

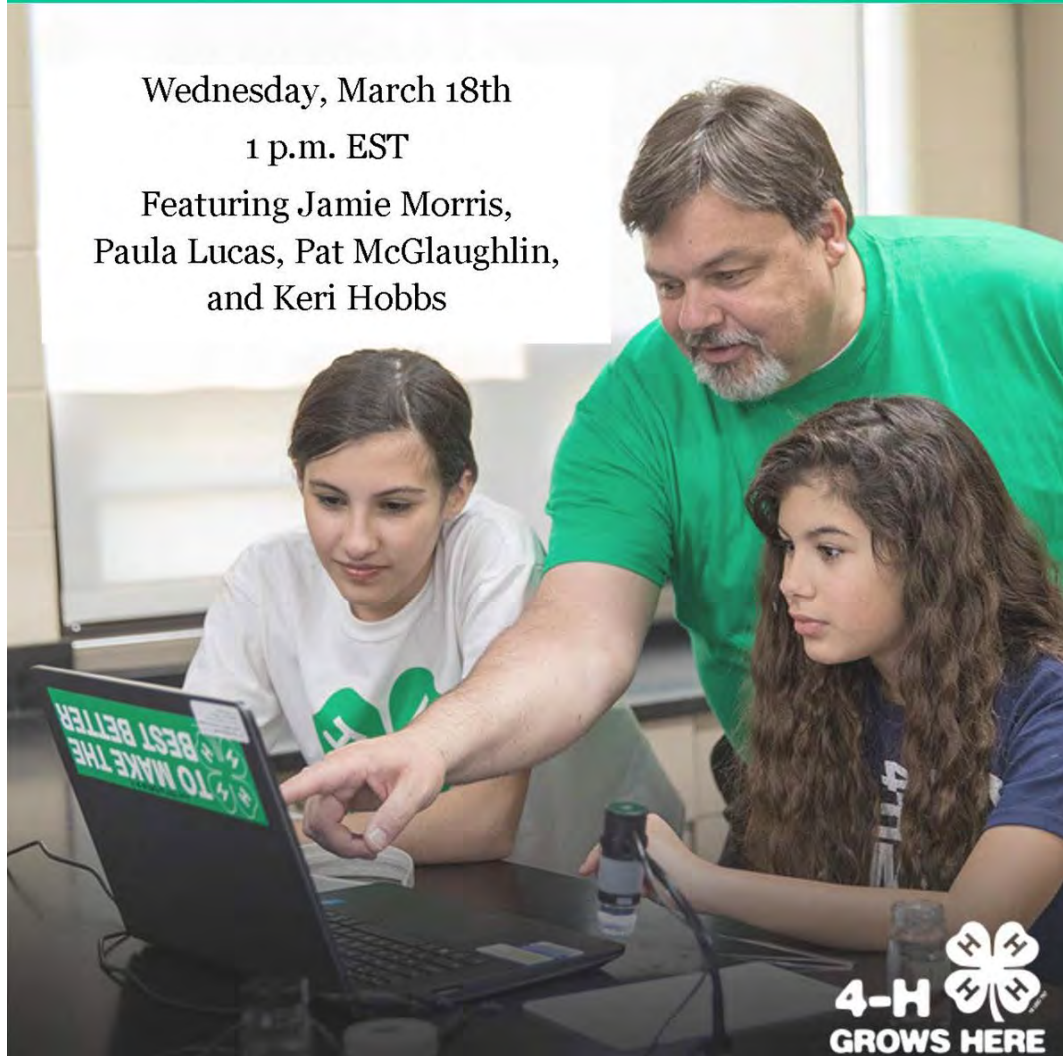
NAE4-HYDP Professional Development Committee  
Volunteerism Working Group Presents

## **Volunteer Engagement:** *Working Together to Inspire Youth*

Wednesday, March 18th

1 p.m. EST

Featuring Jamie Morris,  
Paula Lucas, Pat McGlaughlin,  
and Keri Hobbs



Presented by:

- **Jamie Morris**- Extension Specialist, 4-H Youth Development, *Volunteer Systems and Development*  
University of Maryland Extension
- **Keri Hobbs** - Extension Specialist,  
Georgia 4-H Volunteer Development - The  
University of Georgia Extension
- **Paula Lucas** - Youth Development/4-H  
Educator, Volunteer Systems Working  
Group Co-Chair, Penn State Extension

# Objectives

Participants will:

- develop an understanding of volunteer engagement and how it aligns with the ISOTURE Model for Volunteer Administration.
- learn best practices to utilize when engaging volunteers in their 4-H program.

# Volunteer Engagement in General

- What comes to mind when we say “volunteer engagement”?
- What comes to mind when we say “volunteer management”?

“Volunteer Engagement isn’t a program - It’s a mindset. A culture. A core organizational strategy for success.” Beth Steinhorn, President of VQ Volunteer Strategies

“Volunteer engagement is a process, no different than fund development or marketing: it connects nonprofits with mission-critical resources.” -

Strategic Volunteer Engagement A Guide for Nonprofit and Public Sector Leaders

# ISOTURE

**Identifying ♦ Screening ♦ Orienting ♦ Training  
Utilizing ♦ Recognizing ♦ Evaluating**

- **Model of volunteer administration and development**
- **Developed by Dr. Robert Nolan, Professor of Adult Education at North Carolina State University in 1969**
- **Adapted by Dr. V. Milton Boyce, Program Leader for 4-H, USDA in 1971**
- **Introduced to County and Area 4-H Agents to be used in local 4-H Youth Development programs in the 1970's**

# Identify

“The process of finding people who have the competence and attitudes essential to fill specific leadership positions. This includes the identification of county 4-H program needs and the volunteer roles to meet those needs, targeted recruiting for volunteers, identifying potential volunteers, and completion of a volunteer application.” (Pleskac, 2010)



<https://4-h.org/professionals/marketing-resources/volunteer-resources/>

# Identify

- Know your program needs
- Educate about 4-H and volunteer opportunities
  - Leverage advocates and collaborators to assist
- Launch intentional volunteer recruitment efforts
  - Broad and targeted communications
  - Offer beneficial professional development trainings
  - Target first generation volunteers and volunteers with specific skill sets

***Be creative in where you promote, you never know where you will find a great volunteer!***



MD Resources available at: [https://drive.google.com/open?id=13lywZuBMQb\\_nw7KrbHhGiF SugS8ewxf](https://drive.google.com/open?id=13lywZuBMQb_nw7KrbHhGiF SugS8ewxf)

A collage of images related to 4-H volunteer recruitment. It includes a "VOLUNTEER ROLE" section with text about adult and youth roles, a "Maryland 4-H CLUB LEADER GUIDE BOOK" title, a photo of a group of people, and a "VOLUNTEER WITH 4-H TODAY!" section with a list of roles and a sign-up form. The sign-up form includes fields for name, email, phone, and address, and a "Sign Up" button.

**VOLUNTEER ROLE**

Adults and youth in the 4-H Program, from setting a fundraiser to ALL 4-H programs are in a need for volunteers! If you are sought to serve as a volunteer for this role, please contact your local 4-H agent.

**Maryland 4-H CLUB LEADER GUIDE BOOK**

**UNIVERSITY OF MARYLAND EXTENSION**

The University of Maryland Extension

**VOLUNTEER WITH 4-H TODAY!**

Your time and talents can make a big impact. Here are some ways you can help:

- Lead a robotics program
- Be a judge
- Be a guest speaker

Ready to learn more?

