

Kentucky State Service Plan



AmeriCorps

serve

KENTUCKY

STATE SERVICE COMMISSION

Table of Contents

From the Executive Director	Page 2
State Service Plan Introduction.....	Page 3
State Service Plan Goal 1	Pages 4-5
State Service Plan Goal 2	Pages 6-7
State Service Plan Goal 3	Pages 8-9
State Service Plan Goal 4	Pages 10-11
How the Nonprofit Sector Works for Kentucky.....	Pages 12-13
How Kentuckians Volunteer	Pages 14-15
What Matters Most: Kentuckians Greatest Concerns	Pages 16-17
Volunteering and Community Size.....	Pages 18-19
Volunteering Across Generations.....	Pages 20-21
AmeriCorps Coverage Map.....	Pages 22-23
Alignment with Cabinet Values.....	Page 24
Kentucky AmeriCorps Programs	Pages 25-27
Acknowledgments	Page 28

About Serve Kentucky

Serve Kentucky is a State Service Commission, and our mission is to engage Kentuckians in volunteerism and service to positively impact our communities. In addition to overseeing the annual grant competition that awards funding to AmeriCorps State programs, State Service Commissions determine social needs in their states, set policy and program priorities, provide training and assistance, support national days of service, and promote service and volunteering.

Serve Kentucky was established by Executive Order 94-6, as required by the National and Community Service Trust Act of 1993. Serve Kentucky was created to serve as a conduit for federal funds that support AmeriCorps programs in the Commonwealth, encourage and recognize volunteerism, and assist in service program development. The commission is a statewide, bipartisan group of up to 25 members, appointed and re-appointed by the governor, with diverse service and volunteerism backgrounds.

Serve Kentucky funding is provided by the AmeriCorps federal agency and the Kentucky General Assembly. The Cabinet for Health and Family Services is the parent agency for the commission, providing administrative support and oversight.

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From the Executive Director

Serve Kentucky engages Kentuckians to volunteer to help their neighbors and impact our communities across the Commonwealth. We oversee AmeriCorps programs and work with local partners to support and promote service and volunteerism. Over the past year, we surveyed more than 1,200 Kentuckians in every part of the state to better understand how you make a difference. The time and talent we share in our communities is precious. Kentuckians volunteer to prepare young people for success in school and the workforce. You promote health and wellbeing. You make our communities better places to live. Kentuckians agree that our service is not just what we do, it's who we are. This is our plan to engage all Kentuckians, to deliver opportunities for good people to do great things.



Over the past 30 years, Serve Kentucky has granted approximately \$25 million in AmeriCorps funding to organizations across the state. More than 5,000 Kentuckians have served in AmeriCorps, bringing an additional \$20 million to our colleges and universities. And that's just the beginning of the story. Our research shows that 71% of Kentuckians volunteer in one or more settings. Learn more from our full citizen survey report, [The Common Good: Volunteering in the Commonwealth](#), located on our website.

All organizations - business, government, faith-based, and nonprofit - can take advantage of the commitment demonstrated by Kentuckians to volunteer in meaningful ways to solve some of the Commonwealth's most pressing issues. Working together—through communication, cooperation, and collaboration—volunteers can improve both their own lives as well as the lives of others in their communities. This plan is a path forward to build the common good in the Commonwealth.

Joe Bringardner
Serve Kentucky Executive Director



State Service Plan Introduction

It almost goes without saying: we need each other more than ever before. Civic engagement is one of the greatest facets of American life. Service and volunteerism make good people into Great Americans. And Team Kentucky has as many great Americans as any state in the nation.

Kentuckians are generous with their time and talents. When asked, “What do you do to make a difference, volunteer or serve others in your community,” 71% of Kentuckians offered specific examples. The Commonwealth is legendary for its hospitality and friendliness. Anyone who is from Kentucky knows how proud we are of our culture of neighbors helping neighbors. Volunteering is not just what we do, it is who we are.

Kentuckians of every age tell us these are their priorities. We care about education, economic opportunity, fairness, and prosperity. This plan is Serve Kentucky's strategy to deploy service and volunteerism to meet these needs.

How (and with whom) do you volunteer?

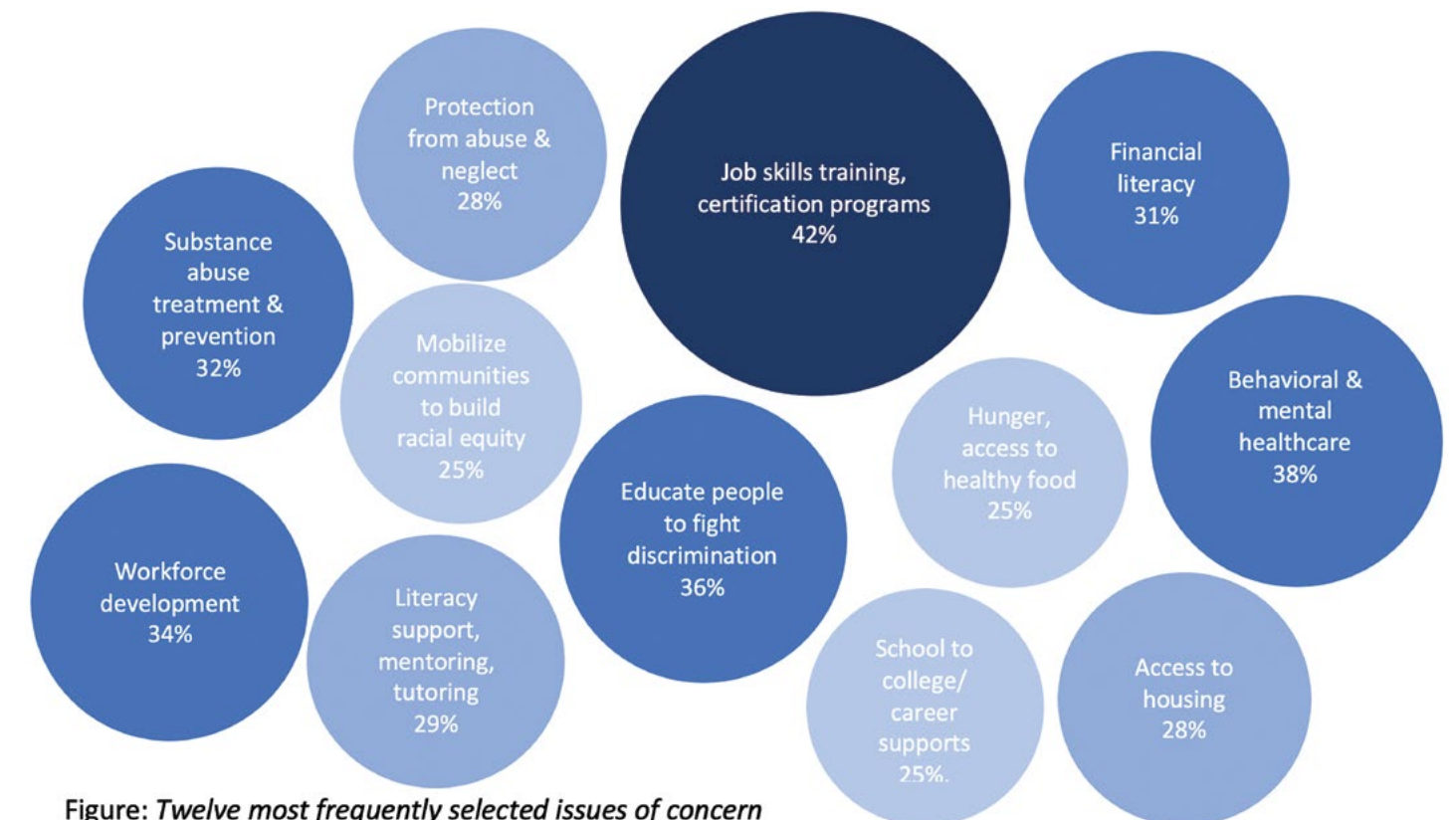
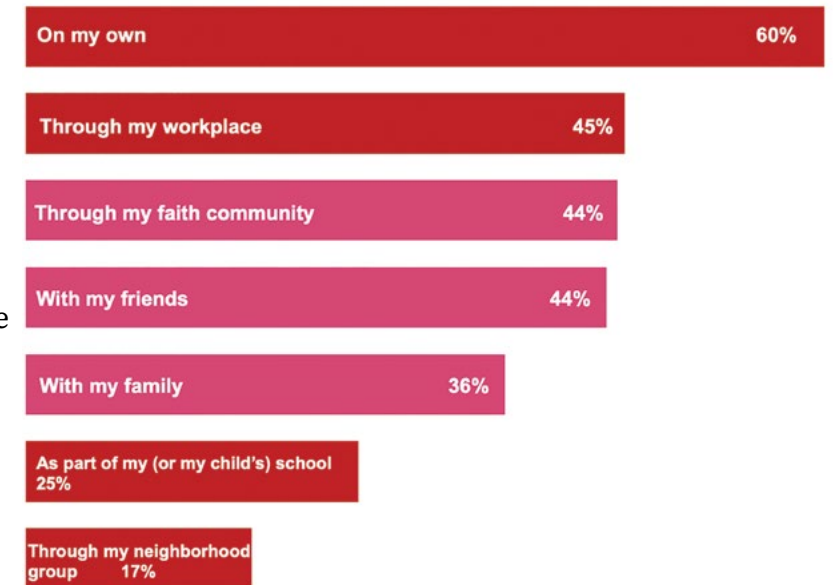


