

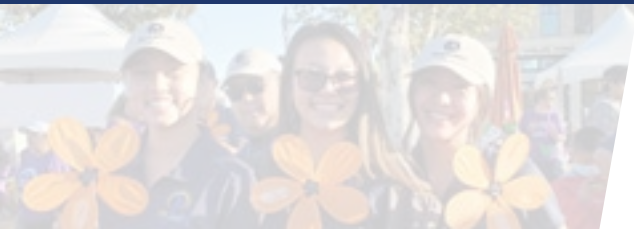
MARCH 21-23 • SAN DIEGO, CA • #WESTERNSERVICE

# Expanding What's Possible

2023 NATIONAL SERVICE TRAINING



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**SCHEDULE AT-A-GLANCE**

**Tuesday, March 21**

- 9:00am–12:00pm**  
Registration Open + Special Meetings
- 12:00–1:30pm**  
Welcome Plenary + Lunch
- 1:30–2:00pm**  
Break
- 2:00–3:15pm**  
Workshop Block A
- 3:15–3:45pm**  
Break
- 3:45–5:00pm**  
Workshop Block B
- 5:30–7:00pm**  
ASC Networking Reception

**Wednesday, March 22**

- 8:00–8:45am**  
Breakfast Networking
- 9:00–10:15am**  
Workshop Block C
- 10:15–10:45am**  
Break
- 10:45 am–12:00pm**  
Workshop Block D
- 12:00–1:30pm**  
Keynote Plenary + Lunch
- 1:30–2:00pm**  
Break
- 2:00–3:15pm**  
Workshop Block E
- 3:15–3:45pm**  
Break
- 3:45–5:00pm**  
Workshop Block F
- 5:15–6:30pm**  
Special Meetings

**Thursday, March 23**

- WEAR YOUR NATIONAL SERVICE GEAR DAY!**
- 8:00–8:45am**  
Special Meetings
- 9:00–10:15am**  
Workshop Block G
- 10:15–10:45am**  
Break
- 10:45am–12:00pm**  
Closing Plenary

**NEED TO CONNECT TO WI-FI?**  
**Network: ASC 2023**  
**Password: connect2me**



**LOMA VISTA TERRACE NETWORKING RECEPTION**

Tuesday, March 21 from 5:30–7:00pm  
Wyndham San Diego Bayside

Join your national service colleagues for an evening of networking at the Wyndham’s Loma Vista Terrace. Cash bar; appetizers provided.

Perfect for outdoor receptions and banquets, the lushly landscaped Loma Vista Terrace is an expansive and unique outdoor space with beautiful bay views.

Loma Vista Terrace is located outside on the Wyndham property in between the building that houses the Harborside Room and Tower I. Meet us there!



