

**COMMUNITY VOLUNTEERS FOR INTERNATIONAL ROGRAMS
(CVIP)**

February 9, 2011

Minutes

President David Horner convened the meeting.

Present: David Horner, Iris Horner, Carol Towl, Stacy Bieler, Fred Fritz, Midge Morrow, Dasha Shamrova, Erika Larsen, Lisa Homeniuk, Mary Barrett, Pat Barrett, Bonnie Bankson, Barb Sawyer-Koch, Lillian Kumata, Christine Van Nada, Cheryl Highstreet, Marion Chapman, Jo Pamment, William Eubank, Yoichi Hirose, Anna Kortemeyer, & Dottie Schmidt.

Introductions/Announcements: Thanks to Every Tuesday and Erica Larsen for providing refreshments

Minutes from January 2011 approved.

TREASURER’S REPORT – January 2011

Accounts at MSU Federal Credit Union

Savings Account

1-01-11 Balance Forward	1276.45
1-31-11 Dividend	<u>.27</u>
1-31-11 Ending Balance	1276.72

Percentage yield: .25% from January 1, 2011 through January 31, 2011

Checking Account

1-01-11 Balance Forward	1536.85
1-31-11 Ending Balance	1536.85

Expenses paid by OISS on CVIP’s behalf -- December

Office

Computer access/web fees \$1.00/month	1.00
Telephone (12-25)	69.08
Mail Processing (12-25)	24.54

International Friendship

Computer access/web fees \$1.00/month	1.00
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Global Festival

Supplies/ Nicole Namy (12-9)	33.93
Computer access/web fees \$1.00/month	1.00
Procard/Rademacher (10-24—11-25)	378.20
Physical Plant (Move and set-up backboards from Stadium to Union)	1739.81

Refreshments for Board Meeting/Nicole (12-8)	52.69
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December total	\$2301.25	
Fiscal year so far	\$5039.97	<i>Dottie Schmidt</i>

INFORMATIONAL ITEMS:

Review of job descriptions – Stacey Bieler – Final drafts are complete; most descriptions have been received. Descriptions will be used for Nomination process which will begin after this meeting.

Tracking CVIP Volunteer hours – Dottie Schmidt – A draft sheet was distributed and discussed. Members are to use and critique and bring back to next meeting with comments.

New wave of Iraqi scholars – Frank Fear/David Horner – Oops! Frank was not invited. David reviewed history of program and then extended Franks’ invitation for CVIP members to participate in the program again this year.

CVIP turns 50 this year! – David queried the Board as to the possible scope of the 50 year celebration. Pat & Barbara agreed to serve on a work group.

ACTION ITEMS: *No Items this Month.*

PROGRAM REPORTS

Every Tuesday: Every Tuesday has been a lot of fun so far this semester. A repeat visit to the A+ Language School has resulted in an upsurge in attendance, with 16 international women, 8 American women, and 5 children the last week in January. One new American participant has been bringing her 14 year old daughter, adopted from China within the last year. She said Every Tuesday has been wonderful for her daughter. At ET she is able to practice English and continue to acclimate to American culture, while receiving encouragement and friendship from other Chinese participants. An unexpected but delightful way that ET is able to serve and build connections between cultures!
Christine Van Nada, ET co-chair

Home Visits: The next Home Visits activity is Tuesday, March 15, 2011. So far, 6 hosts and 8 drivers have committed to help out on that day. It’s still early, and some of the “regulars” have yet to respond. Four more hosts and about 8 more drivers (depending on vehicle capacity) would be ideal. My personal goal has been to recruit at least 3 new volunteers each semester and I have two new volunteers already confirmed for this semester.

The University United Methodist Church held a Volunteer Fair on Sunday, January 30th. Along with about 15 other agencies seeking volunteers, I represented CVIP with our display board (which got many complements), brochures and a sign-up sheet. The event lasted about an hour and a half and many people stopped to chat and take information. I forwarded prospective volunteer’s contact information to the Global Fest and IFP.