Figure: Twelve most frequently selected issues of concern

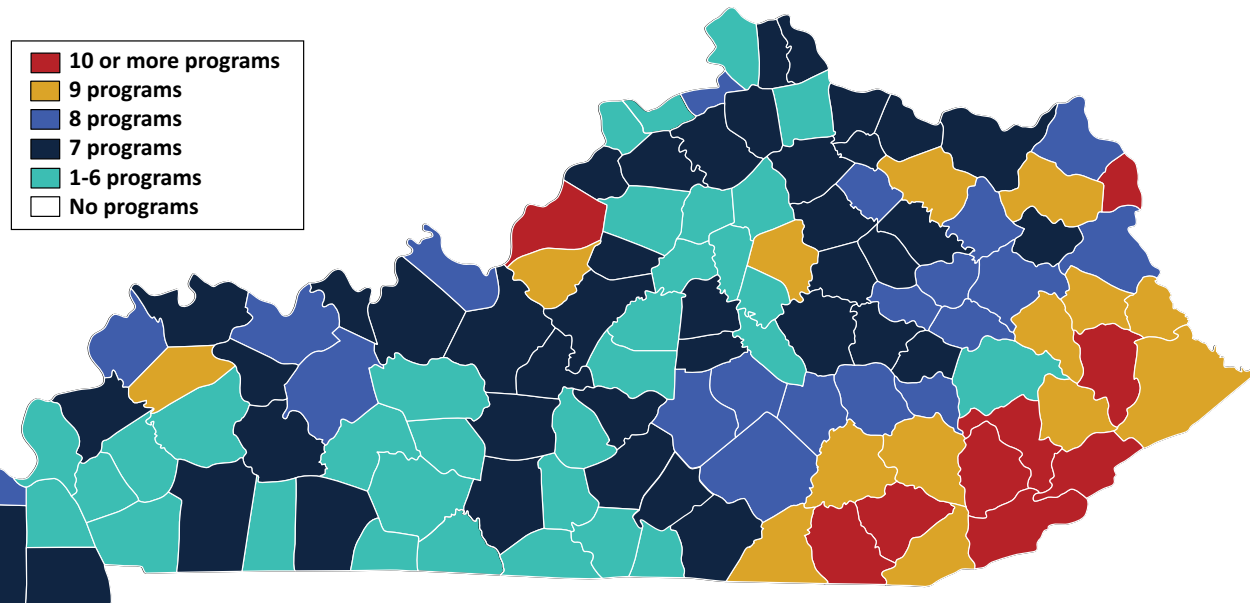
GOAL 1: Lead the nation in AmeriCorps Impact.



Since 2015, Serve Kentucky has increased grantmaking by 178%. We currently fund 24 programs, placing AmeriCorps members in all of Kentucky's 120 counties. We will bring as many federal grant dollars to the Commonwealth as possible and recruit as many Kentuckians as possible to serve in AmeriCorps.

A. Invest in AmeriCorps excellence.

- a. Bring out the best in the programs we fund by addressing issues and obstacles to effective management.
 1. Provide targeted training and technical assistance (TTA), and support.
 2. Conduct AmeriCorps assessments and strengths-finder processes.
 3. Seek efficiencies in both program and commission operations.
- b. Increase the pool of competitively funded evidence-based programs in the state.
 1. Plan, staff, and budget for strategic growth.
 2. Build up organizations that are ready to take on more members, new services, or new service areas.
 3. Provide TTA on data collection and evaluation best practices.
- c. Improve the member experience, especially to enhance AmeriCorps as a workforce development machine.
 1. Develop an apprenticeship program for current and future members.
 2. Bolster "Life after AmeriCorps" networking and career development opportunities.
 3. Enhance service-based educational opportunities and pursue ways to maximize the Segal AmeriCorps Education Award.



B. Invite great organizations with proven models to come to Kentucky.

- a. Seek models and organizations specifically working to address mental health, economic opportunity, and justice, equity, diversity, and inclusion.
- b. Work with like-minded commissions and America's Service Commissions to identify the best program models in other states.
- c. Cultivate regional or national AmeriCorps programs and match them with local infrastructure where possible.
- d. Fund the most effective organizations to develop local programming to serve Kentuckians.

C. Support local efforts and build new interventions as opportunities arise.

- a. Support development of new initiatives generated at the local level (working through the Volunteer Generation Fund grant and local efforts).
- b. Continue to use planning grants to support cohorts of emerging programs.
- c. Prepare for AmeriCorps expansions, including the number of members, programs, program staff, and commission staff.



GOAL 2: Deploy Kentucky's volunteers to meet local needs.



Kentuckians volunteer in many ways for many reasons. It is essential to create the best volunteer opportunities we can. Serve Kentucky will work with partners statewide to build a network that connects people looking to make an impactful, meaningful difference to the organizations seeking volunteers to help reach goals.

A. Support strategic volunteer engagement across the state.

- Support strategic volunteer engagement across the state.
- Build bridges between workplaces and community partners.
- Create on-ramps for volunteering in local community settings.
- Support AmeriCorps Seniors programs with a focus on building opportunities for people 55 and older to serve in their communities.
- Link nearby volunteer opportunities to the issues that matter most in local communities.

B. Build a network of local and regional volunteer connectors and volunteer management resources.

- Create a professional volunteer management infrastructure, combining web-based volunteer matching and human connection (high-tech, high-touch systems).
- Support and train Kentucky's volunteer organizations to engage the 1/3 of Kentuckians who indicate that they want to volunteer routinely.
- Create and maintain a statewide volunteer management online resource.



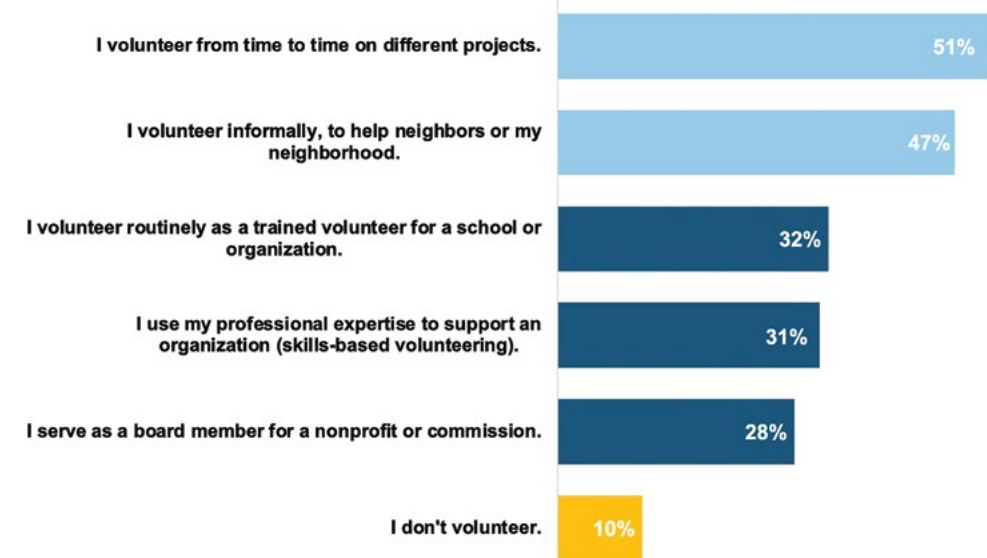
C. Convene leaders across sectors to engage volunteers more effectively and increase collaboration.

- Build connections within state government (especially in education and workforce development).
- Emphasize skills-based and mentoring volunteerism in the business community to increase corporate engagement and strengthen local nonprofits.
- Bolster disaster preparedness, response, and recovery efforts through better local collaboration and support of Voluntary Organizations Active in Disasters.
- Cultivate legislative support for volunteer service solutions.

D. Build upon Kentucky's culture of volunteerism as a solution to pressing needs.

- Address identified community needs with targeted volunteer solutions.
- Expand and enhance statewide and local volunteer recognition programs.
- Expand service-learning opportunities in cooperation with schools and universities across Kentucky.

What kind of volunteering do you do?



GOAL 3: Tell the story of service across the Commonwealth.



One in ten Kentuckians works in the nonprofit sector. Service and volunteerism are an engine for workforce development and local economic health. In 2022, Serve Kentucky will place more AmeriCorps members in more organizations than ever. It is essential that people are aware of AmeriCorps so that they can take advantage of the opportunity and its impact. We are committed to get the word out: Anyone can join AmeriCorps to make a difference and kick-start a career.

