

**MAY 7-9** SAINT PAUL, MN

2019 NATIONAL SERVICE TRAINING CONFERENCES

# BREAKING DOWN BARRIERS

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#CENTRALSERVICE

**AMERICA'S  
SERVICE  
COMMISSIONS**



**ServeMinnesota**  
The power of AmeriCorps. The power of you.





## STATE OF MINNESOTA

Office of Governor Tim Walz

130 State Capitol ♦ 75 Rev. Dr. Martin Luther King Jr. Blvd ♦ Saint Paul, MN 55155-1611

April 9, 2019

Dear Conference Attendees,

On behalf of the State of Minnesota, it is my pleasure to welcome you to Saint Paul for the 2019 Central National Service Training Conference. The people of Minnesota and our friends at the ServeMinnesota state commission are proud to host you. We look forward to showcasing the great hospitality and friendliness we are known for to ensure you have a memorable visit.

I'm proud to say that AmeriCorps and Senior Corps programs have had a huge impact on our Minnesota communities. Each year, more than 13,300 AmeriCorps and Senior Corps members serve at 2,400 local service sites across our state, helping children, families, veterans, and residents live better lives and find opportunity. We appreciate and recognize these national service members and community volunteers for their efforts.

I am particularly proud of the work ServeMinnesota is doing to bring together the people power of AmeriCorps with the evidence of what works to create real social change. The commission supports thousands of individuals who are committed to a transformative year of service as they engage with the needs of their community – from education to employment, and affordable housing to recovery from opioid addiction.

I'd like to also congratulate you on the AmeriCorps 25<sup>th</sup> Anniversary this year. Since the very first AmeriCorps members took their oath of service on September 12, 1994, AmeriCorps has been a force for good and community impact across our nation.

I applaud your commitment to national and community service efforts, as well as to your own training and development as a professional. The work you do every day to improve people's lives, recruit volunteers to give back, and get things done for America is of great importance.

Thank you for visiting the great state of Minnesota, and the work you continue to do! Enjoy your time in Saint Paul at the 2019 Central National Service Training Conference.

Sincerely,

Tim Walz  
Governor



## CITY OF SAINT PAUL

Mayor Melvin Carter

390 City Hall  
15 West Kellogg Boulevard  
Saint Paul, MN 55102

Telephone: 651-266-8510  
Facsimile: 651-266-8521

April 12, 2019

Dear Central National Service Friends,

As Mayor of Saint Paul, I am pleased and proud to extend warm greetings to everyone gathering for the 2019 Central National Service Training Conference. It's an exciting time in our capital city and I hope you will enjoy all that Saint Paul has to offer while you are here.

Your work with AmeriCorps, Senior Corps, and service-related programming is invaluable. The impacts you have made to improve communities and neighborhoods across the region are simply commendable. This year in Saint Paul, we are proud to have 477 AmeriCorps members and 204 Senior Corps volunteers serving. The City of Saint Paul also hosts our very own AmeriCorps VISTA project. As part of our lifelong learning initiatives, our members are building capacity and increasing access to high-quality early learning programs to support children from birth to age three and their families.

This week's conference will bring together more than 350 nonprofit and national service professionals to participate in thoughtful keynote lectures, hands-on workshops, exciting exhibits, evening receptions, and service projects. I hope you find the conference enjoyable, productive and inspiring.

Finally, for all the ways you serve and uphold our communities, thank you. It truly is an honor to be your teammate here in Saint Paul and I wish you a wonderful convention.

Sincerely,

Melvin Carter, Mayor





THANK YOU TO OUR SPONSORS!

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- SISGI Group
- On3Learn, LLC
- The Service Nerd
- OnCorps Reports
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Additional Support Provided By

- DF Meetings & Events
- ServeMinnesota

CONFERENCE SCHEDULE AT-A-GLANCE

Monday, May 6	Tuesday, May 7	Wednesday, May 8	Thursday, May 9
<b>3:00–6:00 PM</b> Registration Check-In	<b>9:00–11:45 AM</b> Registration Check-In / Pre-Conference Meetings	<b>8:00 AM</b> Continental Breakfast	<b>WEAR YOUR NATIONAL SERVICE GEAR DAY!</b>
	<b>12:00–1:30 PM</b> Kick-Off Plenary and Lunch	<b>8:30–10:00 AM</b> Workshop Block C	<b>8:00 AM</b> Continental Breakfast
	<b>1:45–3:15 PM</b> Workshop Block A	<b>10:15–11:45 AM</b> Workshop Block D	<b>8:30–9:30 AM</b> Closing Plenary– Ann Mei Chang
	<b>3:15–3:30 PM</b> Afternoon Snack Break	<b>12:00–1:30 PM</b> Lunch Plenary– CNCS Leadership	<b>9:45–11:15 AM</b> Workshop Block G
	<b>3:30–5:00 PM</b> Workshop Block B	<b>2:00–3:30 PM</b> Workshop Block E	<b>11:15–11:30</b> Mid-Morning Snack Break
	<b>6:00–7:30 PM</b> Networking Reception–Science Museum of Minnesota	<b>3:30–4:00 PM</b> Afternoon Snack Break	<b>11:30 AM–1:00 PM</b> Workshop Block H
		<b>4:00–5:30 PM</b> Workshop Block F	<b>1:00 PM</b> Conference Adjourns
		<b>5:30–6:30 PM</b> Service Project: Kindness Rocks	



TWIN CITIES  
AT TWILIGHT  
NETWORKING RECEPTION

Tuesday, May 7th from 6:00–7:30 PM  
Science Museum of Minnesota  
Elements Cafe at the Science Museum of Minnesota

Join your national service colleagues for an evening of food, networking, and panoramic river views at Elements Cafe located in the nearby Science Museum of Minnesota. Cash bar; appetizers provided.

Founded in 1907, the Science Museum of Minnesota is a 501(c)(3) nonprofit located on the banks of the Mississippi River with a 10,000 square foot temporary exhibit gallery, five permanent galleries, acres of outdoor space, and an Imax Convertible Dome Omnitheater. The museum impacts over a million people from around the world every year through field trips, traveling exhibitions, and Omnitheater films.

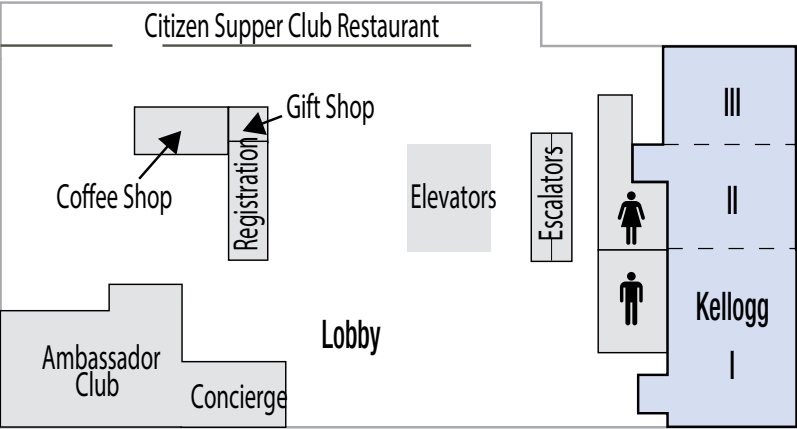
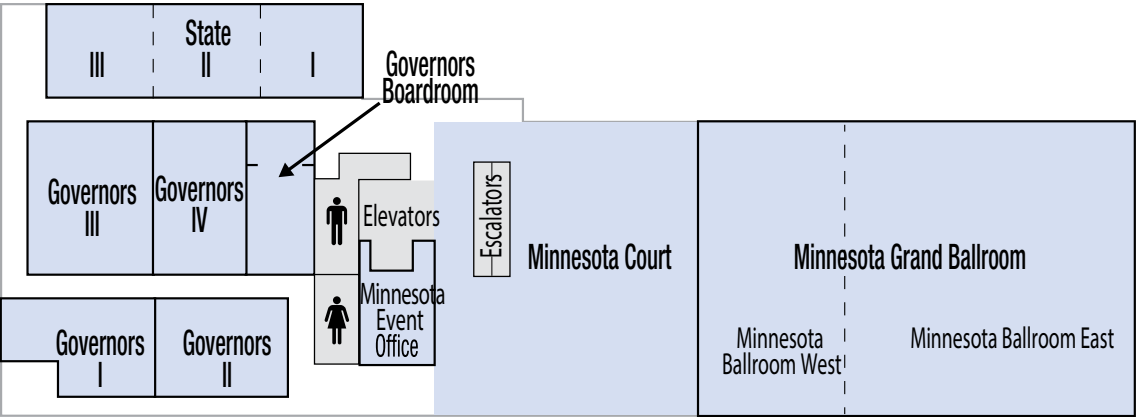
The museum is a 10-minute walk from the InterContinental Hotel. Meet us there!



# INTERCONTINENTAL HOTEL FLOOR PLANS



Registration and Information Desk will be at the Minnesota Event Office located in the Minnesota Court. All plenary sessions will take place in the Minnesota Grand Ballroom located on the Lower Level.



**WI-FI PASSWORD:  
CENTRALSERVICE**



# Wear Your Gear Day!

## THURSDAY, MAY 9

**Sad it's the last day of the conference?**  
Cheer up ... by suiting up in your finest AmeriCorps gear and national service attire! The more visible, the better. Be proud, be branded!

*Bonus points for the Scavenger Hunt will be awarded at Registration if you stop by Thursday morning before the final Plenary begins.*

# VISIT OUR CONFERENCE EXHIBITORS!

Exhibitor Booths are located outside the Minnesota Grand Ballroom.



