

NYC Service™

2016-2018 Strategic Plan

Bill de Blasio, Mayor

Paula Gavin, Chief Service Officer



2016-2018 Strategic Plan Overview

MISSION

NYC Service promotes volunteerism, engages New Yorkers in service, builds volunteer capacity, and mobilizes the power of volunteers and national service members to impact New York City's greatest needs.

VISION

Inspire and empower all New Yorkers to volunteer and serve New York City and each other.

VALUES & OPERATING PRINCIPLES

Opportunity

We seek to expand accessibility, engagement, and capacity for all to serve and be served.

Integrity

We pledge transparency, openness, and honesty in all we do and in all our partnerships.

Impact

We measure the effectiveness, outcomes, and two-way benefits of volunteerism and national service programs for individuals, neighborhoods, and organizations.

THEORY OF CHANGE

NYC Service promotes volunteerism and service as a catalyst for civic engagement. We convene and connect volunteers and national service members with City agencies and community-based organizations to create volunteer and national service programs that focus on education, economic opportunity, environment, health, and emergency preparedness and response. Individuals served and those who volunteer benefit, making volunteering good for you and good for your city.

OneNYC

Civic engagement is a key element of OneNYC and our City's vision of growth, equity, sustainability, and resiliency. A key measure of civic engagement within OneNYC is the NYC Service goal to increase NYC's volunteer rate from 18% to the 25% national average, as measured by the U.S. Census Household Survey.

HOW WE DO OUR WORK



GOALS

City Needs & Priorities	Volunteer Programs	National Service Programs
Education <ul style="list-style-type: none"> Academic Performance Graduation Rates College/Career Readiness Family Engagement 	Mentoring * Service in Schools ** Youth Leadership Councils *	NYC Civic Corps NYC Community Schools Corps NYC VISTA City Service Corps
Economic Opportunity <ul style="list-style-type: none"> Working for Our Neighborhoods Inclusive, Equitable Economy 	Benefits Access ** Workforce Development ** Immigrant Services ** Older Adults/Senior Support ** Homeless Services **	NYC Civic Corps NYC VISTA City Service Corps
Environment <ul style="list-style-type: none"> High Quality, Accessible Green Space Social Well Being 	Stewardship ** It's My Park **	NYC Civic Corps City Service Corps
Healthy Futures <ul style="list-style-type: none"> Physical & Mental Health Care Access 	Shape Up NYC ** Community Health *	NYC Civic Corps City Service Corps
Emergency Preparedness & Response <ul style="list-style-type: none"> Community Resiliency & Preparedness Disaster Response 	Emergency Management * (Includes CPR Training)	NYC Civic Corps City Service Corps

IMPACT

* Volunteer Development Programs (Led by NYC Service)
 ** Volunteer Management Programs (Led by City Agency)

GOAL **No. 1** *Promote Civic Engagement through Volunteerism and National Service Programs*

STRATEGIES

1. Utilizing website, social media, and City promotional campaigns to engage New Yorkers in volunteer service and national service programs.
2. NYC Neighborhood Civic Engagement Initiative to support OneNYC and increase volunteer rate from 18% to the 25% national average, as measured by the U.S. Census.
3. Support of volunteer posting/matching websites to expand and leverage volunteer outreach.
4. NYC coalitions to reach target groups including nonprofit organizations, corporations, national service programs, colleges/universities, and City employees.
5. Love Your Block and community-based civic engagement programs.



GOAL **No. 2** *Increase Volunteerism to Address the City's Greatest Needs*

STRATEGIES

1. City Agency Volunteer Management Programs:

Education:

- Service in Schools (Department of Education)

Environment:

- Stewardship (Parks)
- It's My Park (Parks)

Healthy Futures:

- Shape Up NYC (Parks)

Economic Opportunity:

- Benefits Access (Social Services/HRA)
- Workforce Development (Social Services/HRA)
- Immigrant Services (Mayor's Office of Immigrant Affairs)
- Older Adults/Senior Support (Department for the Aging)
- Homeless Services (Social Services/Homeless Services)



2. NYC Service Volunteer Development Programs:

Healthy Futures:

- Community Health (Department of Health & Mental Hygiene)

Education:

- Youth Leadership Councils (Multiple City Agencies)
- Mentoring (Center for Youth Employment)

Emergency Preparedness & Response:

- Emergency Management (NYC Emergency Management, FDNY-CPR Training, DOHMH-Medical Reserve Corps, Emergency Volunteer Taskforce)

GOAL ^{No.} 3 *Expand NYC National Service Programs to Address the City's Greatest Needs*

STRATEGIES

1. NYC National Service Leadership Council
NYC Service coordination of Council and goals to grow, strengthen, and increase impact of NYC National Service Programs
2. National Service Programs at NYC Service
Cross National Service Programming – Recruiting, Performance Measures, Professional Development, Operations/Compliance, Post-Service
 - NYC Civic Corps – Volunteer Management
 - NYC VISTA – Capacity Building
 - NYC Community Schools Corps – Mentoring & Parent Engagement and Capacity Building
 - City Service Corps – Service Delivery and Capacity Building



GOAL ^{No.} 4 *Create Public/Private Partnerships to Catalyze Volunteerism and National Service Programs*

STRATEGIES

1. Corporate Social Responsibility/Increased Employee Volunteer Engagement
 - Corporate Service Forum
 - CBO Corporate Service Coalition
2. Skilled/Pro Bono Volunteer Outreach and Platform
3. Days of Service (Corporations, City Employees, Colleges/Universities)
4. Targeted Campaigns



GOAL ^{No.} 5 *Build Capacity and Develop Resources for Volunteer and National Service Programs*

STRATEGIES

1. Volunteer Planning and Management – Coalition, Tool Kits, Training, and Technical Assistance
2. Nonprofit Board Development Coalition
3. Volunteer Systems – Go Pass
4. Mayoral Service Recognition (Individual Volunteers, Board Members, Students, Corporations, National Service Programs)
5. NYC Volunteers Count
6. Evaluation of Volunteer and National Service Impact/Outcomes
7. NYC Service Organization Excellence



MEASURES OF SUCCESS

2015-2016

2016-2017

2017-2018

Adult Volunteers

National Census	18% (1.2M)	19% (1.3M)	20% (1.4M)
NYC Volunteers Count	441,000	500,000	600,000
NYC Service Program Volunteers	67,000 (42,000 Civic Corps)	85,000 (50,000 Civic Corps)	95,000 (50,000 Civic Corps)
Youth Volunteers			
Service in Schools	460,000	475,000	500,000
Youth Leadership Councils/Youth	66/700 Youth	200/3,000 Youth	400/6,000 Youth
National Service Programs			
All NYC (Program Members)	5,000 AmeriCorps	5,500	6,000
NYC Service Program Members	350	400	450
Corporate Service			
Partners	60	70	80
Targeted Campaigns			
Secret Snowflake Contributors	505	600	700
Go Pass			
Volunteers Screened	5,262	6,000	6,600

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