Enter your name:  Enter your email:  Enter your phone:

Enter your address:

<https://4-h.org/professionals/marketing-resources/volunteer-resources/>

# S election

“The process of studying the backgrounds of prospective volunteers identified and motivating them to fill selected positions. This includes screening potential volunteers, reference checks, interviews, and matching volunteers to needed roles.”  
(Pleskac, 2010)



# **S**election

## ***Volunteers serve at the pleasure and discretion of the 4-H Program***

- All may apply to be a volunteer, but not all may become volunteers
  - Volunteers must apply and comply with program expectations
  - Volunteers must pass background check expectations
  - Volunteers should receive positive recommendations from references
  - Volunteers should be interviewed to determine proper fit

***Volunteering is a privilege, it is not a right.***

# **S**election

Volunteer appointment should match an applicant's skills with a specific role

- fill the role/need rather than make a role for someone to serve
- use a skill assessment to match skills with specific roles
- complete an appointment agreement
- complete a volunteer position description for each specific role
- complete a code of conduct

***Appointment makes a volunteer “official”. It should come after an individual is prepared to serve through orientation and training.***

# O<sup>1</sup>rientation

“The process of orienting volunteers to the expectations of the 4-H youth development program and their volunteer role. This includes new volunteer training and support.” (Pleskac, 2010)



# O<sup>1</sup>rientation



- A Few Basics to Consider:**
- History of your organization
    - Overview of 4-H and introduction to Extension
    - Essential Elements of Youth Development
    - Office/facility tour
  - Faculty/staff introductions
  - Policies and procedures overview
  - Expectations and local timelines
    - Volunteer opportunities

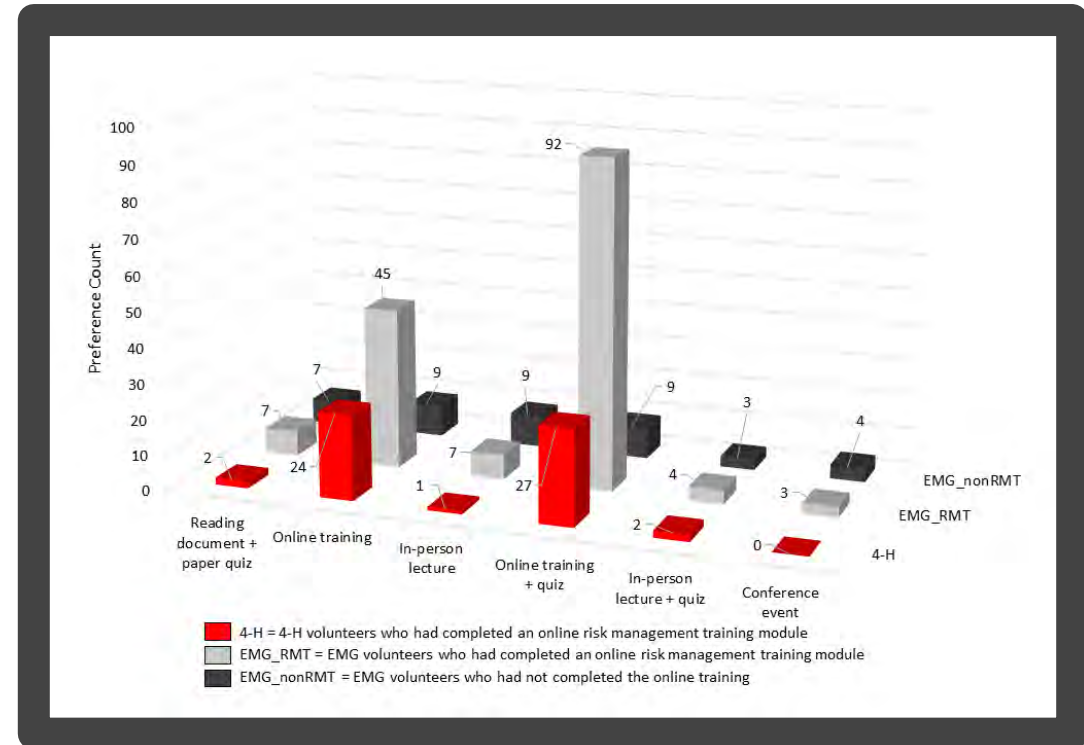
# T raining

“The process of stimulating and preparing volunteers to acquire knowledge and to develop attitudes and skills necessary to enable them to be successful in their volunteer roles. This includes ongoing training through a variety of delivery methods.”  
(Pleskac, 2010)



