4Cs of Volunteer Engagement

Presenters in order of appearance:
Elizabeth Coleman, CVA, Director of Volunteer Services and Internships, Mississippi Department of Archives and History (MDAH)
Emily Knight, Programs and Communications Manager, Museum of Contemporary Art of Georgia
Megan Bankston, Curator, Mississippi Governor’s Mansion, Mississippi Department of Archives and History
4Cs of Volunteer Engagement

To effectively coordinate and communicate with volunteers, employees, and patrons, we will focus on the following during this session:

Cycle: Staffing and Development Cycle with Elizabeth Coleman from MDAH

Communication: Expertise from Emily Knight at the Museum of Contemporary Art of Georgia who will showcase her communication methods as a Programs and Communications Manager

Coordination: Example of successful volunteer (docent) program with Megan Bankston at the Mississippi Governor’s Mansion (40+ years)

Commendation: All three of us, along with you, will share special and meaningful ways to recognize our wonderful volunteers.

Questions and Answers
STANDARDS AND BEST PRACTICES FOR MUSEUM VOLUNTEER PROGRAMS
PROPOSED BY THE AMERICAN ASSOCIATION FOR MUSEUM VOLUNTEERS (AAMV)
November 2011 (revised May 2012)

The following standards are proposed with the understanding that the diversity of museums and the roles volunteers play within them makes it extremely difficult to propose any single way a volunteer program should function.

We hope that the guidelines below will be helpful in evaluating museum volunteer programs to determine areas in need of expansion in any given institution. This is not intended to be a list of “must have” elements but a proposal of ideal components that will ensure that volunteers are successful in supporting the museum.

For the purpose of this document “volunteer” includes individuals who work in a variety of tasks at a museum for no payment of money, including docents and interns. Not considered for the purpose of this document are groups such as Boards of Trustees or fundraising “Friends of...” organizations who often volunteer their time. Basic topic areas are first listed and then elaborated with additional elements to be considered.

Feedback is welcome!
Standards and Best Practices of Volunteer Engagement

SOURCE: American Association of Museum Volunteers
https://aamv.wildapricot.org

THE BASICS

1. The institution ensures that the volunteer program has **staff support and resources needed for its success**.
2. Museum staff **identify volunteer roles that serve the institution**.
3. Recruiting is done in a fair manner so that information about volunteer opportunities is **accessible**.
4. Filling volunteer positions is done in a fair manner that ensures the **best match for the job**.
5. All volunteers receive an **orientation** to the museum.
6. All volunteers receive **training that prepares them to perform their work** to the best of their abilities.
7. **Communication** between staff and volunteers is effective and frequent.
8. **Supervision** from museum staff helps volunteers to continue to learn and improve **job performance** while offering them the opportunity to give feedback and contribute ideas.
9. **Evaluation of and by volunteers is performed**. Volunteers are evaluated for the quality of work they perform, and volunteers have the opportunity to evaluate the volunteer program.
10. **Evaluation of and by staff is performed**. Staff supervisors skills in working with volunteers is evaluated, and staff have the opportunity to evaluate the volunteer program and the role volunteers play.
11. **Volunteers are recognized and rewarded** for their work (commitment of time, quality/quantity of work, etc.)
12. **Accurate records** are kept to show the scope and breadth of the volunteer involvement in the life of the institution.
13. **Risk management** is in place.
Staffing and Development Cycle

To Begin: Build a strong foundation.

- Develop a philosophy on volunteerism.
- Determine rationale for engaging volunteers.
- Do a needs assessment.
- Then, design volunteer position descriptions and all other volunteer tools.

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

Resources to Help Your Volunteer Program Thrive!

https://aamv.wildapricot.org/

https://www.energizeinc.com/

Your State Service Commission (Example: Volunteer Mississippi)
https://www.nationalservice.gov/about/contact-us/state-service-commissions

Your Local DOVIA (Directors of Volunteer in Agencies) or Other Professional Association
https://www.energizeinc.com/directory/professional-associations/north-america
4Cs of Volunteer Engagement: Communication

- Create an open and welcoming environment
- Make a commitment to consistent and clear communication
- Establish digestible roles and values, design accessible program materials
  - Education and training content available onsite, in print and digitally for easy access
  - Update materials often
- Get to know your Team
  - Interviewing / onboarding / training
  - Learn more about your volunteer’s background, experience, interests, special skills, preferred mode of communication
- Employ frequent communication in a variety of formats to maximize volunteer engagement
  - Newsletters, emails, phone calls, website updates, printed mailers, social media platforms, digital volunteer landing page, links to helpful resources, educational and training materials and calendar sign-up
  - Include concise details about upcoming events, exhibits, institutional news, new volunteer needs, any changes or updates to volunteer program
4Cs of Volunteer Engagement: Communication

- Offer regular opportunities for feedback, evaluation and expansion of roles
  - Offer a variety of format options to allow for maximum response including in-person meeting, group meeting, self-reflection form, digital survey or feedback board etc.
  - Follow-up with volunteers after contributions
  - Give volunteers the opportunity to expand their roles within your institution and take on additional responsibly
  - Offer additional educational and training opportunities to allow volunteers to collaborate and learn together
  - Conduct exit interviews at the end of a volunteer’s time

- Communicate impact of institution and volunteer program
  - Demonstrate to your volunteers the ways in which their contributions have positively affected your institution
  - Quarterly assessments of contributions, acknowledgements of achievements, and compilation of data for annual reports and program assessment
4Cs of Volunteer Engagement: **Coordination**

- Monthly emails with calendar updates
- Frequent direct phone calls and emails
- Sometimes even a letter

<table>
<thead>
<tr>
<th>October 2019</th>
<th>November 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>Monday</td>
</tr>
<tr>
<td>1 March</td>
<td>6 March</td>
</tr>
<tr>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Columbus Day</td>
<td>Veterans Day</td>
</tr>
</tbody>
</table>

Governor’s Mansion Docent Schedule
Tours on Tuesdays–Fridays at 9:30, 10:00, 10:30, and 11:00 am

Megan Bankston
601-359-6421
mbankston@mdoh.ms.gov
Hello Mansion Docents,

Fall is upon us at last! I just wish the cooler weather would hurry up as well.... The September and October calendars are attached. Thank you for your superior response (as usual) to the September calendar needs! It is filled up as of now. Let me know if anything needs to change. As for October, take a look for openings.

