

CALL TO SERVICE

A Publication of the Massachusetts Service Alliance

Massachusetts Service Alliance Hires Service Champion As Chief Executive

Jean E. Seigle has been appointed CEO of the Massachusetts Service Alliance, the state commission on community service and volunteerism. With thirty years of commitment and leadership in the field of service, Jean's tenure comes during a critical period for the Massachusetts Service Alliance. Her extensive experience leading government and service agencies will guide the organization as it pursues an aggressive new strategic plan for its grant making, capacity building, convening, and advocacy functions.

"I am honored by the Board's selection of me to be the next CEO of the Massachusetts Service Alliance," said Seigle. "I join a cohort of extraordinary past leaders, a well qualified staff, and a dedicated Board of Directors. Together, we look forward to working collaboratively with the Massachusetts service community as we maximize the positive focus on civic engagement generated by Governor Patrick's administration."

Jean's professional commitment to service and volunteerism began with her term as a Peace Corps Volunteer in Paraguay. Her career has included domestic and international, government, nonprofit, and corporate sector work in the areas of education, training, recruitment, organizational and staff development and management, marketing, policy development and implementation. She was the Administrative Director of the Commonwealth's Office for Children in the 1980s. Her federal government service includes working with the U.S. Peace Corps as Training Director in Haiti, Volunteer Recruitment and Placement Director in DC, and Country Director in Ecuador. Most recently she served as Vice President for Civic Leadership at City Year.

"Jean has a wealth of leadership experience and is truly a champion in the service community," said John Judge, Board Chair of the Massachusetts Service Alliance. "We warmly welcome her leadership as we embark on a new chapter for the organization and for the Massachusetts service community."

Jean received her undergraduate degree and Masters in Education from Tufts University. She has served on a variety of boards, most recently as Board Chair of the Extended Day Program at her son's public school.



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Ten Ideas to Engage More Volunteers

1. Use the web. Send a monthly e-newsletter. Post your organization's volunteer needs on the Commonwealth's volunteer web portal: mass.gov/connectandserve.
2. Send out an email survey to assess your work in 2006.
3. Revitalize your brand and enlist experts to donate advice on strengthening brand identity.
4. Enlist your alumni. Volunteers, board members and past program participants can serve as ambassadors for your organization.
5. Broadcast your successes. Media is a great way to obtain low-cost publicity.
6. Hold quarterly friend-raisers. Friend-raisers can be hosted by your organization's ambassadors and can serve as an opportunity for prospective volunteers, community leaders, donors, elected officials, and the media to learn more about what you're doing.
7. Partnerships, partnerships, partnerships! Work with other agencies to move your agenda forward, together.
8. Create a concise power point presentation with photos and statistics for your organization. Distribute the presentation to staff, volunteers, board members and other ambassadors.
9. Think big!
10. Recognize again and again. Send a thank you note for everything. Establish a volunteer thank you event. Thanking everyone is good business and essential to organizational growth.

Dear Friends



Welcome to the Massachusetts Service Alliance's winter/spring 2007 newsletter. I am delighted to celebrate the hiring of our new Chief Executive Officer, Jean Seigle. Jean has a wealth of service experience, ranging from her work with the Peace Corps in Latin America to her most recent assignment as Vice President for Civic Leadership at City Year. Jean is truly a champion in the service community, and we warmly welcome her leadership as we embark on a new chapter for the Massachusetts Service Alliance.

I am also thrilled by Governor Patrick's recent announcement of the Commonwealth Corps. Over the past few years, the Massachusetts Service Alliance has been working with Senator Marc Pacheco and others to create a new paradigm in community service. The creation of the Commonwealth Corps sends a strong message that each of us, no matter age or background, can play a role in critical volunteer work. Please join with me in thanking Governor Patrick, Senator Pacheco and members of the legislature in making comprehensive, state-wide community service a reality.

All of us in the field of service and volunteerism have a lot to celebrate this year. As we reach for higher goals, I'd like to share ten ideas to help you connect and engage more volunteers in 2007.

