Citizen Engagement

Helping cities and counties accomplish more in challenging financial times

Nov. 17, 2015
Welcome
Setting the Stage

Cathy Boyer-Shesol
Project Manager, KC Communities for All Ages
Building a case for volunteer engagement

Research – Tools – Goals

Rod Houck, Volunteer, City of Shawnee

www.GoodStartsHere.org
Two areas of focus:

**Youth**
- In-school mentor
- Robotics coach/judge

**City of Shawnee**

www.GoodStartsHere.org
Impact of the Recession - Budget Reductions - 2009-2010

- Vacant positions, police officers, firefighters, public works
- Reduced/suspended street maintenance program
- Brought outside services in-house
- Eliminated popular July 4th fireworks show
- Reduced investment in technology and police vehicles
- Increased pool fees

These are just a few of the items
A volunteer project…

Compare with other cities

- # pages
- # colors
- Paper thickness
- # issues

Contacted four cities

Budget reduction !!!!

Cities using volunteers !!!!

Why doesn't Shawnee?

www.GoodStartsHere.org
Build a Successful Volunteer Program to Drive Growth and Recovery *

* ICMA InFocus
Volume 42/ No. 2, 2010

Michelle Nunn, CEO
Points of Light Institute
Cities are in a bind…

- 9 out of 10 face significant financial shortfalls

Yet… cities have common goals:

- maintain core programs
- stretch shrinking dollars
- respond to needs from citizens
- help citizens have positive connection to government
Volunteers are key to supporting city goals

- “Those that succeed...will leverage volunteers...to deliver solutions in times of uncertainty.”

- “The truly innovative...will reinvent citizen service...as a fundamental part of the city fabric.”
Volunteer service on a steady increase

- 8 billion hours of volunteer service, $162 billion, in 2008
- Over 441,000 more young adults volunteered in 2008 than 2007
- Despite the recession, the volunteering rate held steady between 2007 and 2008
- The number of volunteers increased by about one million.
To reach the common goals, Cities:

Need to engage – volunteers in a different way

- A few hours a week, every week
- Duration of a special project

“The truly innovative…will reinvent citizen service…as a fundamental part of the city fabric.”
Who Volunteers

Baby Boomers....(born 1946-1964), now retiring
- looking to put their skills, experience to good use
- short-term or flexible projects, work independently
- want to see how their completed work is used

Millennials…entering the workplace
- volunteer service required, employer or school
- prefer volunteer service in less formal ways

Companies, churches, scout groups
- eager to serve, make a difference
- builds group morale and spirit

www.GoodStartsHere.org
Why People Volunteer

- Personal satisfaction
- Associate with others
- Meet personal goals
- Feel useful and important to the community
- Acquire new skills and explore new careers
- Gain valuable experience and references
- Learn about City government and services
- Make a difference

“if you don’t get out and do something, you’re going to stagnate...you’re going to fall apart.”
...a Plano Texas volunteer, now deceased

www.GoodStartsHere.org
Research…

- Lenexa, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Carlsbad, California
- Palm Bay, Florida
- Plano, Texas

www.GoodStartsHere.org
Contacting the Professionals

Plano Texas

- Volunteer Programs started 1983
- The mission:
  - provide a means of enhancing services
  - keep expenditures down
  - encourage citizen participation in government
- Three person staff
- Very helpful, provided manuals, forms, etc.
- Web based collection of newsletters, annual reports

www.GoodStartsHere.org
Volunteer Example A - focus on environmental and recycling

- retired, ready to get involved in volunteering
- completed reduce, reuse, recycle training
- involved in every environmental volunteer opportunity
- organized and implemented a community clean-up
- wrote articles for environmental newsletter.
- makes presentations to students on a variety of topics

Volunteer Example B – focus on data management

- computer savvy, detail oriented, accurate and conscientious
- aided Planning Department with facilitation of the U. S. 2010 Census
- researched 5,200 addresses for the U. S. Census Bureau
- data cleanup of 23,000 addresses
- outreach to 200 major Plano employers
Lessons from Plano, Texas

When:
- budgets are lean, money is tight, expenses are rising
- the value of volunteer power is more important than ever

Volunteers provide:
- skills
- expertise
- fresh ideas
- objective viewpoints
- extra hands

Volunteers are the nation’s largest untapped natural resource
## Examples of Volunteers by Department