A. Promote AmeriCorps impact as an economic and workforce engine.

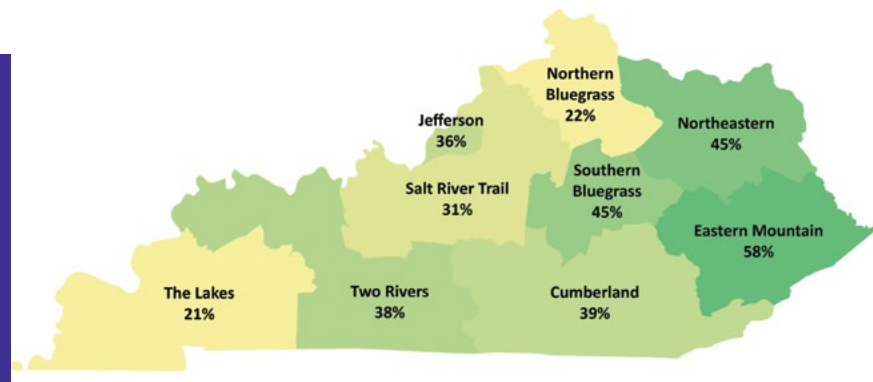
- a. Increase collaboration to promote service with the Kentucky Education and Workforce Development Cabinet, the Office of the Governor, the Office of the Lieutenant Governor, and other state government entities.
- b. Develop a statewide impact report to demonstrate the economic benefits of service to members, beneficiaries, communities, and the Commonwealth (using program data, member stories, and education award utilization).
- c. Train and deploy Commissioners and AmeriCorps Ambassadors to recruit organizations and individuals to participate in AmeriCorps.
- d. Support infrastructure to create a network of AmeriCorps Alumni, with plans to engage these individuals as advisors, mentors, ambassadors, and donors for local service and volunteerism.

B. Make AmeriCorps available and accessible for all Kentuckians who are looking for professional growth and opportunity.

- a. Increase awareness of AmeriCorps opportunities, particularly for people leaving high school and secondary education for the workforce.
- b. Promote AmeriCorps as a catalyst for local community solutions and as strategic force multipliers.
- c. Craft a statewide marketing plan to make AmeriCorps a household name.
- d. Identify and tackle barriers to participation in service as an AmeriCorps member.
- e. Streamline AmeriCorps promotion, recruitment, and application processes within and across programs.



Awareness of AmeriCorps is only 37% across Kentucky, but it is higher in areas with more programs.



Nearly four times as many alumni recommend AmeriCorps as those who report they would not recommend it.



173 AmeriCorps Alumni completed the Net Promoter Score survey question, "How likely are you to recommend an AmeriCorps experience to a friend or colleague?"

Alumni Spotlight: Benji Hammons



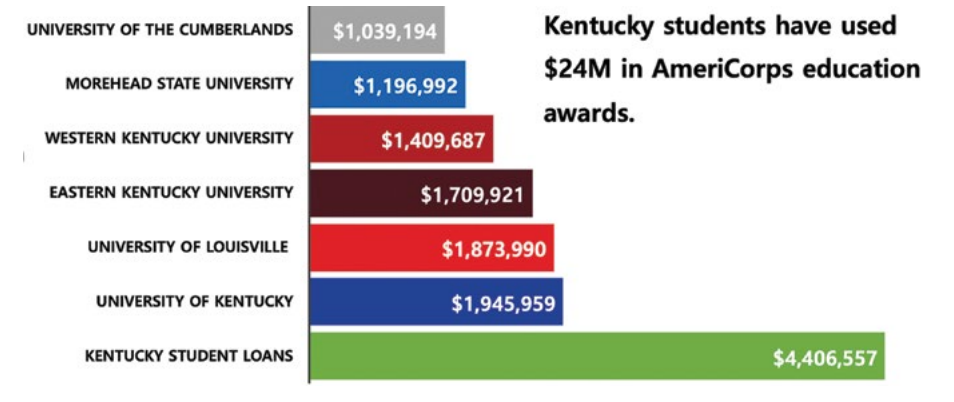
My journey with AmeriCorps began back in 2014 when I was a volunteer in a rural elementary school in Laurel County, KY. Cold Hill Elementary is a small school with about 250 students in grades Pre K-5. There were students in grades 3-5 who were struggling with math and in desperate need of a tutor. Eastern Kentucky was in the middle of the opioid crisis and many of the students needed guidance.

I was in the process of getting my teaching degree when the principal contacted me to ask if I would consider an AmeriCorps position available through Operation UNITE's Service Corps (USC) program. Once I learned about the benefits of being an AmeriCorps member, I decided this would be a great opportunity. My student loans would be deferred without interest accruing, I could earn an education award to help pay toward my student loans once I finished service, and the classroom experience would be very beneficial when it came time to manage my own classroom. It was a win for everyone involved. I jumped straight into tutoring math and teaching a drug prevention program. I had a close family member who struggled with addiction, so I could empathize with the children; I believe they helped me just as much as I helped them.

It was during my service as a USC AmeriCorps member that I discovered my passion for drug prevention education. I also learned the importance of serving others and helping to improve the quality of life in my community. The AmeriCorps program taught me the true meaning of volunteerism and service. Students are the next generation, and I believe we must teach them to be strong, loving, and productive citizens. I worked hard to get things done. After AmeriCorps, I became an elementary drug prevention curriculum specialist.

I currently serve as an AmeriCorps Program Manager for UNITE Service Corps. I feel like my life has come full circle—I went from being a member to managing more than 50 AmeriCorps members. I look forward to guiding these members to find their passion, to make a difference in their community, and pay it forward, creating a ripple effect across Eastern Kentucky and beyond.

Since 1994, more than 15,000 Kentuckians have served approximately 23 million hours through AmeriCorps, earning AmeriCorps Education Awards totaling more than \$57.2 million.



GOAL 4: Provide people power to assist communities affected by disaster.



Serve Kentucky is focused on deploying and supporting volunteers to areas across Eastern Kentucky affected by tornadoes. Serve Kentucky responds to disasters by engaging Kentucky's volunteers, the people power to repair and rebuild, and by deploying individuals and groups to affected communities until every Kentuckian is safe and whole. To learn more, go to www.governor.ky.gov/tornado_resources.

A. Respond to the disaster.

- a. Coordinate the national service response to the tornadoes, maintain contact, and support to position AmeriCorps resources for highest impact.
 - 1. Request immediate deployment of AmeriCorps NCCC Teams to affected areas.
 - 2. Develop short-term staffing partnership between Kentucky Emergency Management (KYEM) and Serve Kentucky to serve as the link between local needs, national service interventions, and the Emergency Operations Center (EOC).
 - 3. Ensure and update Community Emergency Response Team (CERT) and Mental Health First Aid trainings for Serve Kentucky's AmeriCorps programs.

182	AmeriCorps NCCC members
20	AmeriCorps NCCC teams
40,319	hours served in Kentucky by AmeriCorps NCCC members
640	AmeriCorps members
756,591	hours served in Kentucky by AmeriCorps members
13,802	individuals received disaster preparedness services
40,319	individuals affected by disaster received assistance



B. Repair lives.

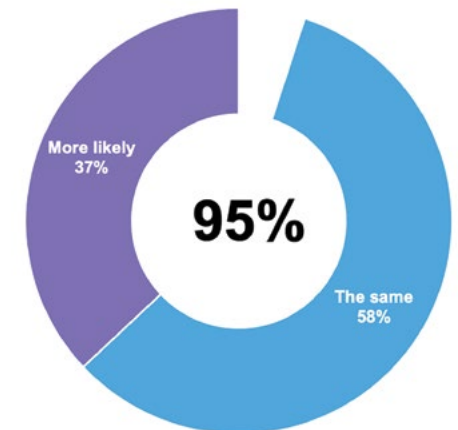
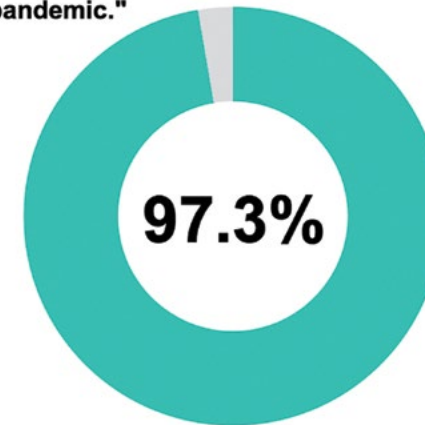
- a. Develop recovery-focused AmeriCorps VISTA interventions.
- b. Redesign state AmeriCorps programs and deploy members to meet the human needs of disaster survivors.
- c. Invite select AmeriCorps National programs to place members in Kentucky.

C. Rebuild communities.

- a. Maintain communication with national, state, and local organizations working to rebuild affected communities, particularly Voluntary Organizations Active in Disasters (VOADs).
- b. Connect people who want to help with the opportunities to volunteer by maintaining and updating the Volunteer Kentucky website.
- c. Ensure safe deployment, volunteer support, and mental health care needs.



