

Engaging the Changing Face of Minnesota's AmeriCorps Members

PRESENTED BY:

AMY KASCH-VANEK, *DIRECTOR OF SERVICE EXPERIENCE: READING & MATH, INC.*

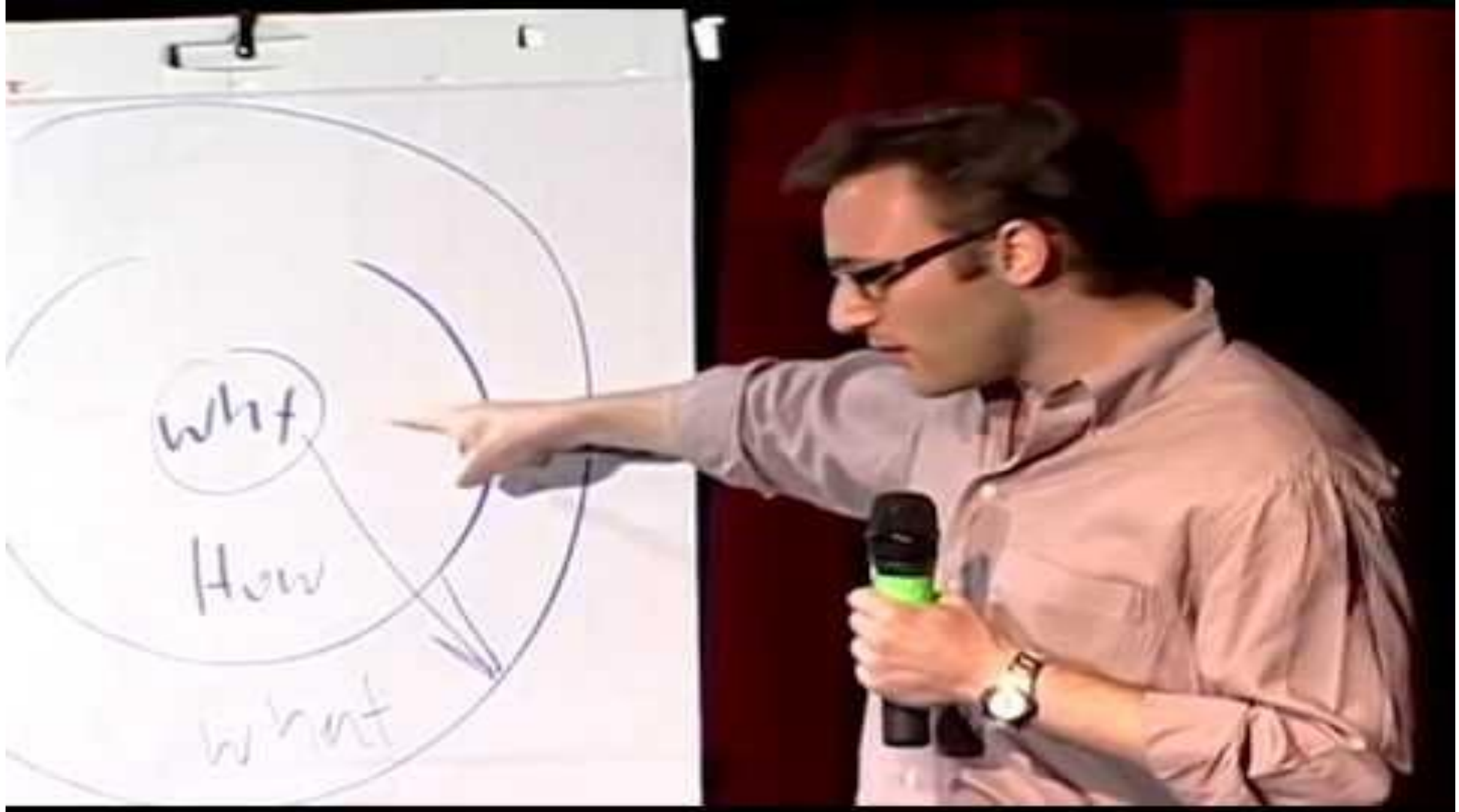
JOSH KRIZ, *PROGRAM MANAGER: READING & MATH, INC.*

