

## **PROPOSED WORKPLAN FOR DEVELOPING A CENTRAL VOLUNTEER PROGRAM**

### **PROPOSED GOALS OF VOLUNTEER PROGRAM**

1. Provide value-added enhancements to all programs and services.
2. Strengthen and increase community awareness, partnerships and opportunities for individuals and groups to engage in supporting city programs, departments and goals.
3. Provide systems, training and support to staff and volunteers as a means to maximize outcomes of staff/volunteer partnerships and collaborations.
4. Provide a seamless, consistent and high quality system of intake, training, engagement, retention, risk management and recognition of volunteers.
5. Assure that all City Volunteer Program components meet or exceed industry standards.
6. Assure that Volunteer Program and Coordinator serve as a valued resource to staff, volunteers, citizens and other City stakeholders. Operate in a manner that the program and Volunteer Coordinator are well respected, connected and visible.
7. Provide systems to measure, assess and analyze Volunteer Program outcomes and successes, and allow for continued program improvements.

### **PROPOSED PLAN OF ACTION**

**Objective: Create a framework and program that meets the needs, goals and visions of the Volunteer Program constituents and stakeholders.**

- I. Schedule and hold listening sessions/meetings with all City Staff who currently are and/or have the capacity to build volunteer partnerships, the Community Engagement Commission, supervisor, and other stakeholders as identified by supervisor. Listening sessions to include:
  - a. Initial identification of opportunities for volunteer engagement. Provide support to staff in identifying new and/or potential areas for engaging volunteers.
  - b. Identifying expectations and needs from Volunteer Program.
  - c. Identify staff expectations regarding their perceived role, duties, accountabilities and ownership in building and supporting volunteer engagement, including: recruitment, training, support, supervision and recognition.
  - d. Solicit staff and current volunteer ideas and suggestions for volunteer recruitment, training, support and recognition.
  - e. Establish overview of current volunteer processes; ie; recruitment, on-boarding, training, supervision, tracking and recognition tools, systems and methods for both volunteers and staff partnerships with volunteers.
  - f. Assess and incorporate strategies for risk management.
- II. Identify, schedule and hold listening sessions/focus groups with current volunteers. Topics to include:
  - a. Current satisfaction level with their volunteer role.
  - b. Ideas for enhancement(s) of Volunteer Program for the City.
  - c. Desired role(s) in growing citizen engagement throughout the City.

**Objective: Assure that staff and volunteers have the necessary training, tools and support to share a common vision and excel in building and sustaining successful partnerships, with desired outcomes.**

- III. Utilizing information from listening sessions outlined above, identify, develop and launch support materials and systems for cohesive, successful, volunteer engagement and recordkeeping. Elements to include:
  - a. Establish core operating standards for Volunteer Program.

- b. Establish standards for what a volunteer can expect from the City in regards to their volunteer roles.
- c. Establish expectations and responsibilities of Volunteer Coordinator.
- d. Establish expectations and responsibilities of staff partnering with volunteers.
- e. Develop data base and tracking system.
- f. Develop on-line and print handbooks for volunteers and staff who partner with volunteers.
- g. Develop and draft volunteer job descriptions.
- h. Create on-boarding materials, including enrollment and tracking systems, print materials and Volunteer Orientation plan. Partner with staff to develop position specific training(s).
- i. Create interest and skills inventory collection tools to assure best possible matches of volunteers to opportunities, full utilization of volunteer gifts, and on-going ability to identify and access needed skill sets.
- j. Establish on-going training and support needs and materials for volunteers and staff partnering with volunteers. Develop schedule, plan and materials.

**Objective: Build and support a diverse and vibrant volunteer force that represents and welcomes all sectors of the community, and works as a team to meet goals and visions.**

- IV. Volunteer Recruitment plan, materials and systems identified, developed and launched.
  - a. Work with Communications to establish branding and messaging parameters and identify available resources. Utilize opportunities listed above to identify volunteer opportunities to be highlighted in communications.
  - b. Explore feasibility of regular volunteer column in community newspaper.
  - c. Explore feasibility of Volunteer Programming on Cable channel 16 to highlight current volunteers, volunteer opportunities and report on volunteer impacts and service data.
  - d. Partner with Communications to maximize Volunteer Program's social media presence and opportunities.
  - e. Develop list of community gathering places, organizations, service clubs and faith communities for potential outreach and partnerships.
  - f. Identify and train key volunteers as Community Ambassadors to recruit additional volunteers from their circles of influence.

**Objective: Create a volunteer force that feels recognized, valued and committed and takes ownership in a common vision.**

- V. Volunteer and staff recognition.
  - a. Create list of free, easy to implement volunteer recognition ideas as a resource for all staff who partner with volunteers.
  - b. Develop systems of on-going recognition of volunteer contributions and needs, such as training and educational opportunities, feedback on impact of volunteerism and appropriate avenues for inclusion in decisions that affect them.
  - c. Explore feasibility of highlighting volunteers in public bulletin boards and other media utilized for recruitment.
  - d. Explore feasibility of branded apparel for key volunteers working in visible roles in the community.
  - e. Explore feasibility of discounts at community businesses for City volunteers.
  - f. Acknowledge volunteer birthdays, start dates and other dates of personal significance.
  - g. Explore feasibility and options for quarterly and/or annual events to recognize volunteers in an event like atmosphere.
  - h. Include staff who supervise volunteers in volunteer recognition activities.
  - i. Establish quarterly staff recognition/awards for outstanding volunteer partnerships. Post on Social Media, intranet and city newsletter.

- j. Write thank you/acknowledgement letters to supervisors in recognition of staff who excel at volunteer partnerships.
- k. Explore feasibility of having volunteer partnerships included in employee review process where appropriate.

**Objective: Assure that the Volunteer Coordinator is well connected and visible in community.**

- VI. Build and maintain community connections and visibility of Volunteer Coordinator.
  - a. Explore and identify committees and organizations where Volunteer Coordinator should be participating in order to network and build strategic relationships.

**Thank you to the City of Roseville for sharing this work plan and to Kelly O'Brien, Volunteer Coordinator, City of Roseville for work to develop it.**