WORKSHOP SCHEDULE

AmeriCorps Financial/ Grants Management Workshops (Room: Governors 2)	State Service Commission Workshops (Room: Governors 1)	Special Topics I Workshops (Room: Kellogg 2 & 3)	AmeriCorps 101 Program Workshops (Room: Kellogg 1)
AmeriCorps 201+ Program Workshops (Room: Governors 4)	Volunteer Engagement Workshops (Room: State 1)	Recruitment & Retention Workshops (Room: Governors 3)	Special Topics II Workshops (Room: State 3)

Workshops are first-come, first-serve based on the availability of space in each room. Participants are encouraged to participate in different tracks as appropriate.

TRAVEL DAY—MAY 6, 2019								
3:00–6:00 p.m. Registration Check-In (Minnesota Court)								
DAY 1—TUESDAY, MAY 7								
9:00–11:45 a.m. Registration Check-In (Minnesota Court)								
Pre-Conference Meetings 9:00–11:30 a.m.	10:30 a.m. Volunteer Iowa AmeriCorps Program Meeting— Governors 2	10:30 a.m. Serve Wisconsin AmeriCorps Programs— Governors 1				9:30 a.m. Serve Nebraska Program Leader Meeting— State 1	10:00 a.m. States for Service— Governors 3	
12:00 p.m. – 1:30 p.m Welcome Lunch and Kick-Off Keynote (Minnesota Grand Ballroom)								
Block A 1:45–3:15 p.m.	<b>A1</b> Federal Grant Matching Requirements (Jerry Bertrand, Independent Consultant)	<b>A2</b> Chutes and Ladders: The Ins and Outs of National Service Public Policy (Tom Brannen, America's Service Commissions)	<b>A3</b> Successful Design Thinking Begins with Effective Empathy (Dean Kephart, Donna Svendsen, and Ben Suker, Serve Minnesota)	<b>A4</b> National Service Criminal History Check 101: On Time, Every Time (Liz Jung, CNCS)	<b>A5</b> Advanced AmeriCorps: Getting from Good to Great (Cole McMahon, McMahon Consulting Group)	<b>A6</b> Inspiring Staff Engagement and Readiness in Working with Volunteers (Karmit Bulman, Minnesota Association for Volunteer Administration)	<b>A7</b> Harnessing the Creative Power of Millennials to Solve Recruitment Challenges (Sawyer Boyles and Scott Meyer, University of Minnesota and Lisa Winkler, Serve Minnesota)	<b>A8</b> Office Hours and Volunteer Management Round Table with Galaxy Digital
3:15–3:30 p.m. Afternoon Snack Break (Minnesota Court)								
Block B 3:30–5:00 p.m.	<b>B1</b> Managing Multiple Budgets (Jerry Bertrand, Independent Consultant)	<b>B2</b> Commissioner Engagement: Increasing Influence, Capacity, and \$ (Cole McMahon, McMahon Consulting Group)	<b>B3</b> Communications 201   Beyond the Basics – Graduating from AmeriSchool (Samantha Jo Warfield, CNCS)	<b>B4</b> Files, Files, Files (Jennifer Cowart, On3Learn)	<b>B5</b> NSCHC 201: Open Q and A (Liz Jung, CNCS)	<b>B6</b> Points of Light's Service Enterprise: Capacity Building Transformation (Zeeda Magnuson, Hands On Twin Cities)	<b>B7</b> Managing and Maximizing the AmeriCorps Member Experience (Lara Dreier, College Possible)	<b>B8</b> Office Hours with Service Year Alliance - What's Ahead
6:00–7:30 p.m. Networking Reception at the Science Museum of Minnesota								

AmeriCorps Financial/ Grants Management Workshops (Room: Governors 2)	State Service Commission Workshops (Room: Governors 1)	Special Topics I Workshops (Room: Kellogg 2 & 3)	AmeriCorps 101 Program Workshops (Room: Kellogg 1)
AmeriCorps 201+ Program Workshops (Room: Governors 4)	Volunteer Engagement Workshops (Room: State 1)	Recruitment & Retention Workshops (Room: Governors 3)	Special Topics II Workshops (Room: State 3)

Workshops are first-come, first-serve based on the availability of space in each room. Participants are encouraged to participate in different tracks as appropriate.

DAY 2—WEDNESDAY, MAY 8								
8:00 a.m. Continental Breakfast (Minnesota Court)								
Block C 8:30–10:00 AM	<b>C1</b> Where Are The Answers? (Ralph Morales, RJM Consulting International and Susan Hyatt, Big Purpose Big Impact)	<b>C2</b> Establishing a Program in Your State Responding to the Opioid Crisis (John J. Coppola, New York Association of Alcoholism and Substance Abuse Providers)	<b>C3</b> Serve America Together: Joining the Campaign for Universal National Service (Rosa Moreno, Service Year Alliance)	<b>C4</b> Learning Your ABC's: Getting Started with AmeriCorps, Branding, and Communication (Samantha Jo Warfield, CNCS)	<b>C5</b> NSCHC: Truescreen, Fieldprint, and Exemption Period (Liz Jung, CNCS)	<b>C6</b> Asset-Based Volunteerism: Building on the Skills of our Volunteers and Communities (Bill Hulterstrom, United Way of Utah County)	<b>C7</b> Engaging Audiences with Stories of Service: Strategies and Tips for Organizations of All Sizes (Shayla Thiel Stern, Serve Minnesota)	<b>C8</b> Beyond Diversity: Creating a Culture of Acceptance and Inclusion (Thenera Bailey, The SISGI Group and Lakeya Cherry, The Network for Social Work Management)
Block D 10:15–11:45 AM	<b>D1</b> Safeguarding Federal Funds (Thomas Chin, Monique Colter, Jeff Morales, Jessica Nelson, CNCS Office of Inspector General)	<b>D2</b> Subgrant Awards Issued? Take a Siesta! (Susan Meche, Meche Consulting)	<b>D3</b> Choose Your Own Disaster Adventure: National Service in Disaster and How You Can Make A Difference (Tasia Limonius, CNCS)	<b>D4</b> Where Are The Answers? (Ralph Morales, RJM Consulting International and Susan Hyatt, Big Purpose Big Impact)	<b>D5</b> Advancing Quality & Program Effectiveness: Striving for Better Outcomes (Rosa Moreno, Service Year Alliance)	<b>D6</b> Inspiring Peak Performance From Your Volunteers (Barry Altland, HHH Engagement)	<b>D7</b> The Corps Member Experience: Engagement from Acceptance to Completion (Monique Ellington, Service Year Alliance)	<b>D8</b> Office Hours with America Learns - The AmeriCorps Impact Suite
12:00–1:30 PM Lunch Plenary: CNCS Leadership (Minnesota Grand Ballroom)								
Block E 2:00–3:30 PM	<b>E1</b> How to Create and Effectively Manage Your Budget (Kristina Tecce, Tecce Consulting)	<b>E2</b> AmeriCorps Planning Grants: Lessons Learned (Chad Driscoll, Volunteer Iowa)	<b>E3</b> AmeriCorps Community Collaboration: It Takes a Village (Angela Abdur-Rasheed, YWCA Central Alabama and Serra Craig YWCA Central Alabama)	<b>E4</b> Allowable, Unallowable and Prohibited Activities (Amy Salinas, On3Learn)	<b>E5</b> Developing Members' Civic Agency: Experiential Strategies for Leadership Development (Sinda Nichols, Minnesota Campus Compact)	<b>E6</b> Marketing to Members, Volunteers and Donors (Bill Hulterstrom, United Way of Utah County)	<b>E7</b> Recruitment 201: What Is Working in the Field That Builds Brand Awareness and a Corps Members Pipeline (Kristen Bennett, Service Year Alliance)	
3:30–4:00 PM Afternoon Snack Break (Minnesota Court)								

Continued on next page ...





# #CentralService

## WORKSHOP SCHEDULE

AmeriCorps Financial/ Grants Management Workshops (Room: Governors 2)	State Service Commission Workshops (Room: Governors 1)	Special Topics I Workshops (Room: Kellogg 2 & 3)	AmeriCorps 101 Program Workshops (Room: Kellogg 1)
AmeriCorps 201+ Program Workshops (Room: Governors 4)	Volunteer Engagement Workshops (Room: State 1)	Recruitment & Retention Workshops (Room: Governors 3)	Special Topics II Workshops (Room: State 3)

Workshops are first-come, first-serve based on the availability of space in each room. Participants are encouraged to participate in different tracks as appropriate.