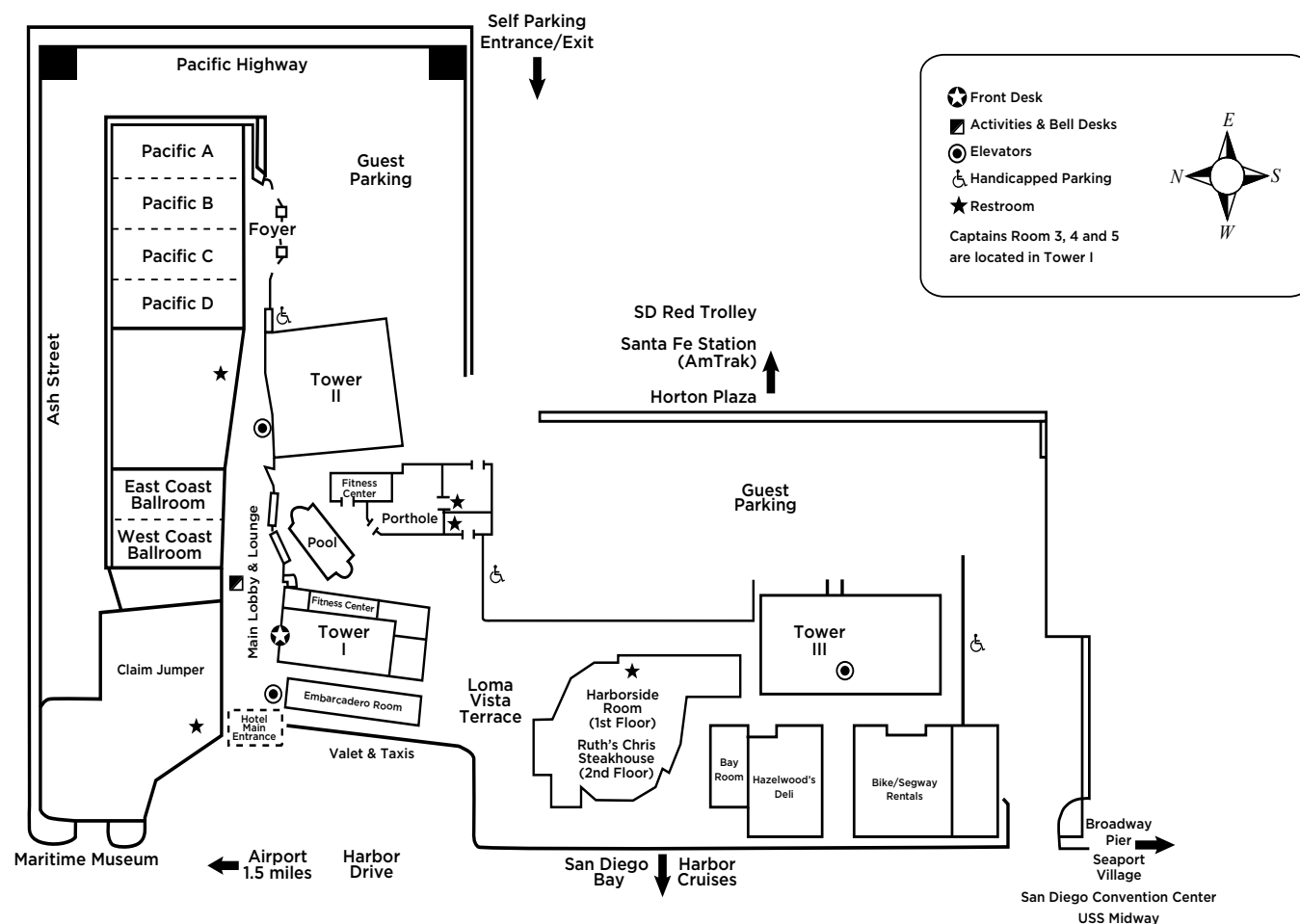
## WYNDHAM FLOOR PLANS



All event sessions will take place at the Wyndham San Diego Bayside, our headquarters hotel. Plenary sessions will be held in the Pacific Ballroom. Workshop sessions will be held in the following rooms: East Coast, West Coast, Porthole, Embarcadero, Harborside, and Bay. Sponsor showcase sessions will be in Captains 5, which is located in Tower I on the second floor.

A gender-non-specific restroom is available on the first floor by the pool. If you need a lactation room, quiet space, or private prayer room, please speak with an ASC staff member at the registration desk to check-out the key.

