

# WELCOME!



*Promoting civic engagement through California Public Libraries*

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## Learning Goals for Today:

- Benefits of Skilled Volunteers
- Success Stories
- Shift to Engagement
- Motivation/Job Descriptions
- Staff Buy-In
- Recruitment
- VolunteerMatch
- Interviewing
- Agreements
- Welcoming Environment
- Success Factors
- Resources Available

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## Why Engage Volunteers?

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| Enhance or Expand Services            | Gain Community Connections       |
| Specialized Skills                    | New Energy & Ideas               |
| Develops a Group of Strong Supporters | People Who are Engaged Give More |



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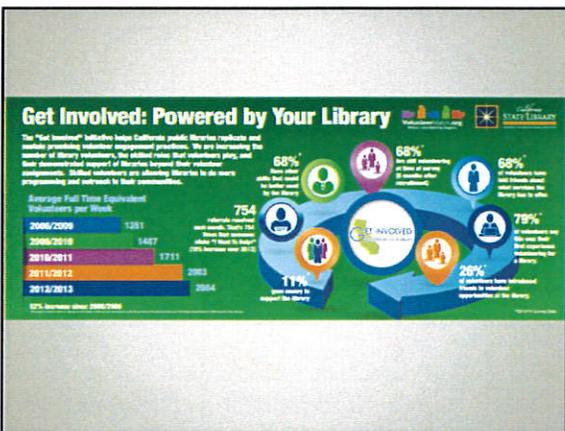
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**Results - Outcomes**

- **3 years' surveys of library volunteers who signed up on VolunteerMatch:**
  - 74% 1<sup>st</sup> time volunteering for library
  - 64% told friends about library services
  - 38% told friends about library volunteer opportunities
  - 9% individually spoke to local decision-makers on behalf of the library
  - 9% gave \$ to support the library

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**What Have You Learned About the Library?**

- A library is more than just books
- So many people rely on public computers
- Libraries conduct lots of free activities and programs
- Library is on top of ever-evolving electronic ways to get information
- So many people use the library remotely
- Libraries are under-funded

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## Moving from volunteer management to volunteer engagement



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## Why Do People Volunteer?

Excerpts from Susan J. Ellis - [www.energizeho.com/art/why.htm](http://www.energizeho.com/art/why.htm)



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## Skilled Volunteer Success Stories

- Job Center Coach
- Event Planner
- Computer Coach
- Graphic Designer
- Photographer
- Adult Literacy Tutor
- Coordinator, After School Programs
- Homework Coach
- Lego Club Leader



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## Skilled Volunteers & Library Staff

**• Santa Cruz:**

- Tricia Wynne,  
Program Support  
Volunteer
- Denise Fritsch,  
Santa Cruz Library  
Volunteer Supervisor

**• Oakland:**

- Tina Altman,  
Volunteer  
Photographer
- Sara DuBois,  
Oakland Library  
Volunteer Supervisor

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### ESL Conversation Club Facilitator



**Position Overview:** Help enhance the library's services to English language learners by facilitating an English Conversation Club at one or more branch libraries. The goal of the ESL Conversation Club program is to create an opportunity for participants to practice English conversation skills in a welcoming and respectful environment.

**Responsibilities:**

- Facilitate the English Conversation Club
- Increase the learner's awareness of American culture and encourage learning about other cultures
- Share information about library services, programs, and use of resources

**Benefits:**

- Satisfaction that you have changed lives and brought a much-needed service to library customers who otherwise may not have access to these resources and services
- Knowledge that you enhanced the library's position as an essential community agency
- Opportunity to learn new skills
- Social and professional networking with diverse groups of people

**Training Support Available:**

- Orientation and ongoing support from Conversation Club Program Coordinators and library staff
- Training from staff about the library, programs, and services
- Conversation Club kit provided
- Library materials and resources available to use with the club

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### ESL Conversation Club Program Coordinator



**Position Overview:** Help enhance the library's services to English language learners by overseeing and implementing volunteer-led English Conversation Clubs.

