Connecting with Today’s Volunteers to Transform the Friends of the Library: Expectations, Engagement, and Impact

A Webinar for Friends of Libraries Section, New York Library Association
September 25, 2019
Presented by Carla Lehn
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California Get Involved Expanded to Idaho, Arizona & Texas

- **Get Involved Collaborative: A Multi-State Approach to Increasing Volunteer Engagement**
- IMLS Laura Bush 21st Century Library Grant
- 3-year grant ending October 2019
- Participating state library agencies:
  - Arizona, California, Idaho, Texas
- Matrix of levels of support:
FROM LIBRARY VOLUNTEER TO LIBRARY ADVOCATE
TAPPING INTO THE POWER OF COMMUNITY ENGAGEMENT
CARLA CAMPBELL LEHN
Learning Objectives

- Identify Trends Requiring a Shift in Traditional Volunteer Management Practices
- Inventory Organization’s Needs to be Filled with Skilled Volunteers
- Design Effective Volunteer Job Descriptions
- Prepare Recruitment Plan for Skilled Volunteers to Meet Needs
Today’s Volunteer . . .

What Are the Trends, and How Do We Attract Them?
Generational Differences
Based on Life Experiences

**Silent Generation**
- Born 1926 – 1945
  (*currently ages 74 – 93*)
- World War II
- Guided by Values of Patriotism, Respect for Authority & Selflessness
- Willing to do whatever is needed to help
- Many women not in the workforce
- Volunteering allowed socialization as well as service
- Sean Connery & Judy Dench

**Baby Boomers**
- Born 1946 – 1964
  (*currently ages 55 – 73*)
- Vietnam War
- Watergate
- Environment, Civil Rights, & Women’s Movements
- Have been in the workforce and have skills to share
- Physically Healthier: 50 is the new 30!
- Don’t call us Seniors!
- Oprah Winfrey and George Clooney

**Gen X**
- Born 1965 – 1980
  (*currently ages 39 – 54*)
- First Latch Key Generation
- Cable TV, Personal Computers & Video Games introduced
- Focused on Career Path and feel held back as Boomers won’t retire
- Want exposure to opportunities that could help advance career
- Christina Aguilera and Matt Damon
Generational Differences
Based on Life Experiences
(Gen Z Data – Pew Trust Podcast: Who is Generation Z?)

**Millennials**
- Born 1981 – 1996 *(currently ages 23 – 38)*
- Born into High Tech Society – “Digital Natives”
- September 11
- Social Media
- Values include life-long learning and work-life balance.
- Want to use and develop skills
- Wired for collaboration and working in groups
- Ryan Gosling & Justin Bieber

**Generation Z**
- 1997 – *(currently ages up to 22)*
- High tech society is their eco-system
- Growing up in a different economy due to Sept 11 & Great Recession
- Social Media – Snapchat & YouTube
- Most ethnically diverse generation – 48% identify as ethnic/racial minority
- More likely to graduate high school & be enrolled in college than previous generations
- Millie Bobby Brown
More Reasons to Recruit Millennials

https://princh.com/reading-habits-of-millennials/#.XNBiSPx7kII

- 92% Read to Research Something They Like
- 72% Would Rather Read a Printed Book over Digital
- Read an Average of 5 Books per Year
- More Likely to Read News than Watch it
- They Go to the Library More than any Previous Generation
Trends First Noticed with Baby Boomer Volunteers

- Offer *flexibility* and a wide variety of options
- Engage their *skills* and expertise
- Show them *impact* on mission — how will their work make a difference?
- Provide clear expectations of time, tasks, and training
- Beyond volunteer management — *engagement* in meaningful ways
Strategy #1: Design Roles for Skilled Volunteers

https://volpro.net/50-project-ideas-for-skilled-volunteers-that-build-your-capacity/

- Job Center Coach
- Event Planner
- Computer Coach
- Graphic Designer
- Photographer
- Adult Literacy Tutor
- Coordinator, After School Programs
- Homework Helper
- Lego Club Leader
- Public Relations Specialist
Elements of a Volunteer Job Description

• Descriptive Title (not just “Library Volunteer!”)
• Position Overview and Impact (does it make a difference?)
• Key Responsibilities
• Qualifications
• Training and Support Provided
• Benefits of Volunteering
• Time & Length of Commitment
• Staff Connection/Collaborator
LEHN PUBLIC LIBRARY

Volunteer Position Description

Public Speaker

Position Overview and Impact: Make presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

Key Responsibilities:

1. Attend a 2 hour orientation to the Library and on its public speaking objectives, presentation outline and materials that have been prepared.

