



## VOLUNTEERISM AT NEWFIELDS STRATEGIC PLAN

### NEWFIELDS MISSION

To enrich lives through exceptional experiences with art and nature

### NEWFIELDS VALUES

- **Stewardship:** *We create a vibrant Newfields for current and future generations. We accomplish this with a sustainable financial model, a well-maintained campus, well stewarded collections, and environmentally-responsible business practices.*
- **Inclusivity:** *We welcome diverse audiences and ideas. We provide thoughtful, inclusive programming that is accessible to residents of our community, as well as opportunities for individuals and companies through our hiring and procurement practices.*
- **Service:** *We believe the guest is our first priority. We treat each visitor, member, volunteer, staff, and donor as an individual, and personalize our guests' experiences.*
- **Excellence:** *We strive to offer the best of nature and the arts. We aim high and constantly innovate to exceed the expectations of our guests, staff, volunteers, and donors.*

### VOLUNTEERISM MISSION

To provide volunteers so that Newfields can expand the capacity of the institution to more successfully accomplish its mission

### VOLUNTEERISM VALUES

Appreciation • Excellence • Knowledge • Service • Dependability

### VOLUNTEERISM CORE OBJECTIVES

- Drive initiatives that engage volunteers in a greater capacity so that volunteerism supports Newfields staff in a way that increases productivity and the quality of work being performed.
- Recruit, train, activate, and retain exceptional volunteers throughout the year to fulfill the needs of Newfields.
- Create long lasting relationships between volunteers, staff, and guests.
- Foster opportunities for volunteers to engage with Newfields in a more meaningful way that inspires a desire to contribute more time and financial resources.



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### VOLUNTEERISM AT NEWFIELDS ACTION PLAN

- 1. Volunteer Staffing Identification & Evaluation:** Continuous reevaluation of current, past, future, and potential volunteer opportunities to ensure the Newfields Volunteerism Department is supporting the institution in new and meaningful ways that also appeal to our ever changing needs and the desires of our volunteer force.
  - a. Evaluate current volunteer opportunities and program structure
  - b. Create a new organizational chart with leadership from each department
  - c. Develop a searchable skills database that includes all volunteers and is accessible to all Newfields Staff
- 2. Recruitment and Retention:** Identify new opportunities while continuously refining current ones to ensure program optimization and sustainability
  - a. Identify gaps in our volunteer talent pool
  - b. Identify appropriate and strategic opportunities to seek out candidates that complement our team by adding new and diverse skill sets
  - c. Recruit qualified candidates to fill these roles
  - d. Retain those identified as key to our talent pool through continued engagement, appreciation, inclusion, consistent and constant communication
- 3. Training and Development:** Strive to provide unique and inspiring opportunities that motivates our volunteers to seek out and participate in these programs so that they can better support Newfields while increasing their engagement and strengthening their relationship with the institution. This will create a deeper connection between volunteers and Newfields.
  - a. Identify program strengths and develop those opportunities to create fulfilling volunteer programs that volunteers strive for
  - b. Identify and retool unpopular opportunities from all aspects (time of shift, location, nature of the job itself) and work towards improving the volunteer experience to increase participation
  - c. Provide opportunities for volunteers to engage in personal development activities
    - i. Training sessions
    - ii. Special tours
    - iii. Lectures
    - iv. Unique access opportunities



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- 4. Recognition Program:** Create and sustain a volunteer recognition program that strives to engage our volunteers in a more meaningful and robust manner on a personal level.
  - a. Build a thriving volunteer appreciation program that successfully engages a majority of the volunteer team
  - b. Continuously reevaluate the program always looking for areas to improve, refine, and engage a more consistent and representative percentage of the volunteer base
  - c. Cross departmental engagement of all volunteers regardless of affiliation
- 5. Communication Strategy:** Ensure that we maintain meaningful, consistent, and constant communication through multiple channels is a reality that is thriving and working for our volunteers
  - a. Identify the best communication methods for volunteers
  - b. Execute communication in a concise and effective manner that is accessible to all volunteers
  - c. Seek out new methods that increases mutual communication with our volunteers
- 6. Evaluation:** Develop a method of volunteer evaluation that results in a more engaged and motivated volunteer workforce
  - a. Partner with peer institutions to identify the successful components of an annual volunteer review process
  - b. Work with the Volunteer Advisory Board to outline a new annual review program for Newfields
  - c. Meet with key volunteer stakeholders to generate buy in
  - d. Launch the evaluation program at all volunteer meeting
- 7. Tools Assessment:** Intentional and consistent evaluation of the Newfields volunteer program components (volunteer appreciation, engagement, training, etc.)
  - a. Actively seek out feedback and input through surveys, interviews, and connecting with volunteers in person each and every chance that is afforded
  - b. Schedule one on one volunteer performance reviews focused on volunteer development and securing feedback for the program and the institution
  - c. Create a consistent and trackable method for executing this initiative
  - d. Create a follow up plan to address the core issues and opportunities for improvement identified and execute a plan to tend to these items