**Responsibilities:**

- Select, train, and lead a multi-talented team to facilitate the library's English Conversation Clubs
- Work with library staff to recruit Conversation Club Facilitators
- Increase the community's awareness about library services, programs and use of resources
- Expand the library's role as an important community agency and become familiar with local adult education schools resources
- Suggest additional curriculum materials for English Conversation Clubs
- Evaluate Conversation Club program
- Facilitate attend 2-3 networking meetings per year with Conversation Club Facilitators

**Benefits:**

- Satisfaction that you have changed lives and brought a much-needed service to library customers
- Knowledge that you enhanced the library's position as an essential community agency
- Opportunity to learn new skills
- Social and professional networking with diverse groups of people
- Being part of a successful team

**Training Support Available:**

- A volunteer agreement will be completed between the library and the volunteer outlining goals and plans for the program
- Ongoing support from a staff liaison
- Training and support from staff about the library, programs, and services
- Library materials, data, and technology
- Conversation Club curriculum activities

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**California State Library**

**Volunteer Position Description**

**Position Overview and Impact:**

**Key Responsibilities:**

- 1.
- 2.
- 3.
- 4.

**Qualifications:**

**Staff Volunteer Contact:**

**Training and Support Provided:**

**Time Commitment:**

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Position Description Template  
Volunteer Position  
San José Public Library

Category	Sample Position Description	Guidelines	Your Position Description
1. Position Title	Director of Community Connections	<ul style="list-style-type: none"> <li>Create a catchy, interesting and distinctive title.</li> <li>Reflect the position, yet leave the reader to think a little further.</li> </ul>	
2. Position Overview	Enhance the library's participation as an assistant and vibrant community asset through increased community connections. The person in this endocrine charge position will oversee and implement strategies that involve the library, key organizations and community initiatives, while engaging community members in the library.	<ul style="list-style-type: none"> <li>Use or two sentences that give a powerful overview of the position and can be used for recruiting.</li> <li>Think about the first two lines that will be seen on job advertisements.</li> <li>Make it "good" someone's attention.</li> <li>Include a description of impact and the difference that this position will make.</li> </ul>	
3. Responsibilities	<ul style="list-style-type: none"> <li>Increase the library's connections to key community organizations.</li> <li>Expand the library's role as an important community agency through involvement on boards, councils and with major decision-making groups.</li> <li>Increase the community's involvement in library services, programs and use of resources.</li> <li>Select, develop and lead a multi-oriented team to enhance the library's public image.</li> </ul>	<ul style="list-style-type: none"> <li>Describe key responsibilities.</li> <li>Be concise.</li> <li>Use bullets.</li> <li>Begin with action words.</li> </ul>	

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## Targeted Recruitment

- Based on Position Description -- WIIFM
- Not every warm body fits every position
- Assess Skills/Interests and make a good fit
- Don't be limited to who you know -- work together
- Multiple recruitment methods
- Better to have a vacancy than the wrong volunteer in the position




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**TARGETED RECRUITMENT PLAN**

Volunteer Position: \_\_\_\_\_

**From the Volunteer Position Description:**

What qualifications must this person have? <small>(skills, attitudes, experience, time required)</small>	What benefits will the volunteer receive? <small>(Share skills, meet people, gain skills/experience)</small>

**How Could We Locate Them?**

Who has these qualifications? <small>(a particular profession, age range, educational level, etc.)</small>	Do people like these congregate anywhere? <small>(professional association, service club, corporate volunteer program, faith community?)</small>