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## DAY 2—WEDNESDAY, MAY 8 *(continued from previous page ...)*

Block F 4:00–5:30 PM	<b>F1</b> Stay Strong and Avoid the Pitfalls (Susan Meche, Meche Consulting)	<b>F2</b> How Consultants Helped Indiana's Service Commission and Programs: Data Collection, Performance Measurement, and Evaluation (Emily Krauser, Thomas P. Miller and Associates and Sara Talbert, Serve Indiana)	<b>F3</b> Flexing our Elected Official Engagement Muscles in Support of National Service (Makeke Motley and Nate Treffeisen, Voices for National Service and Tess Mason-Elder, CNCS)	<b>F4</b> AmeriCorps Basics: Excellence, Compliance and Accountability (Cole McMahon, McMahon Consulting Group)	<b>F5</b> NSCHC: Truescreen, Fieldprint and Exemption Period (Liz Jung, CNCS)	<b>F6</b> Engaging High-Level Executives In Your Volunteer-Supported Organization (Barry Altland, HHH Engagement)	<b>F7</b> Income Supports: Leveraging Local and Federal Benefits to Boost Member Budgets, Inclusively (Amy Kasch-Vanek and Paul Schulz, Reading & Math, Inc.)	<b>F7</b> CNCS Office Hours - Communications and Engagement (State 3)
5:30–6:30 p.m. Kindness Rocks Service Project (Minnesota Grand Ballroom)								

## DAY 3—THURSDAY, MAY 9

8:00 a.m. Continental Breakfast (Minnesota Court)								
8:30–9:30 AM Closing Plenary: Lean Impact: How to Innovate for Radically Greater Social Good—Ann Mei Chang (Minnesota Grand Ballroom)								
Block G 9:45–11:15 a.m.	<b>G1</b> Basics of Uniform Grant Guidance (Kristina Tecce, Tecce Consulting)	<b>G2</b> ASC Afterschool Program Development: Lessons Learned (Rachel Bruns, America's Service Commissions)	<b>G3</b> The Life and Times of a Data Point: Design Thinking to Improve Data Quality (Gretchen Biesecker, Bee's Knees Consulting LLC and Lisl Hacker, Massachusetts Service Alliance)	<b>G4</b> Site Management 101—Ensuring Compliant Sites (Amy Salinas, On3Learn)	<b>G5</b> Corps that Reflect Our Communities: Racial Equity and National Service (Monique Ellington, Service Year Alliance)	<b>G6</b> Peer to Peer Learning: Volunteer Management (Jeneen Thomas, University of IL at Chicago—AmeriCorps Project MORE)	<b>G7</b> Lean Impact—How to Innovate for Radically Greater Social Good (Ann Mei Chang) (State 3)	
11:15–11:30 a.m. Morning Snack Break (Minnesota Court)								
Block H 11:30 a.m.–1:00 p.m.	<b>H1</b> Roundtable for Fiscal Staff (Kristina Tecce, Tecce Consulting)	<b>H2</b> State Service Commission Updates (Kaira Esgate, America's Service Commissions)	<b>H3</b> Your Personal Mission and Signature (Tray Deadwyler, Think for Good)	<b>H4</b> Making Space for Disability (Elizabeth Allen, C.O.O.K Alliance)	<b>H5</b> Five Simple Ways to Make Evaluation Less Stressful and More Meaningful (Peter Nelson, ServeMinnesota)	<b>H6</b> Becoming a Learning Leader for Your Volunteers (Barry Altland, HHH Engagement)	<b>H7</b> Fostering a Community of Support: Meaningfully Engaging AmeriCorps Alumni (Amy Browender and Kumar Balasubrahmanyam, College Possible)	

SESSION DESCRIPTIONS

Tuesday, May 7

Welcome and Kick-Off Lunch Plenary: 12:00 p.m.–1:30 p.m.

Hear from Saint Paul's Mayor Melvin Carter and other local leaders and national service champions as we welcome you to Minnesota!

Block A:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

Federal Grant Matching Requirements  
Jerry Bertrand, Consultant, Independent Consultant

When we manage or oversee grants with matching requirements, it is important to understand the myriad federal requirements we are held to. Understanding and applying these requirements will help us maximize the amount of match we can report and give us confidence that the amounts we reported won't be questioned later. In this session, we'll learn these requirements and practice utilizing them in various scenarios.

Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS

Chutes and Ladders: The Ins and Outs of National Service Public Policy  
Tom Branen, Chief Policy Officer, America's Service Commissions

Join America's Service Commissions as we walk you through the ins and outs of the FY 2020 federal appropriations process for national and community service. We will offer insights and walk you through the Congressional Budget and appropriations process. We will explore this annual process that may have some twists and turns and a few ups and downs. We will provide analysis, predictions, and priorities and introduce you to the cast of characters who have the most influence on the process. We will also highlight recent successes of the States for Service Coalition and provide a preview of promising opportunities for service legislation at the state level. We will wrap up with a Q&A session.

Room: Governors 1

TRACK: SPECIAL TOPICS

Successful Design Thinking Begins with Effective Empathy  
Dean Kephart, Vice President of Insight and Change, ServeMinnesota, Donna Svendsen, Ben Suker, ServeMinnesota

To truly understand the problem you are trying to solve and begin to identify potential solutions, design thinkers (human-centered designers) rely on strategic empathy sessions to listen to the very folks for which they are creating solutions. If you are solving for them, you should be listening to them at the beginning of the process. This session will review all design thinking steps, but focus on and give hands-on experience in developing and conducting effective empathy sessions.

Room: Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101

National Service Criminal History Check 101: On Time, Every Time  
Liz Jung, Financial Management Analyst, Corporation for National and Community Service

Conducting the National Service Criminal History Checks correctly and in a timely manner are crucial compliance requirements for nearly all recipients of CNCS funding. This 101 session will help participants gain a clear understanding of what the requirements are, to whom they apply, and the resources and alternatives available to help grantees through the process.

Room: Kellogg 1

TRACK: AMERICORPS PROGRAM 201+

Advanced AmeriCorps: Getting from Good to Great  
Cole McMahon, Principal, McMahon Consulting Group, LLC

Engagement=retention=capacity, and together they drive results. Before a program can succeed with its commission and CNCS, it must have a great reputation with its parent organization, its partners and members. This session highlights the foundations of organizational excellence, with AmeriCorps examples that can be implemented right away. We'll emphasize operating with speed in the midst of bureaucracy and bringing out the best in members and partners despite pressures and deadlines.

Room: Governors 4

TRACK: VOLUNTEER MANAGEMENT

Inspiring Staff Engagement and Readiness in Working with Volunteers  
Karmit J. Bulman, Esq., Executive Director, Minnesota Association for Volunteer Administration

The scope of volunteer involvement within an organization hinges on the excitement of staff at all levels about what volunteers can contribute, as well as their readiness to support and partner with volunteers. Come to this session to 1) learn about developmental stages of organizational readiness for work with volunteers, and identify where your organization fits; and 2) take home tools that you can use to address the key challenges staff perceive in working with volunteers, and tools that will contribute to developing a cutting edge knowledge base on how to inspire staff to capitalize on volunteer resources.

Room: State 1

TRACK: RECRUITMENT AND RETENTION

Harnessing the Creative Power of Millennials to Solve Recruitment Challenges  
Sawyer Boyles, Account Director for CLAgency, Scott Meyer, Chief Marketing Officer, College of Liberal Arts, University of Minnesota, Lisa Winkler, Vice President, External Relations, ServeMinnesota

Recruiting college students and millennials remains an elusive goal for AmeriCorps programs nationwide. ServeMinnesota partnered with a student-run communications agency at the University of Minnesota to tackle this challenge head-on. This session will reframe recruitment marketing for the digital age and illustrate how youth-driven messaging is activating Minnesotans. This campus-based model is bringing recruitment to the target market's front door and is highly replicable with colleges across the country. Attendees will gain critical insight into connecting with this demographic and learn how to implement this ground-breaking model in their own state to enhance brand awareness for AmeriCorps.

Room: Governors 3

TRACK: SPECIAL TOPICS II

Office Hours and Volunteer Management Round Table with Galaxy Digital

Join a group discussion of the common challenges facing nonprofits in terms of capacity building, repeat volunteerism, and grant data collection. Explore real world volunteer management use cases to discover new engagement strategies and initiatives designed to get hands raised and shifts filled. Learn how to support both data outputs and measurable impacts from Galaxy Digital - leader in volunteer management software.

Room: State 3

Block B:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

Managing Multiple Budgets  
Jerry Bertrand, Consultant, Independent Consultant

One of the challenges of financial and grants management is ensuring funds from various sources covering multiple periods of time are utilized effectively and allowably. We'll explore principles and tips to make this happen, and engage with various scenarios to reinforce our learning.

Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS

Commissioner Engagement: Increasing Influence, Capacity, and \$  
Cole McMahon, Principal, McMahon Consulting Group, LLC

Good commissioners show up to meetings and know their stuff. Great commissioners deploy their time, talent and networks to advance the state service plan. To do this, they require basic things: 1) Strategic focus on specific tasks (not just blanket expectations). 2) One-minute tasks, or the means to "be a commissioner every day." 3) Coordinated efforts to transfer their passion into results. In this workshop we'll share the examples from across the nation, and work together on specific ideas to adopt in your commission. If you seek to ratchet up the effort and impact of your commissioners, this session is for you.

Room: Governors 1

TRACK: SPECIAL TOPICS

Communications 201: Beyond the Basics—Graduation from AmeriSchool  
Samantha Jo Warfield, Press Secretary, Corporation for National and Community Service

This session will provide participants with a roadmap to transform their communications and engagement strategy beyond basic branding to support programmatic and organizational goals. Attendees will learn how to identify and harness the power of existing and potential audiences and discuss best practices for engaging targeted groups such as media, elected officials, or corporate supporters. Examples of successful tactics for crafting newsworthy announcements, stories, and events along with upcoming engagement opportunities. Participants will put these newly learned skills to the test through group exercises and brainstorm sessions.

Room: Kellogg 2 & 3



SESSION DESCRIPTIONS

TRACK: AMERICORPS PROGRAM 101

Files, Files, Files

Jennifer Cowart, Managing Partner, On3Learn

Member files are the bedrock of compliant programs. Additionally, well organized, complete, and compliant files help to make a Program Director/Coordinator's life easier. Come learn about the essential and high quality elements of member files and walk away with the tools you need to implement amazing files back at your program!

Room: Kellogg 1

TRACK: AMERICORPS PROGRAM 201+

NSCHC 201: Open Q and A

Liz Jung, Financial Management Analyst, Corporation for National and Community Service

This will be an opportunity for open office hours for programs to ask specific questions related to NSCHC.

Room: Governors 4

TRACK: SPECIAL TOPICS II

Office Hours with Service Year Alliance - What's Ahead

This session is for Commissioners and Commission staff. Join us to hear about Service Year Alliance's current programs and strategies we are developing for 2019 and beyond. We will review our offerings and services for Commissions and service year programs. Come learn about out initiatives to amplify recruitment efforts and service years as a strategy for solving America's most pressing needs.

