Volunteer Management Survey

Summary of results

In December 2014, MARC distributed an online survey to regional city/county administrators to obtain baseline information on current volunteer management policies and practices. As of January, 2015, a 19 percent response was received, with surveys submitted by the following cities: Archie, Fairway, Gladstone, Kearney, Parkville, Peculiar, Platte City, Pleasant Hill, Prairie Village and Roeland Park.

Key findings (of responses received)

Use of volunteers
- Most of the responding jurisdictions use volunteers.
- Most of them recruit both older adults and teenagers as volunteers.
- The majority of the respondents indicated a desire to increase use of volunteers.
- Out of the possible departments listed in the survey, parks and recreation departments were cited as using volunteers most frequently.

Volunteer management/administration:
- Most responding jurisdictions do not have written policies related to volunteers, and the majority of responses indicate there are no plans to adopt a volunteer policy.
- Most responding jurisdictions do not have a formal volunteer program.
- No responding jurisdiction employs a volunteer coordinator, and most do not designate a staff member to assume responsibility for administering a volunteer program.
- Most respondents do not follow generally accepted volunteer practices, such as promoting volunteer opportunities, using a volunteer application process, or have written volunteer management procedures.
  - The jurisdiction’s website was identified as the primary promotion strategy.
  - A continuous application process was used by most respondents.
- No responding cities provided an annual report on volunteerism to their city council/board of aldermen.
- All responding cities do something to recognize and appreciate their volunteers.
- A majority of the respondents do not promote outside volunteer opportunities, but most indicate they are open to doing so.
- A majority of the respondents indicated they would benefit from specialized training in volunteer recruitment and management policies and practices.
- Nearly half of the respondents chose “Time off to attend workshops/conferences” as the preferred method to support staff development in the area of volunteer management.
- No respondent indicated a relationship with a volunteer referral agency.

Financial support for volunteer programs:
- Respondents cited the city as the primary financial support for volunteer activities.
- Responding cities receive non-financial support from a variety of partners, such as chambers of commerce, civic organizations, businesses and other community partners.