ACTIVITY #1



OBJECTIVES

- Discuss best practices of engagement
- Reflect on motivations
- Identify biases and barriers
- Develop strategies for providing differentiated support



MEMBER STORIES



GRACE



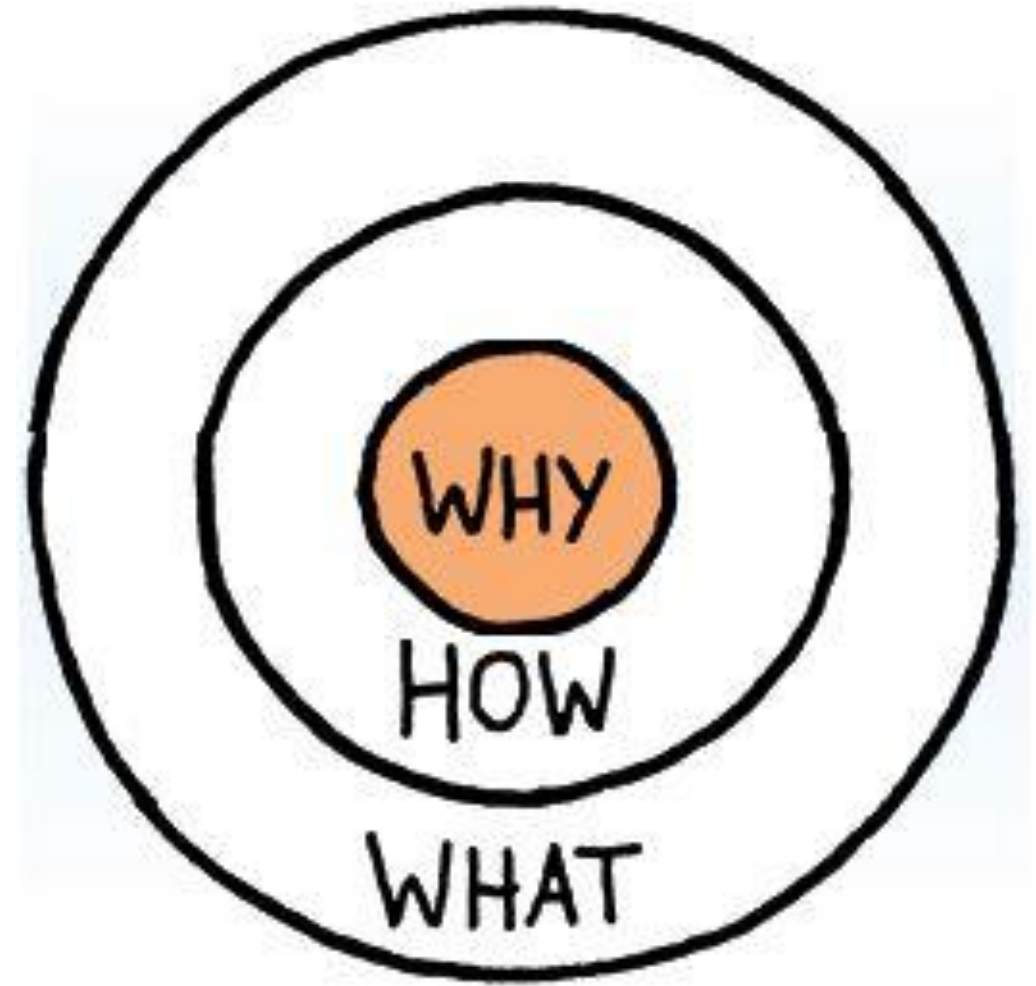
