

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 of Volunteer Engagement

SOURCE: American Association of Museum Volunteers

<https://aamv.wildapricot.org>

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.

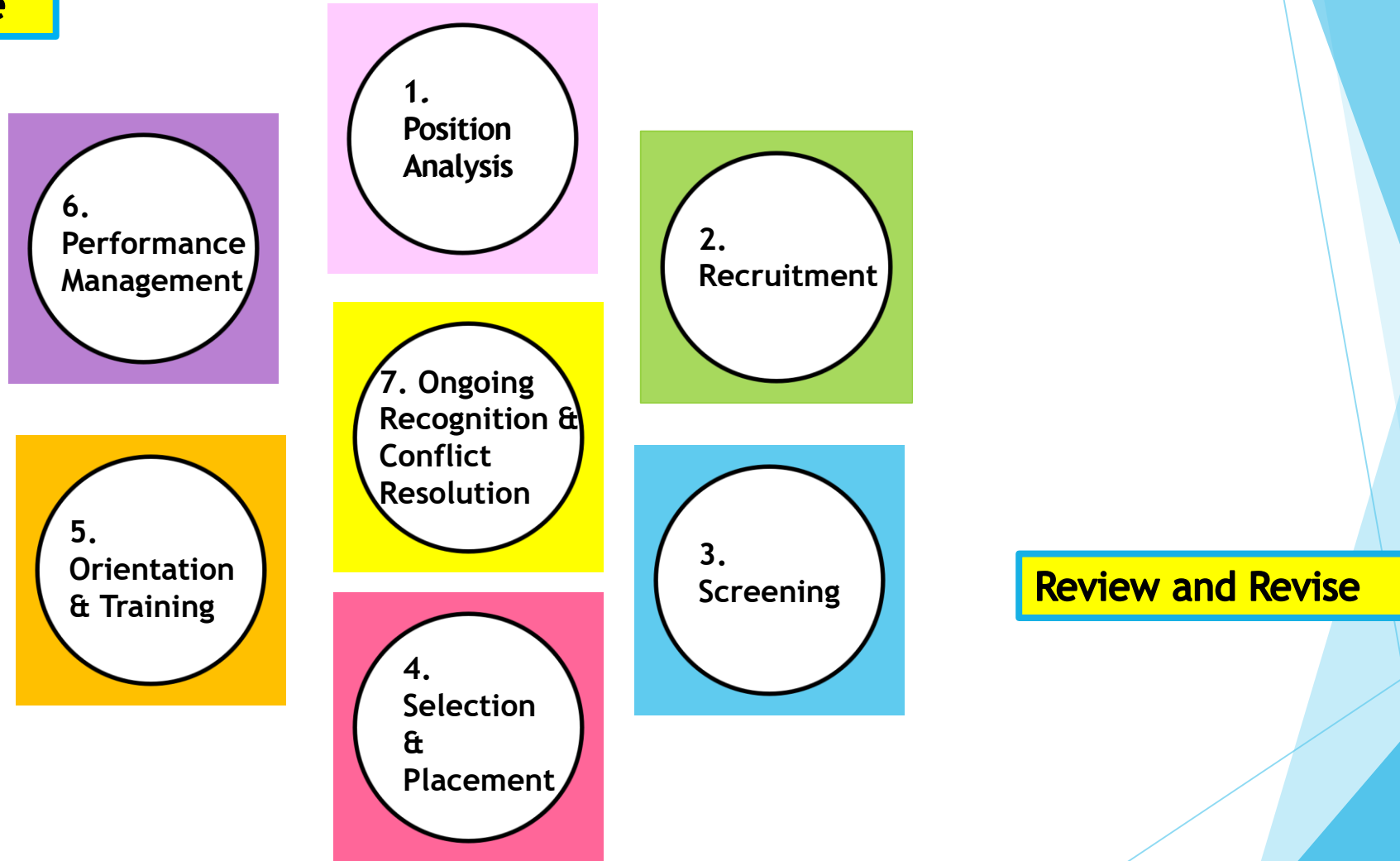


A strong foundation will help with volunteer retention (sustainability) and risk management.

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

Staffing and Development Cycle

Review and Revise



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

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 volunteers time
- **Communicate impact of institution and volunteer program**
 - Demonstrate to your volunteers the ways in which their contributions have positively effected 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

Governor's Mansion Docent Schedule						Megan Bankston 601-359-6421 mbankston@mdah.ms.gov
Tours on Tuesdays-Fridays at 9:30, 10:00, 10:30, and 11:00 am						
October 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Anna Marie Barnes Linda Livingston Montine Bond	2 Carolyn Clements Joyce Huskey Ruth Tant	3 Judy Lacy Pauline Akers Steve Kelly	4 Bernie Lieb Faye Hudgins Mackie Jernigan	5
6	7	8 Becky Herren Luran Buchanan	9 Joyce Huskey Kathryn Lee	10 Anna Marie Barnes Glen Graves Steve Kelly	11 Faye Hudgins Mackie Jernigan	12
13	14 Columbus Day	15 Anna Marie Barnes Carol Busbee Margaret Roberson	16 Carolyn Clements Joyce Huskey Kathryn Lee	17 Judy Lacy Pauline Akers Steve Kelly	18 Becky Herren Chuck Rhoads Faye Hudgins	19
20	21	22 Becky Herren Margaret Roberson Steve Kelly	23 Andi McDaniel Joyce Huskey Luran Buchanan	24 Anna Marie Barnes Freda Spell Glen Graves	25 Chuck Rhoads Faye Hudgins Sister Simmons	26
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24	25	CLOSED FOR DECORATING AND HOLIDAY				30
				Thanksgiving		