Room: State 3

Wednesday, May 8

Block C:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

Where Are the Answers?

Ralph Morales, Consultant, RJM Consulting International and Susan Hyatt, CEO, Big Purpose Big Impact

Do you have program compliance or operations questions you need answers to? Are you confused where to start looking because there are so many federal documents providing critical information for AmeriCorps programs and state

TRACK: VOLUNTEER MANAGEMENT

Points of Light's Service Enterprise: Capacity Building Transformation

Zeeda Magnuson, Associate Director, HandsOn Twin Cities

The recent surge of passionate leaders and dedicated volunteers stepping forward to meet community needs presents the social sector with a consistent need to invest in sustainable infrastructures for effective volunteer engagement. Based on nearly ten years of implementing the Service Enterprise Initiative, Points of Light has helped over 500 organizations develop the systems and cultures needed to strategically integrate volunteers throughout their operations and effectively engage volunteers. Learn how State Commissions can become leaders of capacity building transformations that help organizations better meet their missions through strategic volunteer engagement.

Room: State 1

TRACK: RECRUITMENT AND RETENTION

Managing and Maximizing the AmeriCorps Member Experience

Lara Dreier, Senior Manager of Federal Initiatives, College Possible

This session is an opportunity for program staff to discuss and share best practices around ensuring members have a term of service that is meaningful and fulfilling. We will discuss building community among members, celebrating successes, professional development, and addressing challenges with recruitment and retention.

Room: Governors 3

TRACK: STATE SERVICE COMMISSIONS

Establishing a Program in Your State Responding to the Opioid Crisis

John J. Coppola, Executive Director, New York Association of Alcoholism and Substance Abuse Providers

This session will provide an overview of the genesis and dimensions of the opioid crisis across the country and propose a variety of approaches that State Commissions and AmeriCorps programs can undertake to help address this crisis in their state. The presentation will include emphasis on prevention, treatment, and harm reduction with special emphasis on recruiting AmeriCorps members who are in recovery and would welcome the opportunity to apply their lived experience in a manner that advances attainment of AmeriCorps opioid program goals. Participants will be familiarized with national and state resources available to assist them with their opioid program development.

Room: Governors 1

TRACK: SPECIAL TOPICS I

Serve America Together: Joining the Campaign for Universal National Service

Rosa Moreno, Chief Program Officer, Service Year Alliance

Service can transform the lives of those who serve, the communities they serve in, and the country. In 2019, Service Year Alliance is launching Serve America Together, a campaign to make national service part of growing up in America. We all have a role to play in making service a cultural expectation! Join us to learn how you can get involved, create your own brain trust and action network, and uncover ways to engage cross sector stakeholders in this effort - nonprofits, schools, governments, employers, parents, teachers, and corps members alike.

Room: Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101

Learning Your ABC's: Getting Started with AmeriCorps, Branding, and Communication

Samantha Jo Warfield, Press Secretary, Corporation for National and Community Service

Designed for new AmeriCorps programs or those without dedicated communications or outreach staff, this session will outline the basic strategies for including AmeriCorps in your organization's external engagement efforts. Attendees will learn about tools and resources available to grantees for branding, recruitment, government relations, and marketing purposes and leave having perfected their own elevator speech.

Room: Kellogg Suite 1

TRACK: AMERICORPS PROGRAM 201+

NSCHC: Truescreen, Fieldprint and Exemption Period

Liz Jung, Financial Management Analyst, Corporation for National and Community Service

Conducting the National Service Criminal History Checks correctly and in a timely manner are crucial compliance requirements for nearly all recipients of CNCS funding. This session will cover CNCS approved vendors Truescreen and Fieldprint and address common questions related to the Exemption Period.

Room: Governors 4

TRACK: VOLUNTEER MANAGEMENT

Asset-Based Volunteerism: Building on the Skills of our Volunteers and Communities

Bill Hulterstrom, President and CEO, United Way of Utah County

This session will share stories, examples, and principles that contrast asset-based volunteerism vs. the traditional deficit-based model. How do communities and programs build on the skills and strengths of the community? Learn how the asset-based approach to volunteering will help programs create greater impact and sustainability.

Room: State 1

TRACK: RECRUITMENT AND RETENTION

Engaging Audiences with Stories of Service: Strategies and Tips for Organizations of All Sizes

Shayla Thiel Stern, Vice President of Content Marketing, ServeMinnesota

This session will provide participants at all levels with accessible, actionable ideas for engaging members and potential new members through storytelling and social media. Participants will learn best practices and case studies of how content marketing and social media can work for their organization.

Room: Governors 3

TRACK: SPECIAL TOPICS II

Beyond Diversity: Creating a Culture of Acceptance and Inclusion

Thenera Bailey, President/CEO, The SISGI Group and Lakeya Cherry, CEO, The Network for Social Work Management

Many organizations provide a general diversity or harassment training to build a foundation of awareness for their staff and



SESSION DESCRIPTIONS

volunteers. But how do you create a culture where all individuals feel safe and inclusion is prioritized? This workshop will provide comprehensive strategies to think beyond a simple training and transition to culture shift that creates an environment of inclusion, acceptance and a safe space for all.

Room: Governors 3

Block D:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

Safeguarding Federal Funds

Thomas Chin, Monique Colter, Jeff Morales, Jessica Nelson, CNCS Office of Inspector General

As CNCS grantees, commissions and programs are responsible for all aspects of grant management – and for being good stewards of public resources. The Office of Inspector General (OIG) is a key partner in the safeguarding of the public trust. The OIG provides agency oversight to ensure adequate internal controls are in place to safeguard program and taxpayer dollars, executes an annual audit plan, and conducts investigations of CNCS programs and personnel.

Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS

Subgrant Awards Issues? Take a Siesta!

Susan Meche, Consultant, Meche Consulting, LLC

This session focuses on the role of the state commission or national direct parent and their responsibility to monitor its subrecipients. You’ve chosen what you think are the best programs to operate an AmeriCorps program in their communities, but what should you do to help them stay successful? Understanding your oversight role as the prime grantee is important. In this session you will learn about your financial monitoring responsibilities, consider risk-based assessments, and understand how various monitoring methods and tools can be applied.

Room: Governors 1

TRACK: SPECIAL TOPICS I

Choose Your Own Disaster Adventure: National Service in Disaster and How You Can Make A Difference

Tasia Limonius, Disaster Services Specialist, Corporation for National and Community Service

This session will provide participants with an interactive understanding of common service support functions that National Services provides using real world examples from recent disasters. Participants will decide which service support

functions are discussed and will be able to have robust discussions about how their programs may provide effective engagement in disaster services.

Room: Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101

Where Are the Answers?

Ralph Morales, RJM Consulting International and Susan Hyatt, Big Purpose Big Impact

This session will provide participants with resources and tips on how to incorporate national service in their communication plans. Presenters will also share opportunities to amplify their connection with AmeriCorps programs and how to talk about national service in a compelling way. Participants will put these newly learned skills to the test through small-group exercises.

Room: Kellogg 1

TRACK: AMERICORPS PROGRAM 201+

Advancing Quality and Program Effectiveness: Striving for Better Outcomes

Rosa Moreno, Chief Program Officer, Service Year Alliance

Does your organization strive to improve program quality and effectiveness? In this session we will walk through common program quality indicators and assess where your program may have challenges. We will then use one or more challenges in the audience to work through solutions. We will use an interactive game to come up with new insights and strategies that organizations can take to address issues within their programs.

Room: Governors 4

TRACK: VOLUNTEER MANAGEMENT

Inspiring Peak Performance From Your Volunteers

Barry Altland, Author, Speaker, Non-Profit Executive, HHHEngagement

An important part of leadership in a Volunteer-supported organization is guiding the performance of Volunteers. Feedback is critical to sustaining the passion of a Volunteer! Participants will define the many components of feedback and their importance to its use in the Volunteer environment. Participants will be introduced to The R-B-I/B-I-F Feedback Model, a guide for offering targeted, specific, meaningful feedback for recognition and improvement. Leaders will practice using the Feedback Model in scenarios to guide Volunteer performance toward desired outcomes.

Room: State 1

TRACK: RECRUITMENT AND RETENTION

The Corps Member Experience: Engagement from Acceptance to Completion

Monique Ellington, Director, Equity and Community Strategy, Service Year Alliance

“The Member Experience” is a catch-all for all the non-mission delivery elements of a members’ year that we aspire to deliver -- BUT ultimately run out of time, money, and expertise to provide. This session focuses on tips, strategies, and resources to support accepted candidates showing up and corps members engaged all year so they finish their service and feel supported for life after service. We’ll lift up best practices from the field, highlight new partnerships in workforce development and tech careers, and preview online tools we’re building to support all corps members.

Room: Governors 3

TRACK: SPECIAL TOPICS II

Office Hours with America Learns - The AmeriCorps Impact Suite

For 15 years, AmeriCorps programs have used the AmeriCorps Impact Suite to manage all aspects of their programs -- tracking impact, managing clients, volunteers and projects, managing member files, handling timesheets, avoiding OIG findings, and even staying connected with alumni. The AmeriCorps Impact Suite is the only service that’s able to do all of this without crazy expensive customization fees. Bring your biggest data dreams and challenges to our office hours. We’ll figure out how we might be helpful to you, and if we’re not, we’ll recommend other companies to connect with. We want you to be successful regardless of who your technology partner is.

