

SERVICE ✦ YEARSM

Service Year Exchange:

Blaine House Conference on Service and Volunteerism

October 13, 2015

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The Big Idea

Bring young Americans from different backgrounds together for a **transformative service experience**, while directing **unprecedented human capital** to America's biggest problems

"Where did you do your service year?"



A year of service as a **common expectation and opportunity** for all young Americans

This is the Moment

With our country in need and a generation eager for opportunities to serve, we can take national service to scale so that a service year can be a common expectation and opportunity

Who Does What?



Our Theory

YOUNG PEOPLE WANT TO SERVE

Make it easy to find positions

Lead a cultural campaign to promote national service through popular media

Involve young people in attracting funding for service

Make a service year a new postsecondary institution

ORGANIZATIONS NEED HUMAN CAPITAL

Enable organizations to create positions and have them certified outside of AmeriCorps

Encourage public agencies to use their funding to create positions directed at their own goals

Advocate for AmeriCorps growth with new voices, enlarged advocacy base

AMERICANS WOULD HELP IF ASKED

Build public support by using an evidence-based approach to reframe the public dialogue

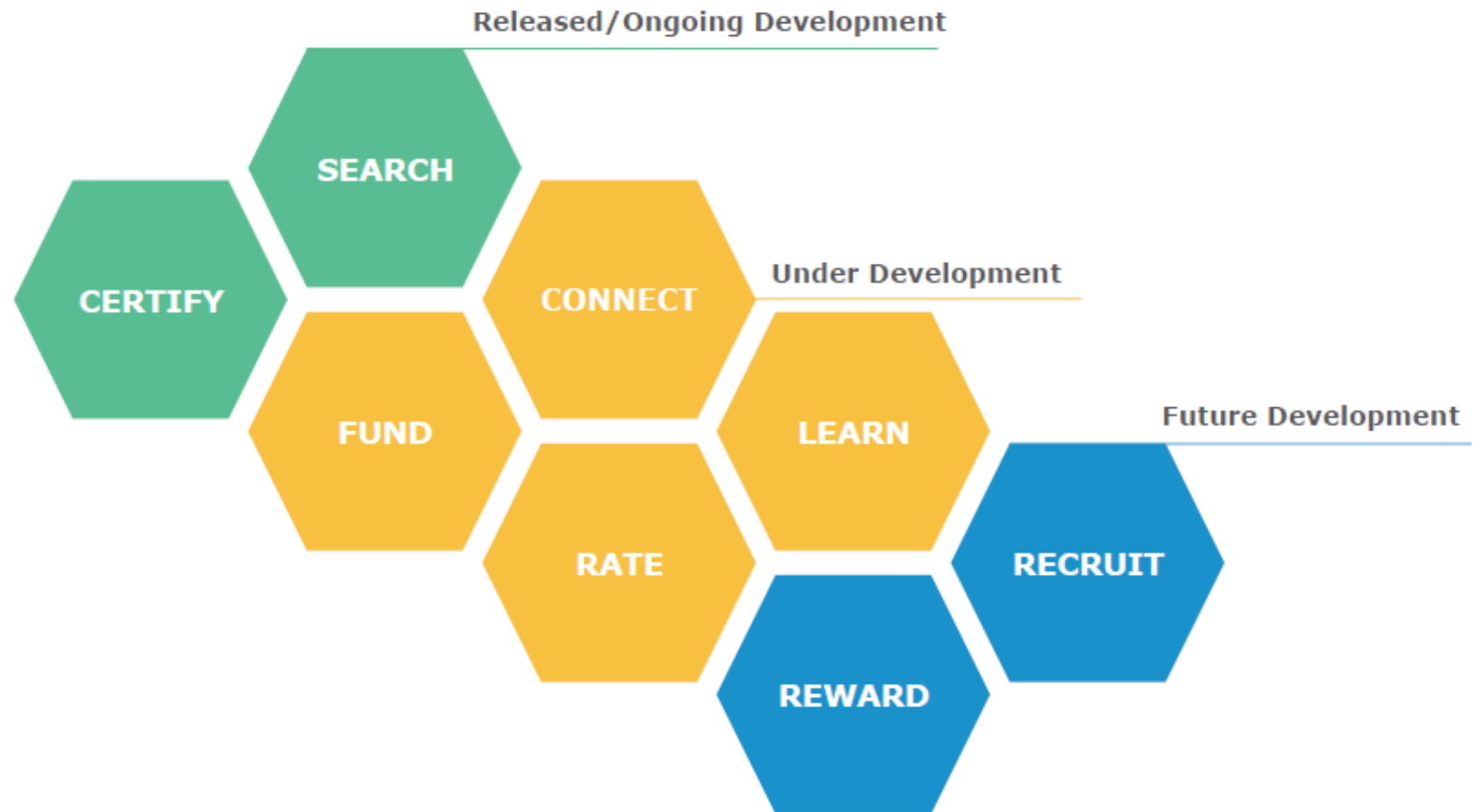
Engage employers to hire service year alumni