### FLOOR PLAN



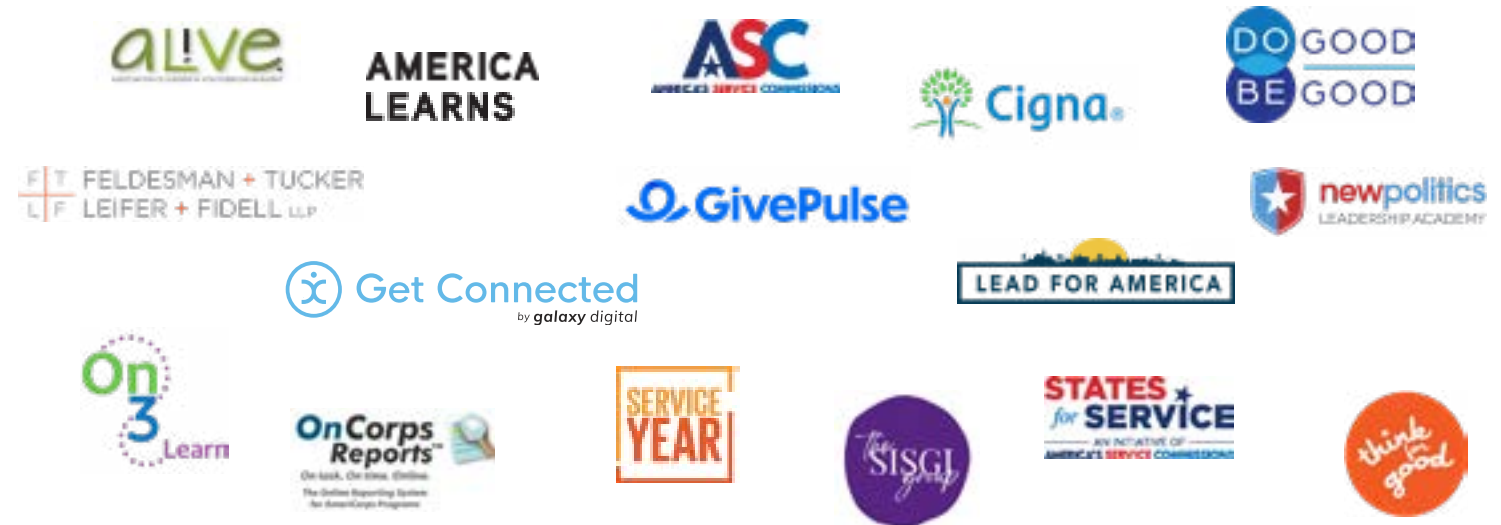
# Wear Your Gear Day!

## THURSDAY, MARCH 23

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

### VISIT OUR EXHIBITORS

Exhibitor booths are located in Pacific D.



# FULL EVENT AGENDA

## DAY 1 — TUESDAY, MARCH 21

9:00am–12:00pm Registration Open (Main Concourse near Tower II elevators)							
9:30–11:00am Special Meetings: West Region AmeriCorps Meet and Greet (East Coast), Mountain Region AmeriCorps Meet and Greet (Embarcadero)							
9:30–11:30am Special Meetings: California Volunteers Program Connections (Harborside)							
10:30–11:30am Special Meetings: Washington AmeriCorps Programs (West Coast), Arizona AmeriCorps Programs (Porthole), AmeriCorps Tribal Nations / Native Hawaiian / Indigenous Partners Meet & Greet with AmeriCorps Strategic Advisor for Native American Affairs (Bay), Alaskan Attendee Meet & Greet Hosted by Serve Alaska State Service Commission (Captains 4)							
12:00–1:30pm Opening Plenary: Josh Fryday and California AmeriCorps members (Pacific Ballroom) <i>Lunch Provided</i>							
1:30–2:00pm Break							
Block A 2:00–3:15pm	<b>A1</b> Leading from Within (Tray T.S. Deadwyler)	<b>A2</b> Building Bridges: Perspectives on Tribal Partnerships (Brooke Crosby and Yasmeen Shaheen-McConnell)	<b>A3</b> Cultivating an Alumni Network for Connection, Community, and Capacity (Elizabeth Gronert and Titus Tomlinson)	<b>A4</b> Strong Systems for the Beginning of Member Service — Understanding Good Eligibility and Enrollment Practices (Jennifer Cowart)	<b>A5</b> Member Retention through the IMM Model: Centering Your Program on Mentoring to Retain Members (Melissa Hosten)	<b>A6</b> National Service Public Policy Briefing (Kaira Esgate)	<b>A7</b> Sponsor Showcase: The SISGI Group
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	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
3:15–3:45pm Break							
Block B 3:45–5:00pm	<b>B1</b> How To Design Equitable Decision-Making Processes (Aaron Carr)	<b>B2</b> Cracking the Recruitment and Retention Code: Building Blocks for a Robust Strategy (Stephanie Garippa and Keri Sullivan)	<b>B3</b> Purpose-Driven Volunteer Impact (Sue Carter Kahl)	<b>B4</b> Accessible Service (Thenera Bailey and Stacy Jones)	<b>B5</b> Building Confidence in Your Fiscal Application Review (Anna Eberhardt)	<b>B6</b> Facilitation for Innovation (Shannon Stober)	<b>B7</b> Sponsor Showcase: America Learns
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	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
5:30–7:00pm ASC Networking Event (Loma Vista Terrace, Wyndham)							