Finally, thank you for all you do!

Sincerely,

John Judge
Chairman
Massachusetts Service Alliance

Spring 2007 Training Dates

Learn more and register online today at www.mass-service.org.

Appealing to Experience: Engaging and Supporting "Baby Boomer" Volunteers

Choose from two dates and locations:

When/Where: Thurs., Apr. 12, 2007, Springfield* or Fri., Apr. 13, 2007, Boston**

Who: Nonprofit volunteer managers, program directors, agency executive staff and board members

Cost: \$30 per person[†]

Registration Deadline: Thurs., April 5

Trainer: Andrea S. Taylor, Ph.D., Director of Training, Temple University, Center for Intergenerational Learning, Philadelphia, PA.

*Workshop co-sponsored by the Human Service Forum

**Workshop co-sponsored by the Osher Lifelong Learning Institute, UMass Boston

Community/School Partnerships for Excellence in K-12 Service-Learning: A How-To Guide

When/Where: Thurs., March 8, 2007, Shrewsbury

Who: K-12 school community service-learning (CSL) coordinators, teachers or administrators; nonprofit agency staff interested in engaging K-12 students and schools in service. School/community partners are encouraged to attend in teams.

Cost: \$30 per person, or \$30 (\$15 per person) for a 2-person school/nonprofit agency partner team registering together.[†]

Registration Deadline: Thurs., March 1

Trainers: Rich Cairn, Director, Emerging America Teaching American History Program, Hampshire Educational Collaborative, and Margaret Collins, Director of Development, Hampshire Educational Collaborative, Northampton, MA.

This workshop is co-sponsored by the Massachusetts Department of Education, and funded in part by a grant from Learn & Serve America.

Facilities are accessible to wheelchairs. To make a request for special accommodations or for registration information, please contact Naomi Weiner at (617) 542-2544 x218 or nweiner@mass-service.org.

[†]Fee may be waived for current Community Service-Learning or Baby Boomer Plus Grantees. Please contact Naomi Weiner for details.

Announcements

Upcoming Requests for Proposals

Mentoring and Community Service-Learning Partnership (CSLP) Requests for Proposals (RFPs) will be released in March 2007. To register for a technical assistance session or for more information about the application process, please contact Beth McGuinness, Associate Director of Community Partnerships, at (617) 542-2544 x226 or bmcguinness@mass-service.org.

MSA is recruiting grant reviewers!

Several times each year, Massachusetts Service Alliance (MSA) convenes a diverse panel of community grant reviewers to ensure that high quality programs are funded equitably throughout the state. If you would like to serve as a volunteer grant reviewer for the Mentoring or CSLP grant reviews in May, please visit mass-service.org to download a grant reviewer registration form.

365 Days of Service

It's not too late to obtain the 2006 Massachusetts Service Calendar! Featuring snapshots of service from volunteer programs across the Commonwealth, the free calendar may be obtained by sending your mailing information to pjeong@mass-service.org.

Jimmy and Rosalynn Carter Partnership Award

The Jimmy and Rosalynn Carter Partnership Award for Campus-Community Collaboration will be presented on Monday April 9, 2007 at UMass Boston. For more information, please visit Massachusetts Campus Compact's website at ase.tufts.edu/macc.

Massachusetts Service Alliance Launches Baby Boomer-Plus Volunteer Initiative

On January 5th, the Massachusetts Service Alliance (MSA) convened a meeting of organizations that have been awarded grants under Massachusetts Service Alliance's new Baby Boomer-Plus Volunteer Initiative. Over the next few months, these organizations will engage in projects that are aimed toward increasing the participation of Baby Boomers in meaningful volunteer activities.

Issues relating to Baby Boomer volunteerism have become a core focus area for the Massachusetts Service Alliance, with its sponsorship of the Massachusetts Coalition on Vital Aging and the Baby Boomer-Plus Volunteer Initiative. Through these efforts, the Massachusetts Service Alliance intends to assist nonprofits in capturing the extraordinary talents and resources of Baby Boomer volunteers.