Lisa Homeniuk

Global Festival: *No Report.*

Peggy Arbanas

International Friendship Program: We are well on our way to interviewing all the Hosts and Students for the February 27th Orientation. As of Monday, February 7, we have 15 students:

Countries of origin: 11 from China; 4 from Korea; 1 from Malaysia; 1 from Vietnam; 1 from Turkey

Gender: 15 Females; 3 Males

Degree tracks: 6 Bachelors; 6 Masters; 3 PhDs; 2 ELC; 1 Post Doc Visiting Scholar

Marital Status: 14 Singles; 2 Married, Spouse not here; 1 Married w/ Spouse; 1 Married/spouse to Join

Ages: 6 (19-21); 7 (22-27); 5(30-42)

The students who have been interviewed have all been extremely nice and very interesting. The deadline for applications is Friday, February 11.

We have a few more Hosts than we need at this time, but student applications are continuing to trickle in. We are looking forward to another great Orientation.

In the past week I have had 22 volunteer family/friends confirm that they are expecting to be matched with a student on February 27. My list of *interested* folks for February has over 30 names on it though so I am still hoping for another ten names to confirm with me before Friday. If we have more hosts than we do students, I will contact Nicole to see if there is a way to bring more students on board now rather than make any "friends" wait until October.

Midge Morrow & Susan Russick

Lending Center: *No Report.*

Erika Larson

Scholarship Program: *No Report.*

Lois Sollenberger

Speakers Bureau: We are experiencing increased demand for presentations during this second semester, very much like the scheduling and work flow of previous years.

January 19: Kristine Oygardslia from Norway spoke to the International Interest Group of the MSU Community Club, sharing Norwegian culture and holiday celebrations.

February 15 : Imam Wahyudi Karimullah, Xiaoxiang Xu and Jianyang Mei are presenting the same comparison of the cultures of Indonesia, China and the USA that they gave for high school students at the Eaton County Day Treatment Facility, this time to the Meridian Senior Center.

February 22: International students from eight countries are scheduled to participate in Girl Scout World Thinking Day for Service Unit 151. The event will be formatted like a mini-Global Festival, with about 50 girls meeting students from each country and getting their passports stamped while viewing pictures and artifacts.

We have been invited to provide speakers for Holt High School's World Language Week, March 21-25.

An orientation, light supper and "Speak Out" event is scheduled for February 17. New and returning international volunteers will receive orientation materials, and one or more experienced presenters will demonstrate various presentation styles.

We have a meeting of the Speakers Bureau Advisory Committee scheduled for February 23.

*Carol Towl & Kathy Bossen, co-chairs, & Mitsuko Marx
Nicole Namy & Dasha Shamrova, Liaisons to OISS*

COMMITTEE REPORTS

Executive Committee: *No Report.*

David Horner

Leadership: *No Report.*

Iris Horner

Membership: CVIP membership stands at about 870 families and individuals. An effort to update the Membership List has begun. This involves dropping inactive/non-participating persons from the list and adding the names of new volunteers not already on the list. This work will take at least three weeks to complete, as data from the International Friendship Program and Global Festival will not be available until the end of February.

Pat Barrett

Office: A notice was sent to the CVIP Program chairpersons which encourages them to respond to new applications within one week's time. The reason is that now there is an acknowledgement to the applicant of his/her application being successfully submitted to CVIP. Contained in this acknowledgement is the message that the applicant should hear back from the relevant program chair within one week. If not, the applicant is urged to call the CVIP Office. (Heads up, Bill!) On-going work on the website includes keeping the CVIP Calendar of Events up to date and posting the current CVIP Board Directory and copies of the CVIP Board minutes (which can be downloaded from the website). Please continue to inform the website manager (Pat Barrett) of any changes you wish to make to your program's website pages. Thank you!

Pat Barrett

Public Relations: It was reported that Susan Xu might assist CVIP with the newsletter and advertising; since the meeting Susan has announced that she is moving and is now unavailable.

Stacey Bieler

Visioning: *No Report.*

Barb Sawyer-Koch

ADJUNCT REPORTS

Church Women United: *No Report.*

Marion Chapman

A+ English Language School/Okemos Adult Education, English as a Second Language, ABE and GED: Our second semester is in full swing with classes full and a waiting list started. We have also opened up an ABE (Adult Basic Education) program and a GED program to help students who test out on the ESL program but who still need help with other skills.

