

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

March 9, 2011

Minutes

President David Horner convened the meeting.

Present: David Horner, Iris Horner, Carol Towl, Stacy Bieler, Fred Fritz, Christine Van Nada, Erika Larsen, Lisa Homeniuk, Peggy Arbanas, Bonnie Bankson, Barb Sawyer-Koch, Marion Chapman, Pam Sievers, William Eubank, Anna Kortemeyer, & Dottie Schmidt.

Introductions/Announcements –Thanks to Friendship House & VETP for today’s refreshments.

Minutes from February 2011 approved.

TREASURER’S REPORT – March 2011

No report prepared as no transactions to report.

Dottie Schmidt

INFORMATIONAL ITEMS:

Review of job descriptions: Almost all descriptions are in. Stacey is now in the process of moving the descriptions from her computer to the CVIP and President’s CPU’s.

Tracking CVIP Volunteer hours: Dottie collected sheets. Format is being evaluated with the goal to arrive at a standardized form. We will keep practicing in March and will try to be more standardized by the 2nd week of April. The possibility of electronic submission is under consideration as well.

CVIP turns 50 this year! – An ad hoc committee met on March 3rd. Initial ideas: 1) run the anniversary September thorough November concluding with the Global Festival., 2) secure a grant and have the anniversary be an opportunity to raise funds, 3) have the Board to decide on the logo, 4) corporate sponsors for dinner, 5) approach colleges for funds), 6) secure a keynote speaker for banquet, and 7) have the 501.3c status in place.

New Hours for CVIP office – Bill is moving to China April 1 on L Visa; he hopes to teach English. The CVIP office needs persons to staff the CVIP office on a volunteer basis so CVIP is able to retain the office. A sign-up sheet was passed around. Please contact David if you can take a time. Volunteers can do their own work while in the office. Bill will leave instructions in the office.

CVIP recognition to outstanding volunteers – Thanks to those who have made nominations.

ACTION ITEMS:

Motion: Appoint [Dan Redford](#), [Mike Van Egeren](#), [Tremaine Phillips](#), and [Deanna Richeson](#) to the CVIP Visioning Committee.

Action: Approved unanimously.

PROGRAM REPORTS

Every Tuesday: This month at Every Tuesday has been notable for the degree of international participation and leadership. For two weeks, part of the afternoon was given to several of our Chinese friends and their demonstrations and displays of Lunar New Year customs. One woman prepared a six-page illustrated paper on the Cantonese traditions of her childhood, and made it available to all of us. She said she counted over one thousand separate symbols and traditions of the New Year celebration. Another week, the entire afternoon was given to a Japanese friend who displayed and explained the traditions of Girls' Day in Japan, and the way her family celebrates the holiday with her daughter. She also helped us all try Japanese calligraphy, where we discovered that the simple, elegant lines of the Japanese symbols are anything but simple to produce!

Christine Van Nada, ET co-chair

Home Visits: Including me, 27 community volunteers are set to host (10 homes), and/or transport 74 students and 4 teachers from the A+ English Language School on Tuesday morning, March 15th.

My counterpart at the school has not been able to assist with this semester's program, but Gigi Saunders, the Administrative Assistant has stepped up and been very helpful in getting me the required student information.

Six of the twenty- seven volunteers are new to the CVIP Home Visits program.

Lisa Homeniuk

Global Festival: *No Report.*

Peggy Arbanas

International Friendship Program: A very successful orientation was held on Sunday, February 27, which resulted in 22 matches.

15 from China	2 from Korea	2 from Malaysia	1 from	
Vietnam				
1 from Turkey	1 from Indonesia			
17 Females	5 Males			
9 Bachelors	7 Masters	2 PhDs	1 ELC	3 VS
19 Single	1 Married, Spouse not Here		1 Married with Spouse	
1 Married, Spouse to Join				
Ages: 10 (19-21)	4(22-24)	4 (25-27)	2(28-30)	2(31 and older)

All of the students were interesting and eager for a community friend. More than half of the "friends" were new to the program. We finished short one family but the student was matched within a few days. The program will continue to identify "prospective friends", but the next orientation will not be until the fall.