<table>
<thead>
<tr>
<th>Department</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Building Inspections</strong></td>
<td>File Clerk</td>
</tr>
<tr>
<td></td>
<td>Scanning Clerk</td>
</tr>
<tr>
<td><strong>City Manager's Office</strong></td>
<td>Administrative Assistant</td>
</tr>
<tr>
<td></td>
<td>Photographer</td>
</tr>
<tr>
<td><strong>Customer/Utility Services</strong></td>
<td>Mail Assistant</td>
</tr>
<tr>
<td><strong>Engineering</strong></td>
<td>Clerical Assistant</td>
</tr>
<tr>
<td></td>
<td>Computer Assistant</td>
</tr>
<tr>
<td></td>
<td>Scanning Assistant</td>
</tr>
<tr>
<td></td>
<td>Shredder</td>
</tr>
<tr>
<td><strong>Fire</strong></td>
<td>Database Developer</td>
</tr>
<tr>
<td></td>
<td>Office Assistant</td>
</tr>
<tr>
<td><strong>Human Resources</strong></td>
<td>Clerical Assistant</td>
</tr>
<tr>
<td><strong>Municipal Court</strong></td>
<td>Teen Court Attorney</td>
</tr>
<tr>
<td></td>
<td>Teen Court Juror</td>
</tr>
<tr>
<td><strong>Parks &amp; Recreation</strong></td>
<td>Creek Cleaning</td>
</tr>
<tr>
<td></td>
<td>Database Developer</td>
</tr>
<tr>
<td></td>
<td>Data Entry</td>
</tr>
<tr>
<td></td>
<td>Museum Tour Guide</td>
</tr>
<tr>
<td></td>
<td>Mailing Assistant</td>
</tr>
<tr>
<td></td>
<td>Photographer</td>
</tr>
<tr>
<td><strong>Planning</strong></td>
<td>Demographic Analyst</td>
</tr>
<tr>
<td></td>
<td>GIS/Planning (Intern)</td>
</tr>
<tr>
<td></td>
<td>Report Analyst</td>
</tr>
<tr>
<td></td>
<td>Planning (Intern)</td>
</tr>
<tr>
<td><strong>CVB/Town Hall</strong></td>
<td>Event Set-Up &amp; Clean-Up</td>
</tr>
<tr>
<td></td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td></td>
<td>Registration Assistant</td>
</tr>
<tr>
<td></td>
<td>Registration Assistant</td>
</tr>
<tr>
<td><strong>Police</strong></td>
<td>Garage Door Program</td>
</tr>
<tr>
<td></td>
<td>Microfilm Tech</td>
</tr>
<tr>
<td></td>
<td>Skywatch Program</td>
</tr>
<tr>
<td></td>
<td>Language Interpreter</td>
</tr>
<tr>
<td></td>
<td>Office Assistant</td>
</tr>
<tr>
<td></td>
<td>Handicap Patrol</td>
</tr>
<tr>
<td></td>
<td>Police Intern</td>
</tr>
<tr>
<td></td>
<td>Supply Room Assistant</td>
</tr>
<tr>
<td></td>
<td>Filing &amp; Data Entry</td>
</tr>
<tr>
<td><strong>Environmental Services</strong></td>
<td>Workshop Presenter</td>
</tr>
<tr>
<td></td>
<td>Compost Educator</td>
</tr>
<tr>
<td></td>
<td>Reuse Center</td>
</tr>
<tr>
<td></td>
<td>Gardener</td>
</tr>
<tr>
<td></td>
<td>Grant Writer</td>
</tr>
<tr>
<td></td>
<td>Teaching Assistant</td>
</tr>
<tr>
<td></td>
<td>Event Volunteer/Clean-up</td>
</tr>
</tbody>
</table>

[www.GoodStartsHere.org](http://www.GoodStartsHere.org)
Moving forward…

- Extensive collection of Examples, Newsletters, Manuals
- Sufficient to justify a Volunteer Coordinator?
- Presentation to Council committee

Obstacles…

- Volunteer Coordinator — should be a volunteer
- Can't take credit for existing volunteers
Volunteer Program Analysis

Are there volunteer opportunities in City departments?
Is a comprehensive volunteer program viable?
Goals…

**Comprehensive Volunteer Program**

- The capability to accomplish more with less
- Provide resources, expertise, and diverse skills to departments
- Assistance to complete projects in a timely manner
- Provide opportunities to test new ideas, start new programs, or initiate new services
- Provide a resource to get projects off the back-burner
- Promote citizen understanding of city government
Project documents… 9 departments

