4Cs of Volunteer Engagement

Addendum: Tips and Samples
Staffing and Development Cycle

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Build a strong foundation.

First steps…
Develop a philosophy on volunteerism.
Determine rationale for engaging volunteers.
Do a needs assessment.
Then, design volunteer position descriptions.

A strong foundation will help with volunteer retention (sustainability) and risk management.

Now, let’s look at the Volunteer Staffing and Development Cycle.
Staffing and Development Cycle

1. Position Analysis
2. Recruitment
3. Screening
4. Selection & Placement
5. Orientation & Training
6. Performance Management
7. Ongoing Recognition & Conflict Resolution

Note: It is important when you complete the needs assessment that you keep the mission of your division and section, as well as the department, in mind.

Think of your role within Archives and Records Services. Your job consists primarily of daily functions that are vital to the operation of your division.

1. Now, think of tasks that could be performed on a part-time basis, possibly with a flexible schedule.
2. What tasks could be accomplished by someone who has specialized skills (that we do not have in-house) to help accomplish our mission?
3. What tasks do you have that you would like to delegate to someone else to free you up for those things for which you have specialized skills?
4. What assistance would you need to involve qualified volunteers in the above?
5. What services would you like to see Archives and Records Services offer that are not offered at this time? (This is to help us with long-term volunteer planning).

Please check the areas of volunteer service that would be helpful to you.

- Photocopying, collating, and/or assembling
- Filing
- Labeling
- Scanning
- Research
- Writing
- Data entry
- Answering the telephone
- Responding to public inquiries
- Cataloging
- Photography
- Telemarketing (ex., promoting A&RS to schools, clubs, organizations, etc.)
- Conducting tours (orientation, thematic, and/or outreach)
- Expertise in foreign languages
- Shelving books
- Conservation services
- Special events

Please list any other areas that would be helpful to you:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
The mission is the most important tool to recruit.

Emphasize the importance and relevance of mission.

Convey positive effects that the organization and its volunteers have on the issue (statistics and testimonials).

Your volunteer job or position descriptions help the volunteer self-screen. They can determine if this is something that they want to do and if it fits their needs (schedules and whatever motivates them).

What are other successful methods of recruitment to reach your desired target?

Targeted Recruitment Campaign

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Targeted Recruitment Campaign…
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**Key messages** in any volunteer recruitment campaign should focus on the potential motivators and the necessary skills/attitudes needed for successful volunteer involvement (*Source: Volunteer Administration: Professional Practice*).

Steve McCurley suggests working through three questions about the volunteer position.

Answering these questions will help with **target recruitment**.
1) What are the skills/attitudes needed to do the job?
2) Based on this picture, where can we find these types of people?
3) What motivations for volunteering can we appeal to in our recruitment effort?

**Special considerations:**
Recruiting for diversity
Members as clients
You have the volunteer position/job description. Now what?

Next steps...
You must have foundation in place:
- Screening
- Selection and Placement
- Orientation and Training
- Performance Management
- Ongoing Recognition and Conflict Resolution

You must have your foundation ready for recruitment. Next steps must be in place.
Have all your volunteer tools in place before recruiting.

Interviewer’s forms

**Screening**
Volunteer Job description—Volunteer can self screen
Legal Considerations addressed – Only ask questions directly related to the volunteer position
Volunteer application
Interview – have questions ready (in-person, Skype, phone, etc.)
Call references – keep email and phone versions of questions handy.
Background checks, if required.
Necessary agreements signed such as volunteer/agency agreement, confidentiality forms, publicity release form, and other materials

This information should lead to appropriate Selection and Placement or a “match.”
Orientation and Training

Orientation – information about organization
Handbook that includes history, mission, vision, core values, organization’s programs and service, organizational chart, statement of purpose of the volunteer involvement.
Volunteer policies and procedures
Tour of location
Training – specific knowledge, skills, or attitudes

*** Design volunteer training and make sure volunteers have all necessary information to complete their task(s).

Performance Management
Planning, Checking in, and Review (evaluation – feedback)

Ongoing Recognition
Appreciation activities, awards, enrichment sessions, etc.

Conflict Resolution
Council for Certification in Volunteer Administration’s Ethical Decision Making Model
Resource Information

AMERICAN ASSOCIATION FOR MUSEUM VOLUNTEERS
www.aamv.wildapricot.org

The American Association for Museum Volunteers (AAMV) is a professional network for anyone working with museum volunteers. We are committed to providing a forum for the discussion and distribution of best practices in the field of museum volunteering and internships, expanding opportunities for networking, and advocating for volunteers in museums.

History

The United States Association of Museum Volunteers (USAMV) was incorporated in 1979 under the Not-for-Profit Corporation laws of Washington, D.C. The USAMV became an affiliated committee of the American Association of Museums in 1981. In 1986, the USAMV changed its name to American Association for Museum Volunteers (AAMV).

Today, AAMV is affiliated nationally with the American Alliance of Museums (AAM) through its Council of Affiliates and internationally with the World Federation of Friends of Museums (WFFM).
Resources for Involving Volunteers Successfully

A-Z Volunteer Management
Extensive, searchable library of materials on over 100 topics. Includes articles, book excerpts, free guides and reports, websites, blogs, and more... plus tips from colleagues. Continually updated.

Directory for the Profession
Find events, classes, associations, periodicals, vendors, special days, awards, places to post volunteer opportunities... plus quotes and humor for your presentations.

Training/Consultation
Learn how Energize can engage your volunteers strategically.

Online Bookstore
Volunteer engagement books for newcomers and veterans alike, in print and in e-book form.
From their website:

We are the Corporation for National and Community Service, the federal agency that leads service, volunteering, and grant-making efforts in the United States. We help millions of Americans improve their lives and the lives of their fellow citizens through service. We work hand-in-hand with local partners to tap the ingenuity and can-do spirit of the American people to tackle our country's most pressing challenges. We are AmeriCorps, Senior Corps, the Volunteer Generation Fund, and more.

State Service Commissions are listed here:
https://www.nationalservice.gov/about/contact-us/state-service-commissions
Other resources:

Credentialing Programs listing: https://www.energizeinc.com/directory/credentialing/north-america

VolunteerMatch Webinars:
VolunteerMatch Learning Center: http://learn.volunteermatch.org/

Volgistics (volunteer management software): www.volgistics.com

Listing of Other Volunteer Tracking Software:
https://www.energizeinc.com/directory/vendors/software

Professional Associations(DOVIA):s:
https://www.energizeinc.com/directory/professional-associations/global

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