2. Respond to requests to speak based on your schedule when Speaker’s Bureau Coordinator contacts you with a speaking engagement.

3. Report data on number of attendees, particular interests of the group and/or unanswered questions to the Speaker’s Bureau Coordinator within 3 days of speaking engagements.

Qualifications:

- Commitment to the Library’s vision and mission
- Successful public speaking experience

Training and Support Provided: Orientation to the Library, and training on public speaking objectives, outlining and materials, as well as access to Speaker’s Bureau Coordinator as needed.

Time Commitment: Average 3 - 5 hours per month based on number of speaking engagements offered to you that fit into your schedule.
LEHN PUBLIC LIBRARY

Volunteer Position Description

Speaker’s Bureau Coordinator

Position Overview and Impact: Manage the library project that delivers presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

Key Responsibilities:

1. In conjunction with the Library Director, develop speaking engagement objectives and speaker presentation outline and materials.

2. Recruit, train, supervise and acknowledge volunteer public speakers.

3. Identify priority community groups to contact for speaking engagements in conjunction with Library Director. Contact the groups and schedule a speaking engagement on their calendar.

4. Contact and schedule a trained volunteer speaker to attend each engagement.

5. Track and report volunteer hours and speaking engagement statistics quarterly.

Qualifications:

- Commitment to the Library Literacy Service vision and mission
- Successful public speaking experience and project management skills
- Good community contacts
Strategy #2: Targeted Recruitment

Based on Volunteer Job Description

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

Better to have vacancy than wrong volunteer
# TARGETED RECRUITMENT PLAN

**Volunteer Position:**

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**From the Volunteer Position Description:**

<table>
<thead>
<tr>
<th>What qualifications must this person have?</th>
<th>What benefits will the volunteer receive?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(skills, attitudes, experience, time required)</td>
<td>(Share skills, meet people, gain skills/experience)</td>
</tr>
</tbody>
</table>

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**How Could We Locate Them?**

<table>
<thead>
<tr>
<th>Who has these qualifications?</th>
<th>Do people like these congregate anywhere?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a particular profession, age range, educational level, etc.)</td>
<td>(professional association, service club, corporate volunteer program, faith community?)</td>
</tr>
</tbody>
</table>
Strategy #3:
Engage Volunteers Online

**Online Recruitment Sites**

**Virtual Volunteering**

Opens volunteer recruitment and service opportunities to people with disabilities
Remarkable Outcomes

VolunteerMatch matches inspired people with inspiring causes. It’s how volunteers and nonprofits connect to achieve remarkable outcomes.
VolunteerMatch “Reach”

One Opportunity, Unparalleled Reach

Each volunteer opportunity has the ability to reach:

- 10M Volunteers
- 15M Volunteers
- 2.6M Employee Volunteers (Companies like Starbucks, Groupon, & JetBlue)
- 660K Employee Volunteers (Corporate Social Responsibility Platforms: BrightFunds, Causecast, CyberGrants, GoodDoneGreat, and YourCause)
- 1 Million Volunteers Who Are 55+
- Mobile Phone Users Who Activate Twilio’s text-based Volunteer Alerts System
- Unique Visitors to VolunteerMatch.org Each Year
Graphic Design Volunteer

https://www.youtube.com/watch?v=OTvcBqq4Ops&feature=youtu.be

- Becky Isbell, Director
  Brownwood Texas Public Library
- Population 19,288
- Several potential volunteers responded on VolunteerMatch
- Volunteer designed additional materials
IT Volunteers

https://www.youtube.com/watch?v=86ZWG1uPIRI&feature=youtu.be

- Maggie Goodman, Director, Johnson City Texas Public Library
- Population 1,656
- New business team saw it on LinkedIn
- Have already made a difference
- MakerSpace has them wanting to do more!
GET INVOLVED

In doing our part to change the world, we become part of something greater than ourselves.

