

# ILLINOIS STATE SERVICE PLAN: 2022-2024

## I. EXECUTIVE SUMMARY

Serve Illinois provides opportunities, resources, and recognition for citizen volunteerism and community service in our state. The Commission encourages people of all backgrounds, cultures, ages, and abilities in every sector and community in Illinois to serve their community. Serve Illinois strengthens the infrastructure for volunteerism and community service throughout the state, brings opportunities to underserved communities, and acknowledges outstanding examples of service across the state. Serve Illinois helps citizens embrace their capacity and accept their responsibility to serve by donating their time and talent and harnessing the resources of their communities.

The following Strategic Goals will serve as the foundation of the State Service Plan, and are fundamental to supporting the mission and vision of Serve Illinois over these three years:

1. **Leverage national service opportunities to meet unmet needs throughout Illinois.**
2. **Support disaster response activities throughout the state.**
3. **Develop a comprehensive volunteer infrastructure.**

## II. MISSION & VISION

### Mission Statement

Serve Illinois improves communities by enhancing volunteerism and promoting an ethic of service throughout the State.

### Vision

We see an Illinois where all citizens recognize their ability and responsibility to help strengthen their communities through volunteerism and community service.

## III. GOALS, TASKS, AND METRICS

The following strategic goals represent a guide Serve Illinois during the period 2022-2024. Each goal will have Corresponding Tasks and Metrics to illustrate how Serve Illinois will realize its vision and measure its progress over the next three years.

## **GOAL 1.**

***Leverage national service opportunities to meet unmet needs throughout***

***Illinois.***

1. Define and promote an ethic of service
2. Identify the steps necessary for communities to build a culture of giving back
3. Help communities across the state hold community conversations to create or strengthen service plans
4. Engage local and state public officials in promoting an ethic of service through civic engagement.

### ***Metrics***

1. Creation of an “ethic of service” definition by Serve Illinois
2. Development of an “ethic of service” community conversation guideline
3. Distribution of definition and guideline to local communities

## **GOAL 2: Promote opportunities for volunteerism and service locally and throughout the state.**

### ***Tasks***

1. Create a professional elevator pitch (i.e. short, targeted and meaningful) that describes the goal and “what’s in it for organizations and individuals” participating in service/ volunteering and civic engagement with a specific “ASK” from the Commission.
2. Create and widely distribute a public awareness campaign - including Public Service Announcements (PSA), social media, and print applications - to all partners of Serve Illinois and media entities to build awareness of volunteer recognition opportunities in the State.
3. Develop closer relationships with statewide organizations and coalitions that have service/volunteerism as part of their strategic plans.

### ***Metrics***

1. Creation of the PSA ethic of service campaign spot. Through social media platforms and other media outlets.

### **GOAL 3. Support disaster response activities throughout the state.**

#### ***Tasks***

1. Coordinate unaffiliated volunteers and general donations for disaster response in accord with the Illinois Emergency Operations Plan with the Illinois Emergency Management Agency and other entities.

#### ***Metrics***

1. Annual report on resources and volunteers involved in disaster response.

### **GOAL 4. Showcase exemplary volunteers and service activities from across the state.**

#### ***Tasks***

1. Recruit applicants and promote participation in the annual Governor's Hometown Award recognition program for exemplary community service initiatives across the State.
2. Recruit applicants and promote participation in the annual Governor's Volunteer Service Award recognition program for outstanding volunteers across the State.
3. Regularly recognize outstanding volunteers and community service projects throughout the state through social media and the Serve Illinois website.

#### ***Metrics***

1. Increased nominations each year for the Governor's Volunteer Service Award, including counties outside Metropolitan Chicago (Cook, DuPage, Kane, Lake, McHenry, and Will).
2. Increased nominations each year for the Governor's hometown Service Award, including counties outside Metropolitan Chicago (Cook, DuPage, Kane, Lake, McHenry, and Will).
3. Recognize volunteer efforts via the Serve Illinois website.

## **GOAL 5. Utilize national service to meet needs in Illinois**

### ***Tasks***

1. Develop NOFO that meets local needs for AmeriCorps
2. Coordinate opportunities for cross stream collaboration

### ***Metrics***

1. With commissioner input, create an annual AmeriCorps NOFO
2. Identify national service partners (AmeriCorps, Senior Corps)
3. Work with the CNCS office to encourage local conversations resulting in a collaboration that meets common goals

## **IV. OPERATIONS AND EXECUTION**

To best support the 2022-2024 Strategic Plan, the Commission will align itself in the following committee structure. Specific committee responsibilities are outlined in an addendum.

### **Executive Committee**

The Executive Committee shall be composed of the officers of the Commission, the immediate past chair (for the first year after his/her term has expired), and the Chairs of the Commission's other Committees. The Executive Director of the Serve Illinois Commission shall serve as an advisory, non-voting member. The past chair shall serve in an advisory, non-voting capacity if no longer a member of the Commission.

### **Finance Committee**

The Finance Committee shall oversee the budget and financial activities of the Commission.

### **Public Relations Committee**

The Public Relations Committee shall promote the activities of the Commission, educate communities about available Commission resources, and encourage communities to increase volunteerism and service in their communities.

### **Recognition Events Committee**

The Recognition Events Committee shall support recognition volunteer programs and events throughout the state. The goal of these events shall be to work with the Commission staff to promote the work of individual volunteers, organizations, and corporations while also promoting an ethic of service throughout the year. Events shall include, but are not limited to, the Governor's Volunteer Service Awards and the Governor's Hometown Awards.

### **Strategic Planning Committee**

The Strategic Planning Committee shall develop and evaluate the long-term goals and activities of the Commission.

### **Governance Committee**

The Governance Committee shall monitor the operation of the Commission. The Committee shall be responsible for reviewing and assessing Commission procedures and structures. The Committee shall make recommendations for recruitment, orientation, and overall composition of the Commission. The Committee shall formulate and assess the annual performance expectations for individual Commission members.

### **AmeriCorps Selection Committee**

The AmeriCorps Selection Committee shall monitor the process for selecting AmeriCorps recipients.