Room: State 3

Lunch Plenary

A Dialogue with CNCS Leadership including Barbara Stewart, CEO, Corporation for National and Community Service and Chester Spellman, Director of AmeriCorps, Corporation for National and Community Service

Block E:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

How to Create and Effectively Manage Your Budget

Kristina Tecce, Principal, Tecce Consulting

In this session, participants will understand the key concepts of creating a budget. We will then ensure understanding organization financial performance which is essential to

effectively managing funds. Finally, forecasting tips will be discussed for effective planning and spending maximization.

Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS

AmeriCorps Planning Grants: Lessons Learned

Chad Driscoll, Program Officer, Volunteer Iowa

This session will provide participants with an overview of our planning grant selection and implementation process. We’ll go over some lessons learned from our planning grant evaluation and how we’ve changed our planning grant process over the years. We’ll also make it interactive by giving other commissions a chance to share during round tables.

Room: Governors 1

TRACK: SPECIAL TOPICS I

AmeriCorps Community Collaboration: It Takes a Village

Angela Abdur-Rasheed, AmeriCorps Director, YWCA Central Alabama and Serra Craig, Coordinator of AmeriCorps, YWCA Central Alabama

This interactive, think-tank session will provide participants options for collaboration within their community to help expand the scope of service. We will explore securing nonprofit partner agencies to host members through their programs, the power of college and community relationships to help with recruiting and how to engage nonprofit and corporate experts to offer ongoing, in-kind trainings for members and staff to aid in retention. Participants will leave with tips and handouts on best practices to apply within their program.

Room: Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101

Allowable, Unallowable, and Prohibited Activities

Amy Salinas, Managing Partner, On3Learn

Participants will explore, discuss and diagnose real life program scenarios that have them think more critically about allowable, unallowable and prohibited activities—their meanings, how they show up and their implications.

Room: Kellogg 1

SESSION DESCRIPTIONS

TRACK: AMERICORPS PROGRAM 201+

**Developing Members’ Civic Agency: Experiential Strategies for Leadership Development**  
*Sinda Nichols, Associate Director, Minnesota Campus Compact*

Join us for this interactive session focused on how to build members’ self-awareness, capacity to work across difference, and skills for taking action in the world. Participants will leave the session knowing how to access and apply Minnesota Campus Compact’s freely accessible civic agency workshop guides as tools for member leadership development. Using a train-the-trainer model, participants will experience two of the most popular exercises in this series that particularly address the role of culture and identity in community leadership.

**Room:** Governors 4

TRACK: RECRUITMENT AND RETENTION

**Recruitment 201: What is Working in the Field That Builds Brand Awareness and a Corps Members Pipeline**  
*Kristen Bennett, Managing Director, Service Year Exchange, Service Year Alliance*

Service Year Alliance has learned a lot from our marketplace ServiceYear.org, our national ‘My Office Campaign,’ on-site campus and service year fairs, and our work with several state commissions and their grantees. This session will review these learnings and hear from you about ongoing pain points in recruitment. Come ready to dive into our data and brainstorm the next recruitment solutions for us all to try moving forward.

**Room:** Governors 3

TRACK: VOLUNTEER MANAGEMENT

**Marketing to Members, Volunteers and Donors**  
*Bill Hulterstrom, President and CEO, United Way of Utah County*

Learn to use the best yet simple marketing principles that will help you find the right member, volunteer or donor. Learn how to recruit and retain the right people for your work and how to assess your volunteer programs through your volunteers’ eyes. Discover some of the tips that some of the biggest companies in America use.

**Room:** State 1

Block F:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

**Stay Strong and Avoid the Pitfalls**  
*Susan Meche, Consultant, Meche Consulting, LLC*

This session focuses on avoiding common financial-related compliance findings. The day-to-day pressure of managing an AmeriCorps program with little time and few resources often causes people to cut corners and ignore certain issues that can significantly affect your program’s long-term success. But learning from others’ blunders and mistakes can help make your program stronger. When you know the common financial compliance findings, you’ll know what pitfalls to avoid and what corrective steps to take to help reduce their possible negative impacts.

**Room:** Governors 2

TRACK: STATE SERVICE COMMISSIONS

**How Consultants Helped Indiana’s Service Commission and Programs: Data Collection, Performance Measurement, and Evaluation**  
*Emily Krauser, Assistant Director of Research & Evaluation, Thomas P Miller and Associates and Sara Talber, National Service Manager, Serve Indiana*

This session will introduce participants to a real-world example of how one service commission utilized an intensive one-year project with an external consultant to provide data collection and evaluation technical assistance to its grantees. Session participants will learn about the process of hiring a consultant, negotiating project scope, and implementing a project, as well as about lessons learned as a result of the project. Participants will have a chance to hear from and ask questions of both the consultant and the Assistant Director of Serve Indiana about their experiences throughout the process.

**Room:** Governors 1

TRACK: SPECIAL TOPICS I

**Flexing our Elected Official Engagement Muscles in Support of National Service**  
*Makeese Motley, Senior Director of Public Policy and Nate Treffeisen, Associate Director of Advocacy and Outreach, Voices for National Service, and Tess Mason-Elder, Deputy Director, Office of Government Relations, Corporation for National and Community Service*

In 2019, it is more important than ever to cultivate strong bipartisan support for national service—but elected official engagement is a marathon, not a sprint, and in order to cross the finish line we need to train those muscles! This interactive session will cover how to effectively build relationships with legislators and their staff in order to share the impact of

national service in your community. Whether they’re brand-new or a long-time elected official, we will share best practices for educating and engaging legislators through site visits, in-district meetings, and messaging that will strengthen the national service community for the long run.

**Room:** Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101

**AmeriCorps Basics: Excellence, Compliance, and Accountability**  
*Cole McMahon, Principal, McMahon Consulting Group, LLC*

National service programs are complicated hybrids with unique pressures. The stakes are high, and the spotlight is always on. From fragmented branding to never ending reporting and compliance obligations, it is easy for program staff to lose sight of the key details that can derail a program. This session covers the basics of program management in an engaging and interactive way.

**Room:** Kellogg 1

TRACK: AMERICORPS PROGRAM 201+

**NSCHC: Truescreen, Fieldprint and Exemption Period**  
*Liz Jung, Financial Management Analyst, Corporation for National and Community Service*

Conducting the National Service Criminal History Checks correctly and in a timely manner are crucial compliance requirements for nearly all recipients of CNCS funding. This session will cover CNCS approved vendors Truescreen and Fieldprint and address common questions related to the Exemption Period.

**Room:** Governors 4

TRACK: VOLUNTEER MANAGEMENT

**Engaging High-Level Executives In Your Volunteer-Supported Organization**  
*Barry Altland, Author, Speaker, Non-Profit Executive, HHHEngagement*

As a Leader of Volunteer Engagement, you may have the opportunity to work closely with executive-level or highly skilled professionals who choose to serve alongside your organization. They may be Board members, group leaders, liaisons, virtual volunteers, and even frontline, hands-on volunteers. What unique strategies are required to engage this category of volunteer? Of what do you need to be aware to ensure their contributions are meaningful and mutually beneficial? What should you do differently to ensure a seasoned professional who is volunteering sustains their engagement? The answers

to these questions may not be what you have been led to believe.

**Room:** State 1

TRACK: RECRUITMENT AND RETENTION

**Income Supports: Leveraging Local and Federal Benefits to Boost Member Budgets, Inclusively**  
*Amy Kasch-Vanek, Director of Service Experience and Paul Schulz, Chief Program Officer, Reading and Math, Inc.*

In response to a rising cost of living, Minneapolis-based Reading & Math, Inc. (RMI) developed new partnerships and income supports to increase the accessibility of AmeriCorps service for lower-income members in 2018-2019. In addition to highlighting strategies deployed by RMI to create new housing and transportation benefits, this session provides an overview on partnering with providers of federal benefits programs (Supplemental Nutrition Assistance Program, Temporary Assistance to Needy Families, etc.) to increase member financial supports and forge connections to underserved communities.

**Room:** Governors 3

TRACK: SPECIAL TOPICS II

**CNCS Office Hours: Communications, Engagement and Disaster**  
*Samantha Jo Warfield, Press Secretary, Corporation for National and Community Service*

This is an opportunity to meet with CNCS Office of External Affairs to discuss individual strategies, challenges, or opportunities. In this setting, CNCS will provide customized feedback for unique challenges or workshop any upcoming opportunities.

**Room:** State 3



SESSION DESCRIPTIONS

Thursday, May 9

Closing Plenary

Lean Impact: How to Innovate for Radically Greater Social Good with Ann Mei Chang

Lean Impact is a hands-on guide designed to exponentially increase the impact of our time and money. Building on the modern innovation practices that have fueled the technological breakthroughs that have touched every aspect of our lives, Lean Impact puts the focus on a new purpose—radically great social good.

Block G:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

Basics of Uniform Grant Guidance  
Kristina Tecce, Principal, Tecce Consulting

This session will provide participants with a basic understanding of Uniform Grant Guidance (UGG). The UGG contains critical compliance information to operate both commissions and AmeriCorps programs. Participants will be introduced to what information is contained in the UGG and how to use the document as a tool.

Room: Governors 2

TRACK: SPECIAL TOPICS I

The Life and Times of Data Point: Design Thinking to Improve Data Quality  
Gretchen Biesecker, Principal Consultant, Bee’s Knees Consulting, LLC and Lisl Hacker, Director of Training and Technical Assistance, Massachusetts Service Alliance

Collecting valid, accurate, and consistent data is critical for all AmeriCorps programs. There are multiple places on even a single data point’s journey—before, during, or after data collection—where things can go awry. Design thinking offers some helpful tools and approaches, such as journey mapping, to improve processes and engagement. Journey mapping is a way to visually represent a process from the perspective of multiple roles (e.g., AmeriCorps members, staff, and service partners) and gain new insights that can lead to innovation. In this interactive session, we’ll learn and practice concrete ways to improve data quality through journey mapping.

