

**Corporation for National and Community Service
Minutes of the Board of Directors Meeting
September 25, 2001**

The Board of Directors convened at the Corporation for National and Community Service headquarters in Washington, D.C. The following members of the Corporation's Board were present:

Stephen Goldsmith, Chair
Leslie Lenkowsky
Dorothy Johnson
Marc Racicot
Amy Achor
Alan Solomont
Arthur Naparstek
Mark Gearan
Toni Fay
Bob Rogers
Juanita Doty
Thomas Ehrlich
Christopher Gallagher

Carol Kinsley participated at the invitation of the Board of Directors.

OFFICIAL ACTIONS

The Board approved the minutes of the meeting on May 22, 2001. (Transcript, 40-41).

The Board approved a resolution directing the Corporation to use its name as enacted in statute, Corporation for National and Community Service, on its logo and other materials. (Transcript, 82-86).

SUMMARY OF BOARD DISCUSSIONS

Congressional Guests

Representatives Peter Hoekstra, Tim Roemer, and Chris Shays each spoke of their support for a bipartisan effort to reauthorize the Corporation and its programs. Rep. Hoekstra described plans for action on reauthorization early in 2002. Rep. Roemer spoke of the relationship between September 11 and the goals of national and community service. He expressed confidence that the House would be able to build on the support for last year's reauthorization bill, which had 145 cosponsors. Rep. Shays indicated that the Corporation's input would be important in shaping reauthorization.

Chairman Goldsmith described four goals for the Corporation in reauthorization: (1) improving outreach to small faith-based and community organizations; (2) increasing the ability of federal resources to leverage private funds and volunteers; (3) enhancing accountability and effectiveness; and (4) giving State Commissions more authority and less red tape, consistent with federalism and devolution.

Wendy Zenker, Acting Chief Executive Officer, described efforts by the Corporation to help communities affected by the September 11 attacks, including National Civilian Community Corps teams helping in New York City and at the Pentagon. Les Lenkowsky praised the patriotism demonstrated by those serving at this time. Chris Gallagher stressed the importance of harnessing this increased sense of community in the long-term.

Mr. Hoekstra advised that the Corporation's strongest asset in advocating reauthorization was its programs' solid record of achieving results in local communities. He praised the involvement of Board members, particularly in working on financial management issues. Mr. Roemer stated that the Corporation should articulate examples of the four goals listed by Mr. Goldsmith. Mr. Shays recommended the importance of expressions of support for the national service programs, praising the letter in support of reauthorization signed last year by all but one of the States' governors.

Acknowledgements

Wendy Zenker, Acting Chief Executive Officer, and Steve Goldsmith, presented outgoing Board member Bob Rogers with a plaque thanking him for his many years of service on the Board. Mr. Goldsmith also thanked Toni Fay for her service as Board member. He acknowledged the leadership of Dorothy Johnson who preceded him as Board Chair.

Chairman's Opening Remarks

Mr. Goldsmith supported continuing to work closely with Congressional supporters on reauthorization, stressing the importance of improved management and

performance. This includes building on the Corporation's long-standing support for programs run by small faith-based and other community organizations, and the larger goal of decentralization.

Les Lenkowsky indicated that his Senate confirmation vote would likely be very soon and that if confirmed he looked forward to working with the Board in his new position as Chief Executive Officer.

Acting Chief Executive Officer's Report

Ms. Zenker thanked the Board for its support and the staff for its work over the last nine months in helping the Corporation maintain momentum during the Presidential transition.

Executive Committee Report

Mr. Goldsmith welcomed the arrival of Lisa Cummins and Mark Scott who recently joined the Corporation from the White House Office of Faith-Based and Community Initiatives. He described a recent meeting with about 30 leaders in the e-philanthropy world aimed at furthering information and community development through web-based tools.

Ms. Zenker noted that the Corporation had recently published the proceedings of a focus group held in the spring that identifies barriers to the participation of faith-based and small community organizations in the national service field.

Management, Audit, and Governance Committee Report

Chris Gallagher praised Ms. Zenker and the staff for their work in maintaining the Corporation's work during the transition period. He thanked Bob Rogers for his many years' work on the committee. He noted that Alan Solomont had agreed to join the committee.

The committee is focused on the following matters: (1) planning for the 2001 financial statements audit; (2) addressing 2001 fiscal audit issues; (3) resolving open issues in the audit resolution process; and (4) equipping states to handle oversight by the Office of Inspector General.

Several Board members discussed the challenge of opening up Corporation programs to small community-based organizations while ensuring accountability. Mr. Goldsmith emphasized that the Board was interested in policy guidelines rather than proscriptions for states.