Please note that workshops are available on a first come, first served basis according to room capacity. Anyone may attend any workshop, but the following symbols indicate the intended audience for each session:

- ▲ AmeriCorps VISTA Staff
- Commissioner
- AmeriCorps Seniors Staff
- × AmeriCorps State, National, and Tribal Staff
- ◆ State Service Commission Staff
- ↔ VGF & Volunteer Engagement Staff

## DAY 2 — WEDNESDAY, MARCH 22

8:00am–8:45am Breakfast Networking (Pacific Ballroom) <i>Breakfast Provided, ASC Updates (East Coast)</i>							
Block C 9:00–10:15am	<b>C1</b> Grant Fraud — Transparency and Accountability (AmeriCorps OIG)	<b>C2</b> Get Clear on What Your Data Shows (Susan Hyatt)	<b>C3</b> Service is a Pathway to Success for Foster Youth (Serita Cox and Summer Rogers)	<b>C4</b> Combining Theatre and Teaching: What We've Learned After over 150 Workshops (Sharon Tewksbury-Bloom)	<b>C5</b> Get The Word Out on This AmeriCorps Life (Sarah Haber)	<b>C6</b> Beyond the Buzzwords: Turning "DEI" into Action (Lola Adeyemo)	<b>C7</b> Sponsor Showcase: GivePulse
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	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
10:15–10:45am Break							
Block D 10:45am–12:00pm	<b>D1</b> Capacity for Innovation (Maria Fabula, Katy Sawyer, and John Kelly)	<b>D2</b> The Art of Storytelling (Tamika Thomas)	<b>D3</b> Internal Partnering — Your Path to Influencing Others to Engage Volunteers (Beth Steinhorn)	<b>D4</b> Reimagining National Service (Sarai Richter and Brittany Taylor)	<b>D5</b> Moving Ahead: Turning Climate Need to Climate Corps (Kif Scheuer and Brent Kossick)	<b>D6</b> Your Name... Protecting Your Gift (Alicia C. Perry)	<b>D7</b> Sponsor Showcase: OnCorps Reports
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	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
12:00–1:30pm Keynote Plenary: Jamira Burley (Pacific Ballroom) <i>Lunch Provided</i>							
1:30–2:00pm Break							
Block E 2:00–3:15pm	<b>E1</b> National Service Challenge Innovations (Kaira Esgate)	<b>E2</b> Co-Generational Volunteering: Creating a Pipeline of Service (Wendy Luck and Alexis Grieve)	<b>E3</b> Pipelines and Pathways: Modernizing the Corps Member Experience (Maureen K. Eccleston and Brent Kossick)	<b>E4</b> Building Your Team through Innovative Teambuilding, Games, and Challenges (Brian Blahnik)	<b>E5</b> Creating Psychological Safety and Preventing Staff and Member Burnout (Suzanne Pearlman)	<b>E6</b> Operation DEIA: Strengthening Diversity, Equity, Inclusion, and Access in Disaster Services (Rita Pratte and Lindsay Ward)	<b>E7</b> Sponsor Showcase: America Learns
	■ × ◆	● ◆ ↔	▲ × ◆	● × ↔	▲ ■ ● × ◆ ↔	▲ ■ ● × ◆ ↔	▲ ■ ● × ◆ ↔
	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
3:15–3:45pm Break							

Continued on next page ...



