document 07/08				
	Actions	Who could be involved	Champion	Resources	Completed
a)					
b)					

6. Create a Volunteer Presence in Every Community in Michigan

Team Leader: Kristina Beamish

Team Members: Paulina Lawton, Cindy Miller, Marsha Cooley

Goal #1 We will continue to facilitate volunteer center start-ups and expansions to increase the physical coverage of volunteer centers throughout the state.					
	Start-up Actions	Who could be involved	Champion	Resources	Completed
a)	Develop and announce a RFP for new volunteer center start-up as money becomes available.	VCM office and VP team	Diana	Available state funding	November 2006
b)	Select up to five communities for the volunteer center start-up initiative.	VP team	Diana	VIG \$	February 2007
c)	Hold a start-up academy	Diana, Beth Ludlum (POLF), Angelia	Diana	VIG \$	February 17, 2007
d)	Select a consultant to support the start-up communities through the planning phase process.	Diana and consultant	Diana	Consultant fees	Ongoing through December 2007
Expansion Actions					
a)	Develop and announce a RFP for volunteer center expansion.	VCM office	Diana	VIG \$	February 2007
b)	Select up to five volunteer centers for expansion grants.	VCM office and committee staff	Diana	VIG \$	April 2007
c)	Host a series of calls with expansion volunteer centers to see progress.	VCM office	Diana	Staff	ongoing
Goal #2 We will establish stronger working relationships with the following key constituencies: local DOVIA's or other associations of volunteer managers, the Community Service Coordinators of MCC member campuses, and the Community Resource Coordinators of the DHS.					
	Actions	Who could be involved	Champion	Resources	Completed
a)	Research volunteer centers for DOVIA relationships or other associations.	Paulina, Marsha, Cindy	Paulina	Staff for outreach calls	Ongoing
b)	Create a directory of DOVIAs in Michigan.	Molly, Brandon	Brandon	Staff	October 2007- <i>revisit</i>
c)	Invite MCC Executive Director to one of our VCM meetings a year.	VCM, MCC	Diana	MCC ED available	August 2007
d)	Convene a meeting of volunteer center directors and Community Resource Coordinators in June, 2007.	VCM, DHS	Jocelyn Vanda	VIG \$ & staff	June 27, 2007
e)	Present outcomes of dialogue and research at August VCM meeting.	VP team	Kristina	Staff	November 2007