Jo Pamment

CVIP Alumni: *No Report.*

Mary Barrett

ISP Dean's Office: *No Report.*

International Spouse Connection: *No Report.*

Cheryl Highstreet

OISS Report: International Student Association Masquerade Ball 2/12 – 500 expected to attend. The Community is reaching out to students well; witness a series of articles that the Lansing State Journal ran on the contributions of international students to the

area's culture and economy. MSY has 15 students from Egypt; none have reported a crisis.

Peter Briggs

VETP Report: *No Report.*

Dottie Schmidt

VIPP Report: New Director arriving June 1st; Ravi is acting director. *William Eubank*

CVIP BOARD BUSINESS: *No business this month.*

UPCOMING EVENTS

February 18 3:00 pm Issac's Reception at OISS #305
February 21 - Visioning Committee 8:00 am at ULC
February 27 - IFP Orientation 3:00 pm at 3/F Intern'l Center
March 2, 9:30 am – Executive Meeting 9:30 am at ULC
March 9, 9:30 am – Board Meeting at ULC (Friendship House/ESL - refreshments)
 Newsletter Article due – Slate of Officers presented
March 15 – Home Visits
April 6, 9:30 am – Executive Meeting at ULC
April 13, 9:30 am – Board Meeting at ULC
May 4, 9:30 am – Executive Meeting at ULC
May 11, 9:30 am – Board Meeting at ULC
November 13 – Global Festival

Meeting adjourned at 11:40 am

Respectfully submitted,

Fred Fritz

Secretary

02-09-11

EDUCATION PROGRAM:

1. A draft of the Strategic Plan was distributed. David, Lisa, & Christine each reviewed specific portions of the plan. Walked through a Work plan chart.
2. Dasha Shamrova then distributed CVIP PROGRAM EVALUATION PROJECT and demo evaluations for the Speakers Bureau Program and gave rationale for beginning a system of evaluation for each of the of programs. The 1st step would involve Dasha meeting with the program chairs ASAP.

Strategic Plan for Community Volunteers for International Programs (CVIP)

“By failing to prepare you are preparing to fail.” Benjamin Franklin

“If you don't know where you are going, you will wind up somewhere else.” Yogi Bera

Background

This strategic plan had its roots in CVIP's Fall 2010 retreat. Sarah Brannon of Lakeview Consultants and a member of CVIP Visioning Committee facilitated the process. The thirty-five participants included CVIP Board Members, volunteers from the community, others new to CVIP but interested in the mission and goals of the organization, and representatives from MSU's international students and professional staff.

Throughout its fifty-year history, CVIP has provided programs that connect Michigan State University's (MSU) international students with the Greater Lansing Community. It is a completely volunteer based non-profit organization, supported by MSU's Office for International Students and Scholars, that has demonstrated flexibility in its programs and resiliency in its organization. It has credibility and is highly respected by the MSU community. It does not currently hold IRS 501 © 3 status. An organizational Constitution and Bylaws are in place.

Reflecting on its history and evaluating its current health, this strategic plan begins to lay the foundation for its sustainability for the next fifty years, ensuring that the needs of the international students and the Greater Lansing Community continue to be met. Global and local economies that impact the international student population, and CVIP's ability to attract and retain volunteers including those willing to assume key leadership roles, will be instrumental in CVIP's future direction.

Overview

CVIP has operated in the Greater Lansing area since the fall of 1961 in one form or another. The CVIP Lending Center began in 1960 as a volunteer service that lent winter coats to ill-prepared MSU students from South America. Later, in 1964, with the encouragement of Homer Higbee, then Assistant Dean of International Studies and Programs, a new organization called “Community Committee for International Programs” was launched. In March 1967, the first constitution for CCIP was framed, and in June of the same year, the organization was incorporated. It was not until 1973 that its name was changed from “Community Committee for International Programs” to “Community Volunteers for International Programs,” a name that more accurately described the organization.