## FULL EVENT AGENDA

Block F 3:45–5:00pm	<b>F1</b> Using AmeriCorps as a Workforce Development Strategy (John Kelly, Lyndie Kenlon, Yasmeen Shaheen-McConnell, and Robert Godfried)	<b>F2</b> Leaders Inspire Action: The Power of Why (Justine Murray)	<b>F3</b> Harnessing the Power of Vulnerability as a Leader and Grantmaker (Katie Abbott and Thenera Bailey)	<b>F4</b> Critical Leadership, Mindfulness, and Service (Jeff Birdsall)	<b>F5</b> Civic Engagement: What This Means across the United States and for AmeriCorps Members (Rosa Johnson)	<b>F6</b> I Just Want to Help: Understanding the Problematic Roots of Volunteerism and Moving Forward with Compassion (Faiza Venzant)	<b>F7</b> Sponsor Showcase: GivePulse
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	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
5:15–6:15pm Special Meetings: ServeMT Program Gathering (East Coast), Engaging with the AmeriCorps Disaster Services Unit “DSU Office Hours” (West Coast), Serve Colorado AmeriCorps Programs (Porthole)							
5:30–6:30pm Special Meetings: BIPOC Affinity Group Networking (Harborside)							

## DAY 3 — THURSDAY, MARCH 23

8:00-8:45am Special Meetings: Affinity Group Facilitator Meet Up (Harborside), States for Service Meet and Greet (East Coast), Serve Alaska Programs and OnCorps Briefing (West Coast), University Extension / 4-H AmeriCorps Programs Meet and Greet (Porthole)							
Block G 9:00–10:15am	<b>G1</b> Disrupt Your DEI: Developing DEI from a Purpose (Chrysta Wilson)	<b>G2</b> Internships and AmeriCorps: Innovative Strategies for Recruitment (Andrew Facemire and Russell Dickerson)	<b>G3</b> Establishing Climate Career Pathways through AmeriCorps (Bobby Tillett and Victor Robertson)	<b>G4</b> Illuminating Implicit Bias to Create Inclusive Work Cultures and Equitable Work Environments (Levantay Vanessa O'Connor)	<b>G5</b> Strengthening the Partnerships with Commissioners/Boards and Staff (Bill Hulterstrom)	<b>G6</b> Service Commission Network Advancing Youth Service (Alli Zuel and Mike Moon)	<b>G8</b> Sponsor Showcase: The SISGI Group
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	Harborside	East Coast	West Coast	Porthole	Embarcadero	Bay	Captains 5
10:15–10:45am Break							
10:45am–12:00pm Closing Plenary: AmeriCorps Leadership (Pacific Ballroom)							

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**Network: ASC 2023 Password: connect2me**

## KEYNOTE SPEAKER BIOS



@JoshFryday  
[californiavolunteers.ca.gov](http://californiavolunteers.ca.gov)

### Josh Fryday, Chief Service Officer CALIFORNIA GOVERNOR'S OFFICE


Josh Fryday serves as California's Chief Service Officer within the Office of Governor Gavin Newsom to lead service, volunteer, and civic engagement efforts throughout California.

As a member of the Governor's Cabinet, Fryday leads California Volunteers, Office of the Governor. He led the COVID-19 Task Force to support food insecure communities and food banks across the state. Since appointed, California Volunteers has launched the nation's first statewide Climate Action Corps, #CaliforniansForAll volunteer initiative, a statewide Neighbor-to-Neighbor campaign, the #CaliforniansForAll College Corps to help thousands of Californians who commit to serving for a year pay for college, and #CaliforniansForAll Youth Jobs Corps, a program to employ underserved youth across the state in critical issue areas.

Fryday is the former Mayor of Novato, his hometown. He also served as President of Golden State Opportunity (GSO), leading the expansion and implementation of the California Earned Income Tax Credit (CalEITC). Prior to GSO, he served as Chief Operating Officer (COO) for NextGen Climate, a leading national organization focused on climate change.

Fryday served in the military as an Officer in the United States Navy ('09-'13) as a member of the Judge Advocate General's Corps (JAG). Fryday received his law degree from UC Berkeley School of Law.