For more information on the Baby Boomer-Plus Volunteer Initiative or to learn more about our upcoming trainings or networking meetings, please visit our website at mass-service.org or contact Kimberly Wedlick, Program Officer, at kwedlick@mass-service.org.

Organizations Participating in the Baby Boomer-Plus Volunteer Initiative:

Arts and Business Council of Greater Boston

City of Springfield, Library Department

Community Servings

Community Software Lab

Discovering What's Next:
ReVitalizing Retirement, Inc.

Franklin County DIAL/SELF

Massachusetts 4-H Foundation

Massachusetts Audubon Society Inc.

Award Honors State's Volunteers



Former Governor Mitt Romney, Common Impact Executive Director Theresa Ellis, Nancy Korman, former First Lady Ann Romney, and MSA board member Sally Fuller. Common Impact received the Nancy Korman Innovation in Service Award, named in honor of Massachusetts Service Alliance's past Board Chair and longtime champion of service, Nancy Korman.

The Governor's Points of Light Award is the Commonwealth's most prestigious volunteer service award and honors youth, adults, community-based organizations, and businesses for their contribution to communities through volunteer service. Winners, selected by a panel of leaders in business, academia, politics, and the nonprofit sector, are chosen based on the extent to which their service makes a positive impact on a specific community need. Award winners demonstrate a commitment to serving their community and often employ creative ways to leverage time and resources in order to enhance their service.

2006 Honorees

Youth and Young Adult: Julia Dillon, Greenfield, MA

Adult: Tracy Karlinsky, Boston, MA

Older Adult: James Chance, Southborough, MA

Lifetime Achievement: J. Denis Cormier, Ashburnham, MA

Community-Based Organization: Women of Means, Wellesley, MA

Business: State Street Corporation, Boston, MA

Nancy Korman Innovation in Service: Common Impact, Cambridge MA

Thank You to the 2006 Governor's Points of Light Sponsors

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Red Sox Foundation
State Street Corporation
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Dolores Mitchell
Old Colony YMCA
Partners for Youth with Disabilities Inc.
Lois Pines
Michael and Karen Rotenberg
Jean E. Seigle
Andrew Sideman
Alan & Susan Solomont
Women of Means

Transitions

In December, Kelsey McCoy completed her year of service as an AmeriCorps *VISTA. Kelsey's service was focused on promoting Connect and Serve, the statewide portal that connects the people of Massachusetts with volunteer opportunities in their neighborhoods. Kelsey is now Development Associate at Crittendon Women's Union.



Andrea Lee completed her AmeriCorps *VISTA year in January. Andrea spent a year coordinating the Massachusetts Coalition on Vital Aging (MCOVA), which seeks to broaden awareness, develop new initiatives, and enhance opportunities for older adults to serve their communities in meaningful ways.

In February, Risa Kaplan concluded her term as a member of the Massachusetts Service Alliance Board of Directors. Risa was a key driving force for two major projects, Connect & Serve and the inaugural Governor's Points of Light Awards Gala.

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Youth Mentoring Day Celebrated at the State House

In January, lawmakers and civic leaders gathered to celebrate the first-ever “Youth Mentoring Day” at the State House. Sponsored by the Mass Mentoring Partnership (MMP) and the Massachusetts Service Alliance (MSA), the event was one of many held in Massachusetts to commemorate National Mentoring Month. In response to Governor Patrick’s emphasis on civic engagement, advocates called for heightened public awareness about the impact of youth mentoring and the need for continued funding to support mentor matches.



David Shapiro, CEO of the Mass Mentoring Partnership, addresses supporters of Mentoring who are gathered at the State House to celebrate National Mentoring Month.