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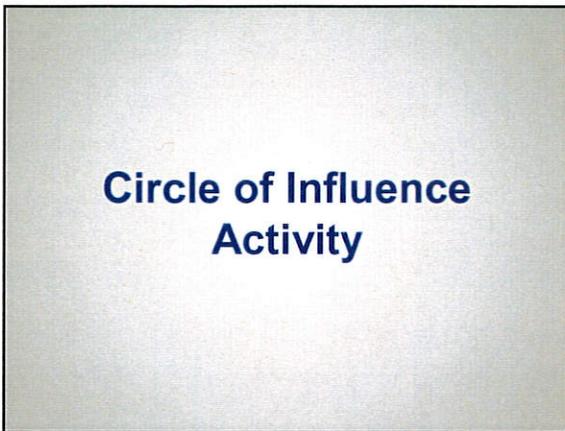
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**Premium Volunteer Recruitment for California Libraries**

*California Libraries and VolunteerMatch have partnered to expand and diversify access to volunteers in libraries statewide through the "Get Involved - Powered By Your Library" initiative.*

- ◆ **Find the Volunteers you Need!** - **Advanced Recruiting Tools for Each Library Branch**

  - ◆ Each library has fine access to the advanced suite of tools on VolunteerMatch.
  - ◆ These tools include referral, reporting, exporting, duplication, and enhanced listings with photos, documents and custom questions.
  - ◆ An account has already been set up for you. If you need help accessing your account, please email: [california@volunteermatch.org](mailto:california@volunteermatch.org)
- ◆ **Post a Project Once and Get 100 Times the Exposure**

  - ◆ Post your projects on [www.volunteermatch.org](http://www.volunteermatch.org) and:
  - ◆ It will pre-populate on 100+ corporate employee volunteering vehicles.
  - ◆ All postings pull into a search on the "Community Hub"
  - ◆ You can drive your web users to the community hub through a search widget.
- ◆ **Best Practices - Trainings on Volunteer Recruitment**

  - ◆ View customized trainings for libraries of VolunteerMatch recruitment tools and best practices for finding the volunteers you need.
  - ◆ Visit [www.library.ca.gov/learn/involved.html](http://www.library.ca.gov/learn/involved.html) to view archived trainings.

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## Lunch time!

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## Interview Tips

- Determines right "fit" for the volunteer
- The "right" volunteer in the job helps avoid staff resistance
- Interview several candidates for a position
- When and how to say "no" to a volunteer
- Background Checks?
- Work with Human Resources to know what to ask/how to handle interviews

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## Types of Interview Questions

- settling in
- motivational
- work style
- problem solving
- situational
- experiential
- skills



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## Volunteer Agreements



- What is it?
- Why it's important
- Developing it
- Tips for the conversation

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### Agreement Overview Concepts

**What is an Agreement**

- The agreement conversation is a time to define the project goals/outcomes, benchmarks, what is needed to be successful, and defines what everyone is responsible for – the volunteers as well as the staff.
- It is about setting the project and the volunteer up for success
- The agreement can look different than what you go in thinking it will be
- Each agreement is unique as it is based on the project and the people involved in the project.

**Why it's important to have an agreement**

- Ensures everyone has the same expectations: everyone is on the same page
- Defines everyone's roles
  - What can we expect from each other
- The agreement is what's used to measure project progress and outcomes
- Documenting the agreement is important as you can refer back to it if there are questions, or to make adjustments when needed
- It also creates documentation that can be used to keep consistency in a collaboration, if there are staff changes

**When and how do you develop an agreement?**

- The agreement conversation is held after the volunteer accepts the position
- Allow an hour for the meeting
- Meet somewhere where you can focus on the conversation and have minimal interruptions

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## Creating a welcoming environment for volunteers



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### Make Volunteers Feel Welcome

- Introduce to staff and volunteers
- Name badge
- Place to leave their things
- Clear understanding of their role and how it differs from other staff/volunteers
- Policies/Procedures
- Orientation & Training – Need both

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### Getting Staff Buy-In

- Welcoming is a 2-way Street: Staff must feel comfortable too
- Can't feel like they're just having someone "unloaded" on them
- Start a "pilot program" with "Champions" and share success stories
- Why staff resist and solutions on Handout