He currently serves on the Board of Trustees for Demos, a national think-tank focused on issues of economic, racial, and political inequality, and is a founding Board Member of Amazon Frontlines, a leading organization to protect indigenous communities and territories in the Amazon. He is married to Mollye Fryday, an educator, and they have three energetic young boys: Shay, Calvin, and Tam.



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#WesternService

KEYNOTE SPEAKER BIOS



@JamiraBurley  
jamiraburley.com

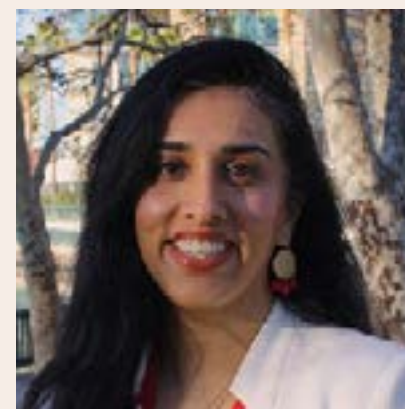
**Jamira Burley, Director of Social Impact**

**ADIDAS**

As a native of West Philadelphia, Jamira Burley saw first-hand the disenfranchisement of marginalized communities. In 2005, sparked by the murder of her brother Andre, Jamira discovered her calling at the age of 15 years old. She organized an anti-violence program in her high school, which reduced the rate of violence by 30%. Gaining public recognition through her efforts, she received a \$50,000 grant from the governor to implement the program in the city's ten most persistently dangerous high schools.

She is the first of her 15 siblings to graduate high school and pursue higher education, obtaining a BA in International Business and Legal Studies from Temple University. For the past decade, Jamira has worked with corporations, nonprofits, and government leaders on better engaging impacted communities. Currently, she is Director of Social Impact for Adidas. Jamira leads and executes social Impact programs, manages a partner network of nonprofits and social enterprises, and helps to provide strategic alignment and thought leadership for core culture moments. She works closely with diversity & inclusion, brand, and business functions to integrate sustained social programming co-created with the partner network into brand narratives and stories that authenticate messaging and create meaningful actions. In 2018, she was the first United States citizen awarded the Global Leadership Award for Vital Voices and was selected as an MIT Media Lab Fellow.

Before Adidas, Jamira worked as the Global Head of Youth Engagement and Skills at the Global Business Coalition for Education, National Deputy Millennial Vote Director at Hillary For America, and director of the gun violence and criminal justice portfolios at Amnesty International USA. Jamira's work and passion sit at the intersection of policy, community, and social good; Jamira provides unique insight that will help actualize the change we all so desperately need. Lastly, Jamira consults with several public/private entities on how to authentically engage impacted communities and guest hosts on SiriusXM, where she and leading youth/young adult experts reexamine this country's history and the reemerging of past conflicts (current events) to generate a fresh perspective and create REAL change through solution-driven dialogue.



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**Sonali Nijhawan, Director of AmeriCorps State and National**

**AMERICORPS AGENCY**

Sonali Nijhawan has committed her career to developing leaders and growing national service.


Prior to becoming the Director of AmeriCorps State and National, she served as the executive director of Stockton Service Corps, a six-year, \$12 million initiative to address local needs through AmeriCorps. Her professional background also includes extensive experience in education, beginning as an AmeriCorps member with City Year Chicago. Inspired by the students, families, and AmeriCorps community she met, she then went on to help found City Year Sacramento and launch the organization's 22nd site with 50 new AmeriCorps members.

Nijhawan also served as the California Director of Education Pioneers where she recruited, placed, and supported managers in urban school systems and education nonprofits, empowering people to challenge the status quo of our public education system. She holds a bachelor's in education and psychology from Marquette University and a master's in social work from the University of Maryland, Baltimore.



**VISIT OUR PHOTO BOOTH**  
IN-PERSON OR VIRTUALLY

Scan the QR code to access the photo booth from any device, or visit the physical photo booth near the East Coast and West Coast rooms. Take a selfie with your table mates, a video of a presenter, or a boomerang with your colleagues at dinner!