"We must get involved to rebuild our communities after the coronavirus pandemic."

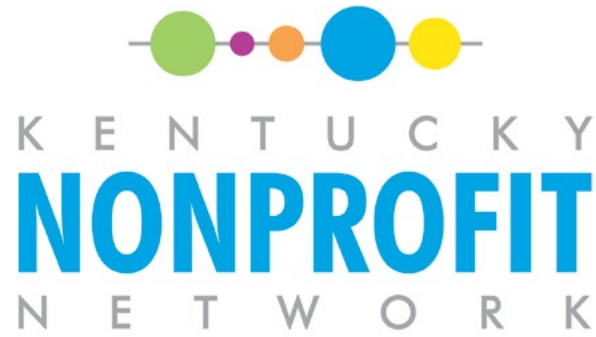


Say they will maintain their current level of involvement or do more to get involved once the pandemic passes



How the Nonprofit Sector Works for Kentucky

Source: Kentucky Nonprofit Network, www.kynonprofits.org

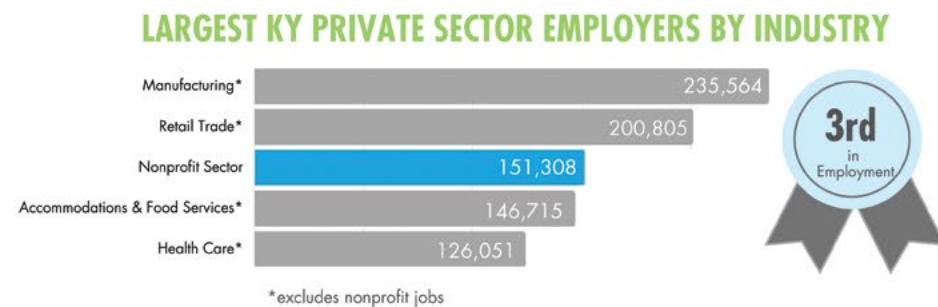


Most people probably perceive the nonprofit sector as a specific organization—like a food bank—that helps out in their community. And they are not wrong. But nonprofits are so much more. They are large and small, with many different missions. They are found in every part of Kentucky and are uniquely positioned to respond to the needs of local communities and their people. Many nonprofits supplement local and state government by providing needed services that government cannot efficiently provide. Nonprofits know their communities, take pride in serving the needs of their neighbors and friends, and as reported by the Kentucky Nonprofit Network (KNN), are the third largest private sector employer in Kentucky.

A CLOSER LOOK AT CHARITABLE NONPROFITS

501(c)(3) Organizations Filing IRS Form 990 & 990-EZ

A Major Employer
3,895 registered 501(c)(3) KY nonprofits with paid employees
1 in 10 private sector KY jobs are at nonprofits



Sources: IRS Exempt Organization Business Master File (November 2021); Kentucky Center for Statistics, Labor Market Information Branch, 2020 Quarterly Census of Employment and Wages. Expenditures data: IRS Business Master Files (BMF) 2017-2020; IRS e-File and Revenue Transaction Files FY ending circa 2018 and 2019, via DataLake Nonprofit Research

SMALL BUT MIGHTY

74% of nonprofits have annual budgets of less than \$500,000
82% of nonprofits have annual budgets of less than \$1 million

REVENUE SOURCES



But the story of nonprofits is not just about the staff that they hire or the services they provide, their story is also found in the volunteers that give generously of their time and talents to accomplish the nonprofit's mission, whatever that might be. These community heroes are vital to nonprofit success and, through the yearly Governor's Service Awards and the Serve Kentucky State Service Plan Goal 2 and Goal 3, Serve Kentucky will work to recognize volunteers and encourage their continued service.

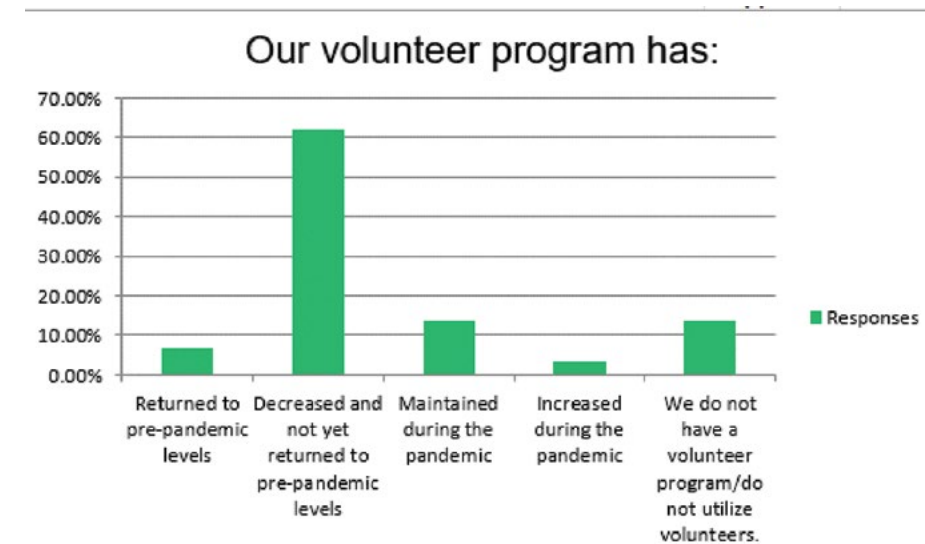
Serve Kentucky Volunteer Connector

Serve Kentucky hosts a professional volunteer management site where nonprofits and other civic organizations with needs can ask for volunteers and where people ready and able to volunteer can find meaningful opportunities to serve. Learn more at <https://serveky.galaxydigital.com/>.

State of Volunteerism in The Nonprofit Sector in Kentucky

In 2021, the Kentucky Nonprofit Network surveyed its membership of 800+ Kentucky nonprofits and civic organizations to determine the impact of COVID on the nonprofit sector. The results mirrored what is happening nationwide:

- Charitable contributions are down.
- The needs and numbers of the people nonprofits serve have often increased.
- The ability of nonprofits to respond to those needs has significantly decreased.
- Effectively mobilizing volunteers is harder than ever.



Source: KNN Year-End 2021 Survey Health of the Sector Survey Report January 2022

Even in normal times volunteers are vital in taking the workload off nonprofit staff, improving capacity, and delivering services where they are needed most—in Kentucky communities and for Kentucky's people. As reported in the KNN Year-End 2021 Health of the Sector Survey Report:

53% of responding nonprofits say their volunteer program has decreased and not yet returned to pre-pandemic levels

“Our organization now functions (barely) with one volunteer. We had 25-30 prior to the pandemic.”

“Volunteerism increased in 2020 through remote trainings, but now we are seeing a decrease in volunteer recruitment (along with an increase in need for volunteers).”

“Although volunteers were not possible in the first year of the pandemic, we have been able to accommodate volunteers during recent months through thoughtful approaches that encourage social distancing and required mask wearing. Additionally, we offered several volunteer-from-home opportunities.”

How Kentuckians Volunteer

Source: The Common Good Report, 2021, www.serve.ky.gov

Kentuckians volunteer in huge numbers.

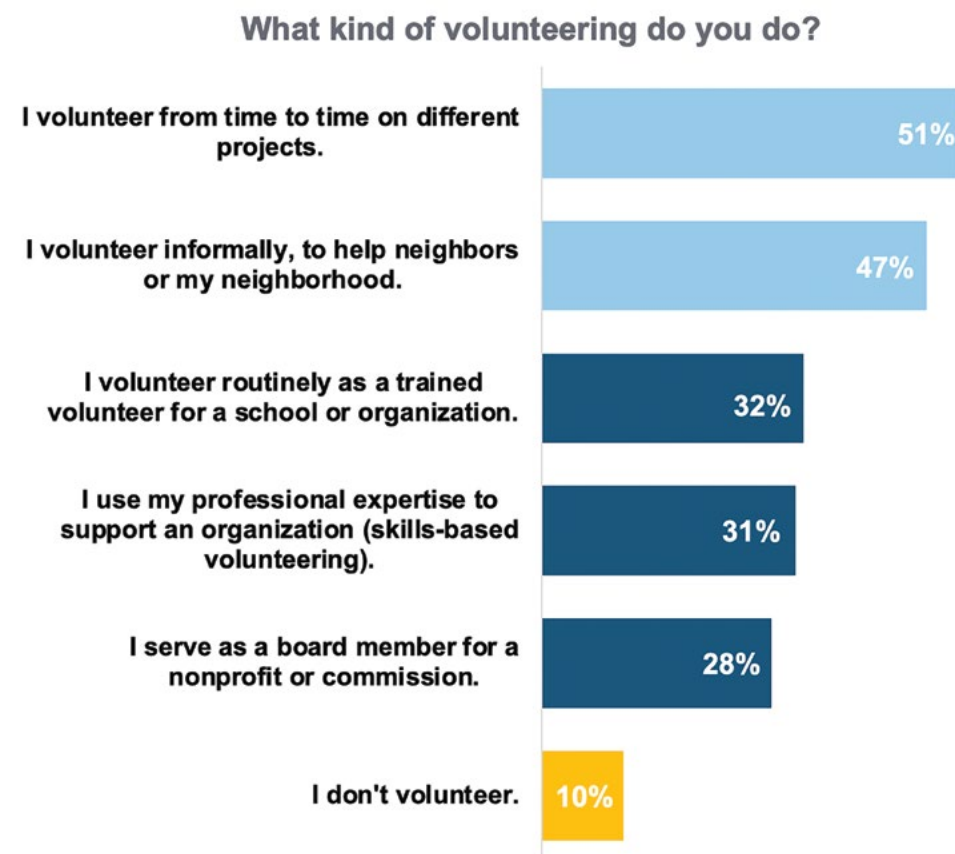
Kentuckians are generous with their time and talents. Nine in ten report doing some kind of volunteering. When asked, “What do you do to make a difference, volunteer or serve others in your community,” 71% of Kentuckians offered specific examples. These volunteer rates are much higher than other surveys. In 2018, the Corporation for National and Community Service published “Volunteering in America,” a comprehensive report of volunteer trends and data. “28.1% of Kentucky residents volunteer, ranking them 39th among states,” the research shows, adding that “51.2% of residents do favors for neighbors.” Kentuckians might find this surprising—the Commonwealth is legendary for its hospitality and friendliness. Anyone who is from Kentucky knows how proud we are of our culture of neighbors helping neighbors. Volunteering is not just what we do, it is who we are.