We are also getting closer to December and our annual docent appreciation luncheon. Remember that you must have completed 12 hours of docent service within the year at the Mansion to remain active and be invited. Please feel free to contact me if you have a question about your hours. Also, let me know as soon as possible if you are considering retirement in December.

>>> IMPORTANT UPDATING CHANGE: With the new incoming administration in 2020, we felt that it was the right time for a little change. The required number of hours for active docent status at the Mansion will be raised to 20 hours per year to match the Department of Archives and History’s requirements. This will also affect the annual docent appreciation luncheon. Please contact me with any questions.

*Remember that every morning you docent at the Mansion counts for 3 hours of volunteer service. So, this will be like requiring 7 mornings of docent duty per year vs. the previous 4 mornings per year.

Here is a fun opportunity for all Mansion docents who are interested: Millsaps College is offering an excellent community enrichment class by Todd Sanders titled “The Architect of Jackson’s Old Capitol — William Nichols and His Work in Mississippi’s Capitol City and Beyond” on Tuesday, October 15 from 6:30-8:30 p.m. Cost is $40. You can register online here — http://www.millsaps.edu/majors-happenings/community-enrichment-series.php

Most of you may know, but here is a quick bio on Todd Sanders: He has a B.A. in history and a master’s degree in architectural history from Mississippi State University. He has worked as an architectural historian with the Mississippi Department of Archives and History since 1999. His lectures and tours of downtown Jackson are always very informative.

Also, please note that I will be out of the office September 16-18 as well as October 21-24.

Best,
Megan

September 10, 2019
10 a.m.

Dear Governor’s Mansion Docents,

With the new gubernatorial administration coming in 2020, I felt that it will be the right time for a little change regarding the number of hours required per year for Mansion docents to remain on active status. The required number of hours will be raised to 20 hours per year. This increase will match the Mississippi Department of Archives and History’s requirements and standards for active volunteer status. This will also affect the number of hours required for an invitation to the annual docent appreciation luncheon hosted by the First Lady of Mississippi. This change will go into effect beginning January 1, 2020.

We are getting closer to December this year, and our annual docent appreciation luncheon will be on Monday, December 2. The number of hours required for this year will remain unchanged. You must have completed 12 hours of docent service within the year at the Governor’s Mansion to remain active and be invited to the luncheon for this year.

Remember that every morning you serve as a docent at the Mansion counts for 3 hours of volunteer service. For the docent luncheon this year, you will need to complete 4 mornings of docent duty at the Mansion to remain active and be invited. As of January 2020, you will need to complete 7 mornings of docent duty at the Mansion to remain active and be invited to the luncheon in December of 2020.

In addition, please let me know as soon as possible if you plan to retire from being a Mansion docent. Retirees are invited to the luncheon regardless of the number of hours served that year. We would love to honor you for your service.

With this letter, I want to make doubly sure that everyone has knowledge of the above change and information. Please feel free to contact me with any questions. And thank you for all you do to make the Mansion tours so successful. You are the heart of the Mansion for many of our visitors, and the greatest ambassadors for our state!

Sincerely,

Megan Bankston
Curator, Mississippi Governor’s Mansion
4Cs of Volunteer Engagement: **Coordination**

- Monthly emails with calendar updates
- Frequent direct phone calls and emails
- Sometimes even a letter
- Calendars available on site
- Make notes on volunteers’ availability
4Cs of Volunteer Engagement: **Coordination**

- Volgistics - online volunteer management
- VicNet - volunteers can schedule themselves
- VicTouch - volunteers can sign in at your site
4Cs of Volunteer Engagement: **Commendation**

MDAH Volunteers were feted with a grand celebration of their 2018 service on Monday, February 11, 2019, at the annual Valentine Luncheon held at the Two Mississippi Museums: First Lady Deborah Bryant, MDAH Board President Kane Ditto, MDAH Board member Reuben Anderson, and MDAH Director Katie Blount expressed their deep gratitude for the many hours that our volunteers serve to fulfill the mission of MDAH. Award winners are listed on page 2, as well as glimpses of this fun luncheon.

MDAH Volunteers are the Best of the Best!

Katie Blount speaking to the MDAH volunteers. Seated on stage: MDAH Board President Kane Ditto, First Lady Deborah Bryant, and MDAH Board Member Reuben Anderson

MDAH volunteers received the 2018 Governor’s Initiative for Volunteer Excellence Award for Outstanding Achievement in Promoting Public History on April 16, 2018. We are grateful to Volunteer Mississippi for this tremendous recognition of your service to our state. We thank you all for a job well done!
Commendation can come in many forms!

- Appreciation event or outing
- Nomination for volunteer award
- Newsletter highlight
- Social Media spotlights
- Testimonial or quote for website
- Coordinate In-kind donations or partner perk exchange
Docent Appreciation Luncheon at the Mississippi Governor’s Mansion
4Cs of Volunteer Engagement

Questions and Answers