Room: Kellogg 2 & 3

TRACK: STATE SERVICE COMMISSIONS

ASC Afterschool Program Development: Lessons Learned  
Rachel Bruns, Deputy Director, America’s Service Commissions

America’s Service Commissions (ASC) received a grant from the Mott Foundation to expand the quality and quantity of afterschool programs through national service. ASC awarded eight sub-grants to state service commissions to partner with their statewide afterschool network to identify need and opportunities for afterschool national service programming. Join us to hear the challenges and successes from the first year and what your state service commission can learn from the grant.

Room: Governors 1

TRACK: AMERICORPS PROGRAM 101

Site Management 101: Ensuring Compliant Sites  
Amy Salinas, Managing Partner, On3Learn

This session will explore the applicable rules and regulations, documents, systems, policies and procedures that ensure sites where members are placed adhere to compliance requirements. Additionally, we will discuss the tools and support needed to help sites make informed decisions and ask critical questions so appropriate decisions are made throughout the year in terms of member management.

Room: Kellogg 1

TRACK: AMERICORPS PROGRAM 201+

Corps that Reflect Our Communities: Racial Equity and National Service  
Monique Ellington, Director, Equity and Community Strategy, Service Year Alliance

How are you creating a more diverse, inclusive, equitable corps? How does your program and your organization reflect the communities you engage and serve? Join with colleagues also interested in advancing equity in national service for a conversation, examination of relevant data, and introduction to new research and tools to help increase diversity and equity in national service.

Room: Governors 4

TRACK: VOLUNTEER MANAGEMENT

Peer to Peer Learning: Volunteer Management  
Jeneen Thomas, Program Coordinator, University of IL at Chicago – AmeriCorps Project MORE

Join us for a peer to peer learning workshop that will focus on the struggles and successes of volunteer management. The idea of this session is to provide a guided dialogue for volunteer managers, program coordinators and directors to discuss their current recruitment efforts, management styles and retention readiness. In addition to dialogue, participants will engage in a group activity by presenting mini-modules that will focus on Strategic Methods of Recruitment, Key Elements of a Screening Process, Successful Onboarding & Placement of Volunteers, Effective Program Monitoring Practices, and Measuring Volunteer Effectiveness.

Room: State 1

TRACK: SPECIAL TOPICS II

Lean Impact Workshop: How to Innovate for Radically Greater Social Good  
Ann Mei Chang, Executive Director, Lean Impact

Lean Impact is a hands-on guide designed to exponentially increase the impact of our time and money. Building on the modern innovation practices that have fueled the technological breakthroughs that have touched every aspect of our lives, Lean Impact puts the focus on a new purpose—radically great social good.

Room: State 3

Block H:

TRACK: AMERICORPS FINANCIAL GRANTS MANAGEMENT

Roundtable for Fiscal Staff  
Kristina Tecce, Principal, Tecce Consulting

This round table workshop is an opportunity for finance staff to share information and raise issues and trends for discussion across state lines, and to learn from each other. This “learning community” will take up critical common issues, challenges, successes, and plans including: Accounting Updates 2018; new financial policy issues; preparing clear and concise financial reports and budget management; budget practices to keep senior management involved with their budgets; financial sustainability; Indirect Cost Rate; and, how to move towards a paperless environment (i.e. approvals, billing, remote offices, and more).

Room: Governors 2

TRACK: STATE SERVICE COMMISSIONS

State Service Commission Updates  
Kaira Esgate, CEO, America’s Service Commissions

Join your fellow state service commission staff for updates from your national association and peer networking.

Room: Governors 1

TRACK: SPECIAL TOPICS I

Your Personal Mission and Signature  
Tray Deadwyler, Director, Think For Good/The Complementor

Allow your “Why” to drive the what, how, who, where, and when. Your personal signature defines how others experience life and leadership with you. During this session, participants will identify their personal and professional signature, and create a personal mission statement to guide decision making and intentional goal setting.

Room: Kellogg 2 & 3

TRACK: AMERICORPS PROGRAM 101

Making Space for Disability  
Elizabeth Allen, Legislative Counsel, C.O.O.K. Alliance

This session will provide participants with greater understanding of working with and managing people with disabilities, with special emphasis on those with invisible disabilities. Participants will engage in an interactive discussion, reflective writing, and role playing to determine the best ways to talk about, accommodate, and engage peers, colleagues, and participants with disabilities. Participants will walk away with tools for inclusivity and best practices for the workplace and beyond.

Room: Kellogg 1

TRACK: AMERICORPS PROGRAM 201+

Five Simple Ways to Make Evaluation Less Stressful and More Meaningful  
Peter Nelson, Director of Research and Innovation, ServeMinnesota

This session will provide participants with an overview of key factors in fostering evaluation know-how and capacity among subgrantees. Topics for presentation and discussion will include establishing readiness for an evaluation, planning and conducting an evaluation, and using evaluation data to improve programming. The presentation will include a variety

SESSION DESCRIPTIONS

of real examples and allow for group-based problem solving for attendees.

Room: Governors 4

TRACK: VOLUNTEER MANAGEMENT

**Becoming a Learning Leader for Your Volunteers**  
*Barry Altland, Author, Speaker, Non-Profit Executive, HHHEngagement*

Many Leaders of Volunteer Engagement are called upon to serve as a leader of learning sessions of all types for their Volunteers, but most have been ill-equipped with the leading-edge knowledge, skill and acumen required to leverage adult learning theory and enhance the way their Volunteers grasp and apply new knowledge. Participants will embrace the importance of interactive learning that employs self-discovery and social learning principles, while relying less on traditional, didactic approaches to Volunteer learning. Participants will learn about and be able to apply The Learner Engagement Model, a proprietary tool designed to guide the design and facilitation of interactive learning, build skill around using Open-Ended Questions to generate learning conversation, and explore The Task Competency Model and use of Onboarding Specialists to elevate task learning for their organizations.

Room: State 1

TRACK: RECRUITMENT AND RETENTION

**Fostering a Community of Support: Meaningfully Engaging AmeriCorps Alumni**  
*Amy Browender, Associate Development Officer and Kumar Balasubrahmanyam, Senior Manager of Community Partnerships & Engagement, College Possible*

Former service members are an ideal audience to support and promote our organization throughout the community. As an organization, we have spent the past four years intentionally building this community to enhance our organization. This session will discuss different ways we have sought to engage this constituency and provide meaningful opportunities to further enhance the AmeriCorps experience and programming as a whole. We will discuss our AmeriCorps Alumni Council, opportunities for this group to support current AmeriCorps members, and strategies to include former members in fundraising and development.

Room: Governors 3

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- Build a custom schedule, start a discussion, stay connected to #CentralService on social, and view resources and speakers!



KEYNOTE SPEAKER BIOS



@MayorCarter\_  
@CityofSaintPaul

Melvin Carter, Mayor

CITY OF SAINT PAUL

Melvin Carter is a fourth-generation Saint Paul resident, Saint Paul public school graduate, former Saint Paul City Councilmember, and father. He was elected Mayor of Saint Paul in November 2017 and is the city's first African-American Mayor.

Carter has spent his professional life working to engage, enfranchise, and uplift people not only in Saint Paul, but also across the state and nation. Before becoming Mayor, he served as Executive Director of the Minnesota Children's Cabinet, advising Governor Mark Dayton on early childhood policy. Prior to joining state government, Carter represented Ward 1 on the Saint Paul City Council from 2008 to 2013.

In the run up to his campaign for Mayor, Carter spent a year in conversation with neighbors through a series of listening sessions called Imagine Saint Paul. His unconventional campaign focused on grassroots organizing and earning support from every corner of the city.

Mayor Carter lives in Saint Paul's Rondo neighborhood, blocks from where he grew up, with his wife, Dr. Sakeena Futrell-Carter, and the youngest three of their five children.

Follow him on Twitter at @MayorCarter\_ and @CityofSaintPaul.



@TomRFisher  
@UofMDesign

Thomas Fisher, Professor

UNIVERSITY OF MINNESOTA

Thomas Fisher is a Professor in the School of Architecture, the Dayton Hudson Chair in Urban Design, and the Director of the Minnesota Design Center at the College of Design, University of Minnesota. He has written 10 books, over 50 book chapters or introductions, and over 400 articles in professional journals and major publications. He has been named a top-25 design educator four times by Design Intelligence. He has written extensively about architectural design, practice, and ethics. His newest book, *Designing Our Way to a Better World*, was released in 2016, and he is currently working on a book on "On-Demand Cities."

Mr. Fisher will speak on the topic of Community First: Extremely Affordable Housing. The need for extremely affordable housing for people making less than 30% of their area's medium income is growing far faster than what the marketplace can provide. We will explore two extremely affordable housing efforts, one in partnership with the medical community and the other with the faith community, including a project to develop an innovative and extremely affordable way to house AmeriCorps members. The Design Center is working in concert with the cities of Minneapolis and St. Paul and creating models that can be replicated anywhere in the U.S., in cities large and small.

Follow him on Twitter at @TomRFisher and @UofMDesign.





@CNCS\_CEO  
@NationalService

**Barbara Stewart, Chief Executive Officer**  
**CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS)**

Barbara Stewart was unanimously confirmed as Chief Executive Officer of the Corporation for National and Community Service (CNCS) by the U.S. Senate on February 7, 2018, after being nominated by President Donald J. Trump.

As the federal agency for service and volunteering, CNCS empowers citizens, expands opportunity, encourages personal responsibility, and strengthens civil society. Through AmeriCorps, Senior Corps, and other programs, CNCS engages millions of Americans in results-driven service to meet local needs at 50,000 sites across the country. CNCS invests in cost-effective community solutions—working with local partners to increase graduation rates, reduce crime, connect veterans to jobs, fight the opioid epidemic, help seniors live independently, and rebuild communities after natural disasters.