It is difficult to know why national surveys of volunteering place Kentucky near the bottom. While our methods and questions were different than other surveys, we are confident that no state survey has ever reached 1,260 citizens from one state.

Of course, not every good deed counts as volunteering. Parenting, work, giving to charities, where people shop, how they vote—any number of things that count as civic engagement, but not the strict definition of volunteering. But the fact is, people do not live their lives worrying about what is and is not volunteering. They do care deeply about their time and their actions, and how to use them to help others.

This report demonstrates how Kentuckians volunteer, and why. It tracks volunteer habits and priorities by age, region of the state, and the size of the community people live in. The report will guide the work of Serve Kentucky to create, promote and support volunteer and service opportunities across the Commonwealth for the next three years. Kentuckians volunteer in many ways.

There are many ways to volunteer, from a day of service to a weekly (even daily) engagement. A majority of Kentuckians (51%) participate in project-based, episodic volunteering, followed by the traditional,



formal volunteering on a regular basis for an organization. A similar number (47%) report that they volunteer informally, helping other people as needed, just because that’s what neighbors do. “I try to help neighbors or other community members in small efforts by helping with groceries, or getting things they aren’t able to,” reports a Lexington resident. “During the pandemic I made cards for those in the nursing home when they weren’t able to have visitors.”

Our survey finds that 32% of Kentuckians serve “routinely, as a trained volunteer for a school or organization.” That’s a significant percentage of the population, nearly one in three people, providing a needed service on a consistent basis. A similar number (31%) participate in skills-based volunteering. Skills-based volunteering differs from providing a direct service, such as tutoring or mentoring young people, or cleaning a community park. Skills-based volunteering leverages the specialized skills and talents of professionals like lawyers, accountants or general contractors to strengthen the infrastructure of nonprofits, helping them build and sustain their capacity to successfully achieve their missions.

In addition to the large percentages of Kentuckians who volunteer, it is impressive to see how many volunteer in a number of ways. In the same way that people give to many charities, they also donate their time to many causes. When asked, “What kind of volunteering do you do?,” on average, Kentuckians volunteer in 2.7 different ways (or settings).

This offers an insight for community leaders. While some organizations may think of volunteers as one person doing one thing (one person is a Big Brother, another is a Board Member and a third is a Rotarian, for instance), that is not an accurate reflection of the many roles people play in a community. In fact, some volunteers seem to be everywhere. Take this example: “I volunteer with my church and with my school. I am a National Honor Society adviser and an adviser for the YMCA Kentucky Youth Assembly. I incorporate service into school instruction. I volunteer in Morgan, Rowan, and Magoffin Counties.”

Kentuckians volunteer for a number of reasons.

Volunteer service is a highly personal thing. Volunteering is putting one’s values into action. Sixty percent of volunteers do at least some of their volunteer work on their own, underlining this personal choice. When asked, “How (and with whom) do you volunteer?” Kentuckians told us how they share their time and talents in groups as well. Kentucky has a strong culture of workplace volunteering, with nearly half (45%) of respondents reporting work as a venue for their volunteer work.

Faith, friends and family make up a large proportion of Kentuckians’ motives for volunteering. These findings are largely consistent across the state, though there are slight differences among age groups and community size as described later in this report. Listening to and learning from volunteers helps us to better support them. As Serve Kentucky develops a State Serve Plan, we will look to communities and organizations to be catalysts, offering tailored opportunities to different people to contribute as they wish. It almost goes without saying: we need each other more than ever before. Civic engagement is one of the greatest facets of American life. Service and volunteerism make good people into great Americans. And Team Kentucky has as many great Americans as any state in the nation.

What Matters Most: Kentuckians Greatest Concerns

Our research shows that Kentuckians are not waiting for anyone—neither government leaders, nor state or local organizations—to tackle the issues they see in their communities. They jump in to make a difference. The issues Kentuckians care about are reflected in their volunteer service—and Serve Kentucky’s funding priorities.

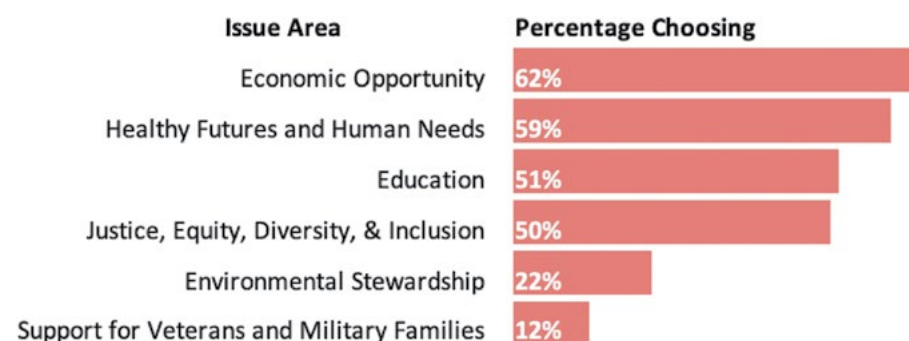
Survey participants shared their priorities for the strategic deployment of volunteer resources. Investigators asked three levels of questions:

- If you could solve one problem in your community, what would it be? 964 responses
- Of Serve Kentucky’s focus areas, which are most important to you? 2,892 responses
- What are the greatest areas of concern where you live? 8,276 responses

Kentuckians’ Key Priorities

When asked to choose among Serve Kentucky’s issue areas, respondents were given the opportunity to select up to three categories. (1,132 people answered the question, selecting 2.5 issue areas each, on average). Their choices are clustered into pairs—meaning that out of nearly 3,000 responses, there are distinct patterns to public opinion. Each of the issue areas are linked, but six in ten Kentuckians report that Economic Opportunity and Healthy Futures and Human Needs are at the top of their list of important issues. Education and Justice, Equity, Diversity and Inclusion were selected by half of the respondents. Environmental Stewardship and Support for Veterans and Military Families also received significant responses. More than one in ten Kentuckians choosing Support for Veterans and Military Families, reflecting Kentucky’s reputation as a Veteran-friendly state.