Pam Sievers & Midge Morrow

Lending Center: The Lending Center is humming along smoothly. We continue to see 5 to 10 visitors per opening. The good news is that Jennifer New and Crew at MSU just confirmed that they will indeed be collecting donations for the Lending Center again this spring. *Erika Larson*

Scholarship Program: *No Report.* *Lois Sollenberger*

Speakers Bureau: February 16: Bethel Ayalew from Ethiopia spoke to the International Interest Group of the MSU Community Club.

February 17: An orientation, light supper and “Speak Out” event was held. New and returning international volunteers received orientation materials and shared ideas and experiences. A sample informal presentation was given by Dasha Shamrova from Russia. Isabel Laczkovich from Germany demonstrated a more structured PowerPoint presentation.

February 23: The Speakers Bureau Advisory Committee met for the first and only time this academic year. New ideas came to light as a light dinner was shared.
(1) Try scheduling a “Speak Out” at East Lansing Public Library
(2) Change the name “Speakers Bureau” to something less formal and more descriptive.
Suggestions from Nicole and her staff: Classroom Ambassadors, International Discovery Series, Beyond Borders/Beyond Lansing, The World Comes to the Classroom. We would welcome input from the CVIP Board.

March 1: Girl Scout World Thinking Day for Service Unit 151 was rescheduled from February 22 because of snow. International students from seven countries participated by staffing tables representing their respective countries. The event was formatted like a mini-Global Festival, with about 100 girls meeting MSU students from each country and getting their passports stamped while viewing pictures and artifacts. Yuwares Malila performed a classical Thai dance for the girls.

March 2: We are grateful to Imam Wahyudi Karimullah, Xiaoxiang Xu and Jianyang Mei who responded on a two-day notice to give their presentation at Allen Senior Center when a scheduled speaker was unavailable. This team of three marvels at how different this comparative presentation about the cultures of Indonesia, China and the USA became as each of the three audiences asked their different questions.

We are busy recruiting and scheduling speakers for Holt High School’s World Language Week, March 21-25.

We are challenged by several requests for speakers from countries under-represented on our volunteer list. In two instances, we have been able to recruit Study Abroad students with experience in the country requested. Latin American students, particularly, are in short supply. The Comunidad Latino Americana on campus has agreed to list several of our openings for speakers in their weekly e-newsletter. *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.*

Cheryl Highstreet

Membership: *No Report.*

Pat Barrett

Office: *No Report.*

Pat Barrett

Public Relations: One more week extension for newsletter articles! **Articles for Newsletter are due on Wednesday, March 16th.** Please get them in.

Stacey Bieler

Visioning: *Meeting scheduled for later this month. Two members coming off Visioning are Arlene Brophy and Tamiko Rothhorn. New members coming on are [Dan Redford](#), [Mike Van Egeren](#), [Tremaine Phillips](#), and [Deanna Richeson](#).*

Barb Sawyer-Koch

ADJUNCT REPORTS

Church Women United: Church Women United celebrated World Day of Prayer March 4th at 1st United Methodist Church on Delta River Dr. at Waverly Rd. The event began with continental breakfast followed by a program written by woman in Chile including music of the country and familiar songs to us in Lansing. This event begins at the international dateline in the Pacific on this morning every year and services are begun in countries around the globe as the time progresses into each area. The program began in Lansing at 9:30 am. and continued westward across the United States..

Our next event will be May 6th entitled May Friendship Day and will be held at Mount Hope UMC on East Mount Hope. The program will be entitled 'Living Our Friendship, Passing on the Key". All women are welcome. The program starts with 11:00 A.M. Bible Study followed with 12:00 noon potluck salad lunch. The program begins about 1:00 pm. Husbands may also attend.

Marion Chapman

A+ English Language School/Okemos Adult Education, English as a Second Language, ABE and GED: I will not be able to attend the meeting this week due to scheduling conflicts.

The program is in full force and Home Visits are coming up next week. This is always a high point for the students.

One student achieved citizenship recently, and was sworn in February. She has received letters of congratulation from both Representative Meadows and Senator Whitmer.