- 19 comprehensive questions
- Examples of volunteers in other cities
- Electronic spreadsheet to list volunteer opportunities
Comprehensive questions

- Back burner tasks, activities, projects?
- Slipping day to day priorities?
- Increased workloads due to staff reductions?
- Need to increase rate of response to citizen requests?
- Increase use of spreadsheets, databases?
- Having research completed for a special topic?
- Additional clerical, administrative, or professional support?
- Support from students, scouts, groups?

www.GoodStartsHere.org
For each volunteer opportunity

- New or existing?
- Ongoing or special?
- Department impact?
  Low, medium, high
- City impact?
- Urgency?
- Resource required?
  Clerical, Admin, Tech, Engineer
- Experience required?
- Hours/week?
<table>
<thead>
<tr>
<th>City Dept.</th>
<th>Opportunities Identified</th>
<th>Exist/ New</th>
<th>Category</th>
<th>Dept. Impact</th>
<th>City Impact</th>
<th>Urgency</th>
<th>Resource Required</th>
<th>Experience Required</th>
<th>Hours/Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Services</td>
<td>Scan rolled up plans for capital and development projects. There are 30 years of plans.</td>
<td>New</td>
<td>Ongoing</td>
<td>High</td>
<td>Medium</td>
<td>Tech</td>
<td>High school</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Scan Development Services project files. 30 years of files</td>
<td>New</td>
<td>Ongoing</td>
<td>High</td>
<td>Medium</td>
<td>Clerical</td>
<td>Clerical</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Receptionist/clerical for Development Services during times that Department Administrative Assistant is on vacation</td>
<td>New</td>
<td>Special</td>
<td>Medium</td>
<td>Low</td>
<td>Admin</td>
<td>Admin</td>
<td>see descri</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Project/Contract clerk (handling various project transactions such as pay estimates, purchase orders, etc.) Significant learning curve.</td>
<td>New</td>
<td>Ongoing</td>
<td>Medium</td>
<td>Medium</td>
<td>Admin</td>
<td>Admin</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Inspector assistant for current inspectors. Some tasks require a helping hand. Safety is a concern when inspector is performing certain inspections (inside drains, pipes, etc.) alone.</td>
<td>New</td>
<td>Ongoing</td>
<td>Medium</td>
<td>Medium</td>
<td>Tech</td>
<td>Tech</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Surveying assistant. Some tasks require a helping hand. A volunteer could serve both assistant roles.</td>
<td>New</td>
<td>Ongoing</td>
<td>Medium</td>
<td>Medium</td>
<td>Tech</td>
<td>Tech</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Database Administrator</td>
<td>New</td>
<td>Ongoing</td>
<td>Medium</td>
<td>Medium</td>
<td>CST</td>
<td>CST, Tech</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Development Services</td>
<td>Data entry of information into CIP Management Software</td>
<td>New</td>
<td>Ongoing</td>
<td>High</td>
<td>Medium</td>
<td>Tech</td>
<td>Tech</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

**Category Codes:** Og = Ongoing, Sp = Special, Ev = Event

**Impact Codes:**
- Low – nice to do, but low ROI
- Med – has fair impact
- High – highest impact

**Resource Codes:**
- CL – clerical
- Admin – executive assistant
- HS – high school student
- HS seeking credit
- CST – college student, technical
- Tech – engineering tech with associates degree
- Engr – engineer with degree/experience

**Experience Codes:**
- HS – high school student, no relative experience
- CS – college student, government/engineer program
- CL – clerical, with business experience
- Admin – executive assistant with experience
- Tech – engineering tech with associates degree
- Engr – engineer, 4 year degree or higher
Project activities…

- Meetings with departments to discuss identified opportunities
- Departments very well prepared…opportunities identified before meeting with Project Coordinator
- Each opportunity added to master list for City, revised with notes from department meeting
- Department approval of final data for each opportunity
Categories of Volunteer Opportunities . . .

**Ongoing Weekly** – a volunteer doing similar tasks each week for the same department.

**Ongoing Seasonal** – a volunteer assists a department for a certain peak requirement during each year, the requirement repeats each year.

**Ongoing Annual** – the work to be done by the volunteer only needs to completed once per year or once every several years.