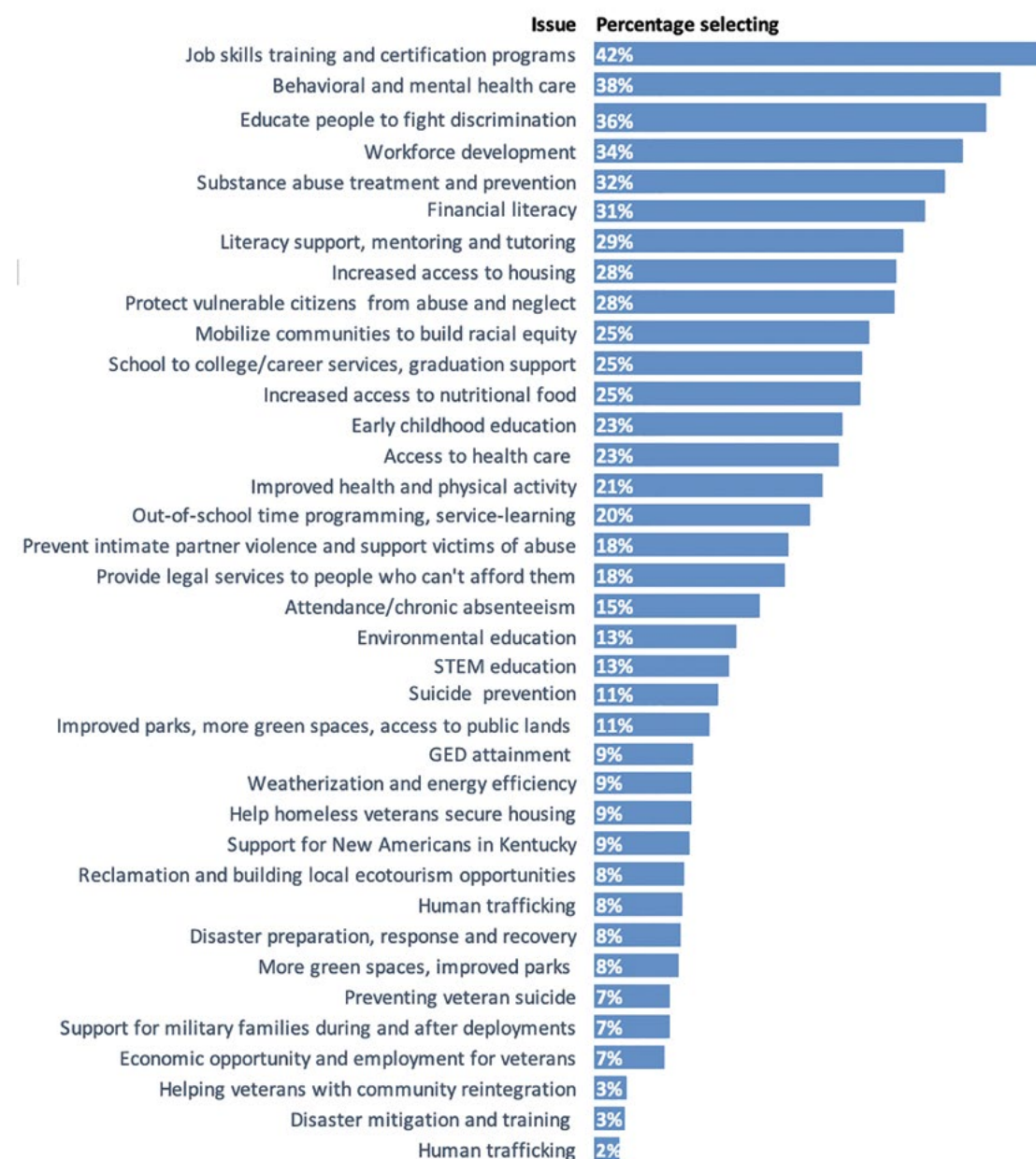
The issues Kentuckians care the most about are interconnected. Respondents from high school to retirement are concerned with economic opportunity, fairness and prosperity. Job skills training and workforce development were the first and fourth most common priorities for Kentuckians. Even education is seen through an economic lens, with a large percentage of Kentuckians looking for better college and career supports for their children.



But people want more than jobs. They also want fair and equal access to healthcare, housing and, especially, justice. It is notable that justice and equity are important to Kentuckians, regardless of the size of the community. In fact, fighting discrimination and building racial equity are listed more often than hunger and access to healthcare. Of the healthcare issues that were selected, behavioral and mental health care and substance abuse treatment and prevention are the most frequently cited concerns.

The theory of “the wisdom of crowds” states that a diverse group of local, independent thinkers can make better decisions than even the most informed individuals. The survey results suggest that Kentuckians as a whole are committed to improving systems, and they devote their volunteer efforts to making life better for individuals. There is cause for optimism and tremendous opportunities to unleash Kentucky’s citizens to solve state and local problems.

Even though there is strong popular support for solving the concerns listed below, the less common priorities are also essential. While Kentuckians are more likely to prioritize economic issues over education, no one would suggest schools do not need citizen support. Likewise, suicide prevention, stopping domestic violence, and welcoming home veterans are essential, even if they do not appear at the top of this list. The list below is a complete ranking of the 37 sub-categories, in order of selection.



Volunteering and Community Size

Pundits frequently define American society along regional and cultural differences. We are often told that groups of people think and act in different ways. This research shows how much we have in common.

Serve Kentucky designed the survey to provide details about volunteer habits and priorities across a number of categories. More than many states, Kentuckians have a strong sense of state pride and common affinity. Nonetheless, we also identify as a member of a local community. Further, Kentuckians care deeply about the kind of community they live in. Respondents were offered four choices to describe where they live: Urban Kentucky, Suburban Kentucky, Small-town Kentucky, or Rural Kentucky.

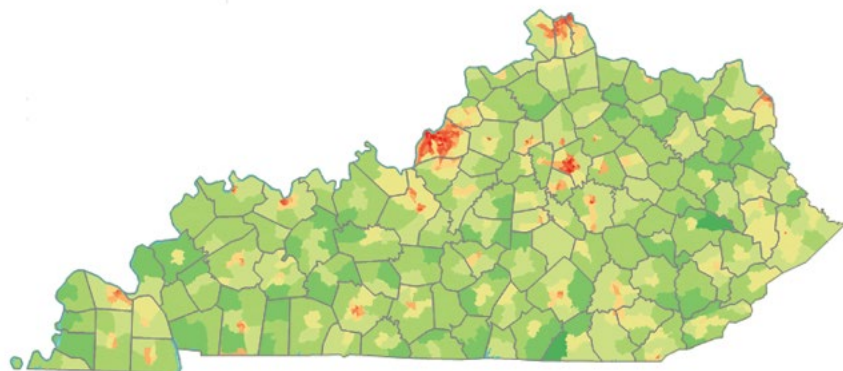
This color coding matches with the population heat map below, with green reflecting the lowest population density and red depicting the highest.

These community types reflect the population density of the Commonwealth. While the rates of volunteering are consistent (89 or 90%, regardless of community size) across the state, volunteer engagement varies depending on the size and location of the community.

Similarities across community size

Kentuckians volunteer at remarkably high rates, whether they live in the country or more populated areas. In addition to volunteer rates, there are many things that are common across Kentucky, no matter the size of the community. For example, no matter how many organizations there are in the community, similar numbers of volunteers serve on their own, ranging from 55% to 65% of those surveyed.

Interestingly, some issue areas are common from rural to urban communities as well. For the most part, similar numbers of people are concerned about education, health and support for Veterans, no matter the size of the community. Even drilling down further, there are specific concerns that have equal weight in all kinds of communities. These include universal education-related issues such as early childhood education and literacy, mentoring and tutoring. Other commonalities are veteran homelessness, access to behavioral and mental health care, weatherization and access to legal help for people in poverty. Most surprisingly, every group rated the need to educate others to fight discrimination as a very high priority. As with the age groups, it is clear that people across the Commonwealth seek respect, no matter where they live.



Where people live reflects the Commonwealth.



Distinct lessons from different communities

Certain issue areas are not held in common by Kentuckians of all community sizes. Justice, economics and the environment are viewed in widely different ways across the state. Here are some significant findings from the research into the different kinds of places where Kentuckians live:

Rural Kentucky (26%, 321 respondents)

Kentuckians who live in rural areas volunteer at high rates (89%), and most often volunteer informally (as a neighbor helping a neighbor) and on their own, through the workplace and through a faith community. They are the least likely to volunteer more after the pandemic.

Rural Kentuckians care most about economic issues, such as workforce development and job skills training, with particular concerns about limited opportunities for young people. Internet connectivity is a frequently named issue.

Issues that are of much higher concern to rural Kentuckians than to others include intimate partner violence, abuse and neglect of vulnerable communities, substance abuse and school absenteeism. Rural Kentuckians are the group most concerned about providing legal services to people who cannot afford them. They also seek support to improve health and physical activity.

Small-town Kentucky (33%, 416 respondents)

By far, the largest numbers of survey respondents live in Kentucky's small towns. Like other groups, they volunteer at high rates (90%). Like rural Kentuckians, they tend to serve on their own, through work and with their faith community. Like suburban Kentuckians, they volunteer episodically, informally and routinely, in that order.

Like rural Kentuckians, those who live in small towns care most about workforce development and job skills training, as well as substance abuse treatment and behavioral and mental health care. Kentuckians in small towns have the highest rates of interest in support for out-of-school time programming and GED attainment. Engagement of and community reintegration for returning veterans are also high priorities. Small town Kentuckians are as concerned about educating people to fight discrimination as urban Kentuckians.

Suburban Kentucky (23%, 283 respondents)

Kentuckians who live in the suburbs volunteer at high rates (90%), and most often volunteer informally (as a neighbor helping a neighbor) and on their own, through the workplace and through a faith community.

Kentuckians in suburbs have the highest rates of interest in support for veterans and military families and have the most concern about human trafficking and disaster response and mitigation.

Volunteering Across Generations

Volunteering and community size (continued)

Of all the groups, suburban Kentuckians have the broadest range of concerns. Like their urban neighbors, suburban Kentuckians state that their top concerns include to “educate people to fight discrimination based on race, color, national origin, sex, age, religion, sexual orientation, disability, and gender identity or expression,” and to “mobilize communities to build racial equity.”

They are most likely to volunteer after the pandemic, but they have the lowest rates of awareness of AmeriCorps and Serve Kentucky.