Example Emails to Volunteers

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 UPCOMING 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 invites to 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/major-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

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 of 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

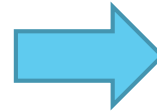
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4Cs of Volunteer Engagement: **Coordination**

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 - Sometimes even a letter
- Calendars available on site
- Make notes on volunteers' availability

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Halloween

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4Cs of Volunteer Engagement: **Coordination**

- ▶ **Volgistics** - online volunteer management
 - ▶ **VicNet** - volunteers can schedule themselves
 - ▶ **VicTouch** - volunteers can sign in at your site

VicTouch Volunteer Information Center

MISSISSIPPI Department of
MDAH
ARCHIVES & HISTORY

Welcome. The VicTouch Volunteer Information Center is where volunteers check-in and out. If you are ready to check-in or out and you have a volunteer PIN number, enter it here to get started.

Enter your volunteer PIN number
Enter your volunteer ID number using the keypad buttons, and then touch the Continue button.

1	2	3	
4	5	6	Cancel
7	8	9	Backspace
*	0	#	Continue

HELP WANTED **Sign-Up!**
We need volunteers on days that have the 'Help wanted' symbol. Click any of these days to learn more or to sign-up.
Show openings in

Prev month Next month **October 2019**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 HELP WANTED	2 HELP WANTED	3 HELP WANTED	4 HELP WANTED	5 HELP WANTED
6 HELP WANTED	7	8 HELP WANTED	9 HELP WANTED 8:30 a - 12:00 p Docent - EWHG	10 HELP WANTED	11 HELP WANTED	12 HELP WANTED
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Prev month Next month

Printable view

Exit

4Cs of Volunteer Engagement: Commendation

MISSISSIPPI Department of
MDAH
ARCHIVES & HISTORY

The Volunteer Newsletter
*Devoted to Mississippi's
true treasures — our volunteers*
Winter 2019

VIPs Recognize the Best Volunteers in Mississippi!



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

Congratulations to the MDAH Volunteers!



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!

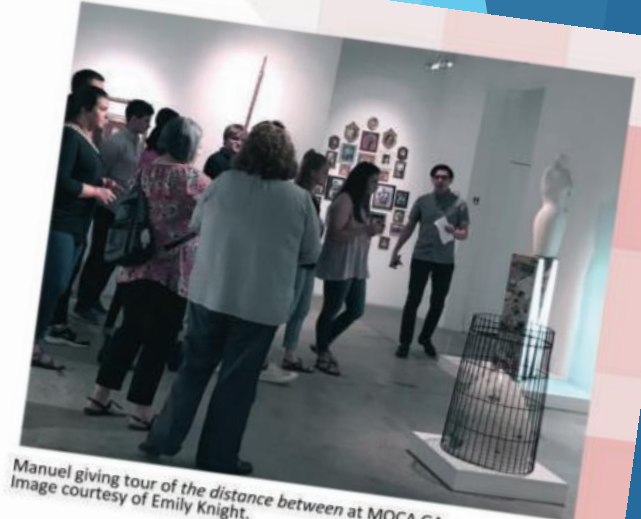
- Appreciation event or outing
- Nomination for volunteer award
- Newsletter highlight
- Social Media spotlights
- Testimonial or quote for website
- Coordinate In-kind donations or partner perk exchange

SPOTLIGHT: VOLUNTEER

By Manuel Cude- Pacheco

During my time as a docent for the Museum of Contemporary Art GA during Mario Petirena's first solo exhibition: The Distance Between, I was fortunate to be part of the process for how patrons created knowledge through collective participation while learning about the exhibition and the role of the museum in the community. Working with a different audience each time demanded a mindful and dynamic approach which brought a refreshing element to my experience as a docent, truly making each session more interesting than the previous one.

The museum's growing collection of art by Georgia artists is just one of many reasons I gravitated towards MOCA GA's volunteer docent program, though the opportunity to work around their incredible pieces certainly was one of the most exciting parts of my experience. I have found that the program plays a vital role of the MOCA GA in providing a diverse representation of the art community and docents.



Manuel giving tour of the distance between at MOCA GA. Image courtesy of Emily Knight.

Julia Relat, from Spain, completed an international internship at the Exploratorium. She has a PhD in Pharmacology, and at the time was enrolled in a Masters of Scientific, Medical, and Environmental Communication at Universitat Pompeu Fabra (UPF).



TODAY WE SAID GOODBYE TO OUR VALUED COLLECTIONS & ARCHIVES INTERN CAMILLE



Thank You!

Camille worked diligently over the past several months donating more than 350 hours to MOCA GA as she assisted staff with the processing and rehousal of the newly acquired Sidney Guberman Papers!

TODAY WAS MY FIRST DAY AS A MOCA GA VOLUNTEER!



THANKS @3EBETH3 FOR JOINING THE TEAM!

Showing each group that I want about them as they did about the organic symbiotic relationship w ex Yo ex re le



TO OUR WONDERFUL VOLUNTEERS!

WELCOME!



THANK YOU FOR JOINING OUR VOLUNTEER TEAM!

Docent Appreciation Luncheon at the Mississippi Governor's Mansion



4Cs of Volunteer Engagement

Questions and Answers