New programs were established as the need for them arose, all supported by various volunteer committees. In 2011 CVIP offers the following programs and services:

- MSU Global Festival — CVIP, OISS and the Union Activity Board (UAB) organize this annual event during International Education Week in November. It offers the Greater Lansing Community the opportunity to explore cultures from around the world.
- Every Tuesday Group — MSU international student spouses share social and activity time with one another and American women.
- International Friendship Program — Volunteers match MSU international students with volunteer community families and/or individuals for friendship and cross-cultural understanding.
- Home Visits — Each semester, international students in the A+ English Language School, visit American homes for a tour and to practice their English.
- Lending Center — Volunteers collect and loan out various household goods for newly-arrived international students living in MSU apartments.
- Scholarship Committee — Committee members provide academic scholarships for the spouses of international students.
- Speakers Bureau — MSU international students are offered opportunities to share their culture with American school children and local community organizations.

At present, CVIP has approximately 840 members. Membership is free and given to any community member who supports CVIP by participation in any of its programs or with donations of money or items to be sold at the Global Festival's World Gift Shop.

As highlighted in the **Strengths-Weaknesses-Opportunities-Threats** narrative, CVIP has a fifty-year history of dedicated volunteer leadership and is fortunate to have the strong and generous support of MSU's Office for International Students and Scholars. The Global Festival, attended each year by approx. 5000 community residents, serves as CVIP's signature community event. There are many opportunities for CVIP growth to be explored. For example, programs could be considered to engage returning Study Abroad students with MSU's international population.

Where CVIP is highly valued by the international students and respected by the MSU community, it is searching for vehicles to engage a broader spectrum of the community to participate in and initiate new programs. As the current volunteer pool begins to age out, a succession plan needs to be defined to allow for sustainability of the organization. At the fifty-year mark, CVIP is also exploring the value and benefit of becoming a 501 © 3 organization. The projected **timeframe** for this Strategic Plan is three years, from 2011 – 2014. Annual goals will be developed to support the achievement of the plan.

THE CURRENT ENVIRONMENT

Program Profiles and Participants Served (from 2009 – 2010 Annual Report)

Program	Participants	Purpose	Frequency/ Level of Touch*	Program Hours
HOME VISITS	29 Amer volunteers; 72 intl A+ students	Teach/learn English	2x/year; medium	122
INTERNATIONAL FRIENDSHIP PROGRAM	326 American families; 397 intl students	Build a network of friends /contacts	Ongoing; high	2,199
EVERY TUESDAY	6-10 American women 15 Intl Spouses 5-15 preschool children	Camaraderie	3x/month; high	1,094
GLOBAL FESTIVAL	5,000 public attendees; 250 intl students; 60 volunteers	Raise Cultural Awareness	1x/year; medium	3,400
LENDING CENTER	16 volunteers; 708 visitors	Donate/Give Needed Items	2x/wk; Medium	619
SCHOLARSHIPS	6 intl students awarded scholarships; 60 contributors; 20 cash donors	Money for tuition	Six awards; high	
SPEAKERS' BUREAU	129 intl students; 44 presentations (11 at public schools; 10 at community groups)	Raise cultural awareness	22 prog/yr; medium	

* See appendix 1 for description of High, Medium, and Low touch.

Trends Impacting CVIP

CVIP ORGANIZATION

Structural

- Aging volunteers and leadership
- Financial dependence on MSU/OISS has both positive and potential negative impact(s)
- Programmatic
- Growing interest in expanding the reach of the organization

STUDENTS

- *MSU's international enrollment grew by 5.6% from Fall 2009 to Fall 2010. This follows an increase of 12% from 2008 to 2009.*
- *Undergraduate students currently outnumber graduate students, a shift that began in the 2009 year. There are currently 2992 undergrads (56%) and 2359 (44%) graduate students.*
- *Significant increase in the number of students from China; there are a number of reasons for this growth including China's growing middle class, insufficient higher education capacity to meet the country's needs and the liberalized U.S. visa policies.*
- *Global economics contributed to the sharp decline in the number of students from Korea and Japan.*