# T raining

- **Consider the service role and time**
- **On-going training**
- **Offer** flexible training methods through a variety of approaches, based on the service role needs:
  - Asynchronous
  - In-person
  - Written materials
    - Take home manuals, guides, and quizzes
  - Blended approaches
    - Videos/online modules
    - In-person facilitation



Hobbs & Dorn (2020)

# Utilization

“The process of providing the opportunity for volunteers to put acquired knowledge and skills into action in the most appropriate way to function in a supportive environment. This includes support for volunteers to actively carry out responsibilities and to provide opportunities for mentoring from other volunteers and paid staff.”

(Pleskac, 2010)



# Utilization

## Putting knowledge and skills of volunteer into action

- Create a welcoming environment.
- Have a Spirit of Service.
- Match volunteer placement with skills and comfort level.
- Delegate responsibilities to volunteers.
- Seek input and honor suggestions.
- Be open and transparent in communications to ALL.



<https://pixabay.com/illustrations/cartoon-welcome-hello-joy-laugh-3358118/>

# R **ecognition**

“The process of recognizing and rewarding volunteers for their contribution and performance. This includes ongoing recognition through formal and non formal methods.” (Pleskac, 2010)



# R ecognition

## Acknowledging and rewarding volunteers

- Motivates volunteers to stay involved
- Built on respect and appreciation
- Forms of Recognition
  - Formal = Awards
  - Informal = Appreciation
- Remember to thank your volunteers!



<https://images.app.goo.gl/iudJCcr8rQe65P7cA>

**Remember National Volunteer Appreciation Week is April 19-25**

# Evaluation

“The process of determining how well volunteers are doing in their role, providing useful feedback, assisting volunteers in achieving personal goals, and learning from the volunteers strategies to improve their role and the organization. This includes evaluation to create, adapt and expand organizational volunteer delivery systems.”

(Pleskac, 2010)



# Evaluation

## Volunteer performance evaluation and providing feedback

- Supports volunteers to obtain the desired results
- Types of Evaluation
  - Formal
  - Informal
- Evaluation Methods



# Final Thoughts

*“Start by doing what’s necessary; then do what’s possible; and suddenly you are doing the impossible.”* -

*Francis Assisi*

- Processing and onboarding volunteer quickly and effectively- identify immediate needs and building that relationship- building connections to the larger piece
- Balancing risk management and not allowing it to be a barrier to getting volunteers onboard
- Ownership vs authority with volunteers and clubs/program

# Wrap Up and De-Brief

Questions?

Contact Information:

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- **Keri Hobbs** - [klgandy@uga.edu](mailto:klgandy@uga.edu)
- **Paula Lucas** - [pjg158@psu.edu](mailto:pjg158@psu.edu)

# Resources

Volunteer Administration in the 21st Century: Isoture: A Model for Volunteer Management

<https://agrifecdn.tamu.edu/od/files/2010/06/Isoture-model-for-volunteer-management-E-457.pdf>

22 Top Tips to Increase Volunteer Support and Retention

<https://www.signupgenius.com/nonprofit/increase-volunteer-support.cfm>

ISOTURE Model of Volunteer Administration and Development

<https://4-h.org/wp-content/uploads/2016/02/ISOTURE-Model.pdf>

Hobbs, K. & Dorn, S. (In Review). “Delivering a Mandated Volunteer Training Across Program Areas.” University of Georgia Extension.

The University of Texas at Austin. (2009). “Strategic Volunteer Engagement: A Guide for Nonprofit and Public Sector Leaders.”

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B. Buelow. (2010). *How to Eat An Elephant*. The Introvert Entrepreneur

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# Credits

Edwin Remsburg, University of Maryland (7)

Paula Lucas, Penn State Extension (14, 16)