SEARCH FOR VOLUNTEER OPPORTUNITIES

There are hundreds of thousands of volunteer opportunities, just waiting for the right volunteer to step up. Start where you are, when you can, and turn your passion into action.
FIND A VOLUNTEER OPPORTUNITY

Use this search tool to find a volunteer opportunity in your area. If you would like to list your volunteering opportunity here, please register your project at All for Good. This search tool is supported by all modern browsers (eg. Internet Explorer 11, Chrome, Firefox). If you are experiencing problems loading options below, please go to AllforGood.org to search for volunteering opportunities.

Volunteer Search

Location

By City or Zip Code: [Enter City or Zip Code]  
Distance: within 15 miles

Keyword

Enter search keyword
Let's Do This!

Join millions of young people in a global movement for good.
Support for Your Success

• Get Involved Clearinghouse – www.getinvolvedclearinghouse.org


• Free Webinars – Watch for announcements & registration on the Clearinghouse
  – October 24 - “Creative & Innovative Recognition Strategies for Today’s Volunteers”

• Bibliography

• Questions?:
  – Carla Lehn, clehn@califa.org
Sally Gardner Reed says . . .

Friends’ leadership should be “armed with the information they need to tell a potential volunteer exactly what he or she is being asked to do. Are they asking this person to design a brochure, work with the printer, or distribute the brochure to outside agencies? Now they are asking a potential volunteer to engage in one discrete task within an exact time frame.”
Welcome

Get Involved: Powered By Your Library began as a California statewide initiative designed to expand the visibility and contributions of skilled volunteers through public libraries. The initiative's success led to a 3-year grant to a collaborative of 4 state library agencies – Arizona, California, Idaho and Texas – from the Institute for Museum and Library Services’ Laura Bush 21st Century Librarian Program.

We are optimistic that this initiative will result in tapping into the experience and passion of a talented pool of volunteers wanting to make a difference in your library and community. In addition to various training opportunities to be held in each state, and a special partnership with VolunteerMatch, we are gathering resources and sharing them here to help make implementation easier for you. New materials will be added on an on-going basis, as more libraries get on board and share what they've learned.

Learn from your public library colleagues who are creating effective volunteer engagement strategies, tools and practices that will keep you from re-inventing the wheel! Search the database of Get Involved resources and enhance your success in volunteer engagement.

Resources include:
- Management Tools, Policies, and Handbooks
- High Impact Volunteer Position Descriptions
- Training Materials, Videos, and Tutorials about best practices
- Professional Photos related to position descriptions

Hot Topic for July 2019 - Recognition

- Rethinking Volunteer Recognition
- Volunteer Appreciation Guide
- Volunteer Recognition: Just Say No to Years of Service Awards
- 3 Ways to Recognize Volunteers
- Volunteer Recognition Study
- Celebrate Collective Accomplishments, Not Volunteered Time

More Hot Topics

Share Your Materials!

Add your library's volunteer job descriptions, policies, handbooks, forms and training materials to help others!

Click here to share your documents and links!

Don't be shy! Librarians want to see as many

Upcoming Events

CALIFORNIA - Tulare - Central Valley
Get Involved Network Meeting - August 22, 9 am - 2 pm - More information: elizabeth.finkle@fresno.lib.org

FREE WEBINARS

July 11 - The New Volunteer Manager's ToolKit - Register here: http://team.volunteermatch.org/training-topics

July 16 - Engaging Pro Bono and Skills-Based Volunteers - http://team.volunteermatch.org/training-topics

July 17 - Volunteer Impact: How to Measure and Track User Friendly Data - Register here: https://www.eventbrite.com/e/webinar-volunteer-impact-how-to-measure-and...-

July 30 - Where Do I Go From Here? Engage Volunteers in New Ways - http://team.volunteermatch.org/training-topics