BAU



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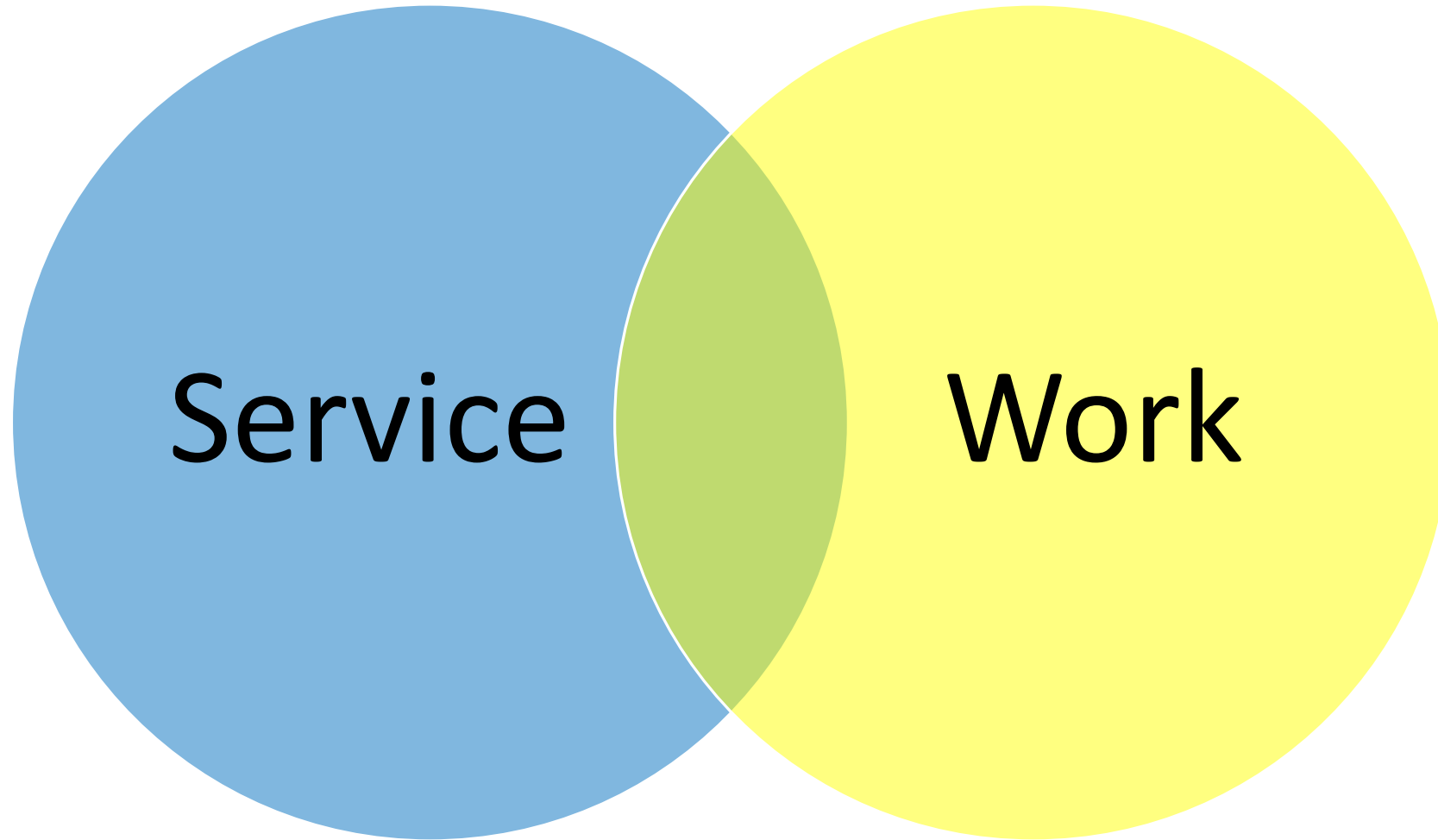
STARTING WITH YOUR WHY

- **WHY** do you do what you do
- Do business with people who **BELIEVE** what you believe