Engage higher ed institutions to support and value service years

Build capacity to advocate for increased public support

Create crowd funding opportunities so all Americans can contribute funding

Service Year Exchange Development



Organization Archetypes

EMERGING

- Need to evolve model to fit service
- Medium growth with/SYx
- Non-AmeriCorps
- Local focus

RISING STARS

- Established model
- Medium to high growth w/SYx
- Mix of AmeriCorps & non-AmeriCorps
- Job classification is critical to expansion

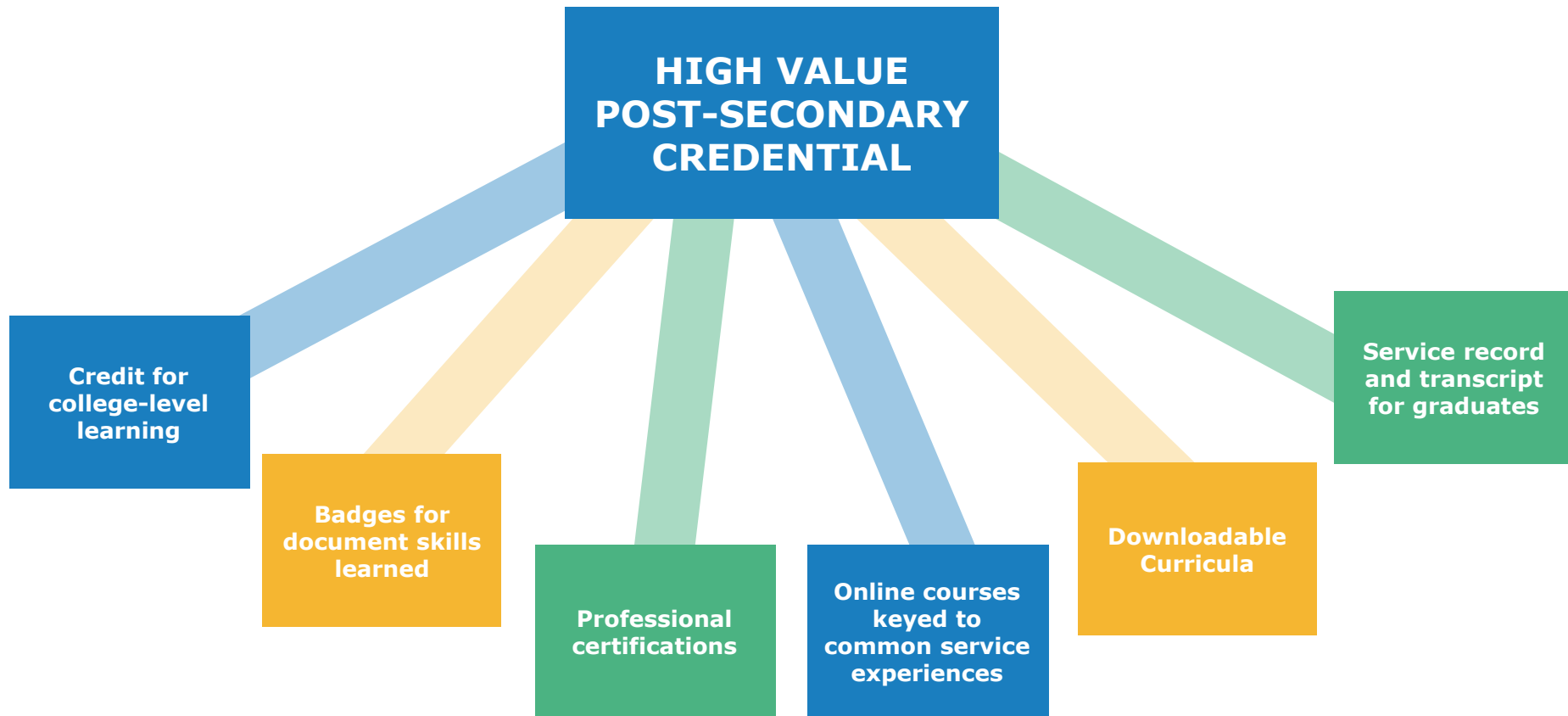
LEADERS

- Established model
- Existing process and systems
- Growth with or without SYx
- AmeriCorps