**Special One Time Project** – a volunteer(s) is required only for the duration of a specific project.

**Special Advisory** – creation of new advisory board to provide insight to a specific department.
The Results – 114 Volunteer Opportunities

Finance – 4
Municipal Court – 3
Planning – 9
Public Works – 28
City Manager – 18

IT/GIS – 8
Development Services - 8
Police – 7
Parks and Recreation – 17
Fire – 12

Opportunities identified by Category

Ongoing Weekly – 48
Special/Seasonal/Annual/One Time – 63
Advisory – 3
Value of Volunteers, Ongoing Weekly category

(program implementation over multiple years)

Number of volunteer opportunities identified – 48
Average hours per week – 10
Weeks per year – 50
Hours per year – 24,000
National $ average, volunteer hour * – $20
Total projected value, one year – $480,000

* Independent Sector, 2009
Project Summary – Volunteer Program Analysis

*A diverse set of opportunities for a comprehensive volunteer program...*

Volunteer requirements include... clerical, administrative, trade skills, analytical, technical, and professional expertise

Categories include... weekly, seasonal, annual, one time, special projects, serving on an advisory board.

Opportunities for the nature lovers... to those that prefer to be entering or analyzing data.

Numerous opportunities to utilize church groups, social organizations, high school community service programs, students from the technical career programs of the local community colleges.
Goals ....

Comprehensive Volunteer Program

- The capability to accomplish more with less
- Provide resources, expertise, and diverse skills to departments
- Assistance to complete projects in a timely manner
- Provide opportunities to test new ideas, start new programs, or initiate new services
- Provide a resource to get projects off the back-burner
- Promote citizen understanding of city government
Project Summary – goals of a volunteer program

Provide higher quality of service levels to the public . . . .

**Digitize site plan files**, saves staff time, enables responsive service to the public requesting information from the department.

Public **Education/Relations for CityRide**.

Develop system/procedure for City Manager to be updated on Code Enforcement cases that are on the City Manager's watch list.

Use GPS units to locate items for GIS, a) parks inventory locations b) street sign inventory c) stormwater structures

**Swim Instructor Aide**, would lower student to swim instructor ratio, allow **expansion of swim programs**
Project Summary – goals of a volunteer program

Provide opportunities to test new ideas, start new programs, or initiate new services...

Give police station tours, make crime prevention presentations to groups, conduct residential security surveys requested by citizens.

Observe locations having complaints about frequent traffic violations, determine if the complaints are valid, saves officers time.

Park Safety Officers – Monitor parks and report concerns, deter vandalism, adopt a park program, good for walkers.

Data analyst/statistician – to analyze emergency runs, operations, and other parameters... to generate supportive data to help increase efficiency of the fire department.
Project Summary – goals of a volunteer program

Provide opportunities to test new ideas, start new programs, or initiate new services...

**Minor home repairs** for properties with code violations... include: rehanging gutters, paint, grass cutting, window repair, trash pick up

Watershed Management Facilitator, meet groups to promote better watershed and pond management, create newsletters

Follow-up on completed development **projects**... assure developer has completed their landscaping as per the approved plan.

Person **to promote composting, give seminars**, distribute materials, be an expert in rain gardens and promote rain gardens.

**Project/Contract clerk**, handling various project transactions
Project Summary – goals of a volunteer program

Have the capability to accomplish more with less…

Collect off-premise illegal signs

Conduct pedestrian studies in areas near elementary schools

Intersection traffic counts

Building inspection data entry

Enter data from completed work orders

Inspect trunk of police patrol cars and replace any missing items

Perform support services for important errands, taking equipment to be repaired, transporting equipment between fire stations, picking up supplies and mail.

www.GoodStartsHere.org
Project Summary – goals of a volunteer program

Provide a resource to get projects off the back-burner…

Define implementation methods and coordinate activity to increase the subscription list for Listserv. Explore feasibility of door to door collection of e-mail addresses.

Clean & organize potential new storage facility, set up shelving, identify and move boxes, set up system to organize and track boxes.

Electrical and/or plumbing skills to make select repairs at fire station buildings including replacing obsolete light fixtures.
Project Summary – goals of a volunteer program

Provide assistance to complete projects in a timely manner…

**Building inspection data entry**, if reports are not entered before permit expires the result would be a “nasty” letter being sent to property owner, this letter would be in error.