Jo Pamment

CVIP Alumni: *No Report.*

Mary Barrett

International Spouse Connection: *No Report.*

Cheryl Highstreet

OISS Report/ ISP Dean's Office: *No Report.*

Nicole Namy

Program Evaluation: *No Report.*

Dasha Shamrova

VETP Report: *No Report.*

Dottie Schmidt

VIPP Report: *No Report.*

William Eubank

UPCOMING EVENTS

March 15 – Home Visits

April 6, 9:30 am – Executive Meeting at ULC

April 13, 9:30 am – Board Meeting at ULC (OISS provides refreshments)

May 4, 9:30 am – Executive Meeting at ULC

May 11, 9:30 am – Annual Board Meeting at ULC

November 13 – Global Festival

(Secretary Fred Fritz had to leave at this point of the meeting - 10:50 am)

Respectfully submitted,

Fred Fritz

Secretary

03-09-11

REPORT FROM STRATEGIC PLANNING GROUP

Goal #3 – Communication and Marketing – Christine Van Nada

Goal #4 – Resource Development – Dottie Schmidt & Pam Sievers

Goal #5 – Organizational Structure & Management - Pat Barrett & David Horner

Action Plans for “Communications and Marketing” - Goal #3

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 Face book page.
2. Advertise in CVIP materials the Face book 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, e-mails 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.

Resource Management - Goal # 4

Ensure that sufficient resources (financial, property and human) are available to meet the program needs of CVIP.

(This is based on assumption we become a 501 (c) 3)

Objectives

A. Financial:

Create a development plan that results in the following:

- Annual giving program that grows to 50 donors and \$4000 annually.
- Grant revenue growing to \$3000 annually.
- Business partnerships/ sponsorships of \$1500 annually.
- A “cost sharing plan” for departments/ partners internal to MSU.
- 50th anniversary special event that also serves as a fund raiser (\$2500)

B. Property:

1. Evaluate property needs and resources available currently.
2. Identify and explore additional property needs as programs change.

C. Human:

Develop a plan to support a part time CVIP manager to perform and provide oversight to centralized, administrative functions – ie. Volunteer management system, marketing initiatives, maintenance of historical program records, fund development record keeping.

Rationale

Until we are able to receive charitable gifts, it will restrict our ability to raise funds through grants and individual gifts, which then also limits our opportunities for growth. Even then, financial growth will be conservative.

Most of the long term CVIP members live on fixed incomes. Grant money will be slow to identify until data is available to support the need, and local grant money is primarily used currently to support basic human needs. Non local grant relationships can take years to develop, and we will be most successful if we partner with an internal unit and receive revenue through a cost sharing or “sub-contractual” agreement. There are several local businesses that could have an interest in partnering or sponsorships but we will have to carefully craft a suitable “return on investment” for them.

The addition of a staff person to help provide coordination and oversight will contribute to sustained growth. Volunteers will still however be responsible for program implementation and the role of the board president will remain unchanged.

Current Status

Currently, there is no system in place to collect and utilize monies for general administrative or even program funds, except the scholarship fund. CVIP does not have the required IRS status to allow them to solicit and receive contributions identified as “charitable”.

Money may be informally and sporadically collected by a specific program and then used to support that program – ie. donation jar at the Lending Center. Money collected is then used to buy parts for lamps to be loaned out.

A budget will need to be developed and generally accepted accounting standards will also need to be followed.

Organizational Structure and Management - Goal #5

To ensure that the organizational structure can adequately sustain its programs.

Objectives

A. Membership

1. Develop detailed definitions of CVIP membership categories, including eligibility and responsibility criteria.
2. Develop a data base system for CVIP programs that automatically moves data from the online application forms into a “screening” data base where bogus or incomplete applications can be culled. Authentic applications would then be forwarded to the appropriate program chairs and to the CVIP membership data base.

B. Tech Support

1. Develop the ability of the CVIP office to catalog and store digital records and documents (program evaluations, job descriptions, board meeting minutes, annual reports, etc.).
2. Create an effective online appeal for donations on the CVIP website.
3. Revise the online application process to make it easier and to accommodate a variety of volunteers, including American MSU students.

C. Financial Systems

1. Establish CVIP as a 501(c)3 corporation, authorized to accept tax-free donations.
2. Consider the pros and cons of charging dues for CVIP membership.
3. Develop guidelines for receiving and handling funds from grants, sub-contracts, and other sources of revenue.

D. Affiliations and/or Partnerships

1. Construct guidelines for building desirable partnerships and/or affiliations with other internationally-oriented organizations in the Greater Lansing community.
2. Strengthen the existing function of CVIP members serving as liaisons to various organizations (MSU Retirees, Lansing Kiwanis, LATTICE, etc.) by having regular reports to the Board.

