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

1. Promote Civic Engagement through Volunteerism & National Service Programs
   - Create Public/Private Partnerships to Catalyze Volunteerism & National Service Programs

2. Increase Volunteerism to Address the City’s Greatest Needs
   - Build Capacity & Develop Resources for Volunteer & National Service Programs

3. Expand NYC National Service Programs to Address the City’s Greatest Needs

4. Increase Volunteerism to Address the City’s Greatest Needs

5. Expand NYC National Service Programs to Address the City’s Greatest Needs

City Needs & Priorities

- **Education**
  - Academic Performance
  - Graduation Rates
  - College/Career Readiness
  - Family Engagement

- **Economic Opportunity**
  - Working for Our Neighborhoods
  - Inclusive, Equitable Economy

- **Environment**
  - High Quality, Accessible Green Space
  - Social Well Being

- **Healthy Futures**
  - Physical & Mental Health Care Access

- **Emergency Preparedness & Response**
  - Community Resiliency & Preparedness
  - Disaster Response

Volunteer Programs

- Mentoring *
- Service in Schools **
- Youth Leadership Councils *
- Benefits Access **
- Workforce Development **
- Immigrant Services **
- Older Adults/Senior Support **
- Homeless Services **
- Stewardship **
- It’s My Park **
- Shape Up NYC **
- Community Health *
- Emergency Management *
  (Includes CPR Training)

National Service Programs

- NYC Civic Corps
- NYC Community Schools Corps
- NYC VISTA
- City Service Corps
- City Service Corps
- City Service Corps
- City Service Corps
- City Service Corps

* 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  \textbf{Expand NYC National Service Programs to Address the City’s Greatest Needs}\textbf{ Expand NYC National Service Programs to Address the City’s Greatest Needs}

\textbf{STRATEGIES}

1. NYC National Service Leadership Council  
   \textit{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  
   \textit{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  \textbf{Create Public/Private Partnerships to Catalyze Volunteerism and National Service Programs}\textbf{ Create Public/Private Partnerships to Catalyze Volunteerism and National Service Programs}

\textbf{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  \textbf{Build Capacity and Develop Resources for Volunteer and National Service Programs}\textbf{ Build Capacity and Develop Resources for Volunteer and National Service Programs}

\textbf{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
<table>
<thead>
<tr>
<th>Year</th>
<th>Adult Volunteers</th>
<th>Youth Volunteers</th>
<th>NYC Volunteers Count</th>
<th>NYC Service Program Volunteers</th>
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</thead>
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<tr>
<td>2015-2016</td>
<td>6,000</td>
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<td>2016-2017</td>
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<td>400</td>
<td>500,000</td>
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<td>2017-2018</td>
<td>80</td>
<td>475</td>
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</table>

**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**

- (42,000 Civic Corps), (50,000 Civic Corps), (50,000 Civic Corps)

**Youth Volunteers**

- 400/6,000 Youth, 200/3,000 Youth

**Service in Schools**

- 66/700,000 Youth, 46/000

**National Service Programs**

- All NYC (Program Members): 5,000 AmeriCorps, 350, 300

**Corporate Service Partners**

- 60, 70, 80

**Targeted Campaigns**

- Secret Snowflake Contributors: 505, 600, 700

**Volunteers Screened Go Pass**

- 5,262, 6,000, 6,600

**Measures of Success**


- National Census: 20% (1.4M), 19% (1.2M), 18% (1.2M)
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