**Document management for Storm water/Drainage/Easements** including scanning, database management, coordination with GIS connection. Has a significant impact

Pipe video inspection data management, processing and entering data, video and photo downloading, coordination/connecting to GIS data, has to be done
Project Summary – goals of a volunteer program

Provide resources, expertise, and diverse skills to departments

Financial Forecast Committee, a group of financial executives (bankers) to provide financial forecasting

Research on procedures/methods utilized by other cities

Storm water advisory board, similar to a Parks board, to discuss water quality, drainage, fees charged, etc.

Sales Tax Analysis, analyze monthly sales tax data, compare sales tax data for similar types of businesses, determine impact of new business opportunities such as potential CID's

Fleet management adviser with knowledge of large trucks to further develop the fire department’s fleet management plan
Project Summary – Volunteer Program Analysis

- The implementation of a comprehensive volunteer program… responsibility of a volunteer coordinator, a paid staff member
- Development of the program polices and procedures
- Recruitment, training, coordination with departments
- Tracking of hours and results
Volunteer Coordinator Position

- Budget approval – July 2011
- 83 applicants
- 12 interviewed by staff
- 4 finalists interviewed by selection committee
- Hire date – November 15, 2011
Build a Successful Volunteer Program to Drive Growth and Recovery *

* ICMA InFocus
Volume 42/ No. 2, 2010

Michelle Nunn, CEO
Points of Light Institute

www.GoodStartsHere.org
Volunteer Program Planning Checklist

ICMA InFocus Report

1. Identify champions
   Who is passionate about the potential of a volunteer program?

2. Assess departments
   How are they already using volunteers?

3. Frame city strategic priorities
   Determine two or three priorities where volunteers can scale work or deepen impact.

4. Map priority roles within departments
   How do volunteer roles support priorities within departments?
Volunteer Program Planning Checklist
ICMA InFocus Report

5. Build clear definition of “volunteer”
   Baby boomer, service-learning students, commission members, career explorers

6. Clarify purpose
   Job descriptions and reporting requirements for all parties involved

7. Clarify deliverable and measure success
   What does success look like for volunteer, department, city? How will this be measured?
Volunteer Program Planning Checklist
ICMA InFocus Report

8. **Build support**
How will you engage department leaders, volunteer supervisors, in the new work of volunteer management.

9. **Build adequate training for volunteer managers**
How will you ensure that staff has skills to manage volunteers effectively.

10. **Create space for citizen input**
How can you ensure that community members have a voice in which needs volunteers will be addressing?
To reach the common goals, city and counties:

Need to engage – volunteers in a different way

- A few hours a week, every week
- Duration of a special project

“The truly innovative…will **reinvent** citizen service…as a fundamental part of the city fabric.”
CITY OF SHAWNEE
VOLUNTEER PROGRAM

Furthering Goals through Volunteer Roles

Elizabeth Griffith, Volunteer Coordinator

www.GoodStartsHere.org
OBJECTIVE:

TO DEMONSTRATE HOW VOLUNTEERS ARE FURTHERING THE GOALS OF THE VOLUNTEER PROGRAM
1. THE CAPABILITY TO ACCOMPLISH MORE WITH LESS.

- Volunteers at the PD take fingerprints.
- Shawnee Town 1929, numerous volunteer roles, even feeding the chickens! (Parks and Recreation)
- Illegal sign removal done by volunteers, allows the city to keep clutter down at intersections. (Planning)
- Adopt-A-Spot program, keeping city parks clean and engaging groups. (P&R)
Boy Scouts, Girl Scouts, and the general public make Flags 4 Freedom, possible by setting up for the annual display. And they love doing this! (Admin)
2. PROVIDE RESOURCES, EXPERTISE, AND DIVERSE SKILLS TO DEPARTMENTS

We have professionals from numerous fields:

- KS Certified Naturalist (P and R)
- Professor (ST, Fire, photography)
- Financial Planner (ST, Admin.)
- Nurse Practitioner (Fire and CERT)
- Business Professionals (Planning and Admin.)
- Engineer (assisting VFW)
- and many others with specific skills/expertise.

www.GoodStartsHere.org
3. ASSISTANCE TO COMPLETE PROJECTS IN A TIMELY MANNER

- Elevator inspection program tracking and permits. (Codes)
- Reports done in a more timely manner at the PD.
- Some court-ordered Community Service workers help to catch up on filing. (Development Services)
- Audit of business files. (City Clerk)
- Scanning files (HR).
- Newspaper projects, locating articles on certain topics. (Admin, Communications)
Webelo Scouts assist our Public Works Storm Water program by marking storm-water inlets and hanging informational door hangers on homes in the area.
4. PROVIDE OPPORTUNITIES TO TEST NEW IDEAS, START NEW PROGRAMS, OR INITIATE NEW SERVICES

