

# **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.

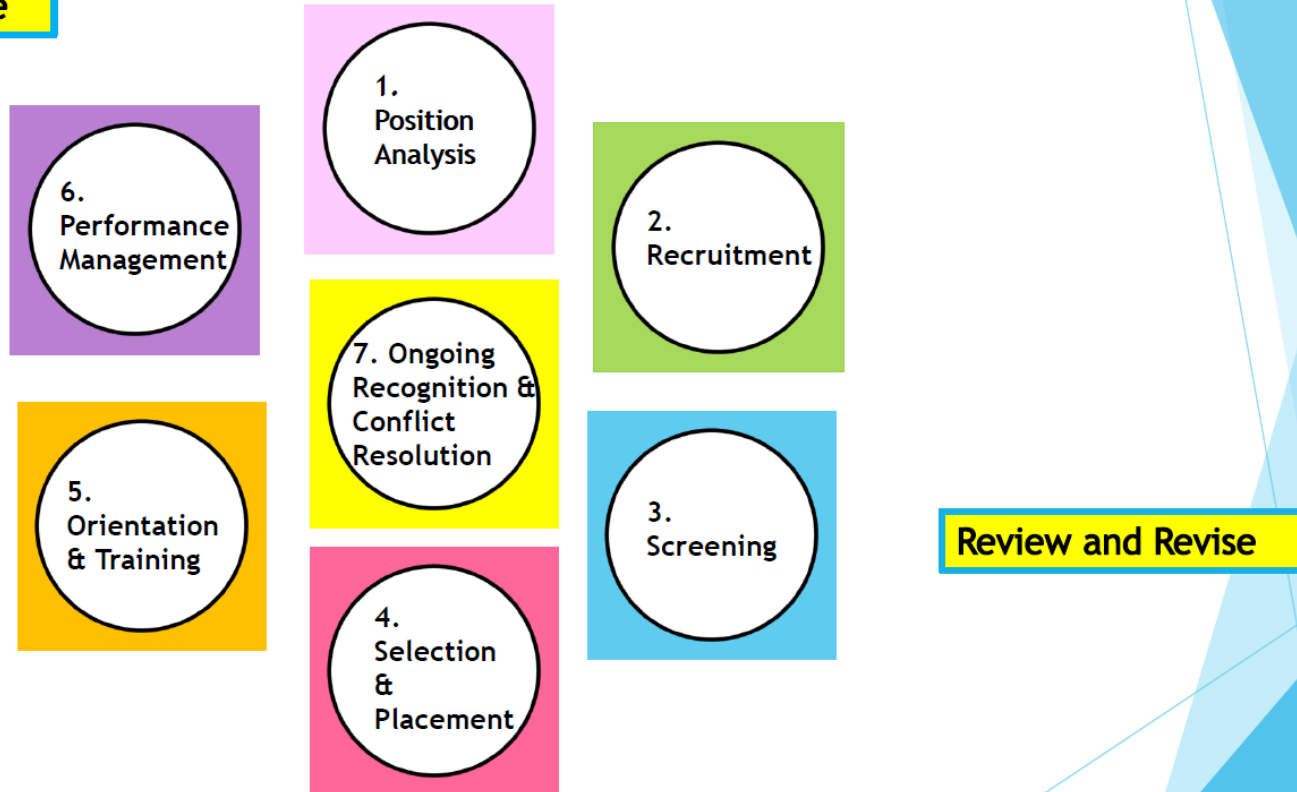


**A strong foundation will help with volunteer retention (sustainability) and risk management.**

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

# Staffing and Development Cycle

Review and Revise



Review and Revise

Source: Seel, Keith. Volunteer Administration Professional Practice, First edition. Dayton Ohio: Lexis Nexis, 2010.

# Conduct a Needs Assessment

## Archives and Records Services Needs Assessment for Volunteer Service

**Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Section:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**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:**

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**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**

### **Remember...**

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).

# TWO MISSISSIPPI MUSEUMS



MUSEUM OF MISSISSIPPI  
MISSISSIPPI CIVIL RIGHTS  
HISTORY MUSEUM

## Museum Ambassador Volunteer (Jackson)

**Purpose:** To enhance the visitor experience and further the mission of the Museum of Mississippi History (MMH) and the Mississippi Civil Rights Museum (MCRM). Ambassadors may be located at assigned stations, circulating through the museums, or moving with an assigned group.

*The Museum of Mississippi History encourages people to explore and appreciate our state's history. We present rich and complex stories that illustrate how our shared past influences our future together.*

*The Mississippi Civil Rights Museum promotes a greater understanding of the Mississippi Civil Rights Movement and its impact by highlighting the strength and sacrifices of its people.*

### Responsibilities may include:

- Connecting with visitors by greeting and communicating pleasantly and effectively
- Providing on-the-spot customer service to visitors
- Giving clear directions to admissions, store, comfort stations, and other areas as needed
- Learning and sharing knowledge about museum exhibits
- Delivering up-to-date information about current exhibits and special events

### Qualifications:

- Show excellence, integrity, passion, and respect while interacting with visitors
- Enthusiastic, knowledgeable, and sensitive in sharing the Mississippi story
- Ability to interact with the public while remaining courteous at all times
- Agreeable personality and relate well to people of all ages and backgrounds
- Excellent communication and listening skills
- Ability to easily transition from one assigned role to another
- Ambassadors stationed in the store or working at special events may need to lift objects (not more than 25 lbs.)
- Be dependable

**Requirements:** Successfully complete all training and adhere to appropriate dress code. Except for the 2 Mississippi Museums' logos or approved messages, clothing, pictures, symbols, and/or wording should not be worn.

**Time Commitment:** Continuous service assignment (preferred commitment 2 or more shifts per month). Shifts: Tuesdays through Saturdays 9 a.m.–1 p.m. or 1–5 p.m.; Sundays 1–5 p.m. There might be nighttime opportunities for service with special events. Minimum of twenty (20) hours of volunteer service per year are required to remain on the active volunteer list

### Benefits:

- The satisfaction of volunteering at two of the most comprehensive history museums in the nation
- Volunteer enrichment/activities provided by MDAH
- A lifelong learning opportunity. All training and training-related materials provided by MDAH
- Documented volunteer service for work or school credit
- A 15% discount in the Mississippi Museum Store

**Reports to:** 2 Mississippi Museums volunteer coordinator

**Next steps:** Apply online at <http://www.mdah.ms.gov/new/interact/get-involved/volunteer-at-mdah/>

**Contact:** Elizabeth Coleman \* [ecoleman@mdah.ms.gov](mailto:ecoleman@mdah.ms.gov) \* 601.576.6985 \* [www.mdah.ms.gov](http://www.mdah.ms.gov)

The 2 Mississippi Museums are administered by the Mississippi Department of Archives and History (MDAH).

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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**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](http://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).

# Resource Information



[www.energizeinc.com](http://www.energizeinc.com)

## 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.

## Resource Information



Corporation for National and Community Service

[www.nationalservice.gov](http://www.nationalservice.gov)



### 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>

# Resource Information

**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](http://www.volgistics.com)

**Listing of Other Volunteer Tracking Software:**

<https://www.energizeinc.com/directory/vendors/software>

**Professional Associations(DOVIAs):**

<https://www.energizeinc.com/directory/professional-associations/global>

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