With more than 25 years of experience in the private, public, and nonprofit sectors, Stewart brings strong management skills, operations experience, and a passion for service to her role at CNCS. As a senior vice president at JPMorgan Chase, Stewart was responsible for strategy development, personnel, budget and operations management. Throughout her career in the private and public sector, Stewart has built strong teams, managed budgets with fiscal responsibility, motivated staff to perform their best, and created and led programs to deliver results.

Stewart has extensive bipartisan experience working with elected officials at the federal, state, and local level. She served in policy and management roles for an Illinois Governor and two Lt. Governors, led the Chicago public affairs practice of Fleishman-Hillard, and was on the government relations staff of Commonwealth Edison Corporation (now Exelon Corporation). As a consultant, board member, and volunteer, Stewart has spent many years helping nonprofits strengthen their governance, operations, and sustainability. She brings first-hand experience as a grant-maker, having co-founded and led the Bowe-Stewart Foundation, which supports organizations that expand economic opportunity through education, training, and work. From a young age, Stewart has volunteered in her community, and she has served on the boards of a wide range of civic, charitable, and nonprofit organizations. Stewart earned a B.A. from Northwestern University and a Masters in Management from the Kellogg Graduate School of Management at Northwestern University.

Follow her on Twitter at @CNCS\_CEO and @NationalService.



@Dir\_AmeriCorps  
@AmeriCorps

**Chester W. Spellman,**  
**Director of AmeriCorps**  
**CORPORATION FOR NATIONAL AND COMMUNITY SERVICE**

Chester W. Spellman was appointed by the White House to serve as the Director of AmeriCorps at the Corporation for National and Community Service (CNCS) on August 1, 2017. CNCS, the federal agency for volunteering, service, and civic engagement, engages millions of Americans in result-driven citizen service through AmeriCorps and Senior Corps.

Chester leads AmeriCorps State and National and its network of Governor-appointed State Service Commissions and national nonprofits, which engage 70,000 Americans annually across the nation to solve local problems, expand economic opportunity,

strengthen the nonprofit sector, and provide workforce skills and educational opportunities for those who serve.

Chester has more than 15 years of experience in the nonprofit sector, including serving at several faith-based organizations. He believes that there is no greater calling than serving others and has devoted his career to nonprofit and public service.

Chester previously served as the Chief Executive Officer of Volunteer Florida from April 2012 to August 2017. At Volunteer Florida he administered more than \$32 million annually in federal, state, and local funds supporting AmeriCorps and statewide volunteer programs to meet critical needs in Florida’s communities. Chester also led statewide coordination for volunteers and donations before, during, and after disasters in partnership with the Florida Division of Emergency Management. Additionally, he served as the Executive Director of the Volunteer Florida Foundation, a nonprofit charity that serves as a direct support organization to Volunteer Florida. In recognition of his leadership at Volunteer Florida, Chester was elected by his peers nationwide to serve as Chair of America’s Service Commissions in September 2016.

Chester earned a Bachelor of Arts degree from Southeastern University in Lakeland, Florida, and a Master of Arts in organizational leadership from Regent University in Virginia Beach, Virginia. In 2016, Chester was recognized as the Young Floridian of the Year by the Bob Graham Center for Public Service at the University of Florida with its Young Floridian Award. Chester and his wife, Amanda, reside in Arlington, Virginia, with their four children, William, Graham, Rosalia, and Ethan.

Follow him on Twitter at @Dir\_AmeriCorps and @AmeriCorps.



@annmei  
@leanimpact

**Ann Mei Chang,**  
**Executive Director and Author**  
**LEAN IMPACT STARTUP CO.**

Ann Mei Chang is a leading advocate for social innovation and author of the critically acclaimed book *Lean Impact: How to Innovate for Radically Greater Social Good*. She brings together unique insights from her extensive work across the tech industry, nonprofits, and the US government. As Chief Innovation Officer at USAID, Ann Mei served as the first Executive Director of the US Global Development Lab, engaging the best practices for innovation from Silicon Valley to accelerate the impact and scale of solutions to the world’s most intractable challenges. She was previously the Chief Innovation Officer at Mercy Corps and served the US Department of State as Senior Advisor for Women and Technology in the Secretary’s Office of Global Women’s Issues.

Prior to her pivot to the public and social sector, Ann Mei was a seasoned technology executive, with more than 20 years’ experience at such leading companies as Google, Apple, and Intuit, as well as at a range of startups. As Senior Engineering Director at Google, she led worldwide engineering for mobile applications and services, delivering 20x growth to \$1 billion in annual revenues in just three years.

Ann Mei currently serves on the boards of BRAC USA and IREX. She earned a Bachelor of Science degree in Computer Science from Stanford University, is a member of the Aspen Institute’s Henry Crown Fellows’ class of 2011, and was recognized as one of the “Women In the World: 125 Women of Impact” by Newsweek/The Daily Beast in 2013. She is a keynote speaker who has been featured at TEDx MidAtlantic, SxSW, Social Good Summit, SOCAP, and Lean Startup Week, as well as numerous nonprofits, foundations, and government agencies.

Follow Ann Mei on Twitter at @annmei and @leanimpact or visit [www.annmei.com](http://www.annmei.com).

SERVICE PROJECT

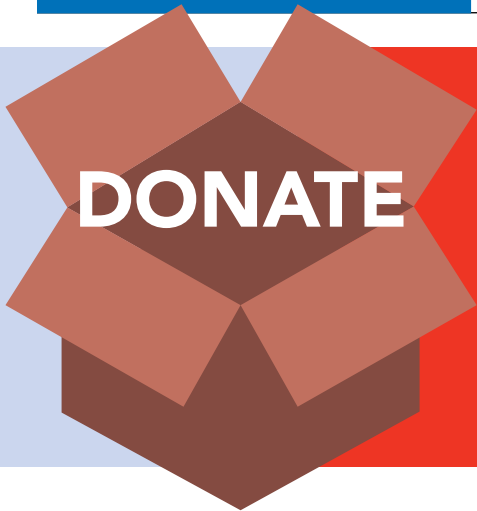
# Kindness Rocks Service Project

WEDNESDAY, MAY 8 FROM 5:30–6:30 P.M.



The Kindness Rocks Project is based on the profound truth that one message at the right moment can change someone's day. Join your fellow national service colleagues in painting rocks with inspirational and kind messages. The rocks will be delivered throughout the state by the InterCorps Council of Minnesota, a peer-led organization of AmeriCorps members, representing State, National, and VISTA programs whose goal is to promote engagement, communication, collaboration, and education to empower AmeriCorps members and the Minnesota community.

COLLECTION DRIVE



We are collecting hygiene products for a local homeless shelter.

Have any unused products from your hotel room? Stop by the information desk throughout the conference to drop-off donated items and we'll make sure they make it to a local homeless shelter in Saint Paul!

EXHIBITOR BINGO

Visit each of the conference exhibitors below and have them initial next to their logo, plus complete the additional action steps listed. Once completed, turn this BINGO card into the Registration Desk throughout the conference (May 7–9) to receive **5 extra raffle tickets** to increase your chances of winning prizes during the plenary sessions! Must be present to win.

	<p><b>Download our Conference App!</b></p> <p>Search for "ASC Events" on the iTunes or Google Play Store or visit <a href="https://bit.ly/ascmobileapp">bit.ly/ascmobileapp</a></p>	
<p><b>AMERICA LEARNS</b></p>		
		 <p>SHOW or WEAR our button found in the registration packet when you turn in your Bingo Card!</p>
	<p><b>POST</b></p> <p>about the conference on Social Media with the hashtag <b>#CentralService</b></p>	

**NOTE:** If you visit a booth when an exhibitor is not present, please bring a brochure or other proof that you visited the booth to the Registration Desk and an ASC representative will sign for you.

Printed Name \_\_\_\_\_ Organization \_\_\_\_\_



## CONFERENCE PLANNING COMMITTEE

# THANK YOU!

We are grateful to our 2019 Planning Committee for making this event possible!



### Hospitality Committee

Stacey Scherschligt, Director of Programs, ServeMinnesota (Host)

Scott McFarland, Executive Director, Serve Illinois Commission on Volunteerism and Community Service (Past Host/State Service Commission)

Alexis Matthews, AmeriCorps Program Officer, Serve Wisconsin (State Service Commission)

Cesily Means, Senior Program Officer, Alabama Governor's Office of Volunteer Services (State Service Commission)

Brooke Mills, Disaster Preparedness and Response Director, Alabama Governor's Office of Volunteer Services (State Service Commission)

Kathy Gattinger, Monitoring & Compliance Officer, VolunteerAR (State Service Commission)

Laura Jennings, Volunteer Program Coordinator, VolunteerAR (State Service Commission)

Audrey Jackson, Fiscal/Grants Officer, ServeNebraska (State Service Commission)

Marsha Hazen, AmeriCorps Partnerships Coordinator, Michigan Community Service Commission (State Service Commission)

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Emily Steinberg, Director, External Affairs, America's Service Commissions (Organizer)

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Renee Bade, Executive Director, Serve Idaho, ID (Host/State Service Commission)

Kirstin Mann, Project Coordinator, Serve Idaho, ID (Host/State Service Commission)

Maureen Eccleston, Executive Director, PennSERVE: The Governor's Office of Citizen Service, PA (Host/State Service Commission)

Aaron Gray, Assistant Director, PennSERVE: The Governor's Office of Citizen Service, PA (Host/State Service Commission)