• Community Educator for the *new* CityRide service. (City Clerk)
• Wildlife Habitat Restoration is a brand new program to clear invasive weeds from the City Parks with minimal staff time. (P&R)
• Recruiting volunteers to assist in creating a Care Calls Program (future prog.)
• Photography done by volunteers at events has been a huge success! (numerous depts.)
• Church and City Partnership leading to Neighbors Helping Neighbors (Community)
New Church and City partnership has lent to groups of willing volunteers helping with normal homeowner tasks. Fallen tree limbs after a storm at a military man’s unoccupied home were cut-up and cleared by volunteers. (Community)
5. PROVIDE A RESOURCE TO GET PROJECTS OFF THE BACK-BURNER

- Green Team Committee’s first bike support station for Bike Month was made possible because of volunteers.
- Tours of the PD
- Residential Security Surveys (PD)
- Neighborhood deliveries (newsletters, door hangers) (Planning)
- Mapping of flags for freedom flags to create more of a “plan” for next year. (Admin)
- The idea of having a liaison from the city to the downtown businesses is moving forward. (Planning)
Mill Valley High school advanced art students painted a rain barrel to raffle and attract more attention to our storm-water program at the Healthy Yards expo.
6. PROMOTE CITIZEN UNDERSTANDING OF CITY GOVERNMENT

- Citizen Police Academy – citizens see and experience the role of law enforcement.
- CPAAA – assists PD with DUI check-lanes, traffic control at events, celebrates the staff.
- Task Force, committee and board volunteer roles, part of decision-making
- Just being in city buildings, working alongside staff, and fulfilling needs in various departments enables the community to better see and understand the roles of local government.
CERT- Community Emergency Response Team. CERT training promotes a partnering effort between government emergency services and the people that they serve. CERT volunteers enable our city to be more prepared to handle a large-scale disaster.

[Image of CERT volunteers in outdoor setting]
THANK YOU!

ELIZABETH GRIFFITH
B.S., MCHES, CVA CANDIDATE

www.GoodStartsHere.org
Value Proposition of Volunteers to Local Jurisdictions

Carol Gonzales, City Manager
“We cannot do everything, and there is a sense of liberation in realizing that. This enables us to do something, and to do it very well.”

Bishop Oscar Romero
With a Volunteer Coordinator...

✓ Perform an organizational analysis to look for more opportunities for volunteers;

✓ Help departments define volunteer responsibilities and assist them in developing job descriptions for volunteer opportunities

✓ Serve as gatekeeper/coordinator for the program to screen and recruit volunteers and help departments manage their volunteers

✓ Create volunteer recruitment page with an interactive application on website that feeds into a database
With a Volunteer Coordinator...

- Serve as a resource for departments by streamlining process and offering proactive problem solving solutions
- Create volunteer policies and procedures
- Retain and “manage” a cadre of volunteers interested in specific types of work
- Timekeeping and data tracking for volunteer hours
- Organize a formal recognition program
- Centralize risk management
- Train volunteers

www.GoodStartsHere.org
## Volunteer Hours by Month and Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>94.25</td>
<td>260</td>
<td>350.5</td>
<td>391</td>
<td>500</td>
<td>427.25</td>
<td>250</td>
<td>177</td>
<td>415.25</td>
<td>530</td>
<td>222</td>
<td>244.75</td>
<td>3862</td>
</tr>
<tr>
<td>2013</td>
<td>408</td>
<td>317</td>
<td>336.75</td>
<td>719</td>
<td>363.5</td>
<td>558.5</td>
<td>355.75</td>
<td>293.5</td>
<td>360</td>
<td>461.25</td>
<td>322.5</td>
<td>115.5</td>
<td>4,611.25</td>
</tr>
<tr>
<td>2014</td>
<td>307.5</td>
<td>342</td>
<td>391.75</td>
<td>356</td>
<td>509.75</td>
<td>451.5</td>
<td>245.5</td>
<td>304.5</td>
<td>286.25</td>
<td>538</td>
<td>408.75</td>
<td>206.75</td>
<td>4,348.25</td>
</tr>
<tr>
<td>2015</td>
<td>171.5</td>
<td>262.75</td>
<td>496.75</td>
<td>322.5</td>
<td>449.25</td>
<td>1158</td>
<td>556.75</td>
<td>723.75</td>
<td>441.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[www.GoodStartsHere.org](http://www.GoodStartsHere.org)
<table>
<thead>
<tr>
<th>Year</th>
<th>Hours</th>
<th>Value of volunteer hour</th>
<th>Total Value of volunteer hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3,862</td>
<td>$21.36</td>
<td>$82,492</td>
</tr>
<tr>
<td>2013</td>
<td>4,611.25</td>
<td>$22.55</td>
<td>$103,984</td>
</tr>
<tr>
<td>2014</td>
<td>4,348.25*</td>
<td>$23.07</td>
<td>$96,270</td>
</tr>
<tr>
<td>2015- YTD^</td>
<td>4,582.75</td>
<td>$22.55</td>
<td>$103,341</td>
</tr>
</tbody>
</table>