Planning and Evaluation Committee Report

Tom Ehrlich reported on continuing discussions with the Points of Light Foundation concerning ways to work together on leadership training. He welcomed Bob Goodwin, head of the Points of Light Foundation, who described plans for collaborating. Mr. Goodwin described a business plan, developed with the support of the Kaufman Foundation, that concludes that such a collaboration is feasible and would result in a much higher level of private support for leadership training in the national and community service field.

Mr. Ehrlich stated that the Board was interested in developing a memorandum of understanding to express the respective expectations around this effort, including specific benchmarks around fundraising. Mr. Goodwin reported that the Board of the Points of Light Foundation was very supportive of this venture and that the Foundation has a great deal of confidence in its plans to raise funds for this effort. Mr. Ehrlich noted that the plan did not include creating a new organization but rather relied on continuing collaboration between the Corporation and the Foundation.

Toni Fay emphasized the importance of pursuing innovative ideas and tailoring training to what people really need today. Ms. Fay and Mr. Goodwin exchanged ideas about individuals who might serve on an advisory group in developing the collaborative. In response to a question from Ms. Johnson about whether this initiative might compete with core Foundation programs, Mr. Goodwin expressed confidence that this would attract new funders. In response to a question from Ms. Johnson about the relationship between this training initiative and small volunteer centers throughout the country, Mr. Goodwin stated that the business plan envisioned a train-the-trainer method and other ways to ensure the dissemination of the leadership training curriculum nationwide.

Mr. Ehrlich reported on a forum for research on service hosted by the Corporation, with the following outcomes: (1) a commitment to make datasets available to outside researchers and organizations; (2) a plan to broaden contacts with researchers through on-line communications; (3) a goal of expanding research opportunities beyond those entities currently identified. He noted that the program on citizenship is moving forward.

Communications Committee Report

Juanita Doty presented for the Board's consideration a resolution directing the Corporation to use its name as enacted in law: Corporation for National and Community Service. The Board approved the resolution. Several Board members expressed views on how to improve branding associated with national and community service programs. Ms. Doty deferred this for future committee consideration and action.

Ms. Benero reported on the public service campaign to recruit AmeriCorps members using the theme: "Your world, your chance to make it better." This is one of

the top campaigns in the country, generating more than \$22 million in donated time and space. She added that a television spot for RSVP was also generating an impressive response, with an estimated value of more than \$7 million.

Ms. Benero described efforts by AmeriCorps members, Senior Corps volunteers, and Learn & Serve participants to respond to community needs after September 11. The Corporation has created a portion on its website entitled "America Responds" that catalogs these efforts.

Ms. Benero also reported that information specific to national and community service programs in each State is available on the Corporation's website.

Ms. Doty updated the Board on the status of early Congressional action on fiscal year 2002 appropriations.

Mr. Gearan noted that the discussion about branding was by no means complete and that in the meantime the acronym "CNS" is not apt.

Other Board reports

Amy Achor reported on developments in fostering the participation of youth members of State Commissions. A group of youth commissioners has issued a five-year call to action with both internal and external goals, including increasing the number of youth commissioners and fostering leadership development opportunities.

Reports to the Board

Learning in Deed

Flora Lazar described the National Service Learning Partnership, an organization of approximately 1,000 members including local, state, and national organizations. The Partnership focuses on (1) information exchange; (2) strengthening the capacity of organizations that are already involved in service learning; and (3) building support at all levels of government and society. Its executive committee includes Board member Carol Kinsley.

Dorothy Johnson expressed support for the Partnership and recommended that Board members sign up individually.

SEANET

Nelda Brown, executive director of the State Education Agency Service Learning Network, praised the work of the K-12 school-based Learn and Serve America program. Service learning has engaged more than 10 million students in the past 10 years, driving

character education and promoting civic responsibility. She urged increased funding, with each state receiving at least \$150,000 (16 states are currently below this level, with 4 states receiving less than \$50,000). She supported the role of State Education Agencies in administering K-12 service learning grants.

Serve Study

Barry Checkoway, a professor at the University of Michigan and director of the Ginsberg Center for Community Service and Learning, urged a national strategy to strengthen service-learning on campuses, one that would include large organizations like Campus Compact and small community-serving organizations.

Liz Hollander spoke on behalf of Campus Compact, a coalition of more than 750 college and university presidents committed to community service. She agreed that the Corporation was well-positioned to play an important role in supporting this initiative.

Tom Ehrlich, Mark Gearan, Amy Achor, Alan Solomont, and Juanita Doty were identified as Board members who would follow up on this issue, with future recommendations for the Board. Ms. Hollander noted that working with Campus Compact's Policy Committee might be an effective way to move forward.

AmeriCorps Recruitment

Acting Director of AmeriCorps Bob Torvestad presented a report on the Corporation's web-based recruitment system, which is designed to connect an applicant with 50,000 service opportunities available nationally.

Adjournment

Mr. Goldsmith adjourned the meeting.