In participation were Senate President Robert F. Travaglini, State Senator Jarrett T. Barrios, State Senator Marc R. Pacheco, representatives from the offices of State Representative Thomas P. Kennedy as well as Diana Resciniti, a mentee with Children’s Friend of Salem, David Shapiro, President and CEO of MMP and Melanie Tavares, MSA’s Director of Programs.

The event kicked off a new season of advocacy to continue the state’s investment in youth mentoring and to recognize elected officials who have been supportive of mentoring.

For more information about MSA’s advocacy work or Mentoring programs, please contact Beth McGuinness at bmcguinness@mass-service.org or Molly Goggin at mgoggin@mass-service.org.

Paving the Path to College through Civic Engagement

The Massachusetts Service Alliance has awarded a grant to the Massachusetts Campus Compact (MACC) for its College Access Fellow Program, an unprecedented opportunity for college campuses to more effectively address issues of college access. The first of its kind in the country, the Fellowship highlights the integral connection between civic engagement and access to higher education.

The College Access Fellowship enables student leaders to promote college access for under-represented youth. The students, nominated to serve as fellows by a campus representative, will work closely with community-based organizations to map college access needs and resources, and present recommendations for change.

Rooted in their communities, colleges and universities serve as leaders, identifying opportunities and solutions to community problems and contributing to the region's intellectual, cultural and economic development. The College Access Fellow will enhance existing activities and build infrastructure on campus to ensure that all young people have an opportunity to seek a post-secondary education.

The grant portfolio is comprised of fourteen MACC member campuses, with an emphasis on public institutions. This program is made possible through a partnership with the University of Massachusetts and the leadership of its President, Jack Wilson, and Vice President, Keith Motley.

MACC is a statewide consortium of 66 colleges and universities committed to developing the civic skills of students, building partnerships with the community, and integrating civic engagement with teaching and research. To learn more about MACC or the Fellowship, please visit ase.tufts.edu/macc/.

Andrew Cahill and John Parise contributed to this article.

Campuses participating in the College Access Fellows Program:

Bristol Community College
Bunker Hill Community College
Gordon College
Harvard University
Holyoke Community College
Massachusetts College of Liberal Arts
Mount Wachusett Community College

Simmons College
Springfield College
Tufts University
University of Massachusetts, Amherst
University of Massachusetts, Boston
University of Massachusetts, Dartmouth
University of Massachusetts, Lowell

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The Massachusetts Service Alliance is a private, nonprofit organization that serves as the state commission on community service. Its mission is to generate an ethic of service throughout the Commonwealth by creating and supporting diverse, high quality service and volunteer opportunities for all age groups, resulting in stronger communities and more active citizens.

MSA welcomes news suggestions, article submissions, and announcements.

To contribute, please contact Pauline Jeong at pjeong@mass-service.org or 617-542-2544 x227.

Funded in part by the



Governor Patrick Creates Commonwealth Corps

In his first policy announcement as Governor, Deval Patrick proposed the creation of a Commonwealth Corps, comprised of volunteers who will dedicate one year of service to improve local communities. Massachusetts Service Alliance (MSA) has been strategically selected by Governor Patrick to administer the Commonwealth Corps and to serve as the clearinghouse for service-related activities across the state.

The Commonwealth Corps directly aligns with the mission of MSA and its nationally acclaimed model for managing volunteer corps. The initiative will complement MSA's 77 thriving programs currently serving communities from Hawley to Great Barrington to Lawrence to New Bedford and the Cape.

"The creation of a Commonwealth Corps opens an exciting new chapter in Massachusetts's rich history of responding to community needs through civic engagement," said Jean Seigle, CEO of MSA. "The Commonwealth Corps adapts a proven model, providing more opportunities to serve and to collaborate. This is excellent news for the people of Massachusetts."

The creation of the Commonwealth Corps builds upon the important work of State Senator Marc Pacheco, who for many years has been a tireless champion of the service and volunteerism movement.

Legislation for the Commonwealth Corps was filed on February 9, 2007.

For more information, please contact Molly Goggin at 617-542-2544 x220 or mgoggin@mass-service.org.

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