Urban Kentucky (17%, 214 respondents)

Kentuckians who live in urban areas volunteer at high rates (90%). They are the least likely to volunteer as a in an official capacity as a trained volunteer—except as a “skilled volunteer” providing professional talents to support an organization, which they are the most likely to do. Urban and suburban Kentuckians are more likely to volunteer with friends than through the workplace.

While there are key similarities between rural and urban Kentuckians (they are more likely than other groups to invent their own volunteer opportunities), urban Kentuckians have the most varied priorities across issue areas. Two-thirds of Kentuckians in cities seek to mobilize communities to build racial equity. They are twice as likely as others to seek support for New Americans in the Commonwealth. They are more likely to support environmental issues, specifically better parks and more environmental education. Most importantly, urban Kentuckians are more likely than others to list access to health care, housing and food than other groups.

Urban Kentuckians are the only group with greater than 50% of respondents aware of AmeriCorps. They also have the highest rates of awareness of Serve Kentucky.

Volunteering across generations

While Serve Kentucky is not concerned with measuring volunteer service habits across gender or race, for instance, there is a compelling argument for tailoring messages and opportunities for people according to their age cohort. Investigators asked people to select the generation to which they belong.

While Kentuckians have a great deal in common, there are some useful findings about volunteer preferences and issue priorities for people in specific age groups. Even with a broad definition of volunteering, volunteer rates vary from 84% to 92%, a minor difference across age groups. The groups whose volunteer habits have the most in common are the oldest and the youngest, who are more likely to volunteer from time to time and with friends. Surprisingly, they are both most interested in job training and fighting discrimination. They are also the most likely groups to serve routinely, as trained volunteers.

Gen Z (24 and under) is the group that is most likely to volunteer more after the pandemic. Only one-third are aware of AmeriCorps, presenting an opportunity for targeted outreach.

Millennials (25-37) have the lowest volunteer rates, though they are still quite active. Like Gen X, half of surveyed Millennials volunteer through work. They are also the two groups most likely to list behavioral and mental healthcare. Nearly half of the surveyed Millennials are aware of AmeriCorps, the most of any group.

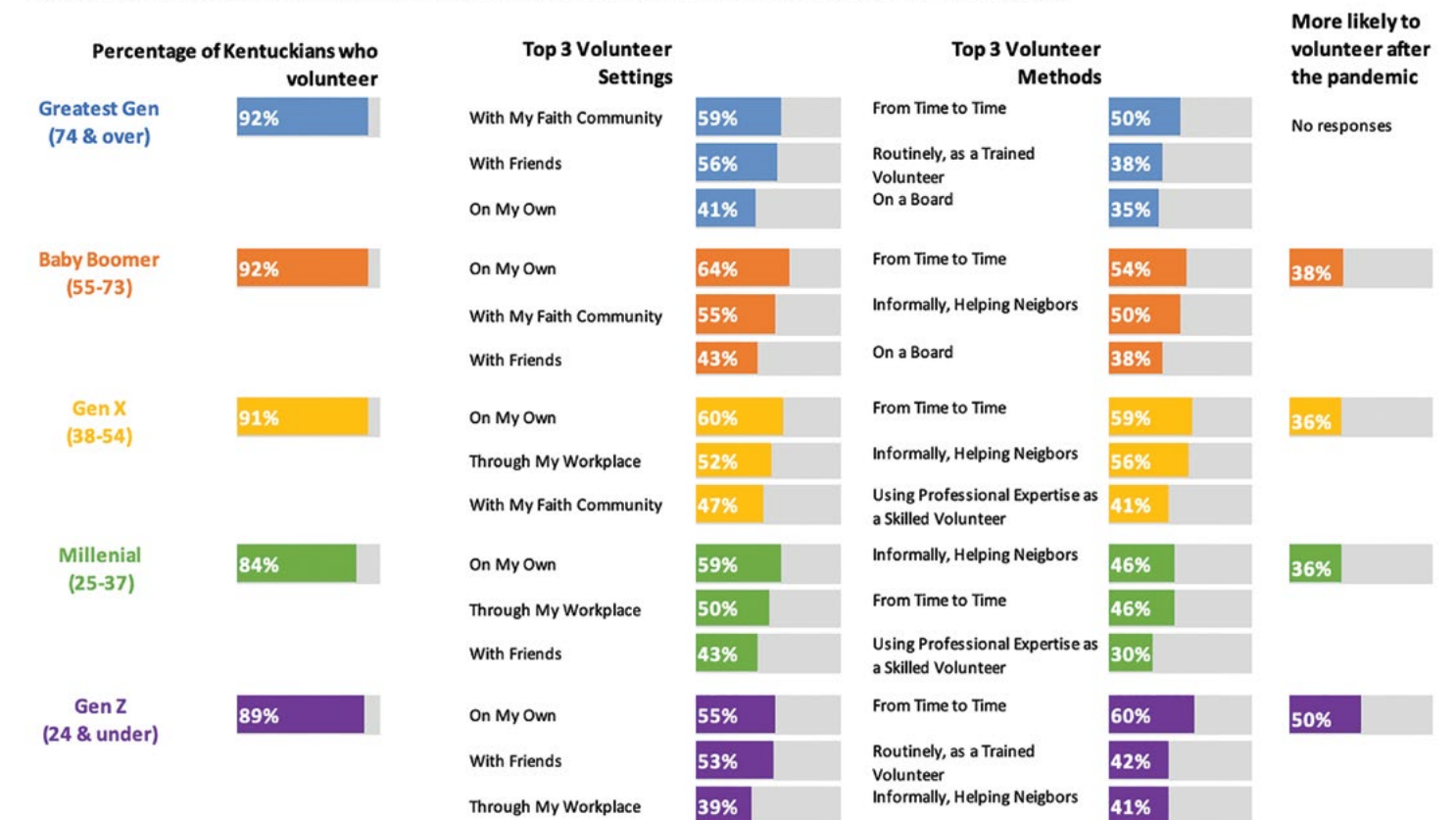
Gen X (38-54) respondents volunteer at high rates on their own and from time to time, and also in formal, routine settings, through work or a faith community. They are the most likely to volunteer as a neighbor helping a neighbor, and as a skilled volunteer.

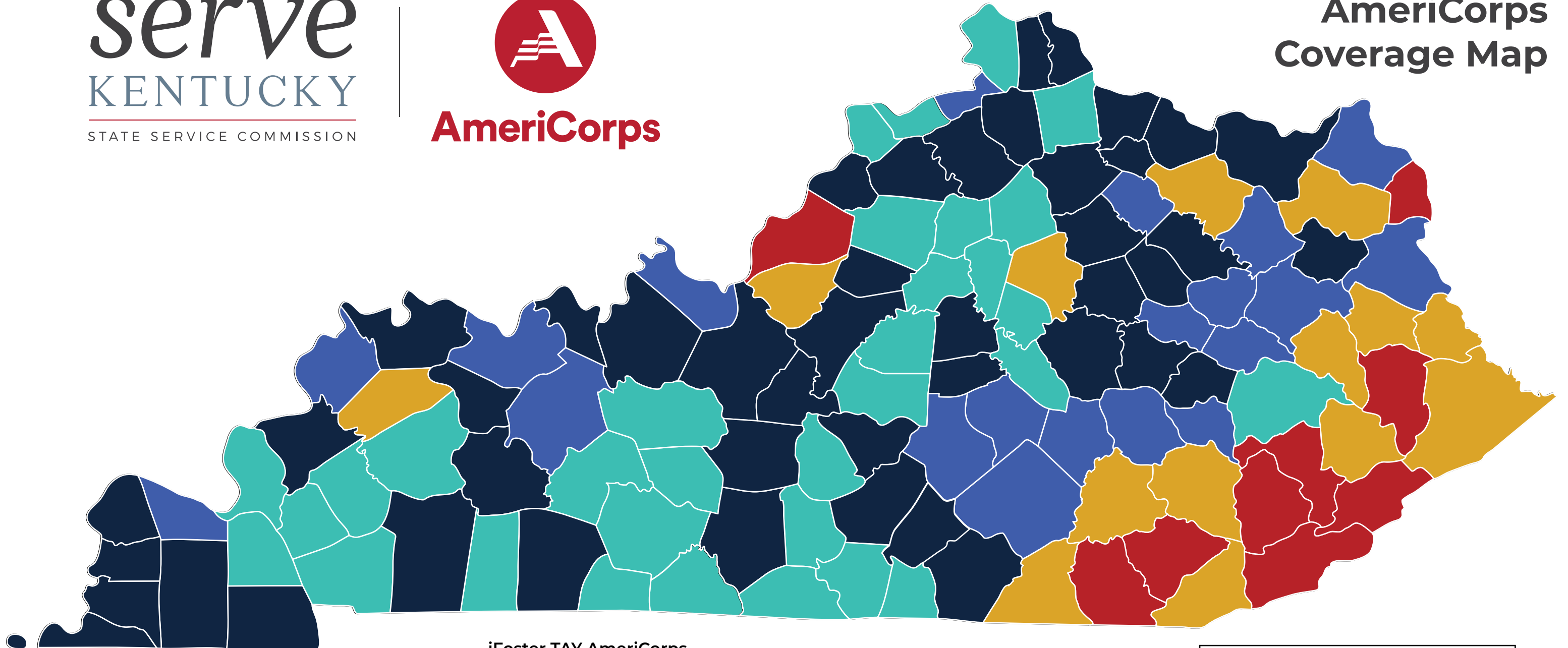
Baby Boomers (55-73) volunteer at the highest rates. They have similar habits and concerns as Gen X (being most concerned with job skills training and workforce development). Boomers are the most likely to serve on boards. They are the group that is least familiar with Serve Kentucky and AmeriCorps.

Greatest Generation (74 and over) volunteer at very high rates, most often with friends or through their faith community. They are the least likely to volunteer on their own.

Volunteer habits and preferences for each generation of Kentuckians

There are many ways to volunteer, from a day of service to a weekly (even daily) engagement. A majority of Kentuckians of all ages participate in project-based, episodic volunteering “from time to time,” followed by neighbors helping neighbors informally. Most Kentuckians participate in their volunteer experiences “on their own” as a reflection of their values put into action. The differences in volunteer preferences across generations present opportunities for organizations and communities to unleash civic engagement.

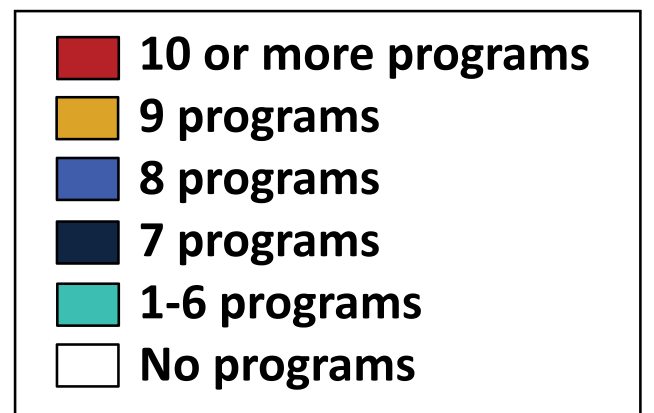




Christian Appalachian Project
Environmental Education Leadership Corps
Family Scholar House PHA
Fayette County Math Matters
FRYSC Corps
Global Game Changers Expanded Learning
Homes For All AmeriCorps

iFoster TAY AmeriCorps
Kentucky College Coaches
Kentucky Intervention Team
Kentucky Ready Corps
KY Public Health AmeriCorps
MSUCorps
PartnerCorps PRI
Peer Forward AmerCorps

REACH Corps
ReadingCorps
Senior Connections
Southeast Conservation Corps
Teach For America-Appalachia
Teach Kentucky AmeriCorps
UNITE Service Corps
YouthBuild Urban Conservation Corps



Alignment with Cabinet Values

Serve Kentucky's goals align with the Cabinet for Health and Family Services (CHFS) vision, mission, and values.

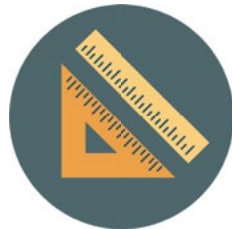
CHFS Vision: A Commonwealth where every Kentuckian reaches their full human potential and all communities thrive equitably

CHFS Mission: To be a diverse and inclusive organization providing programs, services, and supports that protect and promote the health and well-being of all Kentuckians and their communities

CHFS Values:



Equity



Structural economic support



Health and well-being



Resilient individuals and communities



Kentucky AmeriCorps Programs

Christian Appalachian Project AmeriCorps

AmeriCorps members provide housing development and repair; emergency utility and crisis assistance; hunger relief; affordable clothing; infant/toddler care; preschool, in-school, after-school, and summer education; teen leadership development; aging in place services; support for persons with disabilities; disaster relief; and mental health counseling for residents in Eastern Kentucky.

Fiscal Agent: Christian Appalachian Project

Environmental Education Leadership Corps

AmeriCorps members provide environmental education programs and activities to the public in various locations throughout Kentucky.

Fiscal Agent: Kentucky Environmental Education Council

Family Resource and Youth Services Centers (FRYSC) Corps

AmeriCorps members provide literacy tutoring and address food insecurity in economically disadvantaged schools in Central and Eastern Kentucky.

Fiscal Agent: Ohio Valley Education Cooperative

FSH Kentucky Public Health AmeriCorps

AmeriCorps members will provide healthcare support to seniors and disabled individuals in maximum of 50 healthcare facilities.

Fiscal Agent: Family Scholar House

Fayette County Schools Math Matters

AmeriCorps members provide tutoring to sixth-grade students using the computer-based Successmaker Math program, providing homework help and tutoring in other classes at middle schools in Lexington.

Fiscal Agent: Fayette County Public Schools

Global Game Changers AmeriCorps

AmeriCorps members teach and support students in our Expanded Learning Programs and associated schools in Jefferson County to improve academic engagement or social-emotional skills.

Fiscal Agent: Global Game Changers Children's Education Initiative

Homes for All AmeriCorps

AmeriCorps members provide housing services to individuals experiencing homelessness, housing insecurity, or are in search of affordable housing opportunities in Kentucky.

Fiscal Agent: Homeless and Housing Coalition of Kentucky

iFoster TAY AmeriCorps

AmeriCorps members serve as Peer Navigators and provide outreach to 14- to 24-year-old transition-age foster and kinship youth (TAY) and connecting to existing resources and support systems designed to help them achieve self-sufficiency success.

Fiscal Agent: iFoster

Kentucky AmeriCorps Programs

Kentucky College Coaches

AmeriCorps members coach and mentor high school and college students in 50 high schools and 6 higher education institutions throughout Kentucky.

Fiscal Agent: Northern Kentucky University Research Foundation

Kentucky Intervention Team

AmeriCorps members tutor students scoring at the novice level on standardized, research-based benchmark tests and Kentucky State Assessment tests in mathematics and reading in Western KY school district.

Fiscal Agent: Fulton Independent School District

Kentucky Ready Corps

AmeriCorps members identify and provide direct assistance to individuals and groups vulnerable to disasters and conduct disaster planning with a focus on vulnerable individuals and groups in communities across Kentucky.

Fiscal Agent: Eastern Kentucky University

KY Public Health AmeriCorps

AmeriCorps members will serve as Community Health Workers (CHW's) in local health departments in communities across Kentucky in core public health programs, including HANDS, WIC, and Harm Reduction.

Fiscal Agent: Kentucky Health Departments Association

Morehead State University (MSU) Corps

AmeriCorps members provide evidence-informed math and reading tutoring in local elementary and middle schools to high-risk, economically disadvantaged students.

Fiscal Agent: Morehead State University

PartnerCorps PRI

AmeriCorps member mentor and tutor students in the Promise Zone Counties to increase math achievement.

Fiscal Agent: Partners for Rural Impact

Peer Forward AmeriCorps

AmeriCorps members will serve as peer leaders and mentors in Hazard Community and Technical College, Southeast Community and Technical College, and Big Sandy Community and Technical College.

Fiscal Agent: Eastern Kentucky Concentrated Employment Program

REACH Corps

AmeriCorps members mentor students in elementary, middle, and high schools in Jefferson County Public Schools to improve student attendance and/or behavioral outcomes.

Fiscal Agent: Jefferson County Public Schools

ReadingCorps

AmeriCorps members provide tutoring and other intervention services in public school classrooms and community-based settings for students in grades K-12 with one or more dyslexia indicators in three Eastern Kentucky counties.

Fiscal Agent: Hindman Settlement School

Senior Connections

AmeriCorps members provide a variety of nutritional services and social support to senior citizens throughout the seven-county GRADD region to lower food insecurity.

Fiscal Agent: Green River Area Development District

Southeast Conservation Corps Kentucky

AmeriCorps members engage in disaster response and public lands maintenance activities in the state of Kentucky.

Fiscal Agent: Conservation Legacy

Teach For America - Kentucky

Professional Corps AmeriCorps members are responsible for teaching for two years in low-income and under resourced schools to increase academic achievement.

Fiscal Agent: Teach For America

Teach Kentucky AmeriCorps

Professional Corps AmeriCorps members teach in high-needs content areas such as STEM (Science, Technology, Engineering, Math), Special Education and other content areas needed to address school staffing shortages in local public schools in Jefferson and surrounding counties.

Fiscal Agent: Teach Kentucky

UNITE Service Corps

AmeriCorps members tutor students in mathematics, implement the “Too Good for Drugs” drug-prevention curriculum, and sponsor UNITE drug prevention clubs in the Eastern Kentucky.

Fiscal Agent: Operation UNITE

YouthBuild Urban Conservation Corps

AmeriCorps members participate in hands-on Environmental Education and Career Readiness service activities that engage opportunity youth in meaningful, urban projects and service while building workforce skills for the green job sector in Louisville.

Fiscal Agent: YouthBuild Louisville

Acknowledgments

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