E. Review of Organizational Structures

1. Establish a committee to perform an annual review of the CVIP Constitution and By Laws and to recommend needed updates and revisions to the Board.
2. Evaluate the performance of the Administrative Services Committee on an annual basis.
3. Determine how the Administrative Services Committee is constituted and its members assigned.

Rationale

- 1. Membership:** In order to control costs relating to the number of CVIP members, it is advisable to establish eligibility and responsibility criteria for membership, especially if dues are to be charged.
- 2. Tech Support:** The CVIP office could serve as a clearinghouse for all of the organization's documents and records, which would be stored on the office computer (with back up) and made available to the Board on request. As more and more MSU students become involved with CVIP, categorical changes should be made to the application process and membership list to efficiently differentiate them from volunteers from the community.
- 3. Financial Systems:** To maintain CVIP and its programs in an uncertain financial future, it is prudent to provide a means to self-sufficiency, should the need arise. Fund raising through gifts and grants would be more feasible as a 501 (c)3 corporation.
- 4. Affiliations/Partnerships:** CVIP should have clear guidelines with respect to forming effective affiliations or partnerships with other organizations. The liaison function served by certain members of the Board should be clearly defined so that every liaison member knows what his/her role and responsibilities are.
- 5. Review:** In order to sustain the Administrative Services Committee and provide for the succession of its members/chairs, we need a clear statement defining the Committee structure, the number of members/chairs, the assignment of new members to the Committee, and the evaluation process. The Constitution and By Laws form the framework of CVIP and its programs; as such, these documents should be reviewed at least annually to keep them up to date.

Current Status

The framework of the present organizational structure of CVIP is based on the CVIP Constitution and By Laws. It should be noted that these documents **do not provide adequate** guidelines for the following:

1. **Membership:** The CVIP Constitution/By Laws define membership in CVIP as being “open to all persons who have indicated their willingness to accept the purpose of the organization and who wish to contribute through service or gifts.” At present, a member is anyone who has expressed an interest in CVIP, has donated time, money or material gifts to CVIP, or has participated in any of our programs. All of these receive the *CVIP Newsletter* and other mailings without cost.
2. **Tech Support:** The CVIP website supports our programs by offering program information, event scheduling, and online applications, in addition to one page giving information about donating to CVIP. The office computer is set up to store some digital records and documents but little has been stored up to this time.
3. **Financial Systems:** The CVIP office handles donations (mailed checks) to CVIP and the Scholarship Fund and forwards them to the CVIP Treasurer or the Scholarship Committee. All other funding is handled by OISS.
4. **Affiliations/Partnerships:** CVIP has a number of affiliations with like-minded organizations, some of whom have representatives that report sporadically of their activities at Board meetings. In addition, some Board members have served as liaisons to other groups but are not called on to report to the Board.
5. **Review:** In recent years a review of the Constitution and By Laws has been done every five years or so, as needed. No serious attempt has been made to perform the annual update of CVIP Programs as required in the By Laws. There is no process for assigning volunteers to serve on the Administrative Services Committee nor is there any required evaluation of the Committee.

Conversation related to Goal #3 - Communication and Marketing was discussed and it was agreed that an Ad Hoc committee on Marketing was needed and that the logo needed to be designed and voted upon ASAP. Christine Van Nada and Iris Horner agreed to serve on the logo committee. The Visioning committee will most likely be assigned with coming up with further names for the logo committee. We also agreed that enhancing our ability to communicate with students via various social networking venues is of primary importance.

Conversation related to Goal #4 - Resource Management. Barbara Sawyer-Koch moved and Bill Eubanks seconded that we apply for 501c status as soon as possible. After discussion regarding the Pros and Cons of obtaining 501c status, it was voted unanimously in favor of pursuing this goal. Dottie Schmidt and Fred Fritz have volunteered to begin this process. We discussed the

need to develop a budget and propose rationale for expenditures and fundraising. It was suggested that we create a category of "Friends of CVIP" for those who make major contributions. This will be part of the larger membership discussion.

There was no time to discuss Goal #5 so more time will need to be given to these program goals in the future.

Respectfully submitted,
Iris & David Horner
3/09/11

Meeting adjourned at 11:35 am