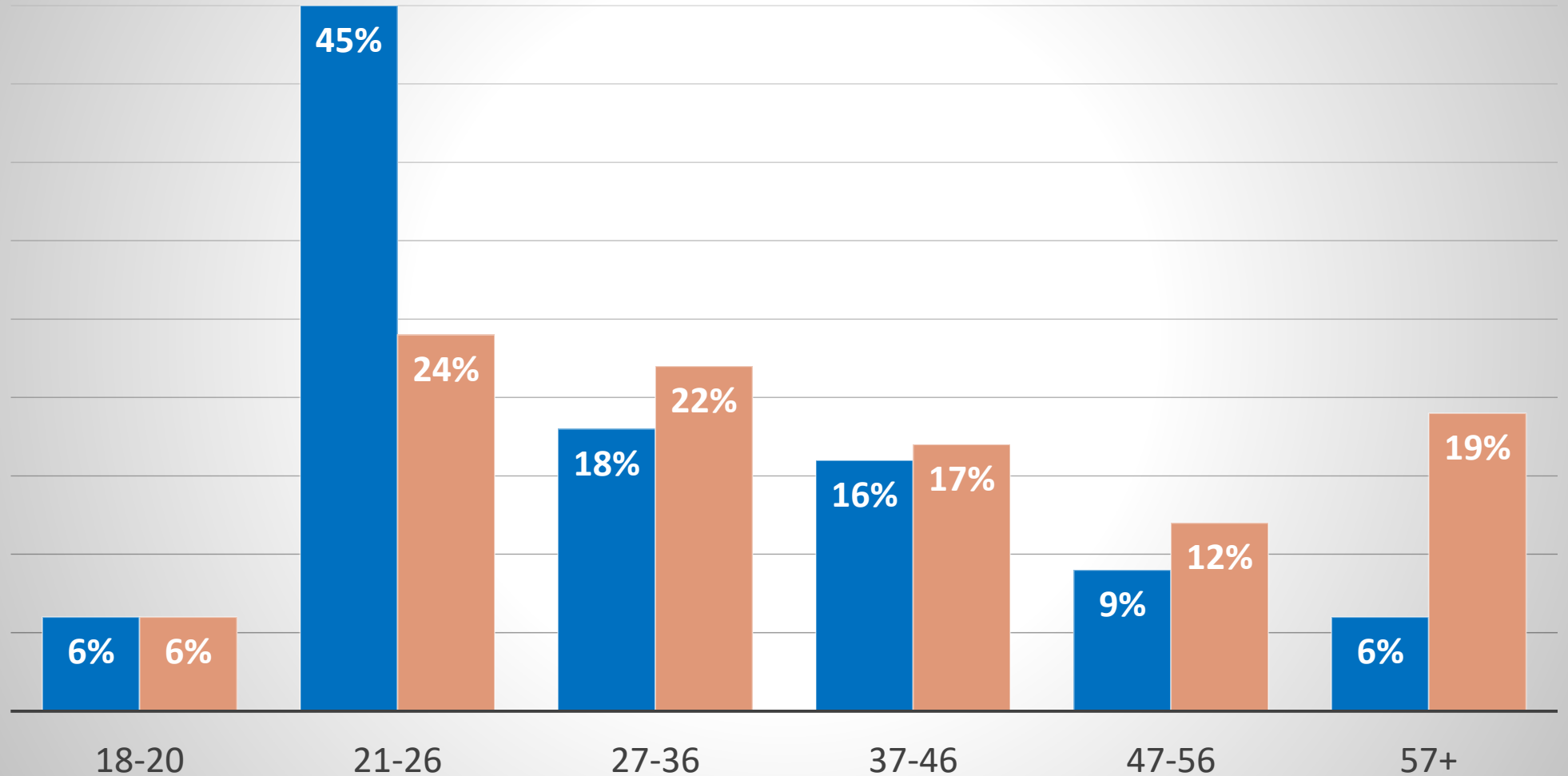
WHY

ACTIVITY #2



PY 09/10 vs PY 16/17

■ PY 09/10 ■ PY 16/17



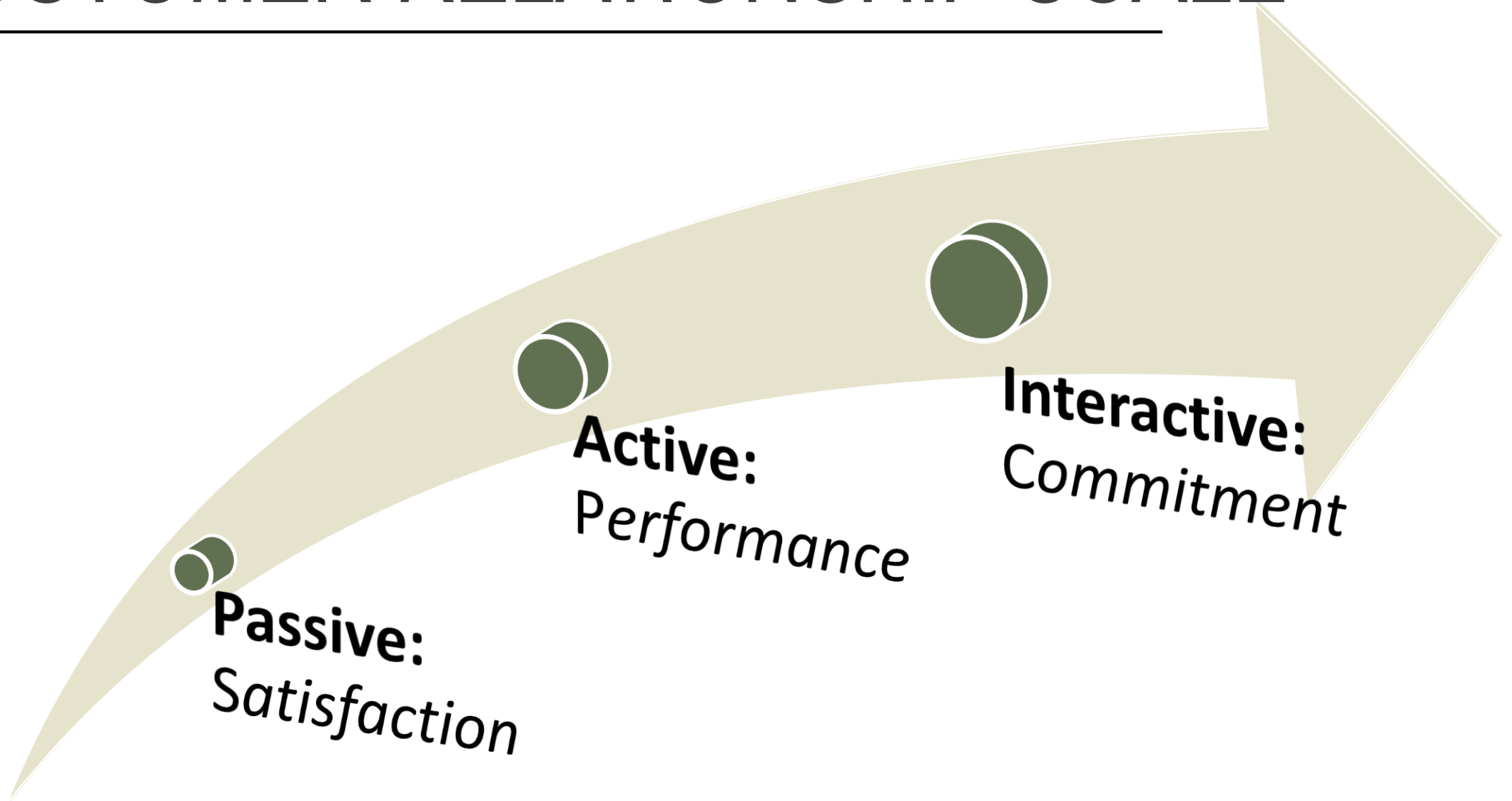
X axis:
Age of
AmeriCorps
Members

Y axis:
% of total
program cohort

HOW



CUSTOMER RELATIONSHIP SCALE



CONTINUUM OF SUPPORT

- Application process
- Coaching
- Professional Development
- Life after AmeriCorps

MEMBER STORIES



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WHAT

MEMBER STORIES



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THANK
YOU