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Getting Staff Buy-In Avoiding Poor Volunteer & Staff Relations	
Reasons For	Solutions To
Fear of job replacement	<ul style="list-style-type: none"> <li>• Develop official policy on supplementing, not supplanting staff</li> <li>• Clearly define roles and desired outcomes</li> </ul>
Fear of decrease in quality and/or loss of confidentiality	<ul style="list-style-type: none"> <li>• Involve staff in writing volunteer job descriptions and training</li> <li>• Train staff to be leaders and mentors</li> <li>• Establish volunteer evaluation process</li> </ul>
Unclear about volunteer/staff roles	<ul style="list-style-type: none"> <li>• Create written job descriptions</li> <li>• Develop agreements between staff and volunteers</li> <li>• Offer training for both staff and volunteers</li> </ul>
Previous bad experience	<ul style="list-style-type: none"> <li>• Reassure about careful selection, training, supervision and right to reassign or terminate volunteers</li> <li>• Train staff in volunteer engagement practices and offer ongoing support</li> <li>• Showcase a successful volunteer program, involve the champions</li> </ul>
Reveals additional workload takes too much time to train volunteers	<ul style="list-style-type: none"> <li>• Identify what's in it for them</li> <li>• Emphasize how volunteers enhance service</li> <li>• Redistribute workload when necessary</li> <li>• Streamline the process of implementing the</li> </ul>

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### Success & Sustainability Factors for Volunteer Programs



- Commitment from Leadership
- Designated staff
- Strategic Plan
- Staff/Union "Buy-In"
- Budget
- Staff Development
- Diverse Internal Team

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### Sustainability – Not “Retention” of Volunteers

- Fewer 20 year pins
- Match volunteers' skills/interests with the right position
- Provide training & advancement opportunities
- Be strategic so that work continues when a volunteer moves on



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### Sustainability Strategies



- Substitute Positions
- Break assignments into smaller pieces
- Team Assignments
- Job Share
- Consultant Positions
- Virtual Volunteers
- Seasonal Positions
- Two Deep Leadership

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**GET INVOLVED**  
POWERED BY YOUR LIBRARY

*"Promoting civic engagement through California public libraries"*

*State Library Resources to Assist California Library Volunteer Engagement Efforts*

**For Help Recruiting Volunteers on VolunteerMatch.org**  
 Either finding out if your library is participating in our free upgraded account program, OR, for help in how to use VolunteerMatch most effectively: Carla Lehn, [carla.lehn@library.ca.gov](mailto:carla.lehn@library.ca.gov)

**To be Added to the Statewide Get Involved Library VolunteerMatch Listserv:**  
 This list has over 500 people on it, but is fairly quiet. This is where you will learn about upcoming regional training and networking events and statewide webinars, or where you can ask for help with a specific volunteer engagement issue. Contact: [carla.lehn@library.ca.gov](mailto:carla.lehn@library.ca.gov)

**Get Involved Searchable Database of Library Volunteer Engagement Resources:**  
 Here you'll find *Management Tools* like sample volunteer policies and applications you can download and adapt to your library's situation, as well as examples of skilled *Volunteer Position Descriptions, Training*

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**Support for Your Success**

- Website – Includes a Searchable Database & Photos of Volunteers in Action for Your Use  
[getinvolved.library.ca.gov](http://getinvolved.library.ca.gov)
- Listserv – Over 500 colleagues on it!
- VolunteerMatch Account for your Library
- Clearinghouse of Sample Materials –  
[www.getinvolvedca.org](http://www.getinvolvedca.org)
- Free Webinars – Next one TBD
- Regional Peer Networks
- Free Volunteer Engagement Online Course  
<http://www.transformationafter50.org/tools-ideas/volunteers/volunteer-engagement-course>
- Bookmarks and Postcards
- Me: Carla Lehn: [carla.lehn@library.ca.gov](mailto:carla.lehn@library.ca.gov)

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**And the winners are.....**



**GET INVOLVED**  
POWERED BY YOUR LIBRARY

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