Engaging Volunteers During Difficult Economic

An Mebinar Webinar Thursday, March 1, 2012

12:00 noon to 1:00 p.m.

Presenter: June Bass juneebass@gmail.com

Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Agenda

Introduction

• Why Volunteer?

 Program Challenges – Economic Downturns

Time Saving Tips

Introduction:

•How many volunteers does your library engage?

 Have you been asked to start or increase engagement of volunteers recently? Why?

•What are your most burning questions?

The Decision to Volunteer



Volunteer Motivation

- Mission and impact
- Social involvement
- Meet new people
- Gain skills

- Recent retiree
- Try a new experience
- Community service hours
- Build self-esteem

Motivation: Economic Downturns

- Mission
- Gain new skills
- Networking
- Social involvement

- Recently unemployed
- Vocational rehab hours
- Get a job
- Build self-esteem



Motivation Change: Is it Important?

- Recruitment
- Position Development
- Satisfaction
- Retention
- Relationships

Challenges:



Challenges: Lack of Trust

- Unsure of the volunteer coordinator role
- Fear of volunteers
- Volunteers are unskilled
- Staff is uncomfortable engaging volunteers
- Union concerns

Challenges: Fear of Change

- Staff layoffs
- Volunteer layoffs
- Constant change
- Mourning the loss of what use to be

Challenges: Busting Myths

Volunteers are free labor



Challenges: A Good Problem



- Too many volunteers
- Too few openings

Time Saving Tips: Recruitment

- Develop position descriptions
- •Create "master" recruitment announcements
- •Utilize online resources Volunteer Match,

Hands on - Networks, Library Website

Volunteer Applications

Multnomah County Library

City of Tualatin

Hillsboro Public Library

Screen Applications:

- Incomplete information
- Misspellings/Illegibility
- Court mandated service
- School service
- Minimum age requirements
- Minimum service commitment

- Create master response emails
- Clerical volunteers can help!
 - Data entry
 - Application screening
 - Sending master email responses

Group Interviewing

- Outline Sample
- Mini interviews
- Unemployed volunteers



What to look for:

- Body language
- Engagement with others
- Interested in topics
- Arriving on time or leaving early
- Engaged in activities
- Participation in discussion

Time Saving Tips: Training

- Training Tutorials
 - MCL Volunteer Site for Coordinators
 - Tualatin City Library Volunteer Orientation
- Group Training- Handout

Walking Around Supervision:

- Engage many staff in asking
 - · "how did it go today"
 - •"any questions that came up that I can help with"
- •All staff are engaged in assisting volunteers
- Have a priorities bulletin board

Lead Volunteers

- Supervise
- Schedule
- Train
- Mentor



- Similar to role as a trainer
- Example: Summer Reading Leader

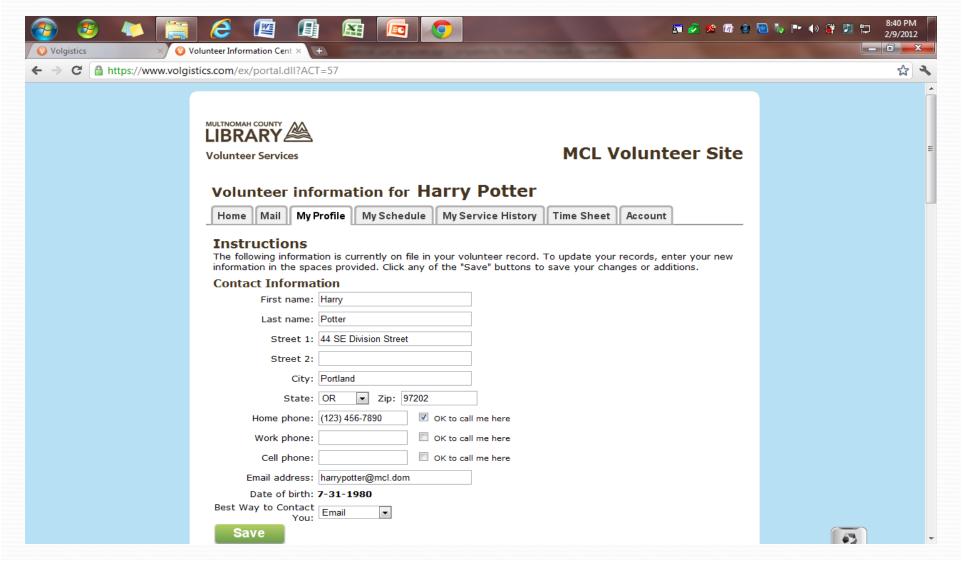
Reports and Forms:

- Forms to collect statics for each shift
- Email updates on work progress
- Daily priority task lists

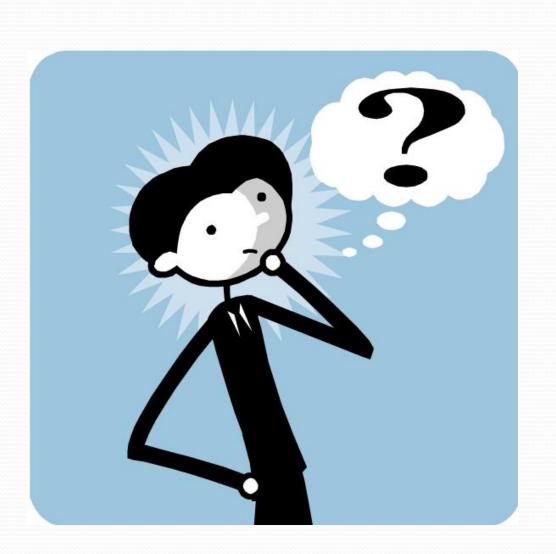


Volunteer Database:

- Accessible by staff supervisors
- Contact information
- Volunteer position assignments
- Volunteer profiles
- Volunteers can update their profiles



Q&A



Thank You!

June Bass juneebass@gmail.com