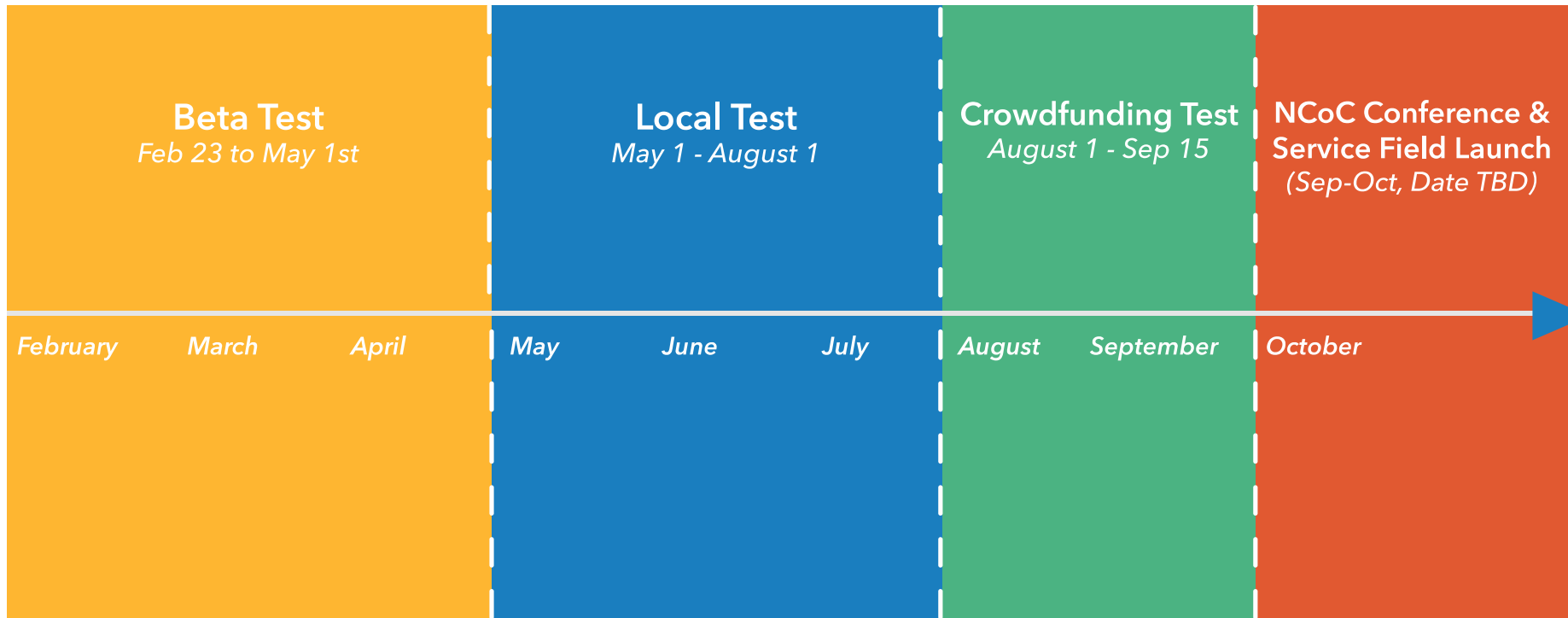
UMBRELLAS

- State commissions/national network
- Want support for small orgs/Emerging

Service: A Postsecondary Institution for the 21st Century



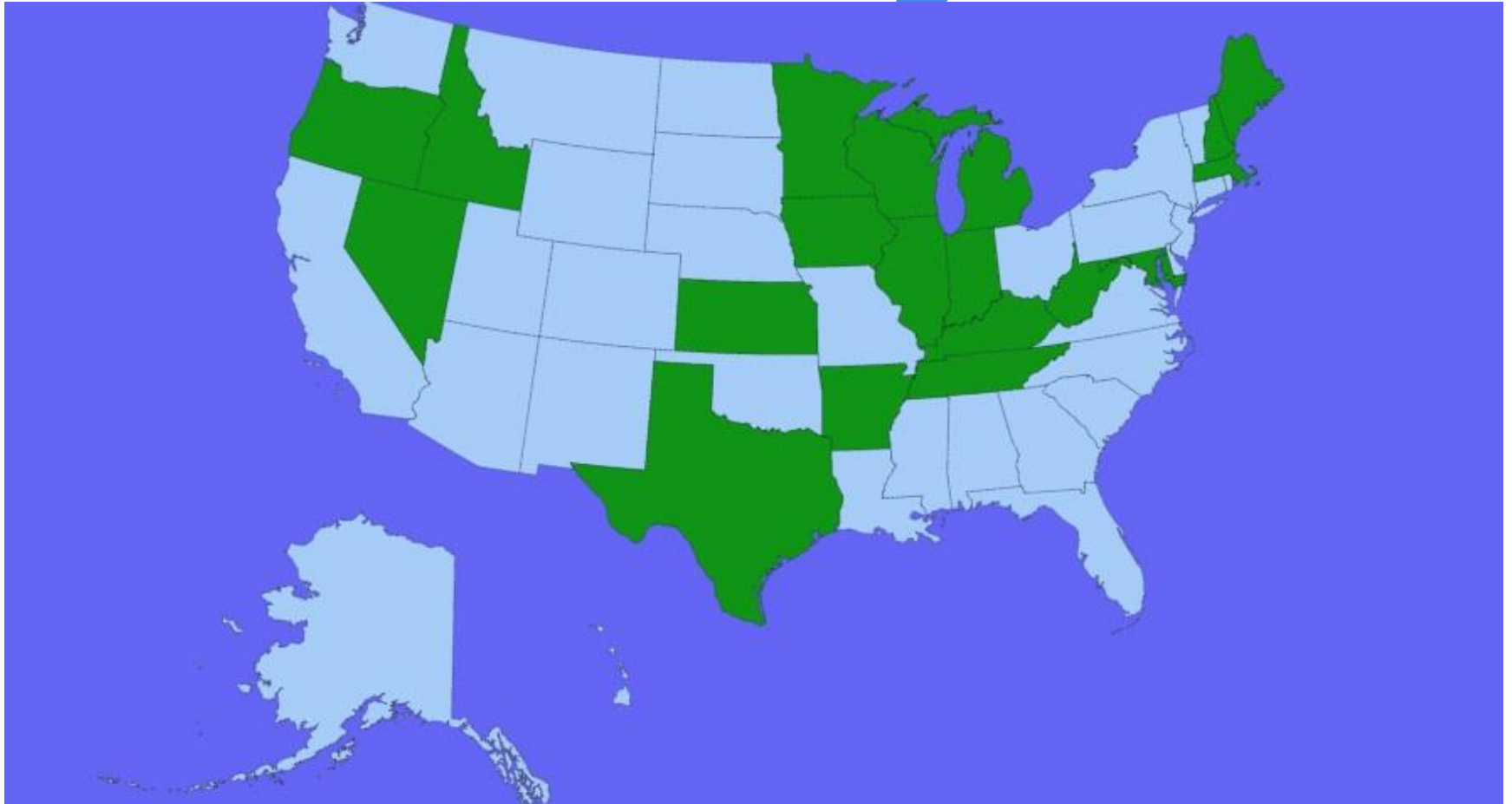
SYx 2015 Testing Timeline



Video

<https://vimeo.com/brandamos/review/141362141/864a00906d>

SYx Founding States



Iowa, Maine, Oregon- **Local Pilots**

Arkansas, Idaho, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Nevada, New Hampshire, Tennessee, Texas, West Virginia, Wisconsin- **Committed Founding States**

Early Adopters

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What does participation include?

- Register with Service Year
- Add programs and positions to Service Year for Certification review
- Tailor position postings to best meet organization's recruitment needs
- Enroll selected 2015-16 corps members in SYx
- Provide feedback to the Service Year program staff throughout the process(e.g. were any instructions unclear, did you have any trouble navigating the site, did anything not work as anticipated, suggestions for improvements, etc.)

Why should programs participate?

- Recognized as national leaders
- Access to Service Year exchange team for assistance and potential customizable solutions
- Free membership in the exchange for 1 year
- Visibility as featured programs during the launch
- Play a role in building this new resource for the nation
- Potential assistance with your remaining recruitment

SYx Demonstration

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Questions?

Go to
serviceyr.org to
get started!

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Thank You