*Volunteer Coordinator position vacant for 3 months
^Jan1-Sept. 30, 2015
Return on Investment

- Volunteer Coordinator works 24 hours a week at $25.00 hour
- 1248 hours x $25 = $31,200.
- First year volunteer value of time $82,492.
- ROI is: $164:$1
Value Added

....Complements paid employees
....Capability to accomplish more with less
....Provides resources, expertise, and diverse skills to departments
....Assistance to complete projects in a timely manner
....Provide opportunities to test new ideas, start new programs, or initiate new services
....Resource to get projects off the back-burner
....Promotes citizen understanding of city government
Volunteers

Have you been looking for somewhere to donate your time?

Volunteers are an essential part of our organization and we have many opportunities to fit what you’re looking for. Whether you would like to help cover our offices when we are away, help with a special event or be a volunteer instructor we have something for you!

We are currently looking for volunteers help in the following areas:
- Office coverage
- Special events
- Tea dances
- Walking club

Please see Kate or Libby in the 50 Plus office if you are interested!

To apply, call Stephanie at (913) 642-6410.
Volunteer Coordinators & Job Descriptions

- Ernie Miller Senior Naturalist
  - Naturalist Interpreter
  - Receptionist
  - Animal Care Specialist
  - Exhibit Research Technician
  - Newsletter Staff
  - Landscape Worker

- 50 Plus Program Assistant’s
  - Front Desk Coverage
  - Event Help
  - Group Liaison
  - Performing Groups
  - Instructors

- Kansas City Corporate Challenge Board Member & Special Events Coordinator
  - Water Station Attendants
  - Course Direction Attendants
  - Refreshment Distributors
  - Scorekeepers & Timekeepers
  - Greeters
  - Field Monitors
  - Parking Attendants

- Lead Golf Marshal
  - Golf Course Marshal

- Special Populations Coordinator
  - Coaches & Fundraisers
Hiring

Interviews

- Interview potential volunteers to ensure it’s a good match for your business and a good match for their skill set just as you would any other employee.

Background Checks & Liability

- Background Checks
  - If working with vulnerable populations
- Credit Checks
  - If handling money
- Hold Harmless Forms
  - Individual & Group
- Emergency Contact Information
Training

- Volunteer Manual
  - Mission & Vision
  - Organization History
  - Opportunities
  - Holidays & Hours of Operation
  - Facility information (Parking, Restrooms & Personal Belongings)
  - Benefits
  - Recognitions
  - Rights & Responsibilities
  - Record Keeping
  - Background Checks & Waivers
  - Policies
  - Standards & Expectations

- On-Site Training
  - Info Notebook
Retention

- AWARDS!
  - Quarterly & Annual
  - State or National Conferences

- RECOGNITIONS!
  - Volunteer Week Activities
  - Annual Parties
Return on Investment

In 2014 JCPRD’s Recreation Division relied on 6,624 volunteers that worked a total of 126,190 hours. Base that on the minimum wage rate from 2014 and we’ve saved a total of $900K in wages by utilizing volunteers.

Intangibles

- Community Engagement
- Family Time
- Teamwork
- Sense of Purpose
Contact Information

Michelle Alexander - Recreation Manager
Johnson County Park and Recreation District
michelle.alexander@jocogov.org
913-826-3034
Closing Remarks

Cathy Boyer-Shesol  
Project Manager, KC Communities for All Ages