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2023



## ASC Training and Technical Assistance (TTA) Directory Now Available

Find a consultant or trainer with national service experience at [statecommissions.org/tta-directory](http://statecommissions.org/tta-directory)

# 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)

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



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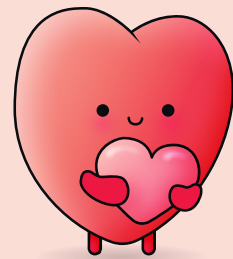


"I have been in the AmeriCorps world for 17 years, both in a program director and Commission executive capacity. The On3Learn courses are simply the best training modules that I have ever seen. The information is presented in an innovative, interactive and intuitive format, which helps keep the material fun, fresh and interesting."

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### Join ASC's AmeriCorps Member Assistance Program

We created the Member Assistance Program (MAP) to support AmeriCorps programs in providing accessible and quality mental health services to AmeriCorps members and program staff. In order to access MAP, the AmeriCorps program must be an AmeriCorps Program member with America's Service Commissions. MAP benefits include:

- 24/7 unlimited toll-free telephonic counseling services with Master's degree-level counselors and translation services in 140 languages
- Financial and legal consultation, medical advocacy, life coaching, and more
- Two low-cost options:
  - **Basic Package** (telephonic support only)
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**2023 ENROLLMENT OPENS IN MAY**

[bit.ly/ameri-corps-MAP](https://bit.ly/ameri-corps-MAP)



# Service Year Alliance

Service Year Alliance is working to make a year of paid, full-time service – a service year – a common expectation and opportunity for all young Americans. We envision a future in which national service is part of growing up in America.

To advance our mission, we focus on:

<p><b>Expansion</b></p> <p>We build support from external stakeholders to make the recent expansions of national service successful in this new era.</p>	<p><b>Recruitment</b></p> <p>We bring the next generation of youth into national service, modernize their experience using ServiceYear.org, and align the field around shared recruitment efforts and systems.</p>	<p><b>Impact</b></p> <p>We foster collaborative approaches to demonstrate the impact of service years by lifting up exemplary programs and communities.</p>
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## Connect With Us



### ServiceYear.org

One-stop shop for recruitment and support for your corps members throughout and beyond the service year experience.



### Curriculum to Strengthen the Corps Member Experience

Skills assessments, asset-based trainings, and steps to creating a belonging culture in your corps.



### Resources to Incorporate Best Practices in Climate Resilience Programming

Roadmaps for building or bolstering your climate resilience programming. Find real examples of position descriptions, certifications available for your corps members, and more.



Join our session, "Pipelines & Pathways: Modernizing the Corps Member Experience" at all of the conferences!

Get involved with Service Year Alliance by filling out this 1 minute survey.



[ServiceYearAlliance.org](https://ServiceYearAlliance.org)

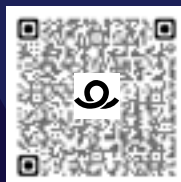
*A Better You. A Greater Us.*



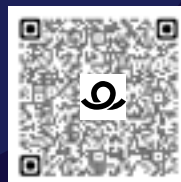
## Join us in these two campaigns:

1. Submit a brief video of why volunteering is important to you for a chance to win \$500!

2. Share with us how \$500 can enhance your organization's National Volunteer Week.



Campaign Details Here  
[Learn.GivePulse.com/National-Volunteer-Week](https://Learn.GivePulse.com/National-Volunteer-Week)



Let's Chat About GivePulse  
[Learn.GivePulse.com](https://Learn.GivePulse.com)

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# EXHIBITOR BINGO

Visit each of the exhibitors below and have them initial next to their logo. Once completed, show this BINGO card at the Registration Desk no later than 10:45am on March 23 to receive a **raffle ticket** for a chance to win one of five \$10 Starbucks gift cards! Must be present to win.

**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.

Your Name \_\_\_\_\_ Organization \_\_\_\_\_

ASC Staff Signature \_\_\_\_\_