Scott McFarland, Executive Director, Serve Illinois Commission on Volunteerism and Community Service, IL (Past Host/State Service Commission)

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Alexis Matthews, Program Officer, Serve Wisconsin, WI (State Service Commission)

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Randy George, AmeriCorps Training Administrator, Arizona Governor's Office on Youth, Faith, and Family, AZ (State Service Commission)

Hawley Harrigan, Director of AmeriCorps, Nevada Volunteers, NV (State Service Commission)

Marsha Hazen, AmeriCorps Partnerships Coordinator, Michigan Community Service Commission, MI (State Service Commission)

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Shelly McAlpin, Executive Director, ServeWyoming, WY (State Service Commission)

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Anne Smith, Program Development Officer, Oklahoma AmeriCorps, OK (State Service Commission)

Jackie Rader, Program Officer, Serve Colorado, CO (State Service Commission)

Abigail Parnell, Lead to Read AmeriCorps, Jennings Public Schools, OK (AmeriCorps State)

Madeleine Sheinfeld, Manager, Grow Ohio Valley, OH (AmeriCorps State)

Trish Worley, AmeriCorps Program Director, Wyoming Coalition Against Domestic Violence and Sexual Assault, WY (AmeriCorps State)

Nicole Zyvoloski, Data Systems Administrator, Conservation Corps - Minnesota & Iowa, MN (AmeriCorps State)

Rachel Bruns, Deputy Director, America's Service Commissions

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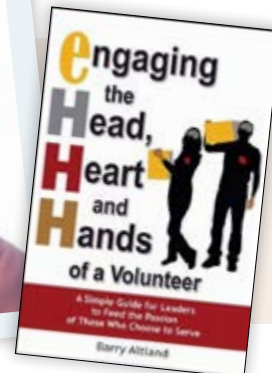
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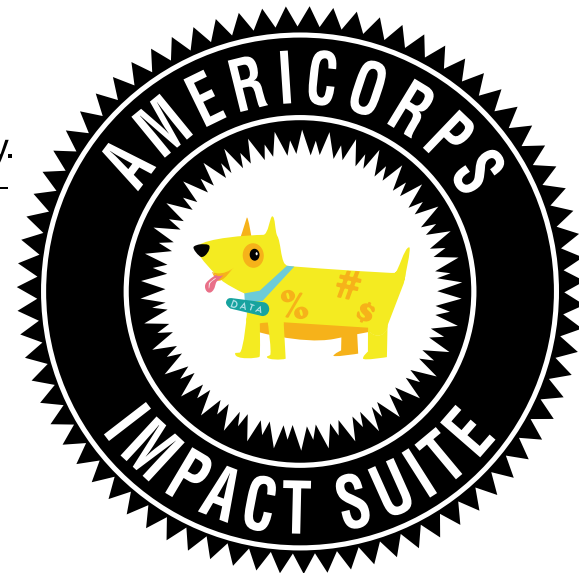
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# JOIN S4S TODAY!

Become an advocate for national service policy at the state and local level. Join States for Service (S4S), a public policy coalition made up of state service commissions, state and local service programs, and other individual champions who believe in the power of service at the local level.

**Join now: [states4service.org](http://states4service.org)**

Join us for a Meet & Greet this Tuesday, May 7 from 10:00 - 11:00 AM in the Governors 3 Room of the InterContinental Hotel to learn more and meet other S4S members.

The States for Service coalition's work is funded by non-federal dollars in compliance with federal rules and regulations.

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DISCOVER SAINT PAUL SCAVENGER HUNT

MAY 7-9, 2019 Instructions: Turn into the Registration Desk by 8:30 AM on Thursday, May 9th to be eligible. Winner will be announced during the Closing Plenary that morning around 9:15 AM. Must be present to win!

Ready to explore St. Paul (and Minneapolis too!)? How many of the locations can you find? Create a team name and hashtag and then complete as many of the items you can either on your own or with a group. Check off the locations you find and note that there are also some opportunities for extra points. You do not need to find ALL of the locations to participate.

For every 6 points, you will earn a spot in a special drawing to be announced during the final plenary on Thursday morning. In order for points to count, a photo must be posted to Twitter, Instagram, or Facebook and have both #CentralService and your team name hashtag (#). Twin Cities is very bike friendly, check out: https://www.niceridemn.com.

GRAND PRIZE: \$150 GIFT CARD TO AN AIRLINE OF YOUR CHOICE! (can be split between team members)



SAINT PAUL—CLOSEST TO THE HOTEL

- Peanuts Character Statues, Landmark Plaza 379 St. Peter St., 55102 (1 point for each selfie with a statue)
- Schubert Club Bandshell, Raspberry Island Harriet Island RD, 55107 (1 point)
- Rice Park 109 W. 4th St, 55102 (1 point)
- Ordway Center for the Performing Arts 345 Washington St., 55102 (1 point)
- Science Museum of Minnesota 120 W Kellogg Blvd, 55102 (1 point)
- Mickey's Diner (Be sure to follow House Rules - No Smoking, No Checks, No Take Out) 36 7th St. W, 55102 (2 points, or 4 points if you try a shake or malt)
- Herb Brooks Statue 111 W. 4th St., 55102 (2 points, or 4 points if you take a selfie doing your best hockey pose)



SAINT PAUL—CLOSE TO THE HOTEL

- Minnesota State Capitol 75 Rev. Dr. Martin Luther King Jr Boulevard S., 55155 (3 points)
- James J. Hill House (Minnesota's Downton Abbey) 240 Summit Ave, 55102 (3 points)
- Keg and Case Market 928 West Seventh St, 55102 (3 points)
- Cathedral of Saint Paul 239 Selby Ave, 55102 (3 points)
- "From the land of sky blue waters" Hamm's Bear Statue 24 W. 7th Place, 55102 (3 points)
- Fitzgerald Theater 10 E Exchange St, 55101 (3 points)
- CHS Field: Home of St. Paul Saints (3 points)
- Union Depot (3 points)
- Wabasha Street Caves (3 points)
- Cossetta Alimentari St Paul's Little Italy! 211 7th Street W, 55102 (3 points)



TWIN CITIES—MORE THAN 1 MILE FROM THE HOTEL

- Como Park Zoo and Conservatory 1225 Estabrook Dr, St Paul 55103 (5 points, with 1 extra point if you take a picture of your favorite horse on the Cafesjian Carousel)
- Iconic First Avenue (the setting for Prince's Purple Rain) 701 N. 1st Ave, Minneapolis, MN 55403—near light rail (5 points, with 1 extra point if you take a picture with Prince's star on the wall)
- The Mansions on Summit Ave Start at the James J. Hill house, walk west and take a selfie in front of Summit Terrace (the F. Scott Fitzgerald House), 599 Summit Avenue, St Paul 55102 (5 points)
- Home of the Vikings (US Bank Stadium) 401 Chicago Ave, Minneapolis 55415—near light rail (5 points)



- Go for a walk along Bde Maka Ska 2710 W Lake St, Minneapolis 55417 (5 points)
- Walker Art Center & Minneapolis Sculpture Garden 725 Vineland Pl, Minneapolis 55403 (5 points, or 10 points if you take a selfie with the iconic Spoonbridge and Cherry sculpture)
- Try a Jucy Lucy at Matt's Bar 3500 Cedar Ave, Minneapolis, 55407 (5 points)
- Stone Arch Bridge/Mill City Museum Ruins (5 points, or 10 points if you view the Stone Arch Bridge from the Guthrie Theater)
- MN United Stadium (Brand new this year) (5 points)
- Surley Brewery Phenomenal Minnesota original gastropub with huge patio and seating (5 points)

Total Points \_\_\_\_\_ Team Leader Signature to Certify: \_\_\_\_\_

Contact Information for Team Leader:

Team Name: \_\_\_\_\_ Team Hashtag: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Preferred Airline: \_\_\_\_\_

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# Downtown SAINT PAUL

## Visitor Districts

West 7th    Lowertown    Downtown

- Restaurant
- Attraction
- Hotel
- Retail / Services
- Hospital
- Park
- Green Line Light Rail
- Bus Stop
- Parking
- Skyway
- Tunnel
- Trail
- Gas Station
- Capital City Bikeway

## Bus Routes

Metrolink bus routes to/from downtown

**ROUTE 54**  
to Mall of America & Airport

**ROUTE 21**  
along Selby Ave along Grand Ave

**ROUTE 63**  
along Grand Ave

Ride the Green Line or bus routes within the Saint Paul downtown zone for only \$5.00 at a time. For more routes, schedules and details visit [metrotransit.org](http://metrotransit.org)

## Hotels and B&B's

Best downtown hotel Capital Edge - St. Paul - 82

Best downtown hotel Come Park 220 Broadway Blvd SE

Come Park Best & Breakfast 1500 Como Blvd SE

Corbin Manor Inn - 67 96 Virginia Street

Corbin Inn 688 - 68 500 Marquette Ave SE

Doubletree by Hilton St. Paul East 2001 Broadway Blvd

Embassy Suites Hotel Saint Paul - 81 171 E Franklin St

Hawthorn Inn & Suites Downtown Saint Paul - 65 207 W 7th St

Historic District Bed and Breakfast - 67 443 Johnson Ave

Holiday Inn St. Paul Downtown - 65 1519 7th St

Hotel 540 - 64 2nd Center St

Hotel Place St. Paul/Downtown - 74 386 East Exchange Blvd

Hotel Place St. Paul Downtown - 64 207 Grand Avenue

Hotel of Saint Paul 1500 Commonwealth St

Residence Inn St. Paul Downtown - 86 207 Grand Avenue

The New Woodson Mansion Bed & Breakfast - 67 322 Dayton Ave

The Saint Paul Hotel - 64 300 Marquette St

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