MICHIGAN STATE UNIVERSITY

- *Enrollment in the College of Business grew 29.8% between 2008 and 2009.*
- *The Colleges of Business, Engineering, Natural Science, Agriculture and Natural Resources, and Social Science currently enroll the largest numbers of international students at MSU.*
- There is an increase in students at MSU who are sponsored by their governments, the U.S. government, international exchange or other organizations.
- MSU remains committed to global education and has a strong reputation abroad.
- Potential role of ISE (Internationalizing the Student experience)

STATE OF MICHIGAN

- The State of Michigan's economy continues to reduce support to universities.
- State initiative to encourage international students to contribute to the State's economy post graduation
- State initiatives to expand international trade

NATIONAL

- A national recognition of the contributions and value of Citizen Diplomacy
- A growing national interest in allowing international students to contribute to the US economy after graduation

MISSION

The Mission Statement of the Community Volunteers for International Programs (CVIP)

at Michigan State University (MSU):

CVIP promotes mutual cross-cultural education, understanding, appreciation and friendship between the Greater Lansing Community and MSU's international students, scholars and their families through a variety of programs and services.

VISION

CVIP envisions a local global community that welcomes and appreciates people from all nationalities.

VALUES

The values governing CVIP's activities include the following:

- *Community integration connects cultures and communities*
- *Programs have a mutual benefit for both the students and the community*
- *Programs enhance social justice and empowerment and have the capacity to reduce ethnocentric barriers*
- *Respect for diversity*
- *Opportunity to bring diversity to the community*
- *Opportunity to develop personal relationships over time*
- *Participation and commitment of all members and volunteers of the organization to ensure a value-based, mission-oriented environment*
- *Empathy for cross-cultural experiences*
- *Organizational administration and programs are volunteer led*
- *Little or no cost to the international student*

SWOT Analysis for Community Volunteers for International Programs (CVIP)	
The following is a summary of feedback from 35 respondents that participated in the Strategic Planning Retreat on behalf of CVIP in September 2010. Duplicate responses are listed in more than one domain based on perceptions and feedback from the group	
Strengths	Weaknesses
<ul style="list-style-type: none">○ Relationship with OISS○ High concentration of resources○ Dedicated volunteers<ul style="list-style-type: none">○ Diverse program offerings○ CVIP connected to global/local networks	<ul style="list-style-type: none">○ Need to market CVIP brand more○ CVIP lacks diversity○ Not involving international and domestic students effectively○ Recruiting young volunteers○ Need more programs & entry points

<ul style="list-style-type: none"> ○ Willingness to change and adapt ○ Long history of CVIP ○ Credible/respected by MSU community ○ Meaningful, fun and uplifting ○ International students' have high interest ○ Focused population ○ Global Festival ○ Attracting new blood ○ Understand international experience ○ Good food 	<ul style="list-style-type: none"> ○ Not delegating to new volunteers ○ Not connected w/available resources ○ Need better leadership transition ○ Disconnect w/two key populations ○ Funding ○ Small % served ○ No growth ○ Don't incorporate former members ○ Need Logo ○ Meeting times limit student/community ○ Don't serve non-MSU community much
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ○ Relationships w/Study Abroad returnees ○ Strengthen peer-to-peer relationship ○ Student clubs could be new resource ○ Connecting with MSU Resources , e.g. academic credits ○ Emergency response opportunities <ul style="list-style-type: none"> ○ Advisory committees in Greater Lansing ○ Evening College ○ Having interns at CVIP ○ Community clubs/organizations connection (e.g. LATTICE, Rotary, Scouts, etc.) ○ Graduate Students and graduate programs as a resource ○ Reaching out for other non-profits ○ Altering CVIP to be open to new ideas ○ Ask groups to sponsor CVIP events 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ○ Concern over future leadership ○ Community fear of relationship building ○ Age of volunteers ○ Volunteer recruitment (work as a barrier) ○ Not being 501c3; losing resources <ul style="list-style-type: none"> ○ Students staying within their own community ○ Stagnation and Inaction ○ Losing focus when growth is too quick ○ Not enough time ○ Competition with other international service groups ○ Growing suspicion of anything non-American

CVIP GOALS for 2011-2014

Program Goal

Ensure that each program is effective in fulfilling the mission of CVIP.

