

# Engaging Volunteers During Difficult Economic

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Difficult Economic

An *Infopeople* Webinar  
Thursday, March 1, 2012

12:00 noon to 1:00 p.m.

Presenter: June Bass  
junebass@gmail.com

Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

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Agenda

- Introduction
- Why Volunteer?
- Program Challenges – Economic Downturns
- Time Saving Tips

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Introduction:

- How many volunteers does your library engage?
- Have you been asked to start or increase engagement of volunteers recently? Why?
- What are your most burning questions?

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# Engaging Volunteers During Difficult Economic

## The Decision to Volunteer



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## Volunteer Motivation

- Mission and impact
- Social involvement
- Meet new people
- Gain skills
- Recent retiree
- Try a new experience
- Community service hours
- Build self-esteem

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## Motivation: Economic Downturns

- Mission
- Gain new skills
- Networking
- Social involvement
- Recently unemployed
- Vocational rehab hours
- Get a job
- Build self-esteem

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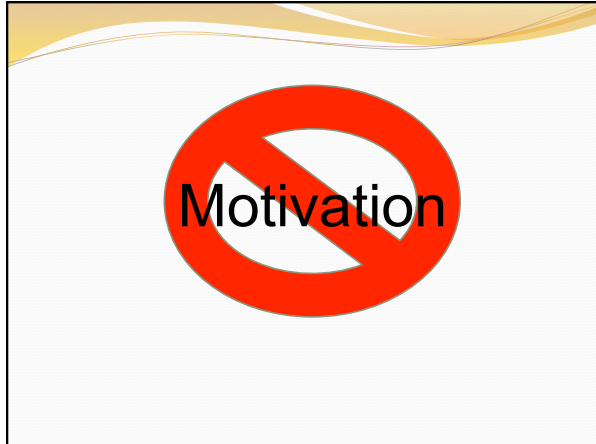
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# Engaging Volunteers During Difficult Economic



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Motivation Change:  
Is it Important?

- Recruitment
- Position Development
- Satisfaction
- Retention
- Relationships

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Challenges:



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# Engaging Volunteers During Difficult Economic

## Challenges: **Lack of Trust**

- Unsure of the volunteer coordinator role
- Fear of volunteers
- Volunteers are unskilled
- Staff is uncomfortable engaging volunteers
- Union concerns

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## Challenges: **Fear of Change**

- Staff layoffs
- Volunteer layoffs
- Constant change
- Mourning the loss of what use to be

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## Challenges: **Busting Myths**

- Volunteers are free labor



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# Engaging Volunteers During Difficult Economic

**Challenges: A Good Problem**



- Too many volunteers
- Too few openings

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**Time Saving Tips:  
Recruitment**

- Develop position descriptions
- Create “master” recruitment announcements
- Utilize online resources – [Volunteer Match](#),  
[Hands on](#) - Networks, [Library Website](#)

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**Time Saving Tips: Screening  
Volunteer Applications**

- [Multnomah County Library](#)
- [City of Tualatin](#)
- [Hillsboro Public Library](#)

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# Engaging Volunteers During Difficult Economic

## Time Saving Tips: Screening

### Screen Applications:

- Incomplete information
- Misspellings/Illegibility
- Court mandated service
- School service
- Minimum age requirements
- Minimum service commitment

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## Time Saving Tips: Screening

- Create master response emails
- Clerical volunteers can help!
  - Data entry
  - Application screening
  - Sending master email responses

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## Time Saving Tips: Screening

### Group Interviewing

- Outline Sample
- Mini interviews
- Unemployed volunteers



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# Engaging Volunteers During Difficult Economic

## Time Saving Tips: Screening

### What to look for:

- Body language
- Engagement with others
- Interested in topics
- Arriving on time or leaving early
- Engaged in activities
- Participation in discussion

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## Time Saving Tips: Training

- Training Tutorials
  - [MCL Volunteer Site for Coordinators](#)
  - [Tualatin City Library Volunteer Orientation](#)
- Group Training- Handout

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## Time Saving Tips: Supervision

### Walking Around Supervision:

- Engage many staff in asking
  - “how did it go today”
  - “any questions that came up that I can help with”
- All staff are engaged in assisting volunteers
- Have a priorities bulletin board

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# Engaging Volunteers During Difficult Economic

**Time Saving Tips: Supervision**

**Lead Volunteers**

- Supervise
- Schedule
- Train
- Mentor
- Similar to role as a trainer
- Example: Summer Reading Leader



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**Time Saving Tips: Supervision**

**Reports and Forms:**

- Forms to collect statics for each shift
- Email updates on work progress
- Daily priority task lists



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**Time Saving Tips: Supervision**

**Volunteer Database:**

- Accessible by staff supervisors
- Contact information
- Volunteer position assignments
- Volunteer profiles
- Volunteers can update their profiles

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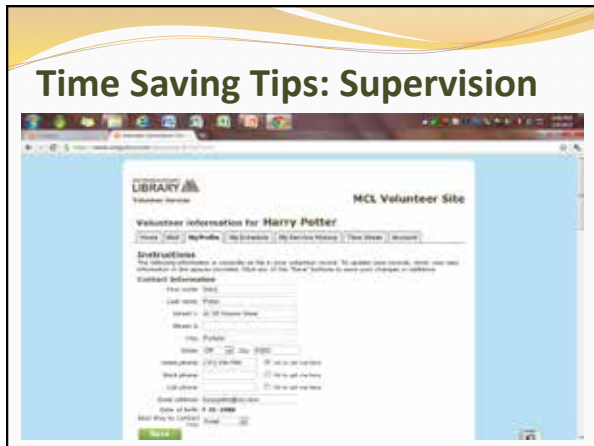
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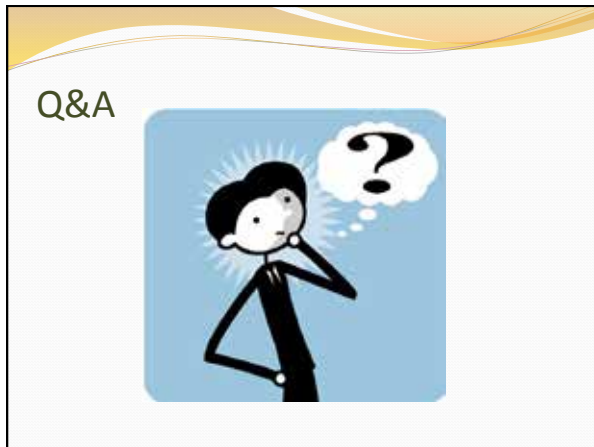
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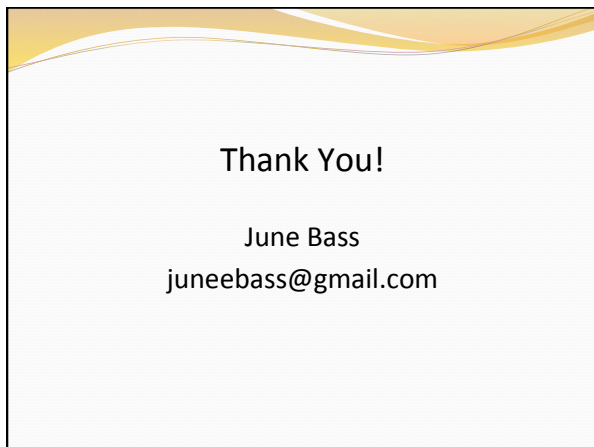
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