Objectives

A. Evaluation

1. Program chairs will implement meaningful evaluations on a regular basis to determine how best to meet the needs of the target population.
2. Feedback will be solicited from program participants and volunteers as well as portions of the target population not currently being served.
3. Objective and anecdotal information will be documented and sent to the CVIP office to be catalogued.
4. Information from outside sources (OISS, ISP and others) will be solicited and used to improve programs to meet changing needs.

B. Program Development

1. Establish protocols for creation of new programs, evaluation and revision of existing ones, and retirement of programs which have outlived their usefulness.
2. Program chairs will document and cultivate existing partnerships with local organizations that enhance the mission of CVIP and/or its individual programs.
3. Program chairs and volunteers will actively pursue and increase the number of new partnerships with like-minded community organizations.

Rationale

The international population at MSU continues to change, and has recently experienced tremendous growth. It is important that CVIP monitor its programs to ensure that they are meeting the changing needs of the international population as effectively as possible. Regular, meaningful evaluations must be performed and utilized to help focus each program on its mission. Evaluation responses are to be documented and catalogued, both for internal use and to generate a "portfolio" that supports and justifies CVIP's value and effectiveness, specifically to partner and prospective partner organizations. Partnerships with other community organizations that share CVIP's mission provide crucial resources, including, but not limited to; facilities, money, manpower and information. Program chairs and volunteers can greatly enhance the reach of their programs by cultivating existing partnerships and by developing new ones. New partnerships could potentially expand the volunteer base, help generate and administer new programs, and link CVIP to resources necessary to reach a larger slice of the international population with a larger selection of services.

Current Status

Currently, program evaluations are done somewhat sporadically, with some programs being aggressively evaluated, and others, not at all. Evaluations may or

may not be used to revise program offerings and operations. CVIP is strong in knowing what each program is supposed to accomplish, but weak in being able to demonstrate and document that program goals are being reached. Another weakness is the difficulty of generating a new pool of volunteers to administer proposed programs. For example, should CVIP wish to respond to the explosive growth of the international undergraduate population, it would be hampered by the lack of available volunteer leadership. Current program chairs and CVIP executives already wear many hats. New programs are implemented and old ones retired almost solely on the basis of individual volunteer enthusiasm and community participation, or lack thereof.

Existing CVIP programs enjoy many productive partnerships with local organizations, both within and outside of MSU itself. Some of these partnerships are critical to CVIP's ability to provide services. CVIP appears to enjoy a very positive reputation among the relatively small portion of the community that is aware of its existence.

Action Plans for “Program” Goal

A. Evaluation

1. Develop a yearly CVIP evaluation.
2. Develop program specific evaluation tools.
3. Solicit data concerning student trends from OISS, ISP and others each semester.
4. Establish protocols for sending collected evaluative data to CVIP office electronically.
5. Catalogue all evaluative data at CVIP office for ease of future use.
6. Present all collected evaluative data to Executive Committee.

B. Program Development

1. Establish protocol for development of new programs.
2. Establish protocol for revision of existing programs.
3. Establish protocol for retirement of existing programs.
4. Document existing partnerships with local organizations that enhance the mission of CVIP.
5. Document existing partnerships with local organizations per program.
6. Actively cultivate and strengthen existing partnerships.
7. Actively pursue new partnerships with like-minded community organizations.

Action Plan for “Volunteer Management” Goal

Community Volunteers for International Programs (CVIP) will strengthen volunteer coordination and recruitment to promote leadership succession and sustainability.

Objectives

A. Recruitment/Retention

1. Brainstorm with board members to identify additional community leaders that may be willing to volunteer time and/ or resources. (Year one)
2. Create opportunities for self- evaluation and reflection. (Year one)
3. Create program specific lists of volunteer opportunities, including frequency (weekly, monthly, as needed) and length of commitment (one shift, one day, weekly, monthly, annually). (Year one)
4. Incorporate more peer- to- peer (faculty to faculty, student to student, etc.) recruitment strategies. (Year two)
5. Form community partnerships. (Year two)
6. Strive for 3-5 new volunteers per program per semester. (Year two)
7. Identify 2-3 colleges willing to provide interns to CVIP. (Year two)
8. Develop intern job descriptions. (Year two)

B. Training

1. Create materials for self- evaluations. (Year one) -delete
2. Organize one leadership- training workshop, (in house or out) per year soliciting topics to be covered from the board. (Year one)
3. Develop/revise written orientation materials for new volunteers. (Year two)
4. Provide program specific entry- level volunteer instructions. (Year two)
5. Develop a mentor program to work with entry-level volunteers for one semester. (Year two)

C. Leadership Succession:

1. Provide on going volunteer recognition. (Year one)
2. Complete an organizational chart outlining structure at CVIP and ensure that board members and volunteers have updated job descriptions that include the CVIP mission statement, Vision, and Code of Ethics. (Year one)
3. Utilize and catalog all chair and volunteer descriptions at the CVIP office. (Year one)
4. Draft an emergency succession plan and a long- term succession plan for the Board President. (Year three)

D. Record keeping:

Establish a system to track all program volunteer hours. (Year one)

Rationale

CVIP working volunteer/ leadership base is dwindling, as the aging of the core group leads to attrition for various reasons. Strength in management/coordination will provide a sustainable volunteer base.

Current Status

Currently, approximately 135 volunteers provide direct service to the programs or provide administrative support to CVIP. Each program is encouraged to have a chair and co-chair, though not all do. Additional volunteers are identified primarily through word of mouth or through peripheral involvement in one of the programs. There is little uniformity in the recruitment and screening of volunteers and each chair provides training as required.

Action Plans for “Communications and Marketing” Goal

*To increase communications with key audiences,
and bring awareness to more about CVIP programs and its impact.*

Objectives:

A. Develop a marketing plan that will “sell CVIP.”

1. Establish a brand with a logo that exemplifies the mission of CVIP.
2. Create an annual plan for CVIP overall and for each specific program designed to get the word out about the calendar/purpose/audience of programs and call for participation.

B. Create more partnerships with external organizations to communicate with their constituents and widen the audience of CVIP and bring skills to the organization.

1. Two new partnerships with external organizations will be established for the purpose of spreading the word about CVIP programs, and vice versa, and recruiting new volunteers.

C. Reach out to larger audiences through more “low-touch” communications.

1. Create a monthly e-newsletter
2. Daily/weekly update of website
3. Create more opportunities to include CVIP news and stories in external publications, such as the MSU newsletters/publications, local Lansing chamber, and like organizations.

D. Social networking promotion of programs.

1. Designate a volunteer and/or intern to post information weekly about CVIP programs and upcoming events in a Facebook page.
2. Advertise in CVIP materials the Facebook address and encourage people to become fans/friends of the site, so they will receive messages, and have the opportunity to give feedback about their participation.

E. Develop new printed materials about CVIP with overall information and program-specific. This may include language translation, when possible.

1. Create a new overall CVIP brochure with updated information that can be taken to CVIP and external events, which can also be included in the new student folders in the Fall.
2. Ask for student volunteers to translate the brochure into other languages.
3. Post the brochure online in the website with language translator links (provided free by Google).

Rationale

During the recent SWOT analysis completed by CVIP key stakeholders, many strengths were identified, including high concentration of resources, dedicated volunteers, and strong local and global network. However, the weaknesses identified first highlighted the lack of marketing and the need for a strong CVIP brand. This was further identified among domestic audiences, and that there is a need for promoting CVIP and its programs for two different populations. One comment was that CVIP didn't serve the "Greater Lansing community as much as the MSU community." The above goal and objectives focus on more marketing activities and communications with potential and existing program participants. The recommendations are not to just do more, but to utilize various kinds of communications to expand outreach and increase frequency.

Current Status

Currently, audiences learn about CVIP and its programs through its website, informational folders given out to international students that include CVIP brochures, emails sent to students from OISS about programs, activities with student and community groups, and word of mouth. Also the annual Global Fest reaches out to many new people, as well as to past participants. Churches that work with CVIP also help raise awareness.

Future Goals